



## **PRODUCT DELIVERY AND FINANCIAL IMPLICATIONS OF BEVERAGE FIRMS IN PORT HARCOURT**

**Ndubueze, Sochi Zuruoke Bede<sup>1</sup>, Azodoh, Emmanuel<sup>2</sup> and Ademe-Godwin, Doris<sup>3</sup>**

<sup>1,2 & 3</sup>Department of Marketing, University of Port Harcourt, Nigeria

### **ABSTRACT:**

The nexus of this work was to ascertain the extent to which product delivery affects financial implications of beverage firms in Port Harcourt. Two dimensions were studied; timeliness and customer support. Their effects on financial implications were measured in the study. Descriptive research design was used and four hypotheses were formulated and tested using the data collected from 102 respondents through a five Point Likert Scale questionnaire, with the sampling frame selected through purposive and convenience sampling. The study adopted Spearman Rank Order Correlation Coefficient to analyze and as well determine that extent of relationship between product delivery affects financial implications of beverage firms in Port Harcourt. Findings showed that the dimensions of product delivery influence financial implication, hence, the study concluded that product delivery has a positive relationship with financial implications. It was therefore recommended that, beverage sector in Port Harcourt should devise the strategies that motivate the customers by making product available at all time.

### **KEYWORDS:**

**Product Delivery. Timeliness. Customer Support. Return on Assets. Beverage Firms**



## INTRODUCTION

Competition in today's global economic system is becoming increasingly fierce. The competition experiencing among business enterprises has enhanced swift globalization, speed up product life cycles and abrupt diffusion of information. It has created for every business establishment with ease in market entry and delivering of quality products according to needs and wants of customers (Eriksson et al., 2009). Beverage firms has by tradition wrought in a relatively unwavering environment for decades. However, today the sector isoperating under new; more complex atmosphere resulted from economic and politicalconditions changes. Considering this challenge beverage firms have sought after new ways of withstanding competition in order to build and protect theircompetitive position within and outside the sector. Every customer wants to access product anytime any day. This brought to the knowledge about "*product delivery*". Product delivery is described in terms of variations in what an organization and/or business offers the target audience and the ways in which it creates and delivers those offerings (Francis & Bessant, 2015).

To Guruduth (2019) Product delivery is seen as a set of interacting entities that are included in the delivery of one or more business brands offerings. Product delivery should be the hub or centre of consideration for beverage sector in Port Harcourt, Rivers State and beyond. Product delivery is beginning to go viral to all business-oriented institutions and academic scholars. Customers are clamoring for better experience not just the price and promotions it gives but the speed of delivery within the beverage firms. The act of delivery can be defined as producing or performing, handing over, taking goods to the intended recipient, or producing results as promised or expected (The Universal Dictionary, 1961). According to Riekert (2011), ' product delivery is concerned with the provision of aproduct, by a government or government body to a communitythat it was promised to, or which is expected by that community'. Product delivery refers to the actual delivery of a product and the delivery of products (i.e., a firm's goods) to the customer (Lovelock & Wright, 2012). It concerns where, when, and how a product is delivered to the customer. There is the need to investigate the effect of product delivery on financial implications particularly in beverage sector in Nigeria. Financial implications are important for the continued growth of every industry. The concept of financial implications has been in existence for years and many purposeful researches have been carried out in this area. To corroborate this assertion, Holliday et al. (2018) asserted that a business is as strong as its unhindered customers, as loyal customer is the centre piece of every business that is hoping to do well.

Several works on product delivery, for example Zeithaml et al., (1993), Gronroos, (2004, 2007); In this study however, a two dimensional constructs (timeliness and customer support)

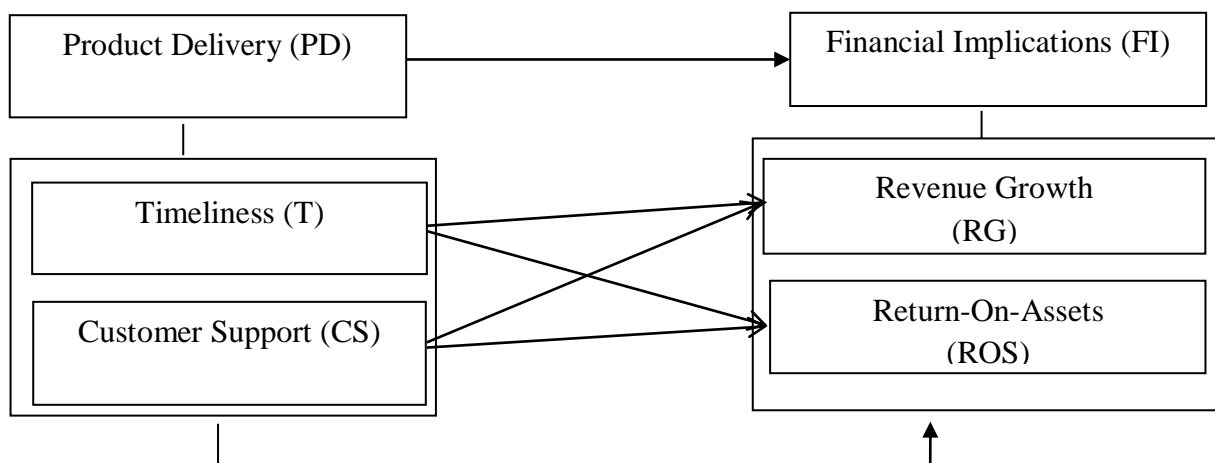
was used as proxies of product delivery, hence, our point of departure. Trusting on these vast scholarly inputs, it makes some academic sense to lend our voice to the fact that achieving improved financial implications in the ever-competitive beverage sector in Port Harcourt depends largely on the degree of product delivery. Consequently, it will not be out of place to adopt two proxies of financial implication (revenue growth and return-on-assets) in this study and two dimensions of product delivery namely, timeliness and customer support. In line with extant literature, we opine that improved quality of product delivery of beverage firms in Port Harcourt can have a positive resultant effect in the rate of financial implications in terms of revenue growth and return-on-assets. Hence, this study examines the association between product delivery and financial implications of beverage firms in Port Harcourt.

**Aim and Objectives of the Study**

The aim of this study is to empirically determine the association between product delivery and financial implications of beverage firms in Port Harcourt. The general objectives are to:

- i. Examine the extent of the relationship between timeliness and financial implications of beverage firms in Port Harcourt.
- ii. Determine the extent of the relationship between customer support and financial implications of beverage firms in Port Harcourt.

**Operational/Conceptual Framework**



**Figure 1: Conceptual Framework on Product delivery and Financial implications of beverage firms in Port Harcourt.**

**Source: Author's composition (2023) adapted from the works of Ndubisi and Lang (2005), Praja et al. (2016).**

## **LITERATURE REVIEW**

### **Theoretical Foundation**

Consumers are liable to propagate a negative word of mouth when they perceive an unjust treatment due to a product delivery failure. Upon feeling inadequately compensated for damages resulting from a product delivery failure, customers may become even more disgruntled than they were initially. This dissatisfaction stems from the perception that the customer's response to the failure was unjust. Thus, effective complaint handling is crucial to restoring fairness from the customer's viewpoint. According to Gruber (2011), customers gauge the fairness of complaint resolutions based on three elements: the fairness of decision-making criteria, procedural policies governing the outcome (procedural justice), the fairness of tangible outcomes received (distributive justice), and the manner in which the complaint is handled (interactional justice) (Tax et al., 1998). Equity theory is applicable in contexts involving exchange because it revolves around fairness perceptions, particularly in scenarios where one or both parties perceive inequity in the exchange (Maxham & Netemeyer, 2003). In the context of product delivery failures, consumers often perceive such inequities. Hence, equity theory provides a robust framework for shaping consumer satisfaction, purchase intentions, and word of mouth.

### **Product Delivery**

Product availability plays a central role in national economies, significantly contributing to developmental strides across various countries. According to du Plessis et al. (2017), products encompass activities, benefits, or satisfactions offered for sale or linked to the sale

of goods. Businesses engage with customers in markets by selling goods or offering specialized products, thereby interacting directly with potential buyers (du Plessis et al., 2017). Product delivery involves the allocation of resources to produce outcomes that are valuable to customers. Parasuraman et al. (2005) define product delivery as the actual process of delivering goods to customers, encompassing where, when, and how the product reaches its destination. Lovelock & Wright (2012) emphasize that product delivery entails fulfilling a firm's promise to deliver goods to customers. Riekert (2011) describes product delivery as a commitment by governments or entities to provide promised goods or services to communities. Effective product delivery involves planning and implementing strategies to meet customer expectations and create value (Francis & Bessant, 2015). Guruduth (2019) characterizes product delivery as a system involving multiple entities working together to deliver business offerings. In the realm of online shopping, timely and secure delivery is fundamental to meeting customer expectations (Ziaullah et al., 2014). Customers expect safe, reliable, and prompt delivery of their chosen products, influencing their satisfaction and loyalty. Ensuring timely and reliable delivery is crucial in online environments to prevent customer attrition to competitors offering faster and safer delivery options.

### **Timeliness**

Delivery timeliness in online business is critical as per customer specifications for on-time delivery. In the competitive landscape of online commerce, customers demand dependable, on-time delivery from suppliers. Deviations from scheduled delivery times—whether early or late—can disrupt supply chains in online retail. Managers often increase inventory buffers to mitigate the impact of untimely deliveries, but this reactive approach may introduce further supply chain variability and contribute to the bullwhip effect (Gunasekaran et al., 2014). Timeliness refers to delivering within the acceptable window between the earliest and latest

delivery dates specified by the customer. Punctuality is crucial in logistics as customers prioritize timely delivery, supported by tracking systems to ensure products arrive as expected. Forslund (2018) emphasizes that timeliness enhances customer relationships and reflects a company's ability to meet production demands promptly. Efficient, on-time delivery not only meets customer expectations but also distinguishes proactive service providers from their competitors (Karim & Chowdhury, 2014). Customers value prompt service, which underscores the importance of time efficiency in online shopping experiences (Didia & Anyaogu, 2019; Odhiambo, 2015).

### **Timeliness**

Delivery within the online business is analyzed with regard to the customer's specification of delivery timeliness as defined by an on-time delivery window. In today's competitive online business environment, customers require dependable on-time delivery from their suppliers. In the short term, delivery deviations—the earliness and lateness from the targeted delivery date—must be analyzed, as both early and late deliveries are disruptive to supply chains in an online retailing. To protect against untimely deliveries, online retailing firm managers often inflate inventory and production flow time buffers. Correcting untimely deliveries in this fashion represents a reactive management style that may introduce additional sources of variance into the supply chain, and further contribute to the bullwhip effect (Gunasekaran et al., 2014). Customers require dependable on-time delivery from their suppliers. Both early and late deliveries are disruptive for the supply chain and need to be analyzed (Guiffrida & Nagi, 2014). Timeliness is defined as the difference between the earliest acceptable delivery date and the latest acceptable delivery date.

Time is of essence. No customer wants to be delayed at any given time. Time is very important when it comes to logistics; clients are more concern on the time of delivery. That is

why every service provider must know the right time to deliver the products and in a very efficient way. Every system has a tracking functionality to monitor all deliveries and making sure that they arrive on time. Forslund (2018) stated that timeliness is a part of the supply chain and it has a significant role to enhance relationships with customers. Moreover, the timeliness determines the capability of business when a company is able to produce a certain amount of goods at a certain time, and the best indicator of such capability when the faster on-time delivery is implemented to respond to customer needs. Customers appreciate timely service delivery (Odhiambo, 2015) in Didia and Anyaogu (2019), and this is understood by proactive service providers. Such firms pay attention to efficiency in their services delivery process, and use it to ward-off competitors (Karim & Chowdhury, 2014). Customers look for firms that willingly help them resolve their problems; this willingness on the part of service employees to assist customers timeously, adds to customers satisfaction. Saving time is one of the most influential motivators of online shopping.

### Customer Support

Customer support encompasses assisting customers with their newly purchased products post-purchase. Responsiveness is crucial, measuring the online store managers' ability to provide timely information for issue resolution, product returns or exchanges, integrating products into customers' portfolios, and ongoing maintenance (Liang & Lai, 2012). Customers also value email access to customer service and the option to communicate with live agents online (Yang et al., 2013). Richards (2010) suggests that involving customers in decision-making processes enhances their loyalty to an organization, as they perceive themselves as integral to the company. Conversely, dissatisfied customers involved in decision-making are more likely to attempt resolution before switching service providers.

Sharma and Patterson (2010) assert that frequent communication enhances customer commitment, fostering stronger relationships between the organization and its clientele.

Effective communication involves both formal and informal sharing of pertinent information between the firm and its clients. According to Lowendahl (2011), value creation processes include delivering promises professionally, conducting necessary activities to fulfill commitments, and learning from each transaction. Harris (1996) cited in Machado et al. (2012) outlines key areas for organizations to exceed customer expectations, including understanding their customer base, managing customer expectations transparently, maintaining service standards, and ensuring consistency in service delivery. Theron et al. (2013) emphasize the importance of supporting customers through effective service usage guidance, personalized interactions, skillful management of service experiences, handling challenging situations adeptly, and fostering a customer-oriented team environment.

### **Financial Implications**

Financial implications generally refer to the difference between selling price and production costs for a given product. According to Olalekan et al. (2018), evaluating the financial implications of beverage firms involves gathering critical financial data essential to the company. Common metrics such as Return on Equity (ROE), Return on Assets (ROA), Earnings per Share (EPS), and revenue growth are utilized to assess the impact of intellectual capital on the financial performance of listed beverage firms in Nigeria. Performance metrics indicate an organization's survival and measure how efficiently and effectively its resources are utilized to achieve objectives (Nwaimo, 2020). Financial implications involve evaluating, comparing, and assessing management practices to maximize resource utilization and achieve desired outcomes (Charles & Muyiwa, 2022).



Simply put, financial implications reflect an organization's ability to achieve goals through efficient resource allocation (Birley & Westhead, 2013). Meigs (1978) defines financial implications as the execution of financial activities and measures the extent to which financial objectives are met or have been met. It serves as a yardstick for a company's financial health over a specific period, enabling comparisons within industries or sectors. Moradi et al. (2013) define financial implications as the measure of how a company leverages its Intellectual Capital to generate profit. Various measures can evaluate financial implications, with Bacidore et al. (1997) arguing that an effective measure considers capital invested, required return rates, and net operating income after taxes.

### **Revenue Growth**

Revenue represents the total income derived from the sale of goods or services linked to a company's core operations (Charles & Muyiwa, 2022). Often referred to as the top line on income statements, revenue signifies the income generated before deducting expenses. Revenue growth measures the increase in a company's income over a specified period compared to a previous period (Kasogo, 2020). Companies formulate revenue growth strategies to outperform competitors and enhance overall performance. Such strategies are tailored to each company's unique needs, aligning marketing, sales, and customer experience efforts to foster cohesive operations (Charles & Muyiwa, 2022). Implementing an integrated platform can facilitate seamless communication and workflow management across teams.

### **Return on Assets**

Return on Assets (ROA) indicates a company's profitability relative to its total assets (Ironkwe, 2019). It measures how effectively management utilizes assets to generate earnings (Onyekwelu et al., 2017). Calculated as net income divided by total assets, ROA serves as an

accounting ratio demonstrating a company's profitability and efficiency in asset utilization (Onyekwelu et al., 2017). The Value Added Intellectual Coefficient (VAIC) approach, developed by Ante Pulic in 1998, underscores the importance of intellectual capital in evaluating ROA, focusing on components such as Capital Employed Efficiency, Human Capital Efficiency, and Structural Capital Efficiency (Omesi, 2018).

### **Product Delivery and Financial Implications**

Today's customers prioritize value and expect product quality that surpasses their expenditure (Heskett et al., 2017). Satisfactory product delivery doesn't always hinge on high perceived value; it can also align with budget expectations or product pricing (Lau, 2020). Satisfied customers are pivotal to organizational success, fostering loyalty through continued patronage, expanded relationships, and positive word-of-mouth (Hallowell, 2016). Product delivery encompasses the process of developing and offering new products within organizations (Johnston & Clark, 2011). Proactive approaches in product design and delivery are crucial for aligning product offerings with customer needs and organizational goals (Goldstein et al., 2022).

Organizations strive to enhance product delivery continually as today's informed customers seek innovative alternatives and are willing to switch brands even when satisfied (Lau, 2020). Quality product delivery significantly impacts customer retention and satisfaction, enabling organizations to better engage and fulfill client needs, thereby gaining a competitive edge (Kumar et al., 2010). Effective product delivery strategies not only retain customers and attract new ones but also reduce costs, enhance organizational reputation, and improve profitability (Yoon & Suh, 2010).

### **Timeliness and Financial Implications**

Timeliness in customer service management is crucial for preventing negative brand perception caused by online complaints (Stevens et al., 2018). It requires firms to adopt both proactive (e.g., hiring and training competent staff) and reactive (e.g., swift response to complaints) strategies (Stevens et al., 2018). On-time delivery is measured by the percentage of customer orders fulfilled punctually and completely (Gunasekaran et al., 2014). Customer satisfaction with delivery hinges on receiving goods as scheduled and in full, underscoring the critical aspects of delivery performance such as timeliness, flexibility, and accuracy (Cater and Cater, 2019). Research confirms that delivery performance positively influences customer satisfaction and serves as a precursor to customer loyalty (Chakraborty et al., 2017; Ulaga, 2013).

Delayed deliveries are linked to customer dissatisfaction (Liu et al., 2018), while reliable and timely deliveries enhance customer satisfaction and foster repeat purchases (Ahn, Ryu, & Han, 2015). Fulfillment, described as delivering the correct product within the expected timeframe and as advertised online, significantly impacts customer perceptions of service quality (Wolfenbarger & Gilly, 2013). Timely resolution of service failures is crucial for successful product delivery (Wirtz and Mattila, 2004 cited in Atuo & Kalu, 2017), as customers expect prompt handling of complaints to ensure loyalty and reduce negative word-of-mouth (Mattila, 2006 cited in Atuo & Kalu, 2017). From the foregoing, it was hypothesized that;

**H<sub>01</sub>:** There is no significant relationship between timeliness and revenue growth of beverage firms in Port Harcourt.

**Ho2:** There is no significant relationship between timeliness and return-on-assets of beverage firms in Port Harcourt.

### **Customer Support and Financial Implications**

Customer support serves as a strategic tool for sourcing innovation through partnerships and feedback, enhancing competitiveness, and improving customer satisfaction and retention (Rohrbeck et al., 2010). Effective management of customer relationships focuses on building loyalty, which is crucial for customer retention (Eisingerich & Bell, 2016). Relationship marketing involves ongoing cooperative activities with customers to create mutual economic value at reduced costs (Parvatiyar & Sheth, 2021). Developing customer retention programs involves understanding customer needs, setting clear objectives, and fostering a culture that prioritizes customer satisfaction (Harris, 2014).

Innovating customer services presents challenges in balancing process efficiencies, cost reductions, employee satisfaction, and customer satisfaction (Umashankar et al., 2011). Effective product delivery not only meets stakeholder expectations but also impacts organizational financial performance, serving as a metric for measuring innovation success. Customer support activities can influence product innovativeness and speed-to-market, affecting development process effectiveness and technical product quality (Fang et al., 2015; Carbonell et al., 2019).

Based on the above points, the following hypotheses were formed:

**Ho3:** There is no significant relationship between customer support and revenue growth of beverage firms in Port Harcourt.

**H<sub>04</sub>:** There is no significant relationship between customer support and return-on-assets beverage firms in Port Harcourt.

### **Empirical Review**

Ifeyi (2022) conducted a study focusing on the impact of e-logistics on customer satisfaction and loyalty in the context of "An-Post" end-users in Ireland. The research aimed to assess how e-logistics service quality influences consumer satisfaction during online shopping, employing a questionnaire-based analysis. The findings suggested that effective e-logistics can enhance consumer satisfaction, thereby fostering loyalty and retention among customers. The study utilized SPSS 27 for analyzing descriptive and inferential statistics with a sample size of 205 respondents, revealing significant gaps between e-logistics impacts and customer satisfaction and loyalty.

Dünder et al. (2020) investigated the relationship between channel integration, on-time delivery, and customer satisfaction and loyalty. Their study focused on consumers in Konya, analyzing data from 436 participants who used online shopping services. The findings, analyzed using SPSS 23.0, indicated that channel integration positively and significantly affects on-time delivery, which in turn enhances customer satisfaction and loyalty. This research highlighted the importance of integrating physical and online channels to meet business and consumer goals effectively.

Peng and Lu (2016) explored how delivery performance influences customer transaction volumes and unit prices within an assembly manufacturing supply chain. Their study utilized instrumental variable regression on transaction-level data from a Fortune 500 HVAC control product manufacturer and its customers. The results indicated that different dimensions of delivery performance (e.g., on-time delivery rate, delivery speed) affect customer transaction

quantities and unit prices differently. This research underscored the nuanced impact of delivery capabilities on sales volume and pricing strategies, varying between trade customers and OEM customers.

Milorad and Milan (2017) addressed the increasing demands on logistics and distribution systems in online shopping. Their study focused on defining determinants of delivery service quality using the Quality Function Deployment (QFD) method. By analyzing the structure and level of services offered to customers, the research highlighted the critical factors that logistics companies need to develop to meet the growing requirements of online sales effectively.

## **METHODOLOGY**

As a result of the complexity and continuous dynamism that typify the business environment in our time and many factors thereafter, the most interesting of them all are the speedy developments in the field of technology and human capacity building, especially in the field of food and beverage industries, as well as the practices and activities that salesforce inside the firm carry out to achieve goals and excellence in performance. This research attempts to reveal the nature of the relationship between product delivery and financial implication, as it also attempts to focus on the soft skills of man power as an interactive variable that enhances this relationship. For this research, we adopted descriptive research design. For the purpose of this paper purposive and convenience sampling techniques were adopted. The population of this study is made up of all registered beverages firms in Port Harcourt, Rivers State. According to Nigerian Directory, there are fifty-eight (58) registered food and beverages firms operating in Port Harcourt (Nigerian Directory Release, 2022). Moreover, considering the need for precision and elimination of unnecessary biases on sample size determination,

Taro Yamen Yamen were used to determine the sample size and we got fifty-one (51) beverage firms. Two (2) copies of well-structured copies of questionnaire were given to each of these beverages firms which will be filled by the top echelon management staff; general managers, brand managers, sales managers, customer service officers etc. A total of one hundred and two (102) copies of the questionnaire were used to source for responses from these beverages firms. Based on this, subjecting the stated hypothetical test requires analyses were analyzed using Spearman Rank Correlation Coefficient assisted by the Statistical Package for the Social Sciences (SPSS) version 23.0. Spearman Rank Correlation Coefficient was employed to determine the magnitude of the effect of product delivery on financial implications of beverages firms in Port Harcourt.

## **RESULTS AND DISCUSSION**

Since the primary focus of the research is quantitative, structured questionnaires were used to generate the data. During a predetermined period, 102 copies of the questionnaire were distributed to beverage companies. The copies were manually distributed by established contacts at the selected businesses, and then they were collected by the same contacts in those businesses. 95 copies were successfully distributed as part of the collection, which makes up 93% of the total number of copies intended for the study. The copies were then checked and cleaned to remove any errors, missing data, and blank portions.

### **Demographic background of the respondents**

#### **Educational qualification of respondents**

95 management teams from various beverage companies have provided responses; 62 (65%) of the respondents hold a bachelor's degree, and 33 (35%) hold a master's degree. It shows that the respondents' replies are legitimate and that they are sufficiently informed about the financial implications and the delivery of the goods.

### Working Experience

Considering the working experience of the respondents, the higher number of respondents was in the range of 5-10 years, which represent 37(39%), followed by of 11-15 years and less than 5 years which represent 26(27%) and 19(20%) respectively. Nine (9) respondents representing 9% had working experience between 16-20 years and 4(5%) of the respondents were between more than 20 years.

### Gender of the respondents

Regarding gender of the respondents, majority 68(72%) of the respondents were male while 27(28%) of the respondents were female. This suggests a fair representation of gender thereby the study collected views from both genders.

### Statistical Analyses using Spearman Ranking Correlation

**Table 2: Timeliness and Revenue Growth and Return-On-Assets**

		Timeliness	Revenue Growth	Return-on-Assets	
Spearman's rho	Timeliness	Correlation Coefficient	1.000	.869**	.901**
		Sig. (2-tailed)	.	.000	.000
		N	95	95	95
	Revenue Growth	Correlation Coefficient	.869**	1.000	.859**
		Sig. (2-tailed)	.000	.	.000
		N	95	95	95
	Return-on-Assets	Correlation Coefficient	.901**	.859**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	95	95	95

The relationship between timeliness and the financial consequences (growth in revenue and return on assets) for beverage companies in Port Harcourt has been confirmed via experience to be significant at a  $P_v < 0.05$  for both hypotheses. As demonstrated by the results, timeliness positively correlates and has a high significant link with revenue growth ( $\rho =$



0.869 and  $P_v = 0.000$ ); also, timeliness positively and strongly contributes to return-on-assets ( $\rho = 0.901$  and  $P_v = 0.000$ ).

Every aspect of the financial question has had a significant and positive impact on the timeliness of the results that have been presented. Therefore, timeliness has made a significant contribution to society's ability to maintain and uphold its services, to the society's increasing income level, and to the extent to which it is able to recover and maintain a strong position in terms of return on assets. As a result, we accept the alternative hypothesis about the timeliness, revenue growth, and return on assets of beverage firms in Port Harcourt since the  $P_v (0.000)$  is less than the 0.05 significant threshold. Thus, we have answered the two null hypotheses.

**Table 3: Customer Support and Revenue Growth and Return-On-Assets**

		Customer Support	Revenue Growth	Return-on-Assets	
Spearman's rho	Customer Support	Correlation Coefficient	1.000	.853**	.811**
		Sig. (2-tailed)	.	.000	.000
		N	95	95	95
	Revenue Growth	Correlation Coefficient	.853**	1.000	.859**
		Sig. (2-tailed)	.000	.	.000
		N	95	95	95
	Return-on-Assets	Correlation Coefficient	.811**	.859**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	95	95	95

According to the entrambe le hypothesis, there is experiential evidence of a substantial association ( $P_v < 0.05$ ) between customer service and the financial consequences for beverage firms in Port Harcourt, namely revenue growth and return on assets. The result shows that, with a  $\rho$  of 0.853 and a  $P_v$  of 0.000, there is a significant and positive correlation between customer support and revenue growth. Moreover, with a  $\rho = 0.811$  and

a  $P_v = 0.000$ , there is a significant and positive association between customer service and return on assets. Every aspect of the financial world has had a significant and positive impact on how the customer assistance is presented. This has consequently made a significant contribution to the company's ability to maintain and grow its distribution services, as well as to the society's income level, their ability to recover debt, and their strong return on assets. As a result, we accept the alternative hypothesis for customer service, revenue growth, and return on assets for beverage firms in Port Harcourt since the  $P_v (0.000)$  is less than the 0.05 level of significance. Thus, we have answered the two null hypotheses.

## **DISCUSSION OF FINDINGS**

The research aimed to determine the effect of product delivery on financial implications of beverage firms in Port Harcourt. The aim has been successfully attained using statistical techniques.

### **Timeliness and Financial Implications**

According to research findings, there is a strong correlation between punctuality and financial metrics like return on assets and income growth. Numerous researchers have examined the effect of punctuality on financial consequences as well as the relationship between punctuality and financial consequences, and they have demonstrated the validity of this theory. Among the studies carried out, one examined the effect of precision on financial outcomes. Individuals are often happier in their jobs when they receive valuable and relevant training. Customers have a tendency to feel that their businesses are worth more when this clarity is extended to the next level and becomes a worldwide trend.

They are not only given the tool to do their jobs well, but they are also given opportunities to develop new skills and attain career goals.

Our findings corroborated the conclusions made by the following authors: Se il prodotto viene consegnato in ritardo, il cliente può non essere soddisfatto, secondo Liu et al. (2018). Customers are more satisfied and make more purchases online when products are supplied in a timely and secure manner. This has been highlighted by Ahn et al. (2015). According to Wolfenbarger and Gilly (2013), fulfilment is the process of delivering the correct goods in the anticipated amount of time and ensuring that the product is accurate based on information that has been displaced from the online retailer's website.

### **Customer support and financial implications**

In Port Harcourt beverage firms, customer service has a positive financial impact. According to research, beverage firms that determine they are good distributors would be inclined to engage in more activities and business growth projects. Put another way, businesses operate at their best when managers effectively communicate with their employees. Businesses managing customer relationships should take into account the relative effectiveness of relationship personalisation strategies in fostering customer loyalty, which is a prerequisite to customer retention (Eisingerich and Bell, 2016).

In accordance with Harris (2014), developing a customer retention programme is essential to keeping clients engaged in activities. This may be achieved by analysing the clientele's base and their special needs, identifying precise goals for the program's implementation, creating an easy-to-manage programme, and developing a culture that promotes the interests of the customers. Umashankar et al. (2011) have found that product supply has a positive effect on living things. This indicates that an organisation is capable of meeting both its own responsibilities and the needs and expectations of its stakeholders.

Customer support can harm the product's innovativeness and delay speed to market, but it can also improve the development process effectiveness, time to market (Carbonell et al., 2019), and the technical quality of the developed service (Carbonell et al., 2019).

## **CONCLUSION**

According to the description of the findings, each research topic is covered in the study. Nevertheless, the data demonstrate that the financial impact has been more significantly influenced by tempism. Higher levels of competency and aptitude are more satisfactorily received by external clients when items are delivered more quickly. The delivery departments' collaboration, which is characterized by inter-functional coordination and integration, enables a smooth delivery communication flow. Based on the above data, one may extrapolate the positive economic impact and the significance of providing benefits.

Customers are often pleased when they acquire things that are valuable and relevant. Financial ramifications are positively and strongly correlated with punctuality and customer assistance. As a result, promptness is a highly powerful management control strategy that has a big impact on beverage companies' past product delivery experiences. In summary, it can be said that the financial consequences of beverage companies in Port Harcourt are significantly impacted by the quality of their products.

## **RECOMMENDATIONS**

- i. This implies that the employers of the food and beverage sector in Port Harcourt should devise the strategies that motivate the customer by making product available all time.
- ii. Items order by customer should be timely delivered to them as many studied customers complained about timeliness setback.
- iii. Beverage firms should support the customer through after-sales service, in order improve brand loyalty.

- iv. The employees also stressed on the training and development aspect of delivery such as dispatch officers.
- v. Incorporating an intensive training programme in their schedule can be opportunistic for the future and long-term profitability of beverage firms in Port Harcourt.

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