

**TRANSPORTATION MANAGEMENT STRATEGY AND CONSUMER PURCHASE DECISIONS  
OF LOCALLY MANUFACTURE GOODS IN ABIA STATE.**

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**Abstract**

The study examined the relationship Transportation management strategy and consumer purchase decisions of locally manufacture goods in Abia State. The study adopted correlational research design. The population of this study consisted of 79 locally manufacture goods in Abia State with 237 respondents. This study employed census sampling techniques to study the entire population because the population is not large. A structured questionnaire was used to obtain data from the respondents. The data collected were presented and analyzed using percentage and frequency analysis, and mean. Spearman Rank Order Correlation was used to test the hypotheses. The SPSS version 24 was used to perform the bivariate. The results are that fleet management has significant relationship with customer satisfaction of locally manufacture goods in Abia State. The study also found a significant relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State. Based on these findings, it was concluded that Transportation management strategies are significant predictors of consumer purchase decisions of locally manufacture goods in Abia State. Based on the conclusion, it was recommended that Firms should implement efficient fleet management strategies, including regular vehicle maintenance, driver training, and proper scheduling. This will reduce breakdowns, ensure timely delivery, and maintain product quality, all of which positively influence consumer satisfaction and repeat purchases; Manufacturers and logistics operators should invest in modern technologies such as GPS tracking systems, Transportation Management Systems (TMS), and real-time data platforms. These technologies will enhance route optimization, improve delivery coordination, and ensure transparency, which can boost consumer confidence and purchase decisions.

***Keywords: Transportation Management Strategy, Consumer Purchase Decisions, Fleet Management, Risk Management, Customer Satisfaction***

**Introduction**

Transportation management strategy has become a critical component of modern supply chain systems, particularly in developing economies such as Abia State where infrastructural challenges and distribution inefficiencies directly affect the availability and competitiveness of locally manufactured goods. Bi and Mesa-Arango (2025) Transportation management involves the planning, implementation, and control of the movement of goods from producers to final consumers, with the aim of minimizing cost, improving delivery speed, and enhancing service quality. Efficient transportation systems create "time and place utility," ensuring that products are available to consumers at the right time and location, thereby influencing market performance and customer satisfaction (Reddit Supply Chain Discussion, 2026).

In Nigeria, the performance of locally manufactured goods is often constrained by poor transportation networks, high logistics costs, and inconsistent delivery systems. These challenges can lead to delays, product damage, and increased prices, which ultimately shape consumer perception and purchase decisions. Transportation strategy through route optimization, fleet

management, and real-time tracking can significantly improve distribution efficiency and product accessibility, thereby enhancing the competitiveness of local industries.

Consumer purchase decision, on the other hand, refers to the process through which individuals select, buy, use, and dispose of goods and services based on their needs, preferences, and available information (Olasunkanmi et al 2024). Empirical studies in Nigeria have shown that elements of the marketing mix particularly distribution (place) play a significant role in influencing consumer purchase decisions. For instance, research indicates that distribution channels and product availability have a strong positive effect on consumer buying behaviour in fast-moving consumer goods (FMCG) markets (Oyekunle & Ighomereho 2024).

Similarly, studies have found that marketing mix variables, including place (distribution), significantly influence consumer purchase decisions, highlighting the importance of efficient logistics and transportation systems (Attih 2025).

Furthermore, recent studies emphasize that strategic decisions in supply chain operations, such as pricing and distribution efficiency, directly impact consumer patronage. For example, pricing strategies and availability of products have been shown to significantly influence customers' willingness to purchase goods in Nigerian markets (Halidu & Igomu 2025). This suggests that transportation management, which directly affects distribution costs and product availability, plays an indirect yet powerful role in shaping consumer purchasing behaviour.

In the context of Abia State a major commercial hub known for indigenous manufacturing clusters such as Aba the effectiveness of transportation management strategies is particularly crucial. Locally manufactured goods in this region often compete with imported alternatives, making efficient distribution a key determinant of market success. Poor road conditions, traffic congestion, and inadequate logistics infrastructure can reduce the accessibility and attractiveness of these products, thereby influencing consumers to opt for imported goods that are more readily available.

Despite the recognized importance of transportation in supply chain performance, there is still limited empirical research focusing specifically on how transportation management strategies influence consumer purchase decisions of locally manufactured goods in Abia State. Most existing studies have concentrated on broader marketing variables such as pricing, branding, and product quality, with less attention given to logistics and transportation as strategic determinants of consumer behaviour.

Therefore, this study seeks to bridge this gap by examining the relationship between transportation management strategy and consumer purchase decisions of locally manufactured goods in Abia State.

### **Statement of the Problem**

Transportation management strategy plays a vital role in ensuring the efficient distribution of goods from producers to consumers. However, in Nigeria, persistent logistics challenges such as poor road infrastructure, high transportation costs, and inefficient distribution systems continue to hinder the effective movement of goods. These inefficiencies increase operational costs, reduce product availability, and negatively affect business performance and competitiveness (Okunsanya & Azmat, 2025). Despite the recognized importance of transportation in supply chain management, many local manufacturers still struggle to adopt effective transportation strategies that can enhance distribution efficiency and market reach.

In Abia State, particularly in industrial hubs such as Aba, locally manufactured goods are produced in large quantities, yet their market penetration remains limited. One major issue is the inability of producers to efficiently transport goods to target markets due to poor logistics coordination, inadequate infrastructure, and lack of modern transportation management systems. Studies have shown that logistics practices including transportation, storage, and distribution are critical to ensuring timely delivery and product availability, yet these areas remain underdeveloped in many parts of Nigeria (Yakeen & Christy 2024). This situation often results in delays, product damage, and increased prices, making locally manufactured goods less attractive compared to imported alternatives.

Furthermore, consumer purchase decisions are highly influenced by product availability, accessibility, and delivery performance. Inefficient transportation systems can lead to stock-outs, inconsistent supply, and higher retail prices, all of which discourage consumers from purchasing locally made products. Empirical evidence indicates that logistics performance, including delivery time and cost, has a direct effect on consumer purchasing behaviour and future buying decisions (Abdulsalam et al 2024). Similarly, marketing and distribution strategies (particularly the “place” element) have been found to significantly influence consumer buying decisions in Nigeria (Attih, 2024).

Despite these established relationships, existing studies have largely focused on general logistics performance or marketing strategies without specifically examining how transportation management strategy influences consumer purchase decisions of locally manufactured goods, especially in Abia State. There is a lack of context-specific empirical evidence linking transportation strategy variables such as route planning, delivery efficiency, and cost management to consumer behaviour in the local manufacturing sector.

This gap in the literature creates a critical problem: without a clear understanding of how transportation management strategy affects consumer purchase decisions, policymakers and manufacturers may be unable to design effective interventions to improve the competitiveness of locally produced goods. Therefore, this study seeks to address this problem by investigating the influence of transportation management strategy on consumer purchase decisions of locally manufactured goods in Abia State, with a view to providing practical solutions for improving distribution efficiency and enhancing consumer patronage.

### Conceptual/ Operational Framework

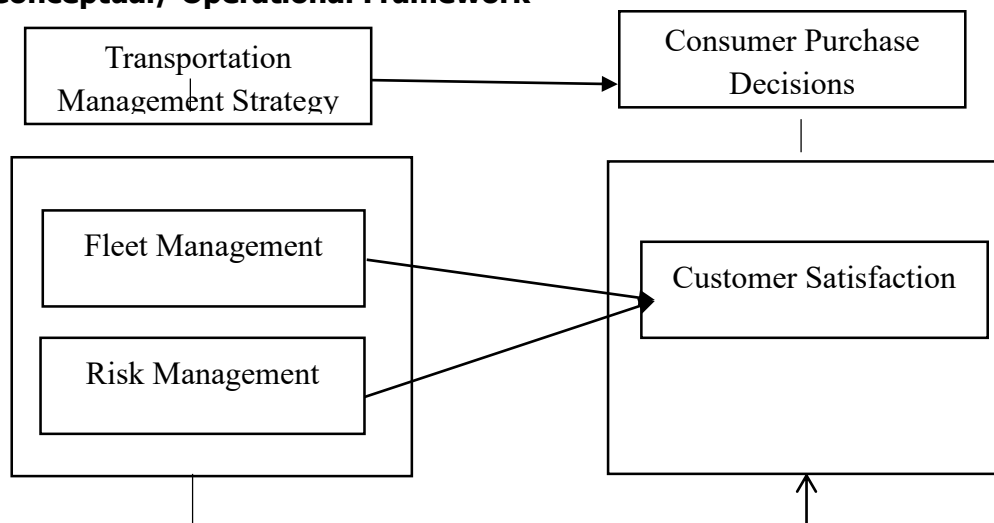


Figure: 1.1: Conceptual framework of Transportation management strategy and consumer purchase decisions

Source: Bi and Mesa-Arango (2025).

### Aim and Objectives of the Study

The aim of this study is to examine the relationship between transportation management strategy and consumer purchase decisions of locally manufacture goods in Abia State. The specific objectives are as follows: to

- i. determine the relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State
- ii. examine the relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State.

**Research Questions:** The following research question are formulated to guide the conduct of the study.

- i. What is the relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State?
- ii. What is the relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State?

**Hypotheses:** These are the following research hypothesis

H0<sub>1</sub> There is no significant relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State.

H0<sub>2</sub> There is no significant relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State

## **Literate Review**

### **Transportation Management Strategy**

Transportation management strategy refers to the systematic planning, implementation, and control of the movement of goods and services from one location to another in a manner that is efficient, cost-effective, and responsive to customer needs. It is a critical component of supply chain management that ensures products are delivered at the right time, in the right condition, and at the lowest possible cost. According to Christopher (2022), transportation management is central to logistics operations because it directly influences service delivery, cost efficiency, and overall supply chain performance.

Transportation management strategy goes beyond the mere movement of goods; it involves making strategic decisions regarding route optimization, mode selection, fleet management, scheduling, and the use of technology such as tracking systems. These decisions are aimed at improving operational efficiency and enhancing customer satisfaction. As noted by Chopra and Meindl (2023), effective transportation strategies help firms balance responsiveness and efficiency, which are key drivers of competitive advantage in modern supply chains.

In recent years, transportation management has evolved with the integration of digital technologies such as Transportation Management Systems (TMS), Global Positioning Systems (GPS), and real-time data analytics. These technologies enable organizations to monitor shipments, optimize routes, reduce delays, and improve coordination across the supply chain. According to Ghiani et al. (2022), the adoption of advanced transportation management systems enhances visibility and decision-making, leading to improved delivery performance and reduced operational costs.

Furthermore, transportation management strategy plays a significant role in determining the accessibility and availability of products in the market. Efficient transportation ensures that goods are consistently available to consumers, thereby influencing their purchasing decisions. In contrast, poor transportation systems can lead to delays, stock-outs, and increased costs, which negatively affect customer satisfaction and demand. As argued by Bowersox, Closs, and Cooper (2021), transportation is the largest cost component in logistics and has a direct impact on product pricing and market competitiveness.

In the Nigerian context, transportation management strategy is particularly important due to infrastructural challenges such as poor road networks, traffic congestion, and high fuel costs. These challenges make it difficult for firms to implement efficient transportation systems, thereby affecting the distribution of locally manufactured goods. Studies have shown that inefficient transportation systems in Nigeria contribute to high distribution costs and reduced product availability, which in turn influence consumer purchase behaviour (Adebayo, 2024; Ojo & Kareem, 2023).

Moreover, transportation management strategy is closely linked to customer service delivery. Timely and reliable transportation enhances customer satisfaction, builds trust, and encourages repeat purchases. Conversely, inconsistent or delayed deliveries can lead to customer dissatisfaction and loss of patronage. According to Hesse and Rodrigue (2022), transportation efficiency is a key

determinant of service quality in supply chain systems, as it directly affects delivery reliability and customer experience.

Transportation management strategy is a vital aspect of logistics and supply chain management that focuses on optimizing the movement of goods to achieve efficiency, cost reduction, and customer satisfaction. Its effectiveness significantly influences product availability, pricing, and service delivery, all of which play a crucial role in shaping consumer purchase decisions, particularly for locally manufactured goods in Abia State.

### **Fleet Management**

Fleet management is a critical component of transportation management strategy that involves the coordination, monitoring, and control of a company's vehicle fleet to ensure efficiency, safety, and cost-effectiveness in the movement of goods and services. It encompasses a wide range of activities including vehicle acquisition, maintenance, routing, fuel management, driver supervision, and the use of technology for tracking and performance monitoring. According to Donald et al (2021), fleet management is essential for ensuring reliable transportation operations and achieving overall logistics efficiency within supply chains.

Fleet management aims to optimize the use of vehicles while minimizing operational costs and risks. It ensures that the right vehicles are available at the right time and are utilized effectively to meet delivery requirements. Efficient fleet management contributes to reduced fuel consumption, lower maintenance costs, and improved delivery performance. As noted by Martin (2022), effective management of transportation assets, particularly vehicles, is crucial for maintaining service quality and achieving competitive advantage in logistics operations.

In modern logistics systems, fleet management has been significantly enhanced by technological advancements. The integration of Global Positioning Systems (GPS), telematics, and Fleet Management Systems (FMS) allows organizations to monitor vehicle location, track driver behaviour, and optimize routes in real time. These technologies improve transparency, coordination, and decision-making. According to Sunil Chopra and Peter Meindl (2023), the use of digital tools in fleet management enables firms to enhance responsiveness while maintaining operational efficiency.

Furthermore, fleet management plays a significant role in cost control within transportation operations. Transportation costs, particularly fuel and maintenance, constitute a large portion of logistics expenses. Proper fleet management practices such as preventive maintenance, efficient scheduling, and fuel monitoring help to reduce these costs. In addition, effective fleet management minimizes vehicle breakdowns and delays, thereby ensuring timely delivery of goods. As emphasized by Guido et al (2022), optimizing fleet operations is key to improving transportation efficiency and reducing overall logistics costs.

In the Nigerian context, fleet management is particularly important due to challenges such as poor road conditions, traffic congestion, and high fuel prices. Many firms face difficulties in maintaining efficient fleets, which leads to increased operational costs and unreliable delivery schedules. Inefficient fleet management can result in frequent vehicle breakdowns, delays in product delivery, and damage to goods, all of which negatively affect customer satisfaction and business performance. Studies have shown that poor fleet utilization and maintenance practices are among the major factors contributing to logistics inefficiencies in developing economies (Adebayo, 2024; Ojo & Kareem, 2023).

Moreover, fleet management is closely linked to service quality and customer satisfaction. Reliable and well-managed fleets ensure that goods are delivered on time and in good condition, which enhances customer trust and loyalty. Conversely, poor fleet management can lead to inconsistent delivery performance, resulting in dissatisfaction and reduced patronage. According to Hesse and Rodrigue (2022), transportation reliability, driven largely by fleet efficiency, is a key determinant of logistics service quality.

Fleet management is a vital aspect of transportation management strategy that focuses on the efficient utilization and control of vehicles to achieve cost reduction, operational efficiency, and

improved service delivery. Its effectiveness directly influences delivery reliability, product availability, and customer satisfaction, making it a crucial factor in shaping consumer purchase decisions, particularly for locally manufactured goods in Abia State.

### **Risk Management**

Risk Management is a fundamental dimension of transportation management strategy that focuses on identifying, assessing, mitigating, and monitoring potential hazards that may occur during the movement of goods and services. These risks may include vehicle accidents, theft, cargo damage, delays, fuel-related hazards, poor road conditions, and regulatory compliance failures. Safety management, on the other hand, emphasizes the protection of goods, personnel (drivers and logistics staff), and vehicles throughout the transportation process to ensure reliable and uninterrupted supply chain operations.

According to Donald et al (2021), risk management in logistics involves systematic procedures aimed at minimizing disruptions in transportation activities while ensuring continuity of service delivery. They emphasize that transportation systems are highly vulnerable to both internal and external risks, making structured safety and risk controls essential for efficient supply chain performance.

Risk Management in transportation also involves the development of preventive and corrective strategies such as driver training, vehicle maintenance schedules, insurance coverage, route risk assessment, and the use of tracking technologies. These measures help organizations reduce the probability of accidents and improve response time when disruptions occur. As noted by Martin (2022), effective risk management enhances supply chain resilience by ensuring that firms can anticipate, absorb, and recover from transportation disruptions without significant loss of service quality.

In modern logistics operations, technology plays a significant role in enhancing Risk Management. The use of GPS tracking systems, telematics, and real-time monitoring tools allows firms to detect unsafe driving behaviour, track vehicle movements, and respond quickly to emergencies. These systems improve visibility and control across transportation networks, thereby reducing exposure to risks. According to Sunil and Peter (2023), the integration of information technology in transportation systems significantly improves safety outcomes and reduces operational uncertainties.

Furthermore, safety management is closely linked to cost control and customer satisfaction. Accidents, theft, or damage to goods not only increase operational costs but also negatively affect delivery reliability and consumer trust. Poor safety practices can lead to product loss, delayed deliveries, and reputational damage, all of which influence consumer purchase decisions. In contrast, strong safety systems ensure that goods reach consumers in good condition and on time, thereby enhancing confidence in locally manufactured products.

In the Nigerian context, Risk Management is particularly important due to challenges such as poor road infrastructure, inadequate traffic regulation enforcement, and high rates of road accidents. These conditions increase the vulnerability of transportation systems, especially for manufacturers distributing goods across states such as Abia. Studies have shown that inadequate safety measures in logistics operations contribute significantly to delays, product damage, and increased distribution costs in developing economies (Adebayo, 2024).

Risk Management is a crucial aspect of transportation management strategy that ensures the protection of goods, personnel, and vehicles during transit. It enhances reliability, reduces losses, and improves service quality. Its effectiveness directly influences the efficiency of distribution systems and plays a significant role in shaping consumer purchase decisions of locally manufactured goods in Abia State.

### **Consumer Purchase Decisions**

Consumer purchase decision refers to the process through which individuals or households identify their needs, gather information, evaluate available alternatives, and ultimately select, purchase, use, and dispose of goods or services that best satisfy those needs. It is a core concept in marketing and consumer behaviour studies because it explains how and why consumers choose particular products

over others in the marketplace. According to Kotler and Keller (2022), consumer purchase decisions are influenced by a combination of psychological, social, cultural, and situational factors that interact throughout the decision-making process.

The consumer decision-making process is typically structured into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. At each stage, consumers are influenced by internal factors such as perception, motivation, and attitude, as well as external factors such as price, availability, brand image, and distribution efficiency. Schiffman and Wisenblit (2023) emphasize that understanding these stages helps marketers design effective strategies to influence consumer choice and encourage repeat purchases. Consumer purchase decisions are also strongly affected by marketing mix elements, particularly product, price, promotion, and place (distribution). The "place" component is especially relevant in the context of transportation management strategy because it determines how easily and quickly consumers can access products. When goods are readily available and efficiently distributed, consumers are more likely to develop positive purchase intentions and actual buying behaviour. According to Kotler, Armstrong, and Opresnik (2021), distribution efficiency significantly enhances product accessibility, which directly influences consumer satisfaction and loyalty.

In addition, consumer purchase decisions are shaped by perceived value and satisfaction. Consumers evaluate whether a product offers value for money and meets their expectations in terms of quality, availability, and convenience. When expectations are met or exceeded, satisfaction increases, leading to repeat purchases and positive word-of-mouth communication. Conversely, dissatisfaction may result in brand switching and reduced patronage.

Schiffman and Wisenblit (2023) note that satisfaction is a key predictor of repurchase intention and long-term consumer loyalty.

In the context of developing economies such as Nigeria, consumer purchase decisions are often influenced by infrastructural and logistical factors, including transportation efficiency, product availability, and delivery speed. Poor distribution systems can lead to stock-outs, high prices, and limited accessibility, which negatively affect consumers' willingness to purchase locally manufactured goods. Studies have shown that logistical efficiency and distribution networks significantly influence consumer buying behaviour in emerging markets (Ojo & Kareem, 2023).

Furthermore, cultural and social influences also play a significant role in shaping consumer purchase decisions. Consumers may be influenced by family, reference groups, social status, and cultural values when deciding whether to purchase locally made or imported goods. In many developing countries, perceptions about quality and prestige can affect demand for locally manufactured products, even when they are more affordable and accessible.

Consumer purchase decision is a complex process involving several stages and influenced by psychological, social, economic, and logistical factors. In relation to transportation management strategy, efficient distribution systems enhance product availability, affordability, and accessibility, which in turn positively influence consumers' purchasing behaviour toward locally manufactured goods in Abia State.

### **Customer Satisfaction**

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of customers after consumption or experience. It is a central concept in marketing and service management because it reflects how well an organization delivers value to its customers. According to Kotler and Keller (2022), customer satisfaction is the outcome of a comparison between a customer's expectations and perceived performance of a product or service. When performance meets or exceeds expectations, satisfaction is achieved; when it falls short, dissatisfaction occurs.

Customer satisfaction is not a one-time event but a cumulative psychological response developed over time through repeated interactions with a product, service, or brand. Schiffman and Wisenblit (2023) explain that satisfaction is a post-purchase evaluation process that significantly influences future buying behaviour, including repeat purchases and brand loyalty. In this sense, satisfied

customers are more likely to remain loyal, while dissatisfied customers tend to switch to alternative products or competitors.

In supply chain and logistics contexts, customer satisfaction is strongly influenced by service quality dimensions such as delivery speed, reliability, product availability, and condition of goods upon arrival. Efficient transportation management plays a critical role in ensuring that goods are delivered on time and in good condition, thereby enhancing customer satisfaction.

According to Chopra and Meindl (2023), logistics performance directly affects customer satisfaction because it determines how effectively customer demand is met in terms of time, cost, and service reliability.

Furthermore, customer satisfaction is closely linked to perceived value, which refers to the customer's evaluation of the benefits received relative to the costs incurred. When customers perceive that they are receiving good value for money, their satisfaction increases. Conversely, delays in delivery, product unavailability, or poor service quality reduce perceived value and negatively affect satisfaction levels. Kotler, Armstrong, and Opresnik (2021) emphasize that delivering superior customer value is essential for building long-term customer relationships and maintaining competitiveness.

In developing economies such as Nigeria, customer satisfaction is often shaped by infrastructural and logistical challenges. Poor transportation systems, inconsistent delivery schedules, and high distribution costs can lead to customer dissatisfaction, especially in markets where consumers depend heavily on locally manufactured goods. Studies have shown that logistics efficiency and service reliability are significant determinants of customer satisfaction in emerging markets (Adebayo, 2024).

Moreover, customer satisfaction has important implications for organizational performance. High levels of satisfaction lead to increased customer retention, positive word-of-mouth communication, and higher sales volume. On the other hand, low satisfaction can result in customer complaints, reduced patronage, and negative brand perception. Therefore, organizations must continuously improve their service delivery processes, including transportation and distribution systems, to maintain high levels of customer satisfaction.

Customer satisfaction is a key performance indicator that reflects how well an organization meets customer expectations. It is influenced by product quality, service delivery, and logistics efficiency. In the context of transportation management strategy, efficient distribution systems enhance delivery reliability and product availability, which significantly improve customer satisfaction and influence consumer purchase decisions of locally manufactured goods in Abia State.

## **Theoretical Review**

### **Systems Theory of Management**

The Systems Theory, developed from the works of Ludwig von Bertalanffy in 1968, views an organization as an interconnected system of interdependent parts that work together to achieve a common goal. In logistics and transportation management, the theory explains how transportation activities (input, process, and output) interact with other supply chain functions such as procurement, warehousing, and distribution.

Transportation management strategy is therefore seen as a subsystem that influences overall organizational performance and market outcomes. Efficient transportation improves product availability and service delivery, which in turn affects consumer purchase decisions. When transportation systems fail, delays and stock-outs occur, negatively influencing consumer satisfaction and buying behaviour. Transportation efficiency is a system-wide determinant of consumer purchase decisions.

### **Empirical Review**

Bi and Mesa-Arango, (2025) utilized a machine learning model to estimate the consumer's behavior for food products with innovative transportation certificates in the U.S. Building on previous research

that examined demand for food products with supply chain traceability using stated preference analysis, transportation factors were identified as significant in consumer food purchasing choices. Consequently, a second experiment was conducted to pinpoint the specific transportation attributes valued by consumers. A machine learning model was applied, and five innovative certificates related to transportation were proposed: Transportation Mode, Internet of Things (IoT), Safety measures, Energy Source, and Must Arrive By Dates (MABDs). The preference experiment also incorporated product-specific and decision-maker factors for control purposes. The findings reveal a notable inclination toward safety and energy certificates within the transportation domain of the U.S. food supply chain.

Additionally, the study examined the influence of price, product type, certificates, and decision-maker factors on purchasing choices. Ultimately, the study offers data-driven recommendations for improving food supply chain systems.

Okunsanya and Azmat ((2025) examined Nigeria’s logistics challenges and their economic effects through qualitative analysis. It draws from literature-informed semi-structured interviews with eight senior experts totalling 62 years of experience. Using thematic analysis and axial coding, findings were triangulated with secondary data to ensure validity and contextual accuracy. Findings reveal that poor infrastructure, insecurity, financial instability, unstable policies, high petroleum costs, port congestion, and inadequate logistics technology and human resources significantly hamper Nigeria’s growth. The study proposes investing in infrastructure, integrating advanced logistical tools, and comprehensive employee training to mitigate these challenges. This research offers valuable insights for managers and policymakers, emphasising the need to address these issues for economic improvement.

**Methodology**

The correlational research design was adopted in this study. The population of this study consisted of 79 locally manufacture goods in Abia State with 237 respondents. This study employed census sampling techniques to study the entire population because the population is not large

**Mean responses on Fleet Management**

S/No	Fleet Management Items	SA 4	A 3	D 2	SD 1	Gran d Total	Mea n X	Crit. Mea n	Decisio n
1.	Efficient vehicle scheduling ensures timely delivery of locally manufactured goods.	93	78	28	12	211	3.19	2.50	Accepted
2.	Proper maintenance of delivery vehicles reduces delays in product distribution.	89	82	25	15	211	3.16	2.50	Accepted
3.	Effective fleet management lowers transportation costs for manufacturers	84	76	31	20	211	3.06	2.50	Accepted
4.	Reliable fleet operations improve consistency in product supply	87	80	27	17	211	3.12	2.50	Accepted
5.	Fleet management practices influence the availability of								

locally manufactured goods in the market.	81	73	3	23	211	3.00	2.50	Accepted
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**Source: Field Survey, 2026**

The mean responses of managers of locally manufacture goods in Abia State. From the table, it is observed that majority of the respondents agreed with the items listed in the table with their mean responses greater than the criterion mean of 2.50.

**Mean responses on Risk Management**

S/No	Risk Management Items	SA 4	A 3	D 2	SD 1	Gran d Total	Mea n $\bar{X}$	Crit. Mea n	Decisio n
6.	Proper safety measures during transportation reduce damage to locally manufactured goods	97	84	19	11	211	3.30	2.50	Accepted
7.	Effective risk management ensures timely delivery of products.	83	80	28	20	211	3.07	2.50	Accepted
8.	Use of tracking systems improves the security of goods in transit.	78	73	31	29	211	2.95	2.50	Accepted
9.	Risk management practices improve the reliability of product delivery.	74	80	36	21	211	2.98	2.50	Accepted
10.	Effective Risk Management increases confidence in locally manufactured goods.	79	75	32	25	211	2.99	2.50	Accepted

**Source: Field Survey, 2026.**

The mean responses of managers of locally manufacture goods in Abia State. From the table, it is observed that majority of the respondents agreed with the items listed in the table with their mean responses greater than the criterion mean of 2.50.

**Mean responses on Customer Satisfaction**

S/No	Customer Satisfaction Items	SA 4	A 3	D 2	SD 1	Gran d Total	Mea n $\bar{X}$	Crit. Mea n	Decisio n
11.	Customer are satisfied when products are easily available in the market.	86	81	23	21	211	3.10	2.50	Accepted
12.	Reliable delivery services increase customer satisfaction	73	79	34	25	211	2.95	2.50	Accepted

13.	Satisfaction increases when products are affordable due to efficient transportation.	82	76	30	23	211	3.03	2.50	Accepted
14.	Customers are satisfied with locally manufactured goods when delivery services are reliable	85	73	33	20	211	3.06	2.50	Accepted
15.	Efficient transportation reduces the risk of product damage.	77	71	36	27	211	2.94	2.50	Accepted

**Source: Field Survey, 2026**

The mean responses of managers of locally manufacture goods in Abia State. From the table, it is observed that majority of the respondents agreed with the items listed in the table with their mean responses greater than the criterion mean of 2.50.

### Test of Hypotheses Bivariate Analysis

In this section, the bivariate analysis was carried out to show the relationship between transportation management strategy (fleet management and Risk Management) and consumer purchase decisions (customer satisfaction) of locally manufacture goods in Abia State. The Spearman Rank Order Correlation Coefficient (rho) was used to determine the direction and strength of relationship between the two variables in each of the hypotheses formulated in this study. The rho value is computed with the aid of the SPSS version 24.0. The results were presented below according to the hypotheses:

#### Research Question 1

What is the relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State?

#### Hypothesis 1

Ho<sub>1</sub>: There is no significant relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State.

#### Result of bivariate analysis between fleet management and customer satisfaction of locally manufacture goods in Abia State.

		Fleet Management	Customer Satisfaction
Spearman (rho)	Fleet Management	Correlation Coefficient	1.000
		Sig. (2 tailed)	.843**
		N	.001
Customer Satisfaction	Customer Satisfaction	Correlation Coefficient	1.000
		Sig. (2 tailed)	.843**
		N	.001

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

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

Source: SPSS-Generated Output, 2026

The result of the bivariate analysis carried out between green management and customer satisfaction of locally manufacture goods in Abia State. The result shows a very strong and positive correlation between management and customer satisfaction of locally manufacture goods in Abia State ( $\rho = .843^{**}$ ) and this correlation is significant at 0.01 level. Based on this result, the null hypothesis ( $H_{01}$ ) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is significant relationship between management and customer satisfaction of locally manufacture goods in Abia State.

### Research Question 2

What is the relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State?

### Hypothesis 2

$H_{02}$ : There is no significant relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State

### Result of bivariate analysis between Risk Management and customer satisfaction of locally manufacture goods in Abia State

		Risk Management	Customer Satisfaction
Spearman (rho)	Risk Management	Correlation Coefficient	1.000
		Sig. (2 tailed)	.001
		N	211
	Customer Satisfaction	Correlation Coefficient	.851**
		Sig. (2 tailed)	.001
		N	211

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

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

Source: SPSS-Generated Output, 2026

The result of the bivariate analysis carried out between Risk Management and customer satisfaction of locally manufacture goods in Abia State. The result indicates that Risk Management has a very strong and positive correlation with customer satisfaction of locally manufacture goods in Abia State ( $\rho = .851^{**}$ ) and this correlation is significant at 0.01 level. Consequently, the null hypothesis ( $H_{02}$ ) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is significant relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State.

### Discussion of Findings

#### Relationship between Fleet Management and Customer Satisfaction

This study discovered a significant relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State. This finding was obtained from the result of the bivariate analysis carried out on two variables in the first hypothesis. The result showed a very strong and positive correlation between fleet management and customer satisfaction of locally manufacture goods in Abia State. ( $\rho = .843^{**}$ ) and this correlation is significant at 0.01 level. Based on this result, the null hypothesis ( $H_{01}$ ) was rejected and the alternate hypothesis was accepted. This means that there is significant relationship between fleet management and customer satisfaction of locally manufacture goods in Abia State. This finding is consistent with the research conducted by Donald et al (2021),

### **Relationship between Risk Management and customer satisfaction**

This study found a significant relationship between green innovation and profitability growth of bottle water producing firms in Rivers State. Risk Management and customer satisfaction of locally manufacture goods in Abia State. This finding emanated from the result of the bivariate analysis carried out on the two variables in the second hypothesis." The result revealed that Risk Management has a very strong and positive correlation with customer satisfaction of locally manufacture goods in Abia State ( $\rho = .851^{**}$ ) and this correlation is significant at 0.01 level. Consequently, the null hypothesis (Ho2) was rejected and the alternate hypothesis was accepted. This means that there is significant relationship between Risk Management and customer satisfaction of locally manufacture goods in Abia State. This finding is in line with the research conducted by Sunil and Peter (2023)

### **Conclusions**

The study concluded that there is significant relationship between transportation management strategy and consumer purchase decisions of locally manufacture goods in Abia State.

### **Recommendations**

Firms should implement efficient fleet management strategies, including regular vehicle maintenance, driver training, and proper scheduling. This will reduce breakdowns, ensure timely delivery, and maintain product quality, all of which positively influence consumer satisfaction and repeat purchases

Manufacturers and logistics operators should invest in modern technologies such as GPS tracking systems, Transportation Management Systems (TMS), and real-time data platforms. These technologies will enhance route optimization, improve delivery coordination, and ensure transparency, which can boost consumer confidence and purchase decisions.

### **References**

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