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Pricing Strategies and Customer Patronage amid the COVID-19 Pandemic: A Study of Fast-Moving Goods' Consumers in Lagos and Ogun States, Nigeria

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Abstract

The main objective of the study is to examine the effect of pricing strategies on customer patronage among customers of fast-moving consumer goods during the COVID-19 pandemic in Lagos and Ogun States, Nigeria. Survey research design was used for the study. Data was collected using a questionnaire. Convenience sampling technique was used for the study. Descriptive statistics was used to analyze the respondents' biodata, while multiple regression analysis was used to test the hypotheses formulated. Findings of the study revealed that pricing strategies (price penetration, price skimming, and price discrimination) had combined significant effect on customer patronage among customers of fast-moving consumer goods during the COVID-19 pandemic in Lagos State. In addition, price penetration, price skimming, and price discrimination had combined significant effect on customer patronage among customers of fast-moving consumer goods amid the COVID-19 pandemic in Ogun State, Nigeria. The study concluded that customers would purchase more fast-moving consumer goods when manufacturers set low prices to attract more customers, charge higher prices to recover their cost of production, and charge different prices to different buyers during the COVID-19 pandemic in Lagos and Ogun States.

Introduction

Businesses and organisations work in surroundings that are vulnerable to activities, crises, and events that can spark substantial changes that can boost, slow, inhibit, or reduce sales, patronage, and profitability, as well as affect corporate operational methods (Acee-Eke & Ogonu, 2020). As a result, an emergency or crisis such as the COVID-19 pandemic can disrupt operations, plans, supply chains, and modus operandi based on the ensuing protocols (such as restrictions, closures, and quarantines), measures, and reactions for dealing with a pandemic (Acee-Eke & Ogonu, 2020).

COVID-19, according to Motti (2020), is a coronary disease and a rapidly spreading global invasive pandemic that affects the welfare, routine, and functions of individuals, organisations, and governments, forcing them to rethink and alter their pattern for maneuvering and navigating an environment (such as business) in response to the emerging experiences and challenges of what is referred to as the "new normal" in society. Nigeria implemented "lockdown" to halt the epi- demic's growth and bring case numbers down to manageable levels due to the high rate of COVID-19 dissemination and the lack of a vaccine for its treatment or prevention in 2020 (Nigerian Centre for Disease Control, 2020). The lockdown policy in Nigeria was characterized by a ban on internal and international travel, a limitation on social gatherings, a closure of educational institutions, a halt to all non-essential commercial operations (Seal of the President of the Federal Republic of Nigeria, 2020; Ewodage, 2020).

Udegbunam (2022) stressed that increase in prices of goods in Nigeria is caused factors such as COVID-19 pandemic, insecurity and the Russia-Ukraine war. The price of products increased dramatically during the nationwide lockdown and even worsened after the lockdown (Iheme, Adile, Egechizuorom, Kupoluyi, Ogbonna, Olah, Enuka, Idris, Asouzu, & Oyebamiji, 2022). Food prices increased in April 2020 for the first time in two years, reaching 15.03%, the highest level since March 2018. The coronavirus pandemic outbreak, which caused an increase in inflation, was a major driver of the uptick (Akinfenwa, 2020). The National Bureau of Statistics (NBS) revealed in its May report that Nigeria's annual inflation rate increased to 12.34% in April 2020 from 12.26% in March. According to the statistical office's calculations, the nearly two-month-long lockdown of Abuja, Lagos, and Ogun States to curtail the spread of COVID-19 outbreak had a significant impact on the increase in food prices. According to a FocusEconomics research, from March to April 2020, prices of consumer goods increased to 1.02%, picking up from the 0.84% increase seen in March (Akinfenwa, 2020).

According to Goodie-Okio (2022), pricing strategy is an important aspect of a company's marketing emphasis that can boost or impede performance. This necessitates that enterprises perfect their pricing tactics. The manner through which businesses price their products is referred to as pricing strategy. It can also be viewed as activities involved in determining the best pricing for a product. A price strategy is directed at the organisation's chosen or designated customers, as well as competitors. A pricing strategy considers segments, their ability to pay, competitors' actions, market conditions, trade margins, and input costs, among other things (Goodie-Okio, 2022). Adopting a smart pricing strategy is critical for businesses since it provides a competitive advantage that leads to improved marketing results. The value of effective marketing performance is obvious, as it aids in equipping, fortifying, and sustaining businesses against competition (Nwangeka, Mjoba, Omindo & Nyatichi, 2014).

One of the most innovative and cost-effective practice-based entrepreneurial marketing tactics that micro, small and medium enterprises (MSMEs) can use to improve performance is an effective pricing strategy. This is because efficient pricing approaches assist businesses in determining rates that maximize earnings and shareholder value while also considering customer and market demand. It also considers, among other things, ability to pay, market conditions, competitor actions, trade margins, and input costs. As a result, MSMEs may effectively fulfill their core tasks by developing and implementing an appropriate pricing plan that has a beneficial impact on performance (Kawira, 2021).

As noted by Olufemi and Ojekunle (2021), on the 27th of February 2020, Nigeria's first index case of the virus was discovered in Lagos. The infection then spread across the country, killing many people. As of June 2nd, 2021, Nigeria had documented 166,560 cases of infection, with 2,099 of them dying. Measures recommended by the World Health Organisation (WHO) were implemented to stop the virus from spreading. However, the world economy was forced to shut down in April 2020 because of the ongoing spread. The lockdown had an impact on all economic operations in Nigeria, as well as around the world, as several governments sought strategies to deal with the illnesses' crippling impacts. Only vital service providers were excluded from the movement restrictions; therefore, the impact of the lockdown was felt profoundly across Nigeria's important economic sectors.

The full outbreak of the coronavirus in Nigeria in 2020 threw the Nigerian economy into disarray. Many lives and livelihoods were impacted, and many families and people struggled to adjust and cope with the odd consequences. Because the lockdown was imposed during the planting season, agriculture was one of the most severely impacted activities in Nigeria. Farmers had difficulty getting farm inputs and moving them across marketplaces, even though it had been relaxed a little to allow them to develop their crops. The COVID-19 lockdown stifled the movement and shipment of products around the country, particularly food. Food security in Nigeria was threatened by a ban on inter-state migration and farmers' incapacity to develop their farmland, among other factors. The supply of various farm products declined because of these uncommon distortions in farming activities and agricultural industry, resulting in an increase in price of food items. In addition, COVID-19 pandemic has continued to result in steady increase in the price of goods and services across various sectors/industries of the Nigerian economy. Hence, Nigerians continue to lament on the continuous increase in the price of goods and services and demand less for these goods and services (Olufemi & Ojekunle, 2021).

Several studies such as Farouki and Biyal (2011), Salawu, Fawole and Dairo (2016), Oke and Dada (2017), Novixoxo, Kumi, Anning and Darko (2018), Olaoye, Aguguom, Olayiwola and Arogundade (2018), Kiptoo (2019), Yakubu, Shehu and Nwokenkwo (2019), Chepkemoi and Cheruiyot (2020), Korubo and Onuoha (2020), Oyewole (2020), Kawira (2021), Goodie-Okio (2022), Osano and Lutego (2022), etc. have been conducted on pricing strategies. These studies were carried out in a single location and state. However, there is paucity of comparative study on pricing strategies and customer patronage among customers of fast-moving consumer goods during COVID-19 pandemic in two different locations and states in Nigeria. This study filled this gap in knowledge by exploring the effect of pricing strategies on customer patronage among customers of fast-moving consumer goods during COVID-19 pandemic in Lagos and Ogun States, Nigeria. The study also filled the gap in knowledge by examining the combined effect of the independent variables on the dependent variable as there exists dearth of research that examined the combined effect of the independent variables on the dependent variable in the literature.

The main objective of the study is to explore the effect of pricing strategies on customer patronage among customers of fast-moving consumer goods during COVID-19 pandemic in Lagos and Ogun States, Nigeria. The specific objective is to: examine the effect of pricing strategies (price penetration, price skimming, and price discrimination) on customer patronage among customers of fast-moving consumer goods amid COVID-19 pandemic in Lagos and Ogun States, Nigeria. To achieve the main and specific objectives highlighted above, the following research hypothesis was tested:

H_{0i}: *Pricing strategies (price penetration, price skimming, and price discrimination) have no significant effect on customer patronage among customers of fast-moving consumer goods during COVID-19 pandemic in Lagos and Ogun States, Nigeria.*

Apart from the introduction, the following are the remaining sections of the paper. The next section discusses the conceptual, theoretical and the empirical literature on the topic. Section three presents the discussions on the methods employed to collect and analyse data. The fourth section presents the results and their discussions. The final section concludes the study.

Literature Review

Conceptual Review

Concepts reviewed in this study include price, pricing strategies, price penetration, price skimming, price discrimination, customer patronage and fast-moving consumer goods. The monetary value that corporations assign to their product or service is referred to as price (Komaromi, 2016). Price, according to Reibstein, Bendle, Farris and Pfeifer (2006), is the amount a consumer pays to obtain a product or service from the market. Price is a significant component in a customer's choice to purchase a product or service. If a product's or service's price is excessively high, customers will avoid it in favor of other, more affordable options (Kireru, Ombui & Omwenga, 2016).

Most of the time, corporations price their product or service based on how well it compares to similar products on the market. They set rates for their products or services to communicate to clients how unique the product or service is in comparison to other available options on the market.

Companies frequently consider the cost of creating the product or service, as well as the brand's uniqueness, when determining prices. A product or service with distinctive features usually commands a higher price, while those with less unique features usually command a lower price (Valipour, Birjandi & Honarbakhsh, 2012).

Pricing strategies are the methods that businesses use to price their goods and services effectively and in accordance with market demand. They assist a company in determining the best price for its goods based on how it wants to position it. Pricing strategy is one of the most important elements of the marketing mix (product, place, price and promotion) and it focuses on creating revenue and profit for the organization (Olaoye, Aguguom, Olayiwola & Arogundade, 2018).

Price penetration is a pricing strategy in which a product's price is first set low to quickly reach a large portion of the market and start spreading word of mouth. Customers will migrate to the new brand because of the cheaper price, according to the approach. The pricing is purposely low to swiftly capture market share. When a new product is introduced, this is done. Once the promotion time has ended and the market share goals have been met, it is expected that prices will be hiked. Price skimming refers to a product pricing strategy in which a company charges the highest initial price that customers are willing to pay. As the first consumers' demands are met, the company lowers the price to attract a new, more price-sensitive sector. A high price is paid for a product until competitors enter the market, at which point prices can be reduced. The goal is to recover as much money as possible before the product draws new competitors, lowering earnings for everyone (Korubo & Onuoha, 2020).

Price discrimination is a marketing approach in which a seller charges varying prices for the same product or service depending on what the vendor thinks the customer will agree to. The seller charges each consumer the greatest amount he or she will pay under pure price discrimination. The high price is used as a defining criterion in this technique. Such pricing tactics are effective in segments and industries where the company has a significant competitive advantage (Korubo & Onuoha, 2020). Customer patronage is described by Ding, Lu and Ge (2015) as a choice behavior in which a customer prefers to patronize one organization above others in the same industry. Customer patronage refers to a person's preference for a company's goods or services. Customer patronage is defined by Garga and Bambale (2016) as the extent to which a customer patronizes a company's products or services based on his or her assessment and personal experience. Kumar (2016) noted that factors that influence customer patronage include the company's location, organizational image, quality of service delivery, product quality, price and parking space.

Theoretical Review

The theory of demand and supply was reviewed in this study. Also, this study was anchored on demand and supply theory. According to Gordon (2022), the theory of supply and demand describes how demand and supply are correlated, with changes in either one leading to changes in the other. The law of supply and demand states that when there is greater demand for a commodity, supply will increase and vice versa. The relationship between the supply of a good and the demand for it is described by the law of supply and demand. For instance, if a product has a low supply and a high demand, this indicates that there aren't enough of the product to satisfy everyone who wants it, which will drive up the price.

An economic theory known as the theory of demand and supply discusses how supply and demand are interrelated and how these two ideas work to achieve market equilibrium or the equilibrium price. Equilibrium pricing has the effect of enabling providers to sell their items at a price that consumers are prepared to pay. Equilibrium exists, for instance, when a supplier can offer all units of a product at a set price and when buyers are eager to pay that price for all units. A market's equilibrium price, also known as a market-clearing price, is created when supply and demand balance out each other. The price of goods typically decreases when there is an excess supply on the market and little demand for the offered things. Demand and supply are influenced by a variety of factors (Gordon, 2022). The supply will depend on a number of things, some of which will directly affect it and determine whether it will be high or low. Supply can be impacted by a producer's or company's capacity as well as the costs associated with manufacturing a certain good, including the cost of the equipment, materials, and labor. The existence of rivals in the market is one of the additional considerations.

Additionally, if the availability of an item, such as sweaters, is determined by the weather, the manufacturing of that item will also be influenced by the weather. Another element that influences supply is the supply chain. On the other hand, a variety of factors also have an impact on demand. The cost of a thing, or the price at which it will be acquired, the presence of competing goods on the market, its importance, whether it is a subpar product or not, the cost of complementary goods, etc. are frequent elements that influence demand (Olaoye, Aguguom, Olayiwola, & Arogundade, 2018).

The theory of demand and supply is the underpinning theory upon which this study was anchored. This is because manufacturers will likely produce more goods and make them available in the market when the demand for such products is on an upward trend. In other words, manufacturers will either increase or lower the prices of their products based on the quantity demanded of such products in the market. On the other hand, the quantity demanded of a product by consumers will depend on the available quantity of such product and the price attached to it in the market.

Empirical Review

Ikegwuru and Harcourt (2019) investigated the effect of marketing strategies on customer patronage of butchers in Rivers State, Nigeria. A simple random sampling technique was employed for the study. Questionnaire was used to collect primary data for the study. Sample size comprised of 200 butchers in Rivers State. Simple regression analysis and analysis of variance were used to test the research hypotheses. Findings from regression analysis showed that pricing strategies had significant effect on customer patronage of butchers. Also, place strategies had a significant effect on customer patronage. Results from analysis of variance affirmed that there is significant difference between pricing strategies and customer patronage. In addition, there is a significant difference between place strategies and customer patronage of butchers in Rivers State.

Korubo and Onuoha (2020) examined the effect of pricing strategies on marketing performance of selected beverage firms in Rivers State, Nigeria. Cross sectional survey research design was employed for the study. Sample size comprised of 238 management staff of 5 selected beverage firms in Rivers State. Questionnaire was used to collect primary data for the study. The study selected and surveyed 5 out of 17 beverage firms in Rivers State through mail due to COVID-19 pandemic. Spearman's correlation analysis was used to test the research hypotheses. The study found that price skimming, penetration pricing, and price discrimination had individual significant relationship with customer satisfaction. Also, organisational culture does not moderate the relationship between pricing strategies and marketing performance of selected beverage firms in Rivers State.

Nwaeze, Nwadike, Ufomadu, and Nwankpa (2020) examined the effect of marketing strategies on the performance of selected small business entrepreneurs engaged in laundry and dry-cleaning business in Aba Metropolis, Abia State, Nigeria. Survey research design was adopted for the study. Sample size comprised of 120 laundry and dry-cleaning service operators in Aba. Questionnaire was used to collect primary data for the study. Descriptive statistics (simple percentages) was used to test the research hypotheses. The study discovered that product quality strategy, pricing strategy, relationship marketing strategy, and marketing communication strategy had individual significant effect on the performance of selected small business entrepreneurs engaged in laundry and dry-cleaning business in Aba.

Kawira (2021) assessed the effect of pricing strategy on the performance of micro, small, and medium enterprises (MSMEs) in Kenya. A descriptive survey research design was adopted for the study. Sample size comprised 368 MSMEs owners/managers in Tharaka-Nithi County, Kenya. Simple regression analysis and Pearson correlation analysis were used to test the research hypothesis. Results from simple regression analysis confirmed that pricing strategy had significant effect on the performance of MSMEs in Kenya. Results from Pearson product moment correlation coefficient revealed that pricing strategy had significant effect on the performance of MSMEs in Kenya.

Chepkemoi and Cheruiyot (2020) ascertained the effect of pricing strategies on the profitability of commercial banks in Kericho County, Kenya. A descriptive survey research design was adopted for the study. Sample size comprised 62 members of pricing committees in KCB, Equity, Standard Chartered, Co-operative, SBM Bank, Barclays, Trans-national Bank, Sidian, DTB, National Bank, and Family Bank in Kenya. Simple regression analysis was used to test the research hypothesis. The study indicated that pricing strategies had significant effect on the profitability of commercial banks in Kenya.

Conceptual Model

A research conceptual model was developed to show the effect of the independent variables (price penetration, price skimming, and price discrimination) on the dependent variable (customer patronage) among customers of fast-moving consumer goods during COVID-19 pandemic in Lagos and Ogun States, Nigeria. The model is shown in Figure 1 below:

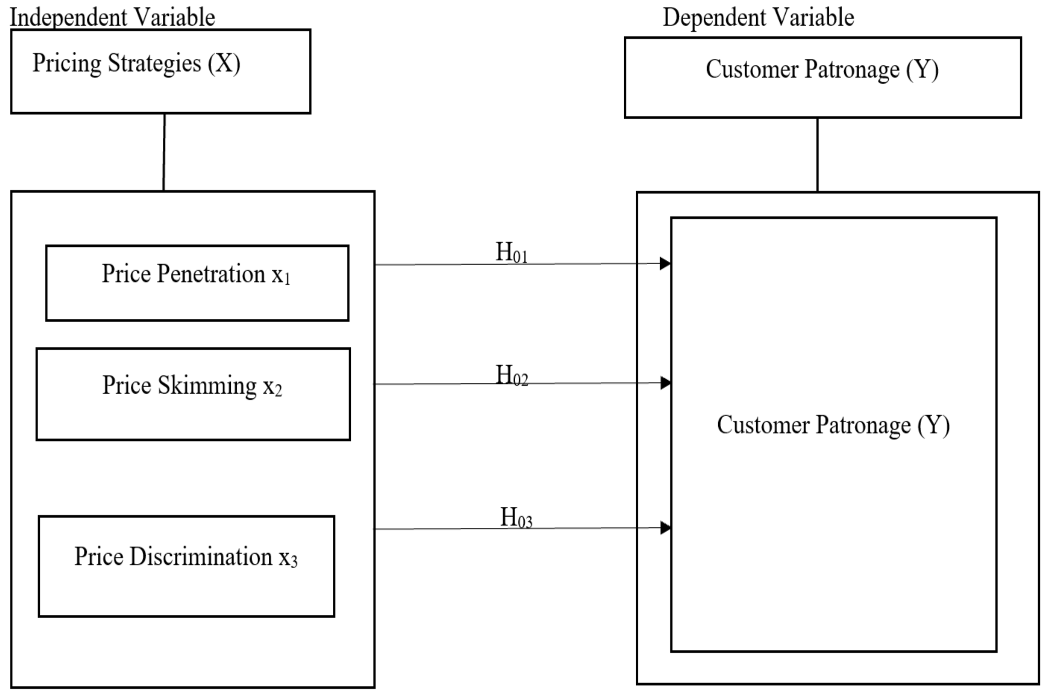

Figure 1: Pricing Strategies and Customer Patronage
Source: Researchers' Conceptual Model (2022).

Methods

Survey research design was adopted for this study. The population of this study comprised consumers of fast-moving consumers goods in Lagos and Ogun States, Nigeria. This was done for three reasons. First, it can gather data from big samples of the population. Second, it works well for compiling demographic information that outlines the make-up of the sample (McIntyre, 1999). Third, it allows for a wide range of variables to be explored, while also requiring little effort to create and implement and generalizing very simple (Bell, 1996 cited in Glasow, 2005). Convenience sampling technique was used for the study. Convenience sampling technique allows a researcher to select the respondents who are readily available and willing to participate in a research study (Latham, 2007). The research instrument used for this study was a structured questionnaire. The study adapted the research instrument of Nwanze (2019) on customer patronage, Assefa (2019) on price penetration, and Nyaga and Muema (2017) on price skimming and price discrimination. The research instrument comprised 18 items. Internal consistency method of reliability was used to test the reliability of the research instrument. Cronbach alpha was used to test the internal consistency of the research instrument. The questionnaire comprised of two major sections: Section A (demographic profile of the respondent) and Section B (Research construct items). The questionnaire comprised of major construct items.

However, modified Likert's interval rating scale with options ranging from strongly agree, agree, partially agree, partially disagree, disagree, and strongly disagree were used as the response patterns on the construct items. Copies of the questionnaire were administered to 200 customers of fast-moving consumer goods in Lagos State and 200 customers of fast-moving consumer goods in Ogun State. The pilot study was carried out by administering copies of the questionnaire to Ten (10) percent of the respondents who filled them and returned to the researchers. Thereafter, the reliability of the research instrument was tested using Cronbach Alpha co-efficient. Descriptive statistics using simple percentages and frequency distribution tables was used to analyze the respondents' bio-data (gender, age, marital status, and educational qualifications) and responses on each item of the research instrument while multiple regression analysis was used to test the hypothesis formulated. These methods of data analysis were used with the aid of the Statistical Package for the Social Sciences (SPSS) version 23.

Results and Discussion

Table 1 shows the Cronbach Alpha value for each item of the research instrument tested which ranged between 0.72 and 0.84. This showed that the research instrument tested was reliable. Copies of the questionnaire were administered to 200 customers in Lagos State and 200 customers in Ogun State, out of which only 146 copies were filled and returned in Lagos State and 124 copies were filled and returned in Ogun State.

Table 1: Cronbach Alpha Value of the Research Instrument

Variable	**Number of Items**	**Lagos State**	**Ogun State**
Customer Patronage	4	0.73	0.79
Price Penetration	4	0.80	0.77
Price Skimming	6	0.74	0.72
Price Discrimination	4	0.84	0.81
Total	**18**		

Source: Researchers' Computation (2022).

From the analysis of respondents' demography, 146 (54%) of the respondents are male, while 124 (46%) are female. The marital status showed that 149 (55%) of the respondents are single, while 121 (45%) are married. The age distribution of respondents showed that 90 (33%) of the respondents are within the age of 16-20 years, 83 (31%) are within the age of 21-30 years, 66 (24%) are within the ages of 31-40 years, 17 (6%) are within the age of 41-50 years, and 14 (5%) are within the age of 51 years and above. The educational qualification showed that 50 (19%) of the respondents are SSCE holders, 145 (54%) are bachelor's degree holders, 55 (20%) are master's degree holders, while 20 (7%) of the respondents possess a doctorate degree. The state of residence showed that 146 (54%) of the respondents reside in Lagos State while 124 (46%) reside in Ogun State.

Table 2: Multiple Regression Analysis Results on Pricing Strategies and Customer Patronage among Customers of Fast-Moving Consumer Goods during COVID-19 Pandemic in Lagos and Ogun States, Nigeria

Variables	Customer Patronage	
	Lagos	Ogun
Constant	$\beta = 4.893$ $t = 1.938$ $p = 0.055$	$\beta = 5.448$ $t = 3.988$ $p = 0.000$
Price Penetration	$\beta = 0.156$ $t = 1.908$ $p = 0.058$	$\beta = 0.147$ $t = 1.922$ $p = 0.057$
Price Skimming	$\beta = 0.105$ $t = 1.277$ $p = 0.204$	$\beta = 0.283$ $t = 3.381$ $p = 0.001$
Price Discrimination	$\beta = 0.243$ $t = 3.053$ $p = 0.003$	$\beta = 0.359$ $t = 4.335$ $p = 0.000$
R-Squared	0.115	0.384
Adj. R-Squared	0.097	0.368

F-statistic	6.172	24.900
Prob (F-statistic)	0.001	0.000

Source: Researchers' Computation (2022).

Results of the study in Table 2 affirmed that price penetration ($\beta = 0.156$, $t = 1.908$, $p>0.05$) had no significant effect on customer patronage, price skimming ($\beta = 0.105$, $t = 1.277$, $p>0.05$) had no significant effect on customer patronage, and price discrimination ($\beta = 0.243$, $t = 3.053$, $p<0.05$) had significant effect on customer patronage in the midst of COVID-19 among consumers of fast-moving goods in Lagos State, Nigeria. The adjusted R square of 0.10 showed that pricing strategies (price penetration, price skimming, and price discrimination) explained only 10% of the variation in customer patronage in Lagos State. This implies that only 10% of the changes in customer patronage could be attributed to pricing strategies in Lagos State. The results indicated that the overall model was statistically significant as represented by $F = 6.172$ with p-value $(0.001) < 0.05$.
The regression model showed that holding pricing strategies to a constant zero, customer patronage would be 4.893, which implies that without pricing strategies, customer patronage of fast-moving consumer goods in Lagos State was 4.893. Based on these findings, the null hypothesis (H_{01}), which states that pricing strategies (price penetration, price skimming, and price discrimination) have no significant effect on customer patronage among customers of fast-moving consumer goods in the midst of COVID-19 pandemic in Lagos and Ogun States, Nigeria is hereby rejected.

In addition, results of the study in Table 2 confirmed that price penetration ($\beta = 0.147$, $t = 1.922$, $p>0.05$) had no significant effect on customer patronage, price skimming ($\beta = 0.283$, $t = 3.381$, $p<0.05$) had significant effect on customer patronage, and price discrimination ($\beta = 0.359$, $t = 4.335$, $p<0.05$) had significant effect on customer patronage among customers of fast moving consumer goods in the midst of COVID-19 pandemic in Ogun State, Nigeria. The adjusted R square of 0.37 showed that pricing strategies (price penetration, price skimming, and price discrimination) explained only 37% of the variation in customer patronage in Ogun State. This implies that only 37% of the changes in customer patronage could be attributed to pricing strategies in Ogun State. The results indicated that the overall model was statistically significant as represented by $F = 24.900$ with p-value $(0.000) < 0.05$. The regression model revealed that holding pricing strategies to a constant zero, customer patronage would be 5.448, which implies that without pricing strategies, customer patronage of fast-moving consumer goods in Ogun State was 5.448. Based on these findings, the null hypothesis (H_{01}), which states that pricing strategies (price penetration, price skimming, and price discrimination) have no significant effect on customer patronage among customers of fast-moving consumer goods amid COVID-19 pandemic in Ogun State, Nigeria is hereby rejected.

Past studies investigated and discovered the individual/singular effect of each of the independent variables on the dependent variables. This study examined and discovered the combined effect of all the independent variables on the dependent variables. The study discovered that pricing strategies (price penetration, price skimming, and price discrimination) had significant effect on customer patronage among customers of fast-moving consumer goods during COVID-19 pandemic in Lagos and Ogun States, Nigeria. Findings of the study implies that setting low prices for goods and services to attract more customers, charging high prices for goods to recover high cost of production, and charging different prices for the same goods to different customers in the midst of COVID-19 pandemic will influence them to purchase fast moving consumer goods. Also, results of the study implies that customers will be more willing to purchase fast moving consumer goods when manufacturers of these products charge affordable prices, sell their goods at high prices based on the high quality of these goods, and sell these same products at different prices to different set of buyers amid COVID-19 pandemic.

Findings of this study align with the study of Ikegwuru and Harcourt (2019), which found that pricing strategies had significant effect on customer patronage of butchers in Rivers State. Also, results of the study agree with the study of Korubo and Onuoha (2020), which showed that pricing strategies had significant relationship with customer satisfaction in selected beverage firms in Rivers State. Finally, results of the study tally with the study of Kawira (2021), which ascertained that pricing strategy had significant effect on the performance of MSMEs in Kenya.

Conclusion

Based on the results of the study, the study concluded that customers would purchase more fasting moving consumer goods when manufacturers set low prices to attract more customers, charge higher prices to recover their cost of production, and charge different prices to different buyers during COVID-19 pandemic in Lagos and Ogun States. Companies that produce fast moving consumer goods in Lagos and Ogun States will generate more sales needed to carry out their business operations when they charge affordable prices for their goods, fix prices that will enable them to make sufficient profit, and sell their products at different prices various buyers are willing to buy amid COVID-19 pandemic. The study recommended that business firms in Lagos and Ogun State that engage in the production of fast-moving consumer goods should set prices customers are willing to purchase their products, fix prices that will enable them to regain their cost of production, and sell their goods at different prices to different buyers to encourage customers to keep purchasing their goods amid COVID-19. These organisations should always put into consideration the amount of money consumers are willing to pay for their products and services, the price that will help them recover the cost of producing their goods, and varying prices at which different customers feel they should sell their products when setting the price of their products to attract more customers and retain their existing customers continually.
The study was carried out in two different states in Nigeria using one research design, three variables, and one method of data analysis. Findings of the study cannot be generalized to the entire fast-moving goods consumers in Nigeria. The study should be carried out in more states using additional research designs, additional variables, and additional methods of data analysis to widen the scope of the study and enhance the generalizability of the results of the study.

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