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**UNIVERSITY**

ILISHAN-REMO, OGUN STATE, NIGERIA

# COLLEGE OF POSTGRADUATE STUDIES

## 2022/2023 PhD Thesis Abstract

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**RT: Market Segmentation, Customer Value Proposition and Organisational Performance of Indigenous Oil and Gas Companies in Rivers State, Nigeria**

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**AB:** The downstream sector of the oil and gas are the drivers of Nigeria's economy through the provisions of sustainable energy source that helps the country in the areas of electricity generation, distribution and consumption for both domestic and industrial usage. The performance of many indigenous oil and gas companies has been a major concern for managers due to dwindling level of productivity, low profit including market share and inability to compete favorably in the market place. However, Market segmentation strategies and customer value proposition are critical elements that organisations can adopt to enhance performance within the oil and gas sector. Several studies have been carried out in many industries on the effect of market segmentation on organisational performance. The objective of this study was to investigate the effect of market segmentation components (Behavioural, Geographical, Demographic) and customer value proposition components (functional, monetary, psychological) on organizational performance of indigenous oil and gas companies in Rivers State.

The study adopted survey research design. The population of study consist of 322 management staff of 11 indigenous oil and gas companies in River State, Nigeria. Total enumeration method was adopted for the study. Cronbach alpha reliability coefficients for the constructs ranged from 0.605 to 0.786. A validated and structured questionnaire was adopted to collect data with a total of 307 questionnaire returned which represent 95. 3% response rate.

Findings revealed that market segmentation and customer value proposition had significant effect on organizational performance of indigenous oil and gas companies in Rivers State, Nigeria. ( $Adj.R^2 = 0.804.F(2, 304) = 625.047, p < 0.05$ ). specifically, Market segmentation components

had significant effect on productivity ( $Adj.R^2 = 0.627$ ,  $F(3, 303) = 173.94$ ,  $p < 0.05$ ), profitability ( $Adj.R^2 = 0.576$ ,  $F(3, 303) = 139.713$ ,  $p < 0.05$ ) and sales volume ( $Adj.R^2 = 0.560$ ,  $F(3, 303) = 130.297$ ,  $p < 0.05$ ). Customer value proposition had significant effect on market share ( $Adj.R^2 = 0.582$ ,  $F(3, 303) = 143.149$ ,  $p < 0.05$ ) and competitive advantage ( $Adj.R^2 = 0.56$ ,  $F(3, 303) = 134.336$ ,  $p < 0.05$ ). The effect of market segmentation and customer value proposition on organisational performance is significantly moderated by the combination of market innovation and local content policy ( $\beta = 3.103E-6$ ,  $\Delta R^2 = 0.006$ ,  $\Delta F = 10.055$ ,  $p < 0.05$ ).

The study concluded that market segmentation and customer value propositions had effect on organizational performance of the selected indigenous oil and gas companies in River State, Nigeria. The study recommended that management of indigenous oil and gas companies in River State should segment their market and tailor their products and services to meet customers' needs and develop a strong value proposition that can attract and retain customers. This will ultimately lead to improve organizational performance.

**Keywords:** Customers value proposition, Indigenous oil and gas companies, Local content policy, Market innovation, Market segmentation, Organisational performance

**Word Count:** 445

**Abbreviations:** *RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract*

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