



Product Characteristics, Location and Competitive Advantage: Evidence from Electronic Gadget Outlets

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Abstract: The purpose of this study is to examine the relationship between product characteristics (quality and price), location and competitive advantage of electronic gadget outlets within Ilorin metropolis of Kwara State. This study is hinged on Resource-based View Theory, with the intention to identify and leverage the unique resources of electronic gadget outlets to gain a sustainable competitive advantage. A survey research design was employed, employing a purposive sampling technique of 364 customers of selected electronic gadget outlets within Ilorin metropolis of Kwara State. Data were collected using the Instrument titled “Product Characteristics, Location and Competitive Advantage Questionnaire (PCLACAQ)”. Both Statistical Packages for Social Sciences (SPSS) and Partial Least Square (PLS-SEM) software were used to analyze the data collected. The results indicated that location correlates with the attainment of organizational competitiveness of gadget outlets. *According to the study*, quality is a good indicator of competitive advantage of gadgets outlets; this indicates that quality produce competitive advantage to the organization. Results from this study shows that quality and

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location is a good indication of the performance of electronics stores. This suggests that quality and location results in a competitive advantage for the company, while price does not contribute to enhanced organisational performance. The current research however illustrates that improving an organization's quality and location improve both its performance and its advantage over its competitors. There are some implications in this study for managers in the electronic gadget outlets. Management must ensure the quality assurance of the electronic gadget products is not compromised; this would further boost the corporate image of their business for expected productivity and longevity. Researchers and industry professionals can gain valuable insights into the strategies and factors that drive success in this particular market segment by investigating the relationship between location, product characteristics (price and quality), and competitive advantage of electronic gadget outlets. This study contributes to the existing knowledge base, provides guidance to retailers, and supports decision-making processes in the ever-changing landscape of electronic gadget retail.

Keywords: Product Characteristics; Location; Quality; Price; Competitive Advantage; Electronic Gadget

1. Introduction

A growing customer base and rising market penetration within the consumer durables category have created enough space for growth in the worldwide market for electronic gadgets. Consumers of all ages, from the very young to the very elderly, have shown a consistent interest in electronic devices. In 2019, the global consumer electronics industry was worth \$729.11 billion US dollars, and analysts predict that by 2027, it will be worth between \$927.37 billion and \$1.05 trillion. According to a group of researchers (Awal et al.; 2022). When new technologies emerge, the consumer electronics market responds by evolving and developing new products. This includes the manufacture of many electronic devices such as high-tech flat-screen televisions, cutting-edge laptops, sleek mobile phones, and more. Manufacturers of modern goods constantly and rapidly incorporate cutting-edge fashion innovations into their products, which not only keeps customers happy but also keeps them coming back for more. One of the most significant factors in the expansion of electronic device stores is the development of cutting-edge technology that meets the specific needs of their consumers (Dash, et. al 2019).

When seen from a macroeconomic viewpoint, the electronic gadget retail sector invests heavily in R&D to create game-changing technologies that raise product standards across the board. The consequence is increased sales as satisfied customers spread the word. The student population, however, has shown the greatest desire for electronic gadgets. These tools have gained popularity because of the positive impact they have had on the educational process. The gadget has a lot of high-tech features that cater to different ways of learning. Among these is the option to go through a site for content that is being used in actual classroom instruction (Suartama, Setyosari & Ulfa, 2019). Because product novelty and market viability go hand in hand, businesses in various sectors are increasingly putting research and development into innovative tactics at the forefront (Azeem, et. al 2021). This is

because a large number of novel ideas, products, or services can only enter the market if there is a strong culture of innovation. Thus, keeping up with the competition requires the need to work to foster this kind of culture inside its ranks. Moreover, fostering such a culture is a means of boosting innovation, articulating a set of guiding principles, and gaining a competitive edge in the marketplace (Zameer, Wang & Yasmeen, 2020).

Olokundun et al. (2022) state that this creativity is what has pushed telecoms technology forward continuously. Examples of these developments include the jump from 1G to 5G connection, the replacement of analogue with haptic displays, the shrinking in size and weight of phones, and the increase in battery life. This plan, which was created in response to customer demands for additional features, led to the simultaneous development of technical advances (such the introduction of lithium-ion batteries) that could be used in a number of other industries. Mobile operating systems (OS) development is intimately related to the progress of 4G protocols, and iterative innovation procedures have allowed the key competitors generate unique vertical advancements like improved gaming and fingerprint recognition technologies. The following are some instances of such developments: (Shim, et. al 2022). Investments in innovation, the creation of unique products, the development of visually pleasant designs, and the development of products that can be easily distinguished from one another are thus among the most crucial aspects of smartphone design.

In order to maintain and grow their market share, profits, technological edge, and brand identity, the vast majority of mobile phone manufacturers engage in continuous cycles of innovation drives. Yerima and Bashar (2022) state that Android OS has amassed about 86% of the mobile OS market share as of March 2019. This percentage has steadily increased throughout the years. There is a high level of performance and security when using the system, and new features are added regularly in updated versions. Because modern smartphones are a combination of hardware and software innovations, producers and retailers must find new ways to merge the two in order to maintain a competitive edge. Despite the fact that software is playing an increasingly critical role, modern smartphones are a combination of hardware and software advancements. A company's profitability and market share can rise if it boosts its competitiveness by producing powerful, distinctive gadget items that can better meet the ever-changing wants of customers. However, true competitiveness is challenging to attain and is influenced by many different factors, including the corporate environment, innovations, pricing capability, distribution capability, human capital, cutting-edge technology, and cultural beliefs that are pervasive within an industry and guide the values, knowledge, imagination, and creativity of businesses (Tiwari, 2022).

There has been an increase over the years in the amount of research done on a wide range of topics, including product characteristics, locations, and the competitive advantage of businesses (Harjadi, et. al 2020; Hosseini, Soltani & Mehdizadeh, 2018; Abubakar& Mohammad2019). A study of the factors influencing supermarkets' competitive advantage in Kenya was conducted by Peter (2020). Researchers Singuu and Antwi (2014) looked into what makes a company competitive in the South African citrus fruit industry. Similarly, researchers Abd Aziz and Samad(2016) examined innovation and competitive advantage among Malaysian SMEs that produce foods. The majority of research in Nigeria has focused on how manufacturing firms might differentiate their products and services to get an edge in the market (Dirisu, Iyiola & Ibidunni, 2013; Eniola & Ektebang, 2014). On the other hand, Aminu and Shariff (2015) conducted a Pilot Study to investigate what factors influence the success of small and medium-sized enterprises (SMEs) in Nigeria.

From what has been presented, it appears that none of these studies have focused on the specific factors that give electronic gadget stores in Ilorin, Kwara State, an advantage in the marketplace. This study therefore examines product characteristics, location and competitive advantage from electronic outlets perspective in Ilorin metropolis of Kwara State.

2. Literature Review

2.1. Competitive Advantage

Several organisations, both domestic and foreign, have had to restructure, reexamine, and reconsider their competitive strategy as a result of globalisation. This is essential for companies to maintain their profit margins. Having an advantage over the competition is not a new concept. The concept of a competitive advantage has deep roots and a long history in the literature on strategy. Despite years of research and a mountain of published literature in the field of strategic management, the idea of "competitive advantage" remains elusive. Several scholars have weighed in on the discussion and put forth their own definitions of the term "competitive advantage". A competitive advantage, as defined by Porter (2011), is the ability to provide consumers greater value. He claims that the product's superior value is due to the fact that it costs less than similar offerings from rivals while delivering the same or even more value to customers. This indicates that a company may get an edge in the market by providing services and products to clients that are more desirable and satisfying than those provided by competitors. To get an edge over the competition, it is necessary to employ a strategy that is not already being used by other organisations but which allows for cost savings, new market opportunities, and/or protection against threats from rivals. Bertheussen's idea (2021) states that in order

for a company to get an edge in the market, it must take advantage of favourable market conditions while protecting itself against competitive threats. To be competitive, an organisation must develop or acquire the traits (or behaviours) that allow it to outperform its rivals.

A company's competitive advantage stems from the strategic choices it has taken to capitalise on market possibilities. Divisional level innovation frequently leads to improved competitive positioning for the company's products or services within the industry or market sector covered by the division, as stated by Clauss et al. (2021). This might happen if sales of goods and services go up, or if production yields a higher profit rate. To achieve its objectives, the division will engage in a wide range of functional tasks. Improving your product's imitability, durability, and simplicity of matching is thought to provide you an edge over the competition. Competitive advantage stems from the value a business offers its clients, and is strongly associated with its success in a competitive market. Hence, a company can gain an edge in the market thanks to factors such as the nature of the industry in which it operates, its standing within the market, and the breadth and depth of its resources. To gain an edge over its competitors, a business can either provide its customers with the same value as the competition while increasing its production efficiency (cost dominance), or it can develop specialised activities that generate the maximum possible final value while permitting higher purchase prices (differentiation).

2.2. Location

The location of a company is often one of its top strategic priorities. Many companies, especially those in the retail, industrial, and logistics sectors, invest considerable time and resources into the location decision-making process in order to boost operational efficiency and acquire a competitive advantage. Huang et al. (2018) found that a company's location significantly affected both its overall risk and earnings. Nguyen (2020) explains that a business location is often a facility or structure that is inhabited by a corporation for the express purpose of conducting business. They suggest that the capacity of the facility, the cost, the prevalent views in the neighborhood, and shifts in the level of labor productivity all play a role in a company's decision on where to locate its operations. Sound decisions concerning a company's location may have a favorable impact on its long-term success, while hasty decisions can have terrible implications in terms of cost productivity, capital expenditures, and the loss of talented employees. There are a number of factors that influence where a firm chooses to set up shop, but some of them are unique to certain nations, regions, site selections, and industries. Considerations including the location's appeal (in terms of characteristics like safety and culture), as well as rent and labor costs, power prices, and closeness to customers, rivals, and suppliers, all have a role (Erbaş et al.; 2018).

It's possible that a company's success or failure will be heavily influenced by its location. A company's location may affect its proximity to potential partners, as well as to customers and qualified employees. Yet it's important to remember that location is only one of many factors that might affect a business's fortunes. There may be other factors at play, such as the expertise of the company's management, the effectiveness of its marketing and sales efforts, and the quality of its financial planning and execution. The location of a business, whether it operates locally or internationally, is the most crucial consideration, according to Romero-Martnez et al. 2019. The term "location" is being used to refer to a possible place for a new business. This location might be in a town, a suburb, a small city, or a major metropolis. Smtkowski, Celska-Janowicz, and Wojnar (2021) argued that a company's site decision should be tied to the sort of product or service it often provides to consumers. A choice between setting up shop in the suburbs or the city was cited as an example of how location can affect a company's success. So, a company's location is a significant component that contributes to its growth and success. A well-planned location for a business increases foot traffic, retail sales potential, and the convenience factor.

2.3. Product Characteristics

A product is considered high-quality if it meets or exceeds the needs and desires of its intended consumers. Hoe and Mansori (2018) argue that quality is the single most essential element in determining a company's long-term survival and success. This is because global competition has brought to light the importance of the rising necessity of quality for every business that wants to thrive. Quality, as described by Setyawati (2022), is the ability to both expand a company's client base via greater customer loyalty and subsequent purchases and to fulfil the expectations of customers. Thus it falls on the shoulders of company owners and managers to provide products and services that are affordable without compromising on quality. Consequently, the quality of the goods and the buyer's intent to make a purchase are crucial factors in determining whether a certain price is high or cheap. Istanti, Sanusi, and Daengs (2020) state that consumers assess prices depending on a variety of factors, such as whether or not they are reasonable, whether or not they are on sale, how they stack up against competitors, and how well they fit their budgets. This shows that the perceived fairness of a pricing has an impact on a customer's propensity to make a purchase.

Meyers, et al (2012) highlight quality as crucial to the ongoing health of any business. As a result of intense global competition, quality has emerged as an increasingly vital factor for every business hoping to thrive. Quality, as described by Setyawati (2022), is the ability to expand a company's client base via enhanced customer loyalty and subsequent purchases, as well as the capability to match the expectations of

customers. Thus, it falls on the shoulders of company owners and managers to provide products and services that are affordable without compromising on quality.

Reviewing the relevant literature, multiple research have shown that various elements are responsible for the competitive advantage of the organisation. The Resource-Based Perspective Model (Barney, 1991) classifies these elements as either physical (location) or intangible (product qualities like pricing and quality), all of which contribute to an organization's ability to be competitive in the marketplace. One of the most influential factors in a business's success is its location. No business can function without a building, and every building needs a site in order to be operational. In addition, a company's physical location must stock a selection of items and services that are both reasonably priced and of high enough quality to persuade customers to make a purchase. The inference is that a company's bottom line will improve if it moves its operations to a more advantageous location or if its goods have more distinguishing features.

The theoretical framework for the study is resource-based view theory which clearly allows firms to take advantage of their tangible and in-tangible resources towards enhancing organizational performance (Hanmaikyur, 2016). Accordingly, the theory argued that consistent with the dynamics of competition, firm's resources can facilitate the firm's ability to greatly enhance the productivity and thus gaining competitive advantage within the industry (Hanmaikyur, 2016). The linkage between the theory and outcome of the findings is that both agrees that product quality will positively influence competitive advantage of firms. On the other hand, location is one of the strategic decisions made by many enterprises. Many companies, particularly those in industries such as manufacturing, retail, and logistics, place a high priority on location decision in order to optimize their operations and achieve a competitive advantage. Huang, et. al (2018) maintained that location is a considerable influence on the overall risk and profit of a business.

Taken from above, this study analyse the effect of products characteristics (quality, price) and location on competitive advantage of gadget outlets in Ilorin metropolis of Kwara State. Using the Resource-based View theory, this study examines the impact of location and product characteristics (price and quality) on the competitive advantage of electronic gadget outlets can be analyzed in terms of the strategic resources they represent, their rarity, inimitability, non-substitutability, and the dynamic capabilities required to maintain a sustainable advantage. The study objectives are to examine the impact of location, price and quality on competitive advantage of gadget outlets.

Based on formulation of the research problem, purpose of research and previous research works, the research framework for this study is shown below:

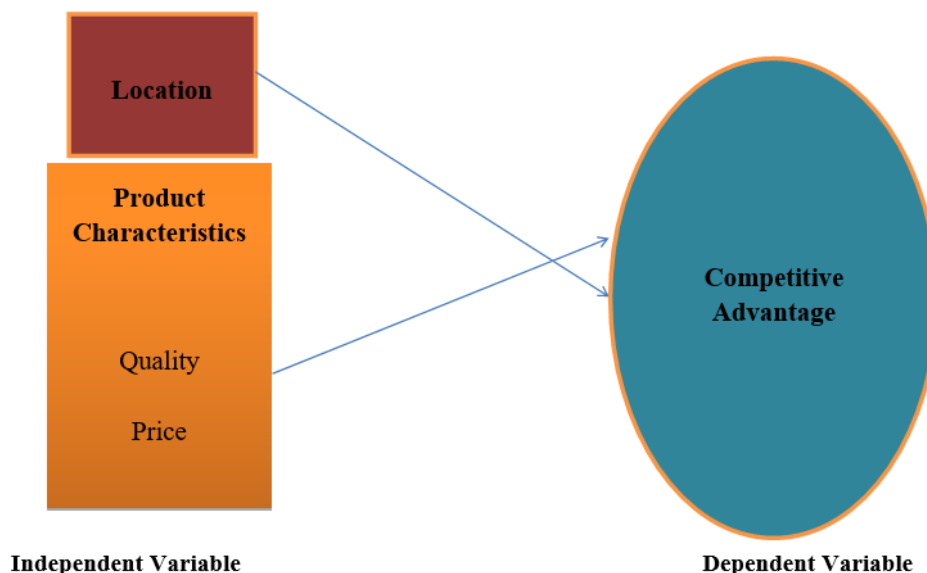


Figure 1. Diagram Showing the Conceptual Framework

Source: Authors Conceptualization

As a result of the description of the research framework above, the hypotheses in this study are;

H₀₁: Quality has no significant impact on competitive advantage among electronic gadget outlets

H₀₂: Price has no significant impact on competitive advantage among electronic gadget outlets

H₀₃: Location has no significant impact on competitive advantage among electronic gadget outlets

3. Methodology

This study employed a survey method which is a known method of research in quantitative studies. The study's intended audience comprised of the customers of phone/accessories outlets. The population is unknown because there is no proper documentation to show the number of customers for electronic gadget outlets in Ilorin metropolis of Kwara State.

3.1. Data Collection

However, 364 respondents were selected as sample size using Krejcie and Morgan (1970) sampling table and purposive sampling technique. Survey method was employed in order to elicit relevant data from the customers of electronic gadget outlets in Ilorin Kwara State with the questionnaire titled “Product Characteristics, Location and Competitive Advantage among Electronic Gadget Outlets Questionnaire (PCLCAQ)”. The questionnaire entails both close and open-ended questions targeting customers of the selected business outlets. The rationale for using this method stems from the fact that respondents are aware of and able to react to the questions based on their experiences, and that this allows researchers to extract their viewpoints as individuals on the issue being studied. Using questionnaires, the researcher was able to collect voluminous data from a large sample of customers in a short period of time and with little out-of-pocket expense. The instrument’s credibility was put to the test by submitting it to management science experts for critique and improvement suggestions. Each and every observation and recommendation made during the creation of the instrument was taken into account and included into its development to ensure that all of the components measure what they are supposed to measure. In addition, a pilot study with fifty customers from a different store than the one under examination was conducted to verify the validity of the instrument used in the main study. The results of the pilot study indicate a high Cronbach alpha, suggesting adequate reliability of the independent variables.

3.2. Data Analysis

Data from all questionnaires were coded and analyzed using Partial least squares structural equation model-ing (PLS-SEM). PLS was used to test the relationship between location, product characteristics and competitive advantage.

3.3. Research Findings

Response Rate of Respondents

Table 1. Response Rate of the Questionnaire

Response	Frequency	Percentage (%)
No. of Questionnaires	364	100
Questionnaires returned	364	100
Questionnaires not returned	0	0
Questionnaires Valid	341	93.6
Questionnaires not Valid (Due to outliers, double ticking and incomplete)	23	6.3
Valid response rate		93.6%

Source: Authors compilation

This research project distributed 364 copies of the questionnaire to the participants, and a total of 341 copies of the questionnaire that could be used were collected; the rate of response was calculated to be 93.6% based on this information. An analysis was performed on the raw data that was gathered. The researcher was able to identify zero copies of the questionnaire that did not meet the requirements to be taken into consideration due to their incompleteness or outlier status. The response rate for the data that was obtained for the analysis can be found summarised in Table 1. In all, this provided for a legitimate response rate of 93.6%. Given that Sekaran (2003) says that a response rate of thirty percent is suitable for surveys, it can be concluded that a ninety-three point six percent response rate is sufficient for the analysis in this particular study.

Demographic Profile of the Respondents

The profile of the respondents was analysed using their demographic characteristics in terms Sex, Age and Educational Status.

Table 2. Demographic Profile

Items	Frequency	Percentage (%)
Sex		
Male	219	64.2
Female	122	35.8
Total	341	100%
Age		
20-35	203	59.5
36-45	133	39.0
46-55	5	1.5
Total	341	100%
Educational Status		
Primary	119	34.9
Secondary	114	33.4
Tertiary	108	31.7
Total	341	100%

Source: Author's Field Survey, 2023

Table 2 revealed that out of the 341 valid responses used in this study, 219 (64.2%) were male while the remaining 122(35.8%) were female. This is an indication that the number of females in sales of electronics is increasing in consistence with the world demographic changes in population based on gender. Also, of all the 341 respondents, 203 (59.5%) of respondents are 20-35 years, 133 (39.0%) respondents are between 36-45 years, also 46-55years, (1.5%). table 4.2 also indicates that 119(34.9%) has primary school certificate, while 114 (33.4.9%) has secondary school certificate, while 108 (31.7 %) of the total number of valid questionnaire pass through tertiary education. The study reflects that educated individuals are now active in the electronic business.

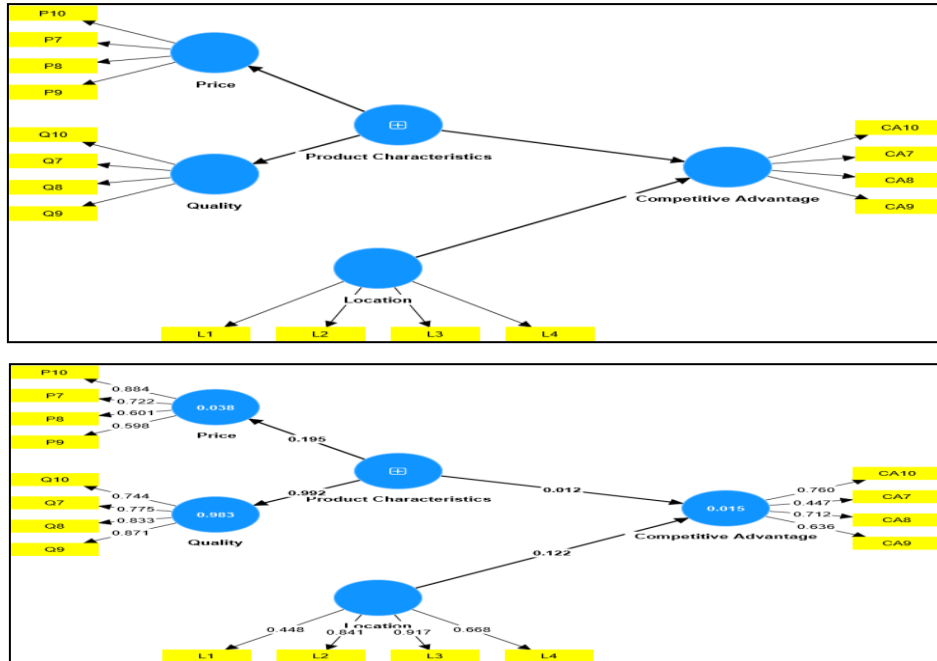


Figure 1 Measurement Model (Algorithm Testing)

Source: Authors compilation

Since the methodology of the study adopted Partial least square (PLS), the study has collated data which has undergone sorting and cleaning for preliminary analysis, this has structured the data for the main analysis. On that basis, the data is evaluated using SmartPLS software’s for partial least square structural equation modeling (PLS- SEM). The findings of the measurement model and structural model for model fit and hypotheses testing are presented in this portion of the study.

3.4. Assessing Model Fit

The instruments’ reliability and validity were put to the test with the help of data analysis carried out using a structural equation model. The investigated value of the model’s measurement is shown in figure 1, which is included in the research.

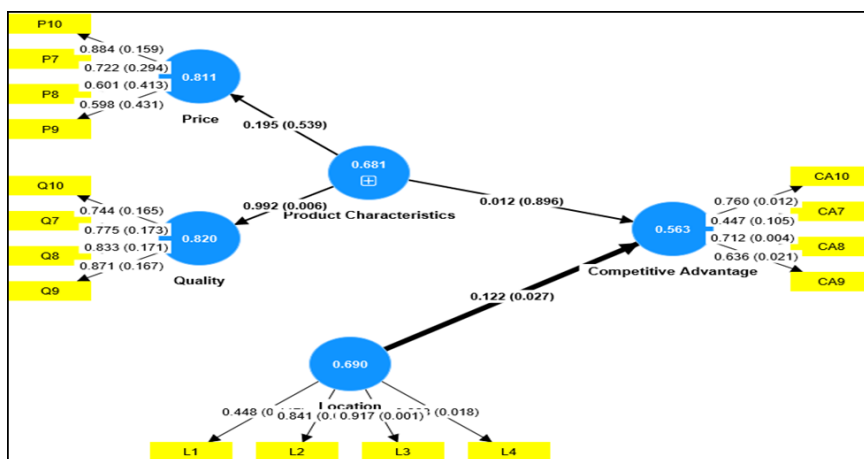


Figure 2. Structural Model (Bootstrapping @5000) Competitive Advantages
 Source: Author's Field Survey, 2023

Test of Hypotheses

H0₁: Quality has no significant impact on competitive advantage among electronic gadget outlets

H0₂: Price has no significant impact on competitive advantage among electronic gadget outlets

H0₃: Location has no significant impact on competitive advantage among electronic gadget outlets

Table 3. Structural Model Result for the Quality, Price and Location of the Product

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
Product Characteristics -> Quality	0.992	0.0712	0.366	2.707	0.007	Reject H0 ₁
Product Characteristics -> Price	0.195	0.567	0.318	0.611	0.541	Accept H0 ₂
Location -> Competitive Advantage	0.121	0.161	0.055	2.212	0.027	Reject H0 ₃

Source: Authors Compilation

Frameworks for the selected variables, with the goal of figuring out whether the competitive advantage of electronic gadget stores is significantly impacted by the quality, price, and product quality of those stores (see table 3). The outcome also shows that a one-unit improvement in gadget quality is linked to a 99.2 percentage-point improvement in the competitive advantage experienced by merchants of electronic devices. As the p-value ($*P < 0.05$) it is accepted. This hypothesis states that quality does not significantly affect competitive advantage among merchants of electronic gadgets. The study's results corroborated the premise that the level of competitive advantage experienced by sellers of electronic gadgets is significantly impacted by the quality of their products. A significance level of 5% is considered to be statistically significant, thus this is a positive indication.

The statistics in the table reveal that merchants of electronic devices have a competitive advantage of 19.5% for every unit improvement in product quality. The p-value indicates that the second hypothesis, which argues that price does not play a vital role in gaining competitive edge for sellers of electronic gadgets, is plausible ($*P > 0.05$). This finding provided support for the hypothesis that electronic device sellers' pricing strategies do not significantly differentiate themselves from one another. In addition, the competitive advantage experienced by electronic device merchants operating within the study zone increases by 12.1% as a consequence of a change of location for a single unit. As ($*P < 0.05$), we cannot accept the null hypothesis, which states that a company's location does not significantly affect its degree of competitive advantage among electronic gadget retailers. Furthermore, the study confirms that the location of an electrical outlet for a gadget has a significant impact on its relative competitive advantage.

Based on the findings of the result stated above, the study has the following summary of findings:

- i. Quality has a significant impact on competitive advantage among electronic gadget outlets
- ii. Price has no significant impact on competitive advantage among electronic gadget outlets
- iii. Location has a significant impact on competitive advantage among electronic gadget outlets

Table 4. Endogenous Latent Variable

Variables	R Square	R Square Adjusted
Competitive advantage	0.015	0.1
Price	0.038	0.035
Quality	0.983	0.983

Source: Author's Field Survey, 2023

All components have Composite Reliability coefficients above .8, the Endogenous latent variable is calculated in the value of the R-squared (R^2) (see table 4). As it is shown from the result, the competitive advantage shows the percentage of variation is not fully explained by the endogenous latent variables (Competitive advantage and price). This indicates a poor fitness in the model specified. Notwithstanding, the study confirms that quality constructs shows the percentage of variation is fully explained by the endogenous latent variable with good fitness. This implies that 98.3% variation can be explained in fitness in the quality as product characteristics.

4. Discussion of Findings

The study's overarching goal was to investigate the link between product characteristics, location and competitive advantage of electronic gadget outlets. This section reports the findings of quantitative analysis of the study hypothetical statement which align with the research objective of the study. The findings of the study are indicated by the outcome of the questionnaires through structural equation models. A structural equation model was formulated to test the relationship and the extent of the relationship between product characteristics and firms competitive advantage in the research framework. Two out of the three variables (Price, Quality, Location) were significantly related at (*P-value 0.007 and 0.027), only the price of the product were seen to be statistically not significant (*p-value 0.541). The outcome of the findings in the study is supported by the work of Lakhali (2009), revealed that quality improvement can lead to enhanced competitive advantage and improved organizational performance. Similarly, Bach and Alghamdi (2013) examined quality as a competitive advantage, their finding revealed that quality is one of the most important features users are looking for in a smartphone, which is also in line with the outcome of this study. Also, Januz (2022) found that location has an impact on achieving competitive advantage.

Table 5. Summary of Hypotheses

Relationship	T Statistics	P Values	Decision
Location -> Competitive Advantage	2.212	0.027	Not Supported
Product Characteristics-> Competitive Advantage	0.163	0.871	Supported
Product Characteristics -> Price	0.611	0.541	Supported
Product Characteristics -> Quality	2.707	0.007	Not Supported

P value < 0.05

Table 5 confirms the significant relationship between the identified variables. Result shows a positive relationship between the specified variables. The relationship between location and competitive advantage is positive not statistically significant at 1% (*p>0.05). Product characteristics are positively related with price and

competitive advantage but not statistically significant at all levels. There is a significant relationship between the quality and product as the major indicators for performance in gadget outlets (*p < 0.05).

5. Managerial Implication

Based on the study results, justification has been effectively done to the stated research hypotheses of the study while ensuring that the objective of the study is achieved. Therefore, it can be said that organisational competitiveness can be enhanced through business location and price. Even though no relationship was found between quality and competitive advantage, still emphasis in this study is laid on the efficacy of product quality in enhancing profitability in an organisation. There are some implications for managers in the electronic gadget outlets. Firstly, the management must ensure the quality assurance of the electronic gadget products is not compromised; this would further boost the corporate image of their business for expected productivity and longevity. Secondly, the managers of the electronic gadget outlet should dedicate more time with management for proper consideration of pricing strategies. This will help the management to compete favorably in the market. Thirdly, efforts should be made by the managers by ensuring that the business environment and the location of the business, where it is established, should be analysed. In this manner, they are required to do a SWOT analysis while maintaining their impartiality to build a business strategy in order to get insight into how things will develop, to evaluate everything, and to bring it all into the actual world.

6. Conclusion

Both the link between product features (such as price and quality) and competitive advantage, as well as the relationship between location and competitive advantage, are investigated in this study. This study provides empirical data to support conceptual and prescriptive claims that may be found in the existing body of literature concerning the influence of quality approach. According to the findings of the study, quality is a good indication of the performance of electronics stores. This suggests that quality results in a competitive advantage for the company, while strategic placement also contributes to enhanced organisational performance. The current research illustrates that improving an organization's quality may improve both its performance and its advantage over its competitors. The findings encourage managers to undertake the implementation of a quality strategy. The results of this research indicate that the company should place a strategic emphasis on both the placement of its businesses and the enhancement of their quality.

It is recommended that future research expand the sample size as well as make an effort to investigate the same variables on a variety of business sectors and in a number of different states or countries. This will allow for a comprehensive comprehension of the relationship between the variables that were looked into. In the same line, future research should poll other members of the organisation who are also good informants in order to reduce the problem of responder bias.

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