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## Data article

Q1 Data survey on the effect of product features on competitive advantage of selected firms in Nigeria

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## ARTICLE INFO

*Article history:*

Received 19 January 2018

Received in revised form

27 March 2018

Accepted 29 March 2018

*Keywords:*

Product features

Competitive advantage

Small business owners

Nigeria

## ABSTRACT

The main objective of this study was to present a data article that investigates the effect product features on firm's competitive advantage. Few studies have examined how the features of a product could help in driving the competitive advantage of a firm. Descriptive research method was used. Statistical Package for Social Sciences (SPSS 22) was engaged for analysis of one hundred and fifty (150) valid questionnaire which were completed by small business owners registered under small and medium scale enterprises development of Nigeria (SMEDAN). Stratified and simple random sampling techniques were employed; reliability and validity procedures were also confirmed. The field data set is made publicly available to enable critical or extended analysis.

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## Specification Table

<b>Subject area</b>	Business, Management
<b>More Specific</b>	Business Administration
<b>Subject Area:</b>	
<b>Type of Data</b>	Table

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<https://doi.org/10.1016/j.dib.2018.03.134>

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Please cite this article as: M. Olokundun, et al., Data survey on the effect of product features on competitive advantage of selected firms in Nigeria, Data in Brief (2018), <https://doi.org/10.1016/j.dib.2018.03.134>

55	<b>How Data was</b>	Researcher-made questionnaire analysis
56	<b>Acquired</b>	
57	<b>Data format</b>	Raw, analyzed, Inferential statistical data
58	<b>Experimental</b>	Sample consisted of selected small business owners in Lagos, Nigeria. The
59	<b>Factors</b>	researcher-made questionnaire which contained data on product features
60		and competitive advantage were completed..
61	<b>Experimental</b>	Competitive advantage is an imperative element of organizational perfor-
62	<b>features</b>	mance in modern-day organizations
63	<b>Data source</b>	South west Nigeria
64	<b>location</b>	
65	<b>Data Accessibility</b>	Data is included in this article

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### Value of data

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- These data present information on product features as it relates to a firm's competitive advantage. This is important considering that developing a competitive advantage means that a firm's brand name becomes recognized in the marketplace as being the best.
  - The results showed that the potency of a firm's brand name stemming from the uniqueness of product features contributes to a firm's competitive advantage.
  - These results can motivate product differentiation activities within a firm in order to enhance the development of unique products and firm's competitive advantage.
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## 1. Data

The data comprised raw inferential statistical data on the effect of product features on competitive advantage of small businesses in Lagos, Nigeria. Specifically, regression analysis was used to test the effect of the independent variable on the dependent variable. Table 1 shows the model summary of the analysis based on the hypothesis tested. It shows how much variance in the dependent variable (competitive advantage) is explained by the independent variable (product features).

**H<sub>0</sub>:** There is no significant relationship between product features and competitive advantage.

Table 2 below shows the assessment of the statistical significance of the result. The Analysis of variance table tests the null hypothesis to determine if it is statistically significant. From the results, the model appears to have a good fit, indicated by positive  $F$  value of 110.413. Also, the table shows a statistically significant relationship between product feature and competitive advantage ( $p < 0.01$ ).

Table 3 below also shows the contribution of the independent variable to the prediction of the dependent variable. In the table, the beta co-efficient is .671, which relates to product features. It makes a strong contribution to explaining the dependent variable.

**Table 1**  
Model summary. Source Field Survey, 2015.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.671(a)	.450	.446	.43659

a Predictors: (Constant), product features

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