

## ELECTRONIC DISTRIBUTIONS AND PRODUCT AVAILABILITY OF ELECTRONIC TAILING FIRMS IN PORT HARCOURT, RIVERS STATE SOUTH – SOUTH, NIGERIA

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### **Abstract:**

*This study determined the relationship between E distribution and product availability of electronic tailing firms in Port Harcourt, Rivers State South – South Nigeria. Data for the study was collected through questionnaire from the fifty (50) respondents, however, forty four (44) of the distributed copies of questionnaire were valid and used for the analysis. The hypotheses were tested through Kendall's tau tests. The findings revealed that, dimension of predictor' variable: Direct E-Distribution, Intermediary E-Distribution, Hybrid E-Distribution, and Subscription-based E-Distribution has positive significant relationship with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria. The study concluded that E- distribution is the application of electronic devices to promote sales of products and services to consumer, that the drive or aim of E-distribution is to efficiently and effectively deliver these digital goods to end- users through various online platforms at the right time, right place, and with the right price, that E-distribution approaches adopted by E- tailing firms are Direct E-Distribution, Intermediary E-Distribution Hybrid E-Distribution, and Subscription-based E-Distribution. Based on that, the study recommended that, E-tailing firms should totally adopt Direct E-Distribution, Intermediary E-Distribution Hybrid E-Distribution, and Subscription-based E- distribution approaches to efficiently, and effectively deliver digital goods and services to the end- users. Finally. Customers should adhere with new development of E. Distribution channel as modern technology for shopping of products and services.*

**Keywords:** E distribution and product availability.

### **Introduction**

Factually, effective and efficient distribution system of any reputable business organization position as a customer driving force. Over the period of time distribution system has been a marketing strategy that increases firms sales volume, market share, and customer patronage. Distribution system has been one of the most crucial and critical influence in any e-tailing organization. Globally, E-distribution is the one of the rudimentary modern idea that has been able, the contemporary era of marketing sees electronic distribution (E –Distribution) as

fastest and quickest modern technology in implementing marketing operations including product and service presentation.

According to DevX Technology Glossary(2024), E-distribution, refers to the digital dissemination of products and services information through electronic channels. This technique eradicates the need for physical distribution processes, making use of the internet, email, and other digital platforms. E-distribution modernizes the distribution process, making it cost-effective, fastest and quickest in product and service delivery. E-distribution is the electronic distribution of

online products and services, which mainly includes software, video games, multimedia content, digital documents, music, and e-books, among others (Hitt, & Frei,, 1999, cited in Shu-Hung,2017).

In view of Gabriel *etal*, (2023), E-distribution entails the delivery of products and services to customers, which is conducted through digital channel such as social media platform. Gabriel *etal*, (2023), further explained that E-distribution play a significant role in maximizing sales volume, alsoE-distribution significant has increase recently due to the trend in digital growth in the field of marketing , and sales of product and service for fast and quick arrival to the customer destination period of time than before .Bakos, (2001), contributed that effective and efficient E-distribution approaches need a complete sympathetic of target audience, including formation of attractive and accessible digital platform, and application of healthy digital marketing all these upsurge sales of products and service.

E-distribution permits businesses organization to enlarge their customer reach, reduce operative costs, and rationalize sales procedures by leveraging the authority of digital mechanism worldwide.( Pozzi,,2013).E-Distribution network is the way a business organization disseminate information or message and plans to deliver the product and service from the manufacturer to final consumers .DevX Technology Glossary (2024), stressed that E-Distribution is a vital knowledge or strategy apply digitally in reaching out to customers at the right time, right place , right product , and right price, which has transformed the method of businesses operations, and consumers goods including information. DevX Technology Glossary (2024),further explained

that E-distribution allows firms to increase their market reach very fast, reduce costs related to physical products, transportation, modernize supply chain management, and offer an additional suitable and modified shopping knowledge for customers. Additionally, E-distribution cultivates actual time communication between consumers and marketing firms, permitting for well-organized and fast transactions, improved sales, and enhances customer loyalty.

Every business entity believed on product availability for the purpose of customer satisfaction, and patronage .Well-established product availability is the foundation for increase in sales volume, market growth and profitability level including effective and efficient management decisions .According to Lim and Shiode, (2011),product availability is all about products being available at the right place, at the right time, and with right price for the purpose of sales volume and customer satisfaction. Therefore, in line with the subject matter, the objective of E-distribution is to create product availability through digital platform to the final consumers This approach of distribution permits business organization or e-tailing firms to reach a global market with less overhead costs, and providing customers with the suitable and ease of prompt admittance to firm preferred products and services.

In spite of Moon, and Hempell (2002), there are several E- Distribution network or channel which include: Direct E-Distribution, Intermediary E-Distribution, Hybrid E-Distribution, Subscription-based E-Distribution, and Affiliate E-Distribution. Furthermore, E-distribution assist actual time updates, permitting firms to deliver improved topographies, and incremental content updates to customers efficiently, promoting a responsive development method. Finally, E-

distribution has changed the traditional method of distribution by rationalization of content delivery, enabling product novelty, and hopeful the growth of novel services and platforms that provide to ever- developing consumer needs. Consequently, the study was to investigate the relationship between E distribution and product availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

### **Statement of the Problem**

One of the utmost challenges for business organization is the management of E-distribution in most cost- effective method. The E-distribution problems including: extremely management cost, E-distribution channel cessation or breakdown, loss of product and service, customer dissatisfaction, time wasted, traffic on platform, and inability to improve sales presentation. The Digital authority eradicates corporate limitations and geographic boundaries, and makes message trail amongst associates, manufacturers, suppliers, retailers, and customers. E- Distribution growth provide benefit to an entire m supply chain distribution. E-tailing firms upheld cost competence in the E- distribution network for the digital shopping business. Accordingly, business firms apply E-distribution channel which becomes significance. Firms Product availability, consumer satisfaction, sales volume, market share, and customer patronage are influenced by the E- distribution approaches. The study was to examine the relationship between E- distribution and product availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

### **The Study Objectives**

The study aim was to evaluate the relationship between E distribution and Product Availability of electronic tailing firms

in Port Harcourt, Rivers State South – South, Nigeria. The aim includes:

1. To determine the relationship between Direct E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.
2. To access the relationship between Intermediary E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.
3. To explore the relationship between Hybrid E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.
- 4.To investigate the relationship between Subscription-based E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

### **Research Questions**

1. To what extent does Direct E-Distribution relate with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria?
2. To what extent does Intermediary E-Distribution relate with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria?
3. To what extent does Hybrid E-Distribution relate with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria?
- 4.To what extent does the Subscription-based E-Distribution relate with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria?

### **Research Hypotheses**

**Ho<sub>1</sub>:** There is no significant relationship between Direct E-Distribution and Product Availability of electronic tailing firms in Port

Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>2</sub>:** There is no significant relationship between Intermediary E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>3</sub>:** There is no significant relationship between Hybrid E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>4</sub>:** There is no significant relationship between Subscription-based E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

#### **Literature review**

#### **conceptual clarification**

#### **E-Distribution**

E-Distribution essentially showed logistics service such as transportation, warehousing, consolidation, product mixing. The purpose of E- Distribution is to ensure that the accurate amount of products or services reaches the consumers at the right, at the right places with right product and right price. Supply chain E distribution is combined to an organization system that transforms raw materials into finished goods for customers. According to Shu-Hung, (2017), E -distribution is the purchasing and vending of goods and services over the internet .E-Distribution can be carry out through the application of computer device. There are numerous kinds of E-distribution channels such as Direct E-Distribution, Intermediary E-Distribution, Hybrid E-Distribution, and Subscription-based E-Distribution, and Affiliate E-Distribution. Other distribution channels are producer direct to consumer, producer to retailer to consumer, or producer to wholesaler to retailer to consumer. Business distribution with four

flows is including business flow, good flow, cash flow, and information flow. Distribution is under remarkable changes and effect by using Internet. The distribution network consistently with online shopping that can improve its cost efficiency and service reliability (Lim & Shiode, 2011, cited in Shu-Hung, 2017). Electronic distribution is emerging as one of the most important distribution tools in recent years. E-commerce builds the new way to organize production and transact business that can be improved organization performance (Mehta, 2008cited in Shu-Hung, 2017).

#### **Dimension of E-Distribution**

The following are the Dimension of E-Distribution

#### **Direct E-Distribution:**

Globally, digital technology has distorted the way of doing business, particularly small business, which they use direct channel of distribution to reach out its target markets. With increasing consumer demand for digital shopping and easy to use E- distribution instruments, direct marketing usually equals more success for business.(Anderson,. & Leinbach, 2007,cited in Shu-Hung, 2017).According to Bloch, and Segev (1996) cited in Patrick (2005),Direct E-Distribution: involve consumers purchasing products or services directly from firm's website The Firm might lesser the cost of product and service because the consumer purchase from the company website directly. In view of O'Connor, (2001), Direct E-distribution channel are built and constructed to deliver values to possession time and area by confirming the availability of the product or service at the right time right place and right product to satisfy consumer demand. Though, other than the primary transactional purpose. There are other responsibilities of direct E -

distribution channel such facilitation, creating efficiencies, and risk sharing distribution.

#### **Intermediary E-Distribution:**

E. Distribution channel contain numerous intermediary, such as wholesaler or retailer, as product move from manufacturer to consumers. The introduction of E - distribution platform has rationalized the distribution procedure, allowing producers to seller directly to consumer. Therefore, E-distribution channel is the systems of mediators through which good or services permits until reaches the final consumer (Moon, & Hempell, 2002). Intermediary E-Distribution involves using third-party platforms to reach customers. For instance, authors selling e-books through Amazon Kindle or app developers distributing their apps via Google Play Store.(Leyland, 2023)

#### **Hybrid E-Distribution:**

Hybrid asE- distribution channel uses both direct channel indirect distribution channel of product or services, producer might use retailers to distribute a product or service or of making sale directly with consumers (Neil,2024). Hybrid E-Distributions indicates both direct and middle channels, numerous firms use this method to make the most of their reach, such as a software firm vending its product or survive both on its website and through various app stores(Leyland,2023).

#### **Subscription-based E-Distribution:**

This classic includes customers paying a recurring fee to access content or services. Examples include spottily for music streaming or Adobe Creative Cloud for software access(Leyland, 2023)..The drive of E- distribution channel is to make the right quantities of the right product/service available at the right place, at the right time.E-Distribution channel simplifies the auctions of a good or service by linking the provider to a consumer. Mediators may be used to ease this procedure and information created about the product or services, customers progressively want to be able to comprehensive the booking in a single seamless process (O'Connor and Horan 1999).

#### **Product availability**

Every reputable business organization objective is create product availability to satisfy customers' needs and increase profitability as well as increase in customer patronage. According to Lim and Shiode, (2011),product availability is all about products being available at the right place, and at the right time for the purpose of sales volume and customer satisfaction. Technology brings to supply chain management for distributors that may physique controllable and reliable. E-distribution is provided the users purchasing and the suppliers vending of products and services over a public network without the use of physical media (Mehta, 2008).

#### **Conceptual fame work**

The following are the conceptual frame for the study

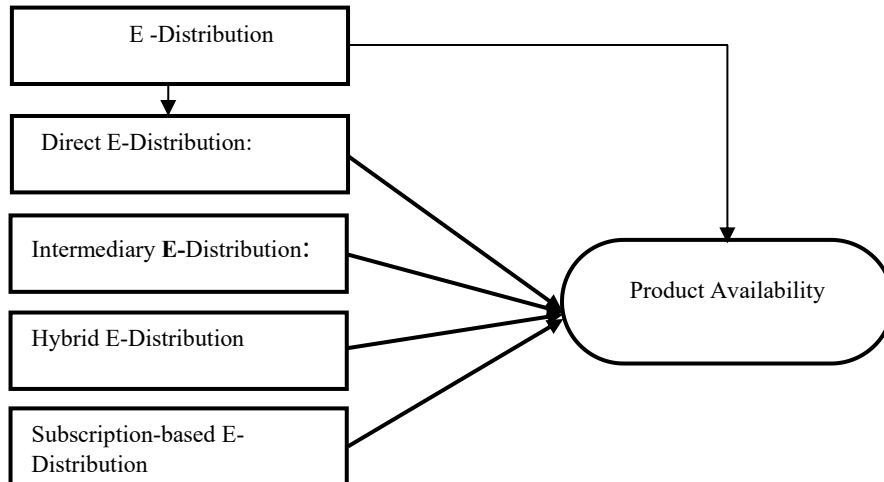


Fig.1 The study model.

## 2.5. Empirical Review

Several scholars has been written on the above subject matters they include:Shu-Hung, (2017). E-Commerce in the Distribution Management: Internet is emerging as one of distribution tools in recent years. E-Distribution has effect consumers on purchasing the product. The consumer satisfaction, behavior and loyalty are important for enterprise to enhance their performance.

This study would like to investigate companies adopted E-distribution would be an important factor to influences consumer behavior, satisfaction and loyalty, and how the E-distribution effect on consumer satisfaction, behavior and loyalty. The survey sample will be chosen mangers of Taiwanese companies that adopted E-Distribution. In this study, the results found that the companies with E-distribution had impact on their consumer satisfaction, behavior and loyalty.

Therefore, there were the relationships among E-distribution, consumer satisfaction, consumer behavior and consumer loyalty.

Youness, (2020), Impact of Unauthorized Distributors on the Supply

Chain and Financial Performance of Companies: Global supply chains, shorter product life cycles, and technological innovation have made supply chain management a critical issue for firm's success. By improving service and reducing costs, efficient supply chain management brings companies a competitive advantage and helps them to outperform their competitors. Due to tight supply or unfavorable conditions, Original Equipment Manufacturer (OEM) might occasionally find itself in a situation where it is not able or willing to source its required raw material form authorized channel. In this case, OEM options narrow down to waiting until the item become available in authorized channel (backlogging its customer orders), sourcing from unauthorized channel, or cancelling customer orders. Each one of these scenarios causes particular consequences.

Main objective of this study is to clarify the consequences of sourcing form unauthorized distributors on the supply chain performance and its financial performance of OEM. Study is composed of a qualitative phase and a quantitative phase. During each phase, a proper set of supply chain metrics and financial measures are employed to

understand the effects of sourcing from unauthorized distributors and counterfeits parts. In both phases, SCOR model is used as a reference for supply chain metrics as well as to understand the supply chain processes.

Based on the study results, there is obviously a trade-off involved in sourcing from unauthorized channel. It may help the OEM in some respects; however, it may pose a risk to the OEM performance at the same time. Particular circumstance of each business is a key factor to determine the effects. Among the factors studied, raw material quality, sourcing volume, and accusation price are the most important ones respectively.

The most influential factor is raw material quality and it mostly outweighs the effect. Omorinde, (2023).Impact of Ecommerce Adoption on retuning Management product; A case study of manufacturing Industry Nigeria: Returning an already purchased item that does not meet the customer's expectation is one of the challenges faced by online buyers. However, this can be effectively managed through a sincere implementation of the right e-commerce policy.

Therefore, this study examined the impact of electronic commerce on the return management of manufacturing industry in Nigeria. Its focus is on the key return management variables which are; return rate, reasons for return, cost of returns, return policy satisfaction, return processing efficiency, impact of returns on inventory, refund processing time, quality control post return and customer satisfaction. This study was carried out in Nigeria and the population of the study include the twenty (20) manufacturing companies as listed by the Nigeria Stock Exchange (2023).

Purposive sampling technique was used to select ten (10) consumer goods

companies while a well-structured questionnaire was used to collect data from five hundred and sixty-five (565) respondents sampled from the consumer goods companies selected. Data was analyzed using both one simple t-test analysis and multivariate regression analysis. Almost all the variables showed considerably high F-value and the significance levels are consistently  $P = 0.000$  which implies that e-commerce adoption have positive and significant impact on return management of manufacturing industry in Nigeria. The study recommends that it is not enough for manufacturing company to just invest in modern e-commerce partnership but also to train personnel to handle the return management relationship with third-party e-commerce appropriately.

### **Methodology**

This study adopted a descriptive survey design involving a co-relational approach. This design was used in order to explore the relationship between the predictor variable dimension and the criterion variable. The study population comprised fifty (50) respondents from E-tailing firm in Port Harcourt, registered with Corporate Affair Commission which include: SPAR SUPERMARKET whose trustworthiness categorization was derived from the business catalog of Rivers State Ministry of Commerce and Industry.

Also descriptive and inferential statistics, and structured questionnaire was employed to obtained reliable information, content and face validity test were conducted using experts in the field of marketing. Furthermore, Kendall's taubtests statistical analysis was adopted to determine the relationship between predictor variable dimension and criterion variable. Finally, minimum sample size was calculated based

on TaroYaman, s formula (cited in Harcourt& Mac-Kingsley, (2019). for sample size determination for estimating proportion for a finite population.

N

n = ----- T

1 + N (e)<sup>2</sup>

Where n = Sample size N = Population of the study e = Tolerable

$$N = \frac{50}{1+50(0.05)^2}$$

$$= \frac{50}{1+50(0.0025)^2}$$

$$= \frac{50}{1+0.125}$$

$$= \frac{50}{1.125}$$

$$N = 44$$

### Demographic Characteristics of Respondents

**Table 4.1: Distribution of the respondents by their sex**

SEX	N	PERCENTAGE
Male	32	73%
Female	12	27%

**Source:** Field Survey, 2024

Out of the 44 valid responses, 32 (70%) were for male, while 12 (30%) were for female.

**Table 4.2: Distribution according to the income level**

Income level	N	PERCENTAGE
100,000	22	50%
100,000 – 150,000	11	26%
150,000 – 200,000	11	24%

**Source:** Field Survey, 2024

Out of 44 valid responses, 25 (50%) 100,000 – 150,000, while the remaining, earned 100, 000, 13(26%) were earned 12(24%) earned 150,000 – 200,000.

**Table 4.3: Distribution of the respondents by their Educational qualification**

Educational Qualification	N	PERCENTAGE
WAEC	14	32%
BSC/Equivalent	20	45%
Masters	10	23%

**Source:** Field Survey, 2024

Table 4.3 Indicates that out of the 44 valid responses, 14 (32%) were WAEC degree holders, 20(45%) were B.Sc holders were the remaining were Master holders.

**Table 4.4: Distribution of the respondents by present position in the firm**

position in the firm	N	PERCENTAGE
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Managing director	4	10%
Manager	9	20%
Customer service Personnel	31	70%

**Source:** Field Survey, 2024

Table 4.4 indicates that Out of the 44 valid responses, all the 5(10%) were MD, 10(20%) were managers, 35(70%) were customers service personnel.

**Table 4.5: Distribution of the respondents on how long they have served in firms?**

Time	N	PERCENTAGE
1-5	34	77.8%
5-10	10	23%
10-Above	Nil	Nil

**Source:** Field Survey, 2024

Table 4.5 shows that out of the 44 valid responses, 34(77 %) Had 1-5yrs working experience 10(10%) had 15-10yrs, while Nil had 10 and above years' working experience?

**Table 4.6: Distribution of the respondents by Age bracket**

Age Bracket	N	PERCENTAGE
Under 20	14	31%
20-29	10	23%
30-39	10	23%
40-49	10	23%

**Source:** Field Survey, 2024

Table 4.6 shows that out of the 44 valid responses, 14 (31%) were under 10(23%) were 20-29yrs, 10(23%) were 30-39yrs, 10(23%) were 40-49,

**Table 4.7: Distribution of the respondents by marital status**

MARITAL STATUS	N	PERCENTAGE
Single	20	45%
married	20	45%
Separated	4	10%

**Source:** Field Survey, 2024

Table 4.7 shows that out of the 44 valid responses, 20 (45%) were single 20(45%) were married while, 4(10%) were separated.

## 4.2 Test of hypotheses

**Ho<sub>1</sub>:** There is no significant relationship between Direct E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Table 4.8: Kendall's tau\_b Tests Output Correlations**

	Bra Direct E-Distribution	Product Availability
Kendall's tan_b Direct E-Distribution Correlation Coefficient	1.000	.797**

Product Availability	Sig. (2-tailed)	.	.000
	N	44	44
	Correlation Coefficient	.797**	1.000
	Sig. (2-tailed)	.000	.
	N	44	44

\*\* . Correlation is significant at the 0.05 level (2-tailed).

**Source:** Field Survey, 2024

From the result of the above table, the correlation coefficient ( $r = 0.797$ ) between Direct E-Distribution and Product Availability is strong and positive. The coefficient of determination ( $r^2 = 0.62$ ) indicates that 62% change return on Product Availability can be explained by Direct E-Distribution. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship. Based on that, the null hypothesis one was rejected. Therefore,

there is significant relationship between Direct E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>2</sub>:** There is no significant relationship between Intermediary E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Table 4.9: Kendall's tau\_b Tests Output Correlations**

		Intermediary E-Distribution	Product Availability
Kendall's tau_b	Correlation Coefficient	1.000	.933**
	Sig. (2-tailed)	.	.000
	N	44	44
	Correlation Coefficient	.933**	1.000
	Sig. (2-tailed)	.000	.
	N	44	44

\*\* . Correlation is significant at the 0.05 level (2-tailed).

**Source:** Field Survey, 2024

From the result of the above table, the correlation coefficient ( $r = 0.933$ ) between Intermediary E-Distribution and Product Availability is strong and positive. The coefficient of determination ( $r^2 = 0.68$ ) indicates that 68% of change in Product Availability can be explained by Intermediary E-Distribution. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship.

Based on that, the null hypothesis two was rejected. Therefore, there is significant relationship between Intermediary E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>3</sub>:** There is no significant relationship between Hybrid E-Distribution and Product

Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Table 4.10: Kendall's tau\_b Tests Output**  
**Correlations**

		Hybrid E-Distribution	Product Availability
Kendall's tau_b	Correlation Coefficient	1.000	.819**
	Sig. (2-tailed)	.	.000
	N	44	44
	Correlation Coefficient	.819**	1.000
	Sig. (2-tailed)	.000	.
	N	44	44

\*\* . Correlation is significant at the 0.05 level (2-tailed).

**Source:** Field Survey, 2024

From the result of the above table, the correlation coefficient ( $r = 0.819$ ) between Hybrid E-Distribution and Product Availability is strong and positive. The coefficient of determination ( $r^2 = 0.55$ ) indicates that 55% of change in Product Availability can be explained by Hybrid E-Distribution. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship. Based on that, the null hypothesis three was rejected. Therefore,

there is significant relationship between Hybrid E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Ho<sub>4</sub>:** There is no significant relationship between Subscription-based E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

**Table 4.11: Kendall's tau\_b Tests Output**  
**Correlations**

		Subscription-based E-Distribution	Product Availability
Kendall's tau_b	Correlation Coefficient	1.000	.811**
	Sig. (2-tailed)	.	.000
	N	44	44
	Correlation Coefficient	.811**	1.000
	Sig. (2-tailed)	.000	.
	N	44	44

\*\* . Correlation is significant at the 0.05 level (2-tailed).

**Source:** Field Survey, 2024

From the result of the above table, the correlation coefficient ( $r = 0.811$ ) between Subscription-based E-Distribution and

Product Availability is strong and positive. The coefficient of determination ( $r^2 = 0.60$ ) indicates that 60% of change in Product

Availability can be explained by Subscription-based E-Distribution. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship. Based on that, the null hypothesis four was rejected. Therefore, there is significant relationship between Subscription-based E-Distribution and Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria.

### Result and Findings

Result from the test of hypotheses, the study indicated that Direct E-Distribution, Intermediary E-Distribution Hybrid E-Distribution, and Subscription-based E-Distribution has positive significant relationship with Product Availability of electronic tailing firms in Port Harcourt, Rivers State South – South, Nigeria. That the purpose of E-Destruction channel is to ensure that products and services are available to consumers at the right time, right place with right price.

### Conclusion:

The study concluded that E distribution is electronic device that promote sales of products and services to consumer, which principally includes software, video games, multimedia content, digital documents, music, and e-books, among others. That the drive or aim of E-distribution is to efficiently and effectively deliver these digital goods to end- users through various online platforms at the right time, right place with right price, thereby overwhelming the old-style restrictions of physical distribution. Also, that this method of distribution permits firms to reach a global market with less overhead costs, Furthermore, the approach provide consumers with the suitable and ease of prompt access to desired or firm preferred products and services. Finally, the study

concluded that the right E-distribution approaches adopted by E tailing firms are Direct E-Distribution, Intermediary E-Distribution Hybrid E-Distribution, and Subscription-based E-Distribution.

### Recommendation

Based on conclusions stated above the following recommendations were made to E-tailing firms and other business organizations.

1. E-tailing firms should totally adopt Direct E-Distribution, Intermediary E-Distribution Hybrid E-Distribution, and Subscription-based E- distribution approaches to efficiently and effectively deliver digital goods and services to end-users.
2. Other business organization should deviate from traditional distribution strategy and implement E -distribution to improve organizational performance.
- 3 Government should provide digital devices for business expert as a way to aid organizational sustainability and development for business organization.
4. Customers should adhere with development of E. Distribution channel as modern technology for shopping of product and services.

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