

PRODUCT SERVICE ADAPTATION AND CUSTOMER PURCHASE DECISION OF FAST-FOOD CENTERS IN PORT HARCOURT

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Abstract

This study examined the relationship between product service adaptation and customer purchase decision of fast-food enters in Port Harcourt. The objectives of this study were to examine the dimensions of product service adaptation (menu localization and delivery innovation) and the measure of customer purchase decision (spontaneous and purchase decision). The population of the study comprised of all the fast-food centers in Port Harcourt, therefore population of 513,000 customers using the Cochran (1977) formular (95% CI, $p = 0.50$, $e = 0.05$), a minimum sample of 384 was determined, rounded to 385 respondents. The data was analysed using the Pearson Product Moment Correlation in testing the hypotheses and supplemented with the use of SPSS version 27. The result was that product service adaptation has a significant positive relationship with customer purchase decision of fast-food centers in Port Harcourt. The findings revealed that, there is a strong positive significance of menu localisation, delivery innovation and customer purchase decision of fast-food centers in Port Harcourt. The study findings indicated that strong statistically significant positive correlations to menu localization and customer purchase decision ($r = .641$, $p < .001$); and delivery innovation and customer purchase decision ($r = .583$, $p < .001$). The null hypotheses were all rejected. The study concluded that product service adaptation has a strong positive significant relationship with customer purchase decisions of fast-food centers in Port Harcourt. We therefore recommended that organizations a proper service orientation strategy to incorporate indigeneous food to enhance customer satisfaction and also to apply modern technological outfits in their delivery system as well as coordination tendency and ensure transparency through the use of SEPVQUAL to enhance more on African urban food services.

Keywords: *Product service adaptation, menu localization, delivery innovation, customer purchase decision, spontaneous purchase decision.*

Introduction

The global last-food industry has shifted from a standardised, efficiency-centric paradigm towards a culturally differentiated ecosystem characterised by consumer co-creation, digital disruption, and heightened sensitivity to localised market conditions (Parsa & Njite, 2023; Vargo & Lusch, 2021). In Sub- Saharan Africa, these dynamics are compounded by rapid urbanisation, a digitally connected youthful population, and intensifying competition from multinational brands and informal local vendors (Agwu & Carter, 2021; Fidelis & Nwankwo, 2022).

Port Harcourt, Rivers State's commercial capital and Nigeria's petroleum hub, constitutes an instructive context for studying service adaptation and marketing success. Its cosmopolitan

consumer base shaped by oil-industry migration drawing populations from Nigeria's six geopolitical zones presents fast food operators with consumers simultaneously exposed to global culinary trends and deeply attached to regional food cultures of the Ijaw, Ikwerre, Ogoni, and Efik peoples (Chukwu & Obi, 2022). This cultural pluralism, combined with relatively high disposable income from the petroleum economy, creates a demanding market requiring sophisticated, culturally attuned service strategies.

Service adaptation the deliberate modification of service offerings to align with the cultural, economic, and psychological characteristics of a target market (Lovelock & Patterson, 2022, Kotler & Keller, 2022) manifests across three primary dimensions: menu localisation (incorporation of indigenous ingredients and local dishes); delivery innovation (adoption of digital ordering, mobile apps, and logistics partnerships); and physical environment modification (investment in restaurant ambience, spatial layout, and hygiene guided by local aesthetic preferences). Marketing success is correspondingly conceptualised across customer satisfaction, brand loyalty, and market share perception (Oliver, 2020; Parasuraman et al., 2023).

Despite the practical importance of these relationships, empirical investigations linking specific adaptation dimensions to specific marketing outcomes in Port Harcourt remain scarce. Most extant Nigerian studies either conflate adaptation dimensions into composite indices (Uzoagba & Nwachukwu, 2023), focus on a single dimension (Ihejirika & Amadi, 2022), or draw predominantly on Lagos or Abuja samples, marginalising Rivers State's distinctive characteristics (Daramola & Oyelaran, 2023). This study addresses these gaps directly.

Research questions

The following are the research question formulated to guide the conduct of this study;

1. what is the relationship between menu localization and spontaneous of fast-food centers in Port Harcourt?
2. what is the relationship between delivery innovation and purchase decision of fast-food centers in Port Harcourt?

Research Hypotheses

The following null hypotheses were formulated and tested at the 0.05 level of significance.

- H₀₁:** There is no significant relationship between menu localization and spontaneous purchase decision centers in Port Harcourt.
- H₀₂:** There is no significant relationship between delivery innovation and spontaneous purchase decision centers in Port Harcourt.

Conceptual/ Operational framework

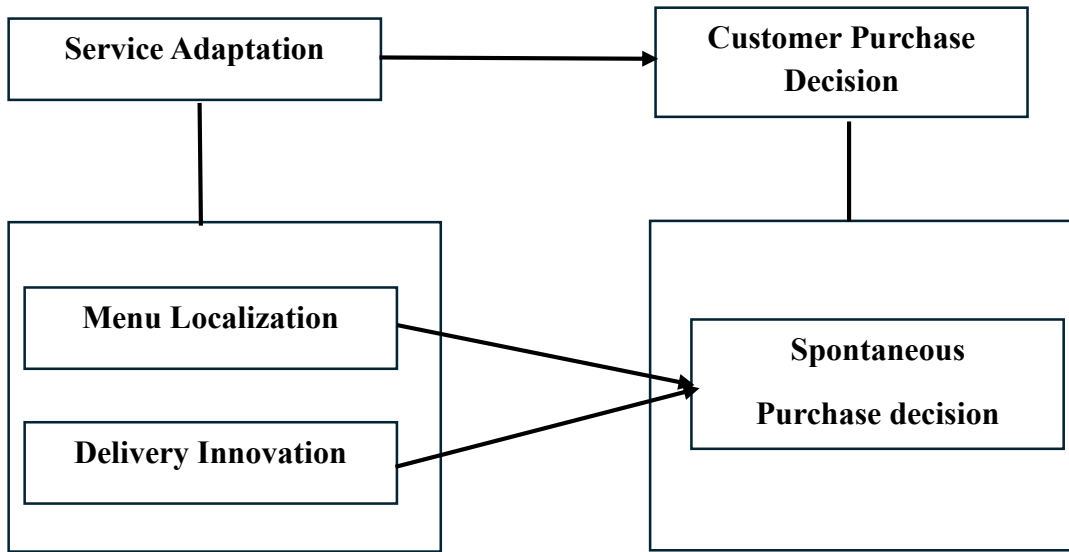


Figure 1.1: Conceptual/Operational framework of Service adaptation and marketing service of fast-food centers in Port Harcourt.

Source: Mbah & Okafor (2022); Gupta & Zeithaml (2021).

Literature Review

Service Adaptation

Service adaptation is the deliberate, strategic process by which a service organization modifies elements of its offering to align with the values, expectations, and cultural norms of a specified consumer market (Lovelock & Patterson, 2022; Gronroos, 2020). Contemporary scholarship reconceptualizes it as a proactive, intelligence-driven capability generating distinctive competitive advantage (Srivastava & Kiran, 2022). Within the Nigerian fast-food context, Uzoagba and Nwachukwu (2023) demonstrate that consumers exhibit markedly higher loyalty toward brands perceived as culturally attentive. This study operationalises service adaptation across three theoretically distinct dimensions.

Menu localization is defined as the deliberate incorporation of indigenous food products, local ingredients, and culturally familiar preparation methods into the service offer (Ihueze & Nwosu, 2023). In Port Harcourt, this may involve items such as banga rice, ofe onugbu, or peppered goat meat alongside conventional products, signaling cultural recognition. Research consistently demonstrates that menu localization positively influences perceived service relevance and food quality evaluations, reducing the psychological distance between global brands and local communities (Chen & Liu, 2022).

Delivery innovation is the adoption of novel service channel technologies and logistical arrangements that enhance convenience, speed, and accessibility encompassing mobile app ordering real-time tracking, third-party logistics partnership (e.g., Jumia Food, Glovo), drive-through lanes, and cashless payment infrastructure (Ihejirika & Amadi, 2022). The COVID-19 pandemic dramatically amplified its strategic importance by accelerating digital channel adoption and establishing new baseline expectations for service convenience (Babatunde & Nwosu, 2022).

Consumer Purchase Decision

The purchasing process to buy a particular brand or product is affected by various factors such as price of the product, design, packaging, knowledge about product, quality, celebrity endorsement, fashion and sometimes family relation as well (Shafiq, Raza, and Zia-ur-Rehman, 2011). In developed countries of the world, the retail market is mature (Berner et al., 2001). But in Asian

markets like Japan, China India and South Korea, the people of these countries are sensitive about product or brand and have some questions in their minds such as what the brand offers? And how the brand fulfills their needs? (Anholt, 2000). According to Blackwell et al., (2001) that the decision making of consumers about particular brand based on searching for the internal and external environment, with reference of internal information, is collected from previous experiences due to advertisement etc and external information may be gathered from peers or market place etc. Younus, Rasheed and Zia (2015). In addition, previous studies argued that the external factors for instance, demographic, group and geographic have the influence on purchase Regular/habitual Decision. However, there are some problems in applying these factors and also some issues regarding the measurements of purchase Regular/habitual Decision. The influence of demographic on purchase Regular/habitual Decision is difficult that needs to be examined. For example, consumers under the age of 18 to 24 years old likely to buy a product at the spot or change the brand if the mood strikes (Flazak & Kamarulzaman, 2009). Zaal, (2009) elaborates that different economic conditions have pushed the companies to make efficient its operations and make sure the right product for the right market unlike capturing only those markets from where high returns rise.

Spontaneous Purchase Decisions

Spontaneous purchase decisions is said to define the personality of a human. Naturally, this falls under two categories, the good and the bad. According to Winston Churchill, Spontaneous purchase decision is a small thing that makes a big difference. If you are willing to perfect yourself, then you should watch your spontaneous purchase decisions. One of the best things that bring a big change in a man or a woman's spontaneous purchase decisions is positive thinking. If you are willing to make yourself good in front of other people, then the spontaneous purchases decisions will be one of the determining factors. The best thing about this simple spontaneous purchases decision thing is that it can make you look like a winner or a runner at the same time; the energetic and positive market mindset combination can be said to be one of the best spontaneous purchase decisions for all the people out there (Kotler & Kotler, 2006; Igani, 2021, Kotler & Kotler, 2022).

Theoretical frameworks

The Resource-Based View

Three theories underpin this study: Service-Dominant Logic (SDL) (Vargo & Lusch, 2021) conceptualises value as uniquely determined by the beneficiary through co-creation, predicting that menu localisation, delivery innovation, and physical environment modification as context-specific operant resources generate the satisfaction, loyalty, and competitive positioning that constitute marketing success. The Resource- Based View (RBV) (Barney, 1991) positions these adaptation capabilities as valuable, rare, inimitable, and non-substitutable competitive advantages, particularly their tacit components culinary intelligence, digital infrastructure know-how, and aesthetic design competence that resist imitation. SERVQUAL Parasuraman et al., 2023) maps each adaptation dimension across its five service quality gaps: menu localisation addresses empathy and reliability; delivery innovation addresses responsiveness and assurance operationalises the tangibles dimension.

Empirical Review

Okator and Adbora (2023) conducted a cross-sectional survey of 320 consumers across five fast food charms in Lagos, demonstrating a strong positive correlation between menu localisation and customer satisfaction ($r = 0.67$, $p < 0.001$) that was robust across consumer age cohorts and income levels, and was moderated by consumer ethnocentrism in the direction predicted by cultural identity theory. Similarly. Thueze and Nwosu (2023) found that fast food outlets in Southeastern Nigeria that operated at higher level of menu adaptation recorded significantly greater consumer satisfaction scores and repeat visit frequencies than standardised counterparts, with a quantified correlation of $r = 0.71$ between composite menu localisation and overall satisfaction scores.

In the delivery innovation domain, Ihejirika and Amadi (2022) evaluated the impact of digital service transformation across a sample of Port Harcourt fast food I operators, reporting that digital ordering channel adoption demonstrated a significant positive association with brand loyalty ($r = .63$, $p < .001$), with the relationship particularly pronounced among university-educated consumers aged 18-34. Babatunde and Nwosa (2022) extended this evidence base through a longitudinal panel study of Nigerian fast food consumers, documenting that brands investing continuously in delivery channel innovation maintained loyalty elasticity advantages over non-investing competitors, with the advantage widening monotonically over the three-year observation period. Etuk and Udo (2023) cross-validated these findings in their multi-city Nigerian study, reporting that service innovation of which delivery channel innovation was the dominant component was the single strongest predictor of brand loyalty across all geographic sub-samples.

Regarding physical environment and market 'share perception, Udoh and Akpan (2022) examined location-based marketing and consumer competitive evaluation in Port Harcourt fast food centers, finding that perceived environmental quality was significantly correlated with consumer assessments of brand market standing ($r = .58$, $p < .001$). Akpan and Ekezie (2023) demonstrated that culturally adapted environmental design elements specifically the incorporation of localised décor, communal seating, and climate-responsive features produced statistically significant improvements in competitive brand positioning perceptions relative to standardised environments. Obinna and Chioma (2022) extended these insights to a five-city Nigerian comparison, finding that physical environment quality was the most consistent cross-city predictor of perceived market share among consumers, suggesting that the environment-market positioning relationship generalises across Nigeria's diverse urban markets. Collectively, these empirical antecedents provide convergent directional support for all three hypotheses advanced in this study and situate the research within a maturing, contextually grounded literature on service adaptation in African urban food service markets.

Methodology

Population of the Study

The population of the study comprised of all the fast-food centers in Port Harcourt. While the target population of the customers (respondents) comprised of 513,300.

Sample and Sampling Techniques

The study comprised of all the fast-food centers in Port Harcourt, and a population was targeted for 385 customers which are the respondents.

Research Design

A correlational research design was adopted for the study and is appropriate for examining the direction and strength of naturally occurring relationship between variables without experimental manipulation (Cohen et al., 2018; Creswell & Creswell, 2023). Therefore, the targeted population was estimated of 513,000. Using the Cochran (1977) formulation (95% c.l. $p = 0.50$, $e = 0.05$), a minimum sample of 384 was determined rounded to 385 customers. Therefore, the Pearson Product Moment Correlation was adopted to test the hypotheses and supplemented with use of SPSS version 27.0

Research Instrument

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

Method of Data Analysis

The hypotheses were tested statistically using the Pearson product Moment 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.

Descriptive Statistics

Descriptive statistics for all six study variables were computed in SPSS V27. Table 1 presents N, minimum, maximum, mean, standard deviation, and the skewness and kurtosis statistics with their respective standard errors, consistent with standard SPSS descriptives output.

Table 1: Descriptive Statistics for study Variables (N = 385)

	N	Min	Max	Mean	Std. Dev.	Skewness		Kurtosis	
						<i>Statistic</i>	Std. Error	<i>Statistic</i>	Std. Error
Menu Localisation	385	1.00	5.00	3.8701	.62354	-.341	.124	-.187	.248
Delivery Innovation	385	1.00	5.00	3.7429	.67133	-.218	.124	-.304	.248
Spontaneous share	385	1.00	5.00	3.5792	.63278	-.172	.124	-.215	.248
Valid N (listwise)	385								

Note. All variables measured on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Skewness and Kurtosis standard errors based on N = 385. Std. Error of Skewness = .124; Std. Error of Kurtosis = .248.

All three variables exhibited means above the scale midpoint (3.00), indicating predominantly positive evaluations and recorded the highest mean (M = 3.87, SD = .624), reflecting strong consumer appreciation for culturally attuned offerings, while spontaneous purchase decision recorded the lowest (M = 3.5%, SD=.633). Negative skewness values across all constructs (-0.172 to -0.341) indicate slight left- skewed distributions with modest negative kurtosis, consistent with predominantly favourable assessments. Critically, all skewness and kurtosis values fall within the ± 1.0 threshold conventionally accepted for parametric inference (Field, 2018), confirming distributional suitability for PPMC analysis.

	Skewness			Kurtosis		
	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>
Menu Localisation	.048	385	.081	.991	385	.074
Delivery Innovation	.045	385	.093	.990	385	.069
Spontaneous purchase decision	.49	385	.078	.991	385	.071

Note. a. Lilliefors Significance Correction. All Sig. values > .05 indicate failure to reject the null hypothesis of normality, confirming the normality assumption for all variables.

Kolmogorov-Smirnov and Shapiro-Wilk tests returned $p > .05$ for all three variables (Table 2), confirming the normality assumption. Scatterplot inspection confirmed linear bivariate relationships between both hypothesized variable pairs. Boxplot analysis and Mahalanobis distance computation identified no influential multivariate outliers within the dataset. Residual scatterplots confirmed homoscedasticity across the range of predictor values. All four PPMC assumptions being satisfied, hypothesis testing proceeded with full inferential justification.

Testing of Hypotheses

The two null hypotheses were tested using the Pearson Product-Moment Correlation Coefficient at the 0.05 level of significance (two-tailed) with $df = N - 2 = 383$. The critical r-value at this threshold is $r = 0.98$. All analyses were executed in IBM SPSS Statistics Version 27. Each hypothesis is presented with its own dedicated PPMC output table, as generated by SPSS V27. Hypothesis One

(Hot) spontaneous Purchase decision centers in Port Harcourt. Hos: There is no significant relationship

Hypothesis One (H_{01})

H₀₁: There is no significant relationship between menu localization and spontaneous purchase decision centers in Port Harcourt.

Table 3a: PPMC Analysis Menu Localisation and spontaneous purchase decision (N = 385)

		Menu Localisation	Spontaneous purchase decision
Menu Localisation	Pearson	1	.641**
	Correlation		
	Sign. (2-tailed)		.000
	N	385	385
Spontaneous purchase decision	Pearson	.000	
	Correlation		
	N	385	385

****.** Correlation is significant at the 0.01 level (2-tailed).

The PPMC analysis returned $r(383) = .641$, $p < .001$ (two-tailed). The obtained r (.641) substantially exceeds the critical r (.098) and the associated p -value (.000) is less than the stipulated α of .05. consequently, H_{01} is rejected. A strong, positive, and statistically significant relationship exists between menu localisation and market share growth among fast-food centers in Port Harcourt.

Hypothesis Two (H_{02})

H₀₂: There is no significant relationship between delivery innovation and spontaneous purchase decision of fast- food centers in Port Harcourt.

Table 3b: PPMC Analysis Delivery Innovation and spontaneous purchase decision (N = 385)

		Delivery Innovation	Spontaneous purchase decision
Menu Localisation	Pearson	1	.583**
	Correlation		
	Sign. (2-tailed)		.000
	N	385	385
Spontaneous purchase decision	Pearson	.583**	1
	Correlation		
	N	385	385

****.** Correlation is significant at the 0.01 level (2-tailed).

The PPMC analysis returned $r(383) = .583$, $p < .001$ (two-tailed). The obtained r (.583) far exceeds the Critical r (.1098) and $p < .05$; therefore, H_{02} is rejected. A strong, positive, and statistically significant relationship exists between delivery innovation and Spontaneous purchase among fast-food centers in Port Harcourt.

Table 4: Summary of PPMC Hypothesis Testing Results

H ₀	Hypothesis	r	r ²	df	t-stat	p (2-tailed)	Effect size	decision
1	Menu Localisation → Spontaneous purchase decision	.641	.411	383	16.35	.000	Large (.6141)	Reject H₀₁

2	Delivery Innovation → Spontaneous purchase decision	.583	.340	383	14.04	.000	Large (.583)	Reject H₀₂
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Note. t-statistic computed as $t = r \sqrt{(N-2)/\sqrt{(1-r^2)}}$. Critical r at $df = 383$, $\alpha = .05$ (two-tailed) = .098. Effect size benchmarks (Cohen, 1992): small $r = .10-.29$; medium $r = .30-.49$; large $r \geq .50$. All p -values represent two-tailed significance.

Conclusion

The study concluded that, there is a significant and positive relationship between service adaption and marketing success of fast-food centers in Port Harcourt.

Recommendations

1. The fast-food centers should implement the menu localization strategies which should incorporate indigenous food products for their customers in order to enhance customer satisfaction.
2. manufacturers or the fast-food center should make it as a point of duty to apply modern communication systems or technologies in the delivery system, such as delivery service coordination and ensure transparency. If this is strictly carried out, it will make the consumers to confidently have a purchase more effective and encourage customer loyalty.

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