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Customer data management and performance of Amugold global network, Ilorin, Kwara state

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Abstract

The ineffective customer data management has crippled a list of organisational capacities in the pursuit of sustainable sales growth and customer retention through ill-built records and deficient data protection of client information that would not support decision-making and customer targeting. This study examines customer data management and performance of Amugold Global Network, Ilorin, Kwara State. The study adopted survey research design. The study utilized consensus of 37management staff of Amugold Global Network. A structured questionnaire was the primary data collection instrument. The structured questionnaire was used as the primary data collection instrument. Analysis and testing of the hypothesis were conducted using simple linear regression with the aid of SPSS version 27. Findings of the study established that customer data management has a positive effect on the sales growth ($b = 0.412$, $t = 4.222$, $p < 0.00$) and data security has a significant positive effect on repeat patronage ($b = 0.714$, $t = 3.818$, $p < 0.00$). The study concluded that management of customer records and data security are significant performance drivers of organisations that improve customer loyalty and sales. The study recommended that Amugold Global Network should establish and sustain a well-organized customer records management system and should strengthen its data security system.

Keywords: Customer Data Management, Customer Records Management, Data Security, Performance, Repeat Patronage, Sale growth

Introduction

Customer data is the information a business collects about its customers, including demographic details, behaviors, preferences, and interactions, often used to improve user experience, marketing, and personalization. Customer data has become a primary asset in the global business environment that determines the competitiveness of organisations, their strategic positioning, and their long-lasting performance. The businesses are now moving towards markets that are very competitive, at a very fast rate of technological evolution, and customers are very demanding; thus, the case-by-case decision-making is pathetic. Evidence-based decision-making has therefore become one of the leading trends in management, where organisations are researching the preferences of customers, their buying behavior, and their pattern of involvement to guide strategic actions (Cruz & Travassos, 2025). The effective businesses that utilize the data on their customers appropriately record better performance results, including sales, market responsiveness, and customer retention. The close connection to digital platforms and customer relationship management software, combined with analytics solutions, has only increased the dependence on customer-based data in the form of a performance-based asset (Rosario and Dias, 2023).

Customer data management in organisations is becoming an internally based resource that is complementing planning, coordination, and managerial control. Organised databases of clients will allow the managers to identify the buying patterns, client value, and paired items or services and market needs to increase the effectiveness of the operations (Obieguo, 2024). The organisations possessing well-organized customer data systems are able to plan their sales in a more effective way and allocate funds effectively and track their performance outcomes in real time. Customer records management also helps in the coordination of the operations of the various departments, especially the marketing department, sales department, and customer service department, wherein there is no information asymmetry or redundancy in operations. A reactive rather than a strategic decision is made on the basis of poorly formatted or fragmented customer data and leads to the loss of opportunities and decrease of performance (Saha et al., 2021).

The issue of data security and privacy has become global as organisations continue to amass more data about customers. Such organisations have been vulnerable to reputational damage, litigation, and mistrust among customers due to information breaches and customer data misuse by large organisations. The security of customer data has been discovered as a sensitive notion of data management that extends the technicality of security into the organisational concepts, their practices, and the governance frameworks. Customers tend to decide how much they can become future customers of an organisation based on the perception they have of the security of the way in which their personal information is managed. With a weak data security mechanism, customers will disengage to make a purchase less frequently or even move to other rival organisations. On the other hand, trust will be created once the data protection methods are good, resulting in increased customer confidence and better long-term relationship outcomes (Perumal and Fazila, 2025; Cruz and Travassos, 2025).

The connection between customer data management and organisational performance has been of growing scholarly interest, especially as far as sales growth are concerned. An effective customer record is also valuable since organisations understand the high-value customers, target marketing, and anticipate the demand patterns, which can be used to increase sales more significantly (Lin and Chen, 2025). The availability of suitable customer data is what enables organisations to cross-sell, up-sell, and retain customers and, in the process, maintain growth in revenue in the long run (Payne and

Frow, 2017). On the same note, the data protection process also plays a crucial role in the determination of customer loyalty on a repeat basis since the customers will be ready to develop relationships with organisations they have faith in the guardianship of their data. The misplaced data, in their turn, characterize poor data management systems, which are also characterized by unhappy customers and the deterioration of performance levels (Asif et al., 2024).

In spite of the appreciation of the necessity of customer data management, organisations that are in the developing countries such as Kenya, Ghana, South Africa, and Ethiopia are experiencing titanic challenges in putting in place effective data management systems. The lack of infrastructural facilities, such as access to power outage, and the incivility of the complex information and technologies limit the actualisation of robust data management systems. The issue of managerial capacity, absence of skills, and not investing in data management also complicates such problems (Zhao et al., 2024). The developing settings have a majority of poor institutional frameworks and inconsistency in the application of regulations, which undermines the organisational forces to focus on data security and privacy. Consequently, it has poor storage, protection, and strategic information on customer data. Such restrictions reduce the capacity of the organisations to use the customer data to the fullest potential to enhance and bring a difference between the potential and actual outcome (Saha et al., 2021).

Customer data management embraced by organisations and industries within Nigeria are diverse because they are typified by variations in the level of technological adoption, the management orientation, and the pressure exerted by the competitors. The problem of incomplete or handwritten record-keeping procedures is also relevant in most organisations despite the fact that some already invested in a digital version of the customer database and the security system (Omowole et al., 2024). The competitive pressures, especially in the customer-facing industries, have heightened the requirement to provide customer insights on time; however, organisational reactions are partial. Nigerian organisations have mostly non-preceptive and proactive data security practices, as study has established that is a result of crisis response and not planning. Regulatory innovations, like the Nigeria Data Protection Regulation, have raised the level of knowledge about data protection, yet the enforcement provisions of the same persist (Obieguo, 2024).

Amugold Global Network, Ilorin, Kwara State, has underutilized customer records management to enhance sales. Customer data is not centralized across departments, making it challenging to identify repeat or high-value customers and meet sales targets. While the company acknowledges the importance of well-organized customer information, it struggles to integrate records with operational and marketing strategies, impeding the alignment of potential and actual sales (Ignatius et al., 2024). Furthermore, the company faces data security challenges that impact repeat patronage. The lack of robust security measures for customer data has raised concerns about the safety of personal and transactional information, while insufficient adherence to data protection protocols has weakened customer trust (Gutierrez et al., 2024). This results in diminished loyalty and long-term relationships, making repeat transactions less likely (Asif et al., 2024). This study seeks to address the gaps in Amugold Global Network's approach to expanding and securing customer data, recognizing its critical role in driving sales growth and repeat business. The study aims to assess the impact of customer data management on the company's performance, with specific objectives to:

1) evaluate the impact of customer records management on sale growth of Amugold Global Network, Ilorin, Kwara State; and
2) assess the impact of data security on repeat patronage of Amugold Global Network, Ilorin, Kwara State.

Literature Review

Customer Data Management

Customer data management refers to the formulation and implementation of architectures, policies, practices, and the procedures that govern information lifecycle requirements of an enterprise or customers (Cruz & Travassos, 2025). It is the process of taking in information, storing, organizing, and retaining information that has been created and received by an organisation concerning updates on the information to customers. Customer data management is a very sensitive aspect in the implementation of information technology systems that facilitate business applications and analytical information to promote operational decision-making and strategic planning by corporate, business, and other end users (Nuruddeen et al., 2025). The data management process introduces a set of functions that collectively are supposed to ensure accuracy, availability, and accessibility of data in corporate systems. Information technology and data management work, to a large extent, is done by information technology and data management teams, although business users usually also do some of the work to make sure that the data meets their needs and sell it to policies that govern the information technology and data management (Nuruddeen et al., 2025). Nkallu et al. (2025) reiterate that to effectively undertake customer relationship management, there is a need to know important customers of the organisation. This is because it can be used as a master plan in making sure that the organisation creates a learning relationship between employees and the existing and potential customers of the organisation.

Customer Records Management

Customer records management is the process of the systematic collection, organisation, and maintenance of information that pertains to the preferences, behavior, and interaction of customers with an organisation. Caferra et al. (2025) et al. state that good record keeping of customers is among the methods of ensuring that organisations are in a position to understand customer needs, market segmenting, and customization of service as a way of enhancing customer satisfaction and loyalty. Likewise, Gallego and Garcia (2020) are of the opinion that the structured customer data can be used by the companies to predict and optimize the sales process and enhance the strategic decision-making process. Customer records are not merely important in customer information storage because this will be directly connected with the performance of operations, resource distribution, and decision-making within the existing organisations. The development of strong customer information systems assists the firms in acting on the realities of the market, personalization, and keeping abreast of the competitive advantage, particularly in the services and manufacturing sector of the new economy such as Nigeria, Kenya, and Ghana (Nkallu et al., 2025). According to Adiale et al. (2023), the organisations that had effectively managed the database of their customers had registered huge sales growths following the enhanced targeting and engagement strategies. Oseremi et al. (2024) added that the right customer data would improve customer loyalty and repeat purchases because communication can be done individually. According to the above review and the inconsistent results, the following study hypothesis was developed:

Ho1: customer records management does not have a significant impact on sale growth of Amugold Global Network, Ilorin, Kwara State.

Data Security

Data security can be defined as the organisational steps, policies, and technologies that allow the protection of confidential organisational and customer data and ensure that it is neither revealed, stolen, nor corrupted. Aldboush and Ferdous (2023) emphasize that good data security practices lead to customer trust, perceived risk lowering, and continued utilization of services provided by an organisation. This argument put forward by Caferra et al. (2025) opines that customer loyalty is directly linked to the safety of their personal data and financial records, where customers will be willing to buy once again provided, they are sure that their information is secure. In a similar manner, Oseremi et al. (2024) asserts that organisations that possess robust cybersecurity solutions enjoy elevated reputations and minimize operational errors that arise as a result of breaches. Lapses or security breaks negatively impact so much in the performance of a repeat business and the performance of the sales in general. Zhao et al. (2024) assert that training employees on how to remain secure, as well as making sure their access is implemented, may improve compliance levels in the organisation and consumer confidence. In line with the review of the literature and divergent findings, the hypothesis of this study was as follows:

Ho2: Data security does not have a significant impact on repeat patronage of Amugold Global Network, Ilorin, Kwara State.

Performance of Amugold Global Network

Organisational performance can be described as the quantifiable outputs of the operations of any given company and is customarily established by a parameter like growth in sales, regular clients, market share, and competitiveness. Bueno et al. (2024) argue that performance is one way in which an organisation can employ its resources to reach its goals and objectives; the concept is critical because it determines the degree of organisational performance. The meaning of performance is that the success of an organisation could be dependent on how well it is able to cope with the tasks it engages in as well as what its outputs to the external environment. This is also validated by Asif et al. (2024), who also assert that organisations must also work within the dynamic environment and strategize in a manner that provides organisations with a competitive advantage in relation to their competitors. This stems from the fact that, as Handoyo et al. (2023) state, performance depends on the performance of the internal processes along with the external interaction, i.e., the operational efficiency, customer interaction, and strategic information use are the key factors in the formation of sustainability. Nkallu et al. (2025) are of the opinion that companies that are able to organize their resources, processes, and customer relations in a systematic way will have higher performance than companies whose system may be termed as fragmented or ill-coordinated. Performance is thus not just a measure of profitability but also how effectively the firm reacts under the expectations of the customers and how the firm reacts to competitive pressures.

Sales Growth

The sales growth is a crucial measure of the organisational performance, as it shows the way in which the company will be able to grow its revenues in the long run and increase the market share. According to Oliveira et al. (2025), a steady increase in sales implies that an organisation is appropriately converting its policies of operations into real financial results. The sale is developed with various issues that include effective communications with customers, marketing, and efficiency of operation. According to Goh et al. (2022), the success of sales development in the companies is supported by the well-structured internal practices and appropriate customer registration, as the companies can track the new tendencies in the market and address them. Similarly, Ignatius et al. (2024) emphasize the importance of client insights to be used in decision-making to maximize targeting and increase revenue. Hallikainen et al. (2020) validate this fact by indicating that the increased sales rate is very much associated with the marketing efforts that are relevant, and they are based on well-developed databases that result in the firm being more receptive to customer needs. According to Jung and Shegai (2023), the companies that utilize the sales analytics determined by the arranged records not only reach the increase of the revenue but also invest the means to the full extent. Despite the fact that the supporting role of customer-related information in sales growth has been stated in the literature, it is not clear whether customer records management is directly associated with sales growth in the Amugold Global Network, particularly in Nigeria. This ambiguity leads to the necessity of testing this empirically, a gap that informs the hypothesis in the study.

Repeat Patronage

Repeat patronage is a customer loyalty indicator, and the efficiency of the firm in retaining the customers over time is necessary for long-term sustainability. Cardoso and Cardoso (2024) argue that the repeat patronage is strongly conditional upon the customer trust in the organisation that is also determined by the capacity of the firm to keep the data of the customers hidden and provide quality services as well as meet the needs of the clients. According to Goh et al. (2022), repeat patronage lowers the marketing cost, equalizes the revenues, and makes the business performances more assured, which is the priority of organisations. Companies that gain customer trust and obtain their data establish a high level of connection, and it is translated to more frequent purchases and even word-of-mouth advertising. According to Fiiwe et al. (2023), the repeat purchases are more common in businesses where customer insights are used to offer personalized offers and feedback in good time, as well as respond to customer concerns. Businesses that invest in cybersecurity and educate their employees about how to handle the information build a trust level that is very high among the customers and provoke cybersecurity, a need to win the customer back. Handoyo et al. (2023) echo the point and explain that one of the key factors of repeat patronage in the sub-Saharan African context is safe customer information management. Although the earlier study revealed that the availability of information protection practices is the reason why customers trust and keep visiting the business, the study lacks empirical evidence in relation to the role of data protection in encouraging repeat customers' patronage in Amugold Global Network. Based on this gap, the study hypothesis can be tested.

Theoretical Review

The study is anchored on resource-based view (RBV) theory propounded by Barney (1991). The theory explains the sustainable competitive advantage of an organisation through the help of its internal resources and capabilities that are valuable, rare, inimitable, and non-substitutable (VRIN). RBV explains the potential of the internal resources, like the customer records management and the security of data, in terms of how they can be used strategically in improving performance within an organisation. The theory holds that the firms that structure, procure, and use the internal resources are in a better position to attain high outcomes, which include the enhancement of the sale and repeat businesses. The theory is especially applicable to the dynamic and competitive environment when the external market position is not one of the sole determinants of success, and internal capabilities give the companies an edge (Fiiwe et al., 2023).

The rationale behind the adoption of this theory in this study is the fact that this theory specifically indicates that the success of an organisation is anchored on how the unique internal resources are utilized and exploited to provide competitive advantage. The systematic maintenance of the records of the customers will enable the Amugold Global Network to anticipate the requirements of a customer and enhance targeting and operational performance within the context of Ilorin, Kwara State, and strong operational data security will breed trust and protect valuable information in addition to the establishment of repeat patronage in the context of the Amugold Global Network. In contrast to classical management theories interested in structural or procedural generality, one can use RBV to emphasize that the performance is predetermined by the strategic utilization of internal abilities yet not external pressures (Gallego and Garcia, 2020; Hallikainen et al., 2020; Cruz and Travassos, 2025). The main assumptions of the RBV are that not all resources might result in equally contributing to the performance and that only the valuable, rare, and hard-to-imitate resources might be maintained as a source of competitive advantage. The above view is most appropriate to the aim of the current study, which is to determine the effect of internal resources on sales growth and the occurrence frequency, specifically on customer records management and the security of data.

Empirical Review

John et al. (2025) investigated how the management of business records can contribute towards the development of the small and medium-sized enterprises in Nairobi County in Kenya. The sample size adopted in the research was 278 respondents (the owners and one employee) in 133 registered SMEs in Nairobi Central Business District, six officers of the Kenya National Chamber of Commerce, and six officers of the National Bureau of Statistics. The study utilized a census method, and therefore the entire population was included in the study. Key informant interviews and questionnaires were used to collect primary data. The information gathered using the questionnaires was quantitative and analyzed using such descriptive statistics as percentages and frequency and was created in tables, figures, and charts. The qualitative information collected by interviewing key informants in the form of a narrative description and qualitative information was analyzed using thematic analysis. The study established that most of the SMEs in Nairobi CBD were not managing their records well; there was poor knowledge of the necessity of keeping business records, no records management rules and policies, and no enforcement mechanisms that influenced the performance of businesses in the SMEs. The study Identified poor record management in SMEs but lacked effective strategies. The study focuses on improving customer data management at Amugold Global Network to boost performance.

Mintah et al. (2022) investigated, "Does business records management contribute to business growth?" A thorough study was carried out in the study to ascertain the effects of the two variables on the growth of a business. The statistical analysis of the data was conducted with the help of the partial least square's structural equation modelling (PLS-SEM) method. The findings indicate that business records management is positively indirectly related to training and business growth. Nonetheless, the indirect impacts of the business records management policies have minimal consequences for the adoption of appropriate record-keeping practices by the SMEs, which is not favorable to business development in Ghana. The study found minimal impact of record-keeping on growth due to poor adoption. This study addresses barriers to adopting effective data management systems at Amugold Global Network.

Adiale et al. (2023) investigated the connection between the customer data management (CDM) and the marketing performance of the high-end restaurants in Port Harcourt. The study population is 35 high-end restaurants of Port Harcourt. The study utilised census study. Data were gathered on marketing managers, customer relationship managers, information technology experts, and branch managers using a structured questionnaire. Pearson product moment correlation (PPMC) was adopted to test the hypotheses developed in the course of the study. The findings revealed that there is a positive and significant relationship between CDM and the effectiveness of marketing of luxury restaurants. The study revealed CDM's effect on marketing but not on overall performance. This study links customer data management to both marketing and sales growth at Amugold Global Network.

Nkallu et al. (2025) examined the connection between the performance of corporate and privacy of consumer data of commercial banks in Port Sahara. The survey research design was adopted in the research. The sample used in this study was a population of 26 quoted commercial banks in Port Harcourt. The population was sampled by census procedure, and 130 respondents were obtained. Nevertheless, 104 respondents responded to the study using the questionnaire, which was developed within the Likert 5-point scale of strongly disagree to strongly agree. Pearson Product Moment Correlation (PPMC) helped in conducting the test of the four made null hypotheses. Based on the results of the analysis, the dimensions of consumer data privacy, data protection, and access control are positively and significantly connected with the increase in the sales volume and growth profits (i.e., corporate performance measures) of the commercial banks in Port Harcourt. The study explored data privacy in banks but not in non-banking sectors. The study examines how data security affects customer loyalty at Amugold Global Network.

Perumal and Fazila (2025) evaluated the levels of data protection and cybersecurity in the digital banking system, specifically compliance, breach, and liability in India. The study methodology and sample collection method are the empirical research method and convenient sampling method, respectively. This research is based on the primary and secondary data, and the primary data is gathered using the population of the city of Chennai and the surrounding areas with the help of the well-structured questionnaire and a 208-sample population. The results of the study reveal that multi-factor authentication (MFA) is not a feasible option to improve the level of cyber security in the Indian digital banking sector and that the usage of mobile banking applications has also resulted in the level of cyber security threats increasing. The study focused on banking security without addressing other industries' challenges. The study investigates data security challenges at Amugold Global Network.

Methodology

The study adopted survey research design to examine customer data management and performance of Amugold Global Network, Ilorin, Kwara State. The study respondents were focused solely on the management staff of

Amugold Global Network, consisting of 37 individuals. The inclusion of management staff is justified as they are directly involved in the decision-making and implementation of customer data management and security strategies, which are key to improving organizational performance. Since the respondent group is homogenous, a consensus approach was used to include all management staff members, as they all possess relevant insights and experiences for the study. A structured questionnaire with a 5-point Likert scale (1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree) was used for data collection. The questionnaire was validated through face and content validation by a panel of subject matter experts and academics, with necessary amendments made based on their feedback. Cronbach's alpha was calculated for the variables to confirm internal consistency, with a value above 0.7 representing reliability. Data analysis was conducted using the statistical package for the social sciences (SPSS) version 27, utilizing simple linear regression analysis to test the hypotheses. Ethical considerations, including voluntary participation, informed consent, anonymity, and confidentiality, were strictly adhered to throughout the study.

Table 2: Frequency Distribution of the Respondents' Demographic Characteristics (N=37

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	21	56.8
	Female	16	43.2
	Total	37	100.0
Age	25–30 years	9	24.3
	31–35 years	12	32.4
	36–40 years	10	27.0
	40 years and above	6	16.3
	Total	37	100.0
Educational Qualification	SSCE	6	16.2
	National Diploma/NCE	11	29.7
	HND/BSc	20	54.1
	Total	37	100.0
Years of Experience	2–5 years	12	32.4
	6–9 years	14	37.8
	10–13 years	11	29.8
	Total	37	100.0

Source: Author fieldwork computation (2026)

Table 1 presents the demographic details of the 37 respondents. Gender-wise, 21 (56.8%) were male and 16 (43.2%) were female, indicating that the respondents were slightly male-dominated, which may reflect the gender composition within the manufacturing and service environment in Ilorin. By age distribution, 9 respondents were between 25–30 years, 12 were between 31–35 years, 10 were between 36–40 years, while 6 were 40 years and above. This suggests that most respondents were within the active and productive working-age group, capable of contributing significantly to organisational performance and customer relations. Regarding educational qualification, 6 respondents (16.2%) possessed SSCE qualifications, 11 (29.7%) held National Diploma/NCE certificates, while 20 (54.1%) had HND/BSc qualifications. This implies that the respondents were relatively educated and knowledgeable about organisational operations and customer service processes. In terms of years of experience, 12 respondents (32.4%) had between 2–5 years of experience, 14 (37.8%) had 6–9 years, and 11 (29.8%) had 10–13 years of experience. This indicates a balanced mix of less experienced and highly experienced respondents, which enhances organisational effectiveness and sustainability.

Table 2: Descriptive Statistics of the Respondents' Perception based on Variable Questions

	N	Minimum	Maximum	Mean	Std. Deviation
Average customer records management	37	2	5	2.90	.292
Average data security	37	3	5	4.11	.472
Average sale growth	37	3	5	2.11	.512
Average repeat patronage	37	2	5	1.01	.221

Source: Author's Fieldwork Computation, (2026)

The descriptive analysis in Table 2 shows the respondents' perceptions of customer data management and performance. The mean for customer records management is 2.90, indicating a poor perception. The standard deviation of 0.292 suggests varying opinions. Data security has a higher mean of 4.11, with a moderate standard deviation of 0.472, indicating a generally positive perception but with some variance. Sales growth perception is low, with a mean of 2.11 and a standard deviation of 0.512, indicating significant differences in opinion. Repeat patronage perception is alarmingly low, with a mean of 1.01 and a small standard deviation of 0.221, suggesting uniform agreement on its inadequacy.

Test of Hypotheses

Hypotheses One

Ho1: customer records management does not have a significant impact on sale growth of Amugold Global Network, Ilorin, Kwara State.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.410	.433	1.201

a. Predictors: (Constant), customer records management

Source: SPSS Output (2026).

The regression model summary in Table 3 shows a strong positive relationship between customer records management and sales growth. The coefficient of 0.611 indicates a strong relationship, and the R-squared value of 0.410 explains 41% of sales growth variance. The adjusted R-squared of 0.433 suggests a 43.3% variation in sales growth after adjusting for model complexity. The Standard Error of the Estimate (1.201) indicates a small deviation between observed and predicted values, supporting the model's strength.

Table 4: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	122.612	1	177.841	72.319	.000[b]
	Residual	233.113	224	1.619		
	Total	355.725	225			

A. Dependent Variable: sale growth

B. Predictors: (Constant), customer records management

Source: SPSS Output (2026).

Table 4 shows the regression model's significance. The Sum of Squares of Regression (122.612) explains the variation, with a Mean Square of 177.841. The F-value of 72.319 (p =

0.000) confirms the model's significance, with customer records management explaining a large portion of sales growth. The residual Sum of Squares (233.113) and Mean Square (1.619) indicate unexplained variation, but the model explains a significant part of the sales increase.

Table 5: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.122	.222		5.311	.000
	Customer records management	.412	.071	.244	4.222	.000

a. Dependent Variable: sale growth

Source: SPSS Output (2026).

The coefficient of the effect of customer records management and the sale growth is presented in Table 5. The customer records management affects the increase in sales positively and significantly with the unstandardized coefficient of 0.412, the standardized coefficient (Beta) of 0.244 and t-value of 4.958 (p =.000).

Hypotheses Two

Ho2: Data security does not have a significant impact on repeat patronage of Amugold Global Network, Ilorin, Kwara State.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645[a]	.416	.410	.38479

A. Predictors: (constant), Data security

Source: Author's Computation (2026)

Table 6 shows the regression model's fit. The R-squared value of 0.416 indicates that data security explains 41.6% of repeat patronage. The adjusted R-squared of 0.410 confirms the model's robustness, even with increased complexity. The mean squared error is 0.38479, reflecting the variance between actual and predicted values.

Table 7: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.075	1	23.075	160.243	.000[b]
	Residual	32.425	224	.144		
	Total	55.500	225			

a. Dependent Variable: repeat patronage

b. Predictors: (Constant), Data security

Source: Author's Computation (2026)

The ANOVA presented in Table 7 above supports the applicability of the regression model. The regression model is tested through analysis of variance, which is reported in the ANOVA table. The high proportion of the total variability in the dependent variable, repeat patronage, is within the model itself as the Regression row shows. The p-value of the model is 0.000 and the F-statistic of the model is 160.243 meaning that the model is significant.

Table 8: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.173	.115		-4.962	.000
	Data security	.714	.0.187	.748	3.818	.000

a. Dependent Variable: repeat patronage

Source: Authors Computation (2026)

Table 8 shows a regression analysis of the effects of data security on repeat patronage. Results indicate that data security are significant in influencing performance as represented by the coefficients and p-values.

Discussion of Findings

Based on the study's finding for hypotheses one, the study established that customer records management has a positive effect on performance with the unstandardized coefficient (b) = 0.412, t = 4.222 ($p < 0.01$). This implies that the better the customer records are handled, the higher the sales will be, as the sorted and appropriate customer data will help the firm to sell its products to the right customer, enhance the sales processes, and enhance the decision-making. This finding is consistent with the results of Adiele et al. (2023), who found out that the predictive power of sales and customer segmentation in new markets depends on the effectiveness of customer data management. On the same note, the finding aligns with Cruz and Travassos (2025) who state that properly handled customer records can result in the enhanced engagement and loyalty that will have a direct correlation with the revenue performance. Equally the finding of the study collaborates with the finding of John et al. (2025) that good CRM systems do not only enhance behavioral but also attitudinal loyalty, which leads to repeat purchases and sales increases over the long term.

Under Hypothesis Two, the study established that data security has a positive and significant effect on repeat patronage, with an unstandardized coefficient (b) of 0.714, t = 3.818 ($p < 0.01$). This shows that increased data protection, storage, and information accessibility for the customers would greatly boost repeat customers. This finding parallel to the finding of Perumal and Fazila (2025), who have found out that the fact that the problem of data security and privacy is present is also a determining variable of customer loyalty in the Nigerian online markets. Likewise, the findings of the study resonate with the findings of Nkallu et al. (2025) that the confidence in the safety of customer handling of data makes customers feel confident to do business with them, and this results in repeat business. Also, Lin and Chen (2025) echo the findings of the study that good cybersecurity in companies generates credibility, thus strengthening the aspect of repeat patronage.

Conclusions and Recommendations

According to the study's result, customer data management has a positive significant effect on performance of Amugold global network, Ilorin, Kwara state. And the study concluded that customer records management has a significant effect on sales growth. The satisfactorily organized and renewed customer information allows a higher degree of targeting, planning, and decision-making, which becomes the improved revenue performance. Also, data security is extensive to increase repeat patronage. The primary factors that guarantee customer retention are trust and protection, and thus customers will remain loyal to the firms that will secure their information.

According to the study results, the study recommended that:

1) Amugold Global Network should come up with a systematic and inclusive customer records management system that entails the factual, complete, and current information about customers.
2) Amugold Global Network should enhance its data protection system by incorporating intensive access control, encrypted data storage technologies, and frequent data safety audits. It should also provide and implement clear policies on data protection to prevent unauthorized access and abuse of customer information.

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