CUSTECH-Journal of Innovation, Management and Social Sciences (CJIMSS)
Vol. 1, No. 1, June 8, pp.178-189

Corporate Attributes and Shareholders' Wealth of Selected Consumer Goods Firms in Nigeria

[1]Oyedele Oloruntoba,[2] Obafemi Tunde Olutokunboh,[3]Iyobo Baba Yaro,[4]Huruna Adejo John & [5]Abubakar Lawal
johnharyforchrist@gmail.com

Article history

Received March. 26, 2026
Revised April, 09, 2026
Accepted April, 18, 2026

KEYWORDS: Corporate attributes, shareholders' wealth, Tobin's Q and Consumer goods firms

Abstract

This study examined the effect of corporate attributes on shareholders' wealth of listed consumer goods firms in Nigeria from 2020 to 2024. The study is motivated by the lack of a holistic, and contemporary analysis on the impact of a set of attributes specifically Firm Size, Leverage, Liquidity, Firm Age, and Board Structure on a robust market-based measure of shareholders' wealth, Tobin's Q, within the consumer goods sector. Using an ex-post facto research design and panel data from 21 firms on the Nigerian Exchange Group, from which 10 firms were selected over the period 2020–2024. The study analyzed how firm size, leverage, liquidity, firm age, and board structure influence shareholders' wealth. The regression results revealed that firm size (β = 0.128, p = 0.004) and board independence (β = 0.289, p = 0.036) significantly enhanced shareholders' wealth, while leverage demonstrated a substantial negative effect (β = -0.456, p = 0.026). Liquidity, firm age, and board size showed statistically insignificant relationships. Based on these findings, the study concludes that firm scale, governance quality, and prudent financing decisions are crucial drivers of shareholder value in Nigeria's consumer goods sector, providing valuable insights for strategic expansion, optimal capital structure, and strengthened board independence. The study recommends that corporate managers prioritize strategic growth for scale advantages, maintain conservative leverage policies, and strengthen board independence. Financial controllers should optimize rather than maximize liquidity levels, while governance bodies should focus on director quality over board size expansion.

Recommended citation: Oloruntoba, .0, Olutokunboh, O.T. Yaro, I. B. John, H. A & Lawal, A. Corporate Attributes and Shareholders' Wealth of Selected Consumer Goods Firms in Nigeria., CUSTECH-Journal of Innovation, Management and Social Sciences, 1(1),.178-189

1 INTRODUCTION

The maximization of shareholders' wealth is a central tenet of corporate finance, representing the primary objective for publicly listed firms (Nwakuya & Ibanichuka, 2022). This wealth is ultimately reflected in the market valuation of the firm, which encapsulates both its current financial health and the market's expectations of its future growth potential and strategic positioning (Adegboye et al., 2021). A multitude of factors can influence this valuation, ranging from broader macroeconomic conditions and industry competitiveness to firm-specific, internal characteristics. Among these, the internal, measurable characteristics of a firm often termed corporate attributes are critical as they are within the direct purview of managerial control and strategic decision-making (Uwuigbe et al., 2018).

Corporate attributes encompass the fundamental and defining features of a firm's operational, financial, and governance structure. These intrinsic characteristics, which include firm size, leverage, liquidity, age, and board structure, collectively paint a picture of a firm's strategy, risk profile, and operational maturity (Ofoegbu, 2022). For instance, the scale of operations (firm size) can influence cost efficiency and market power, while the choice between debt and equity financing (leverage) directly affects risk and return profiles. Similarly, a firm's ability to meet short-term obligations (liquidity) signals financial health, its years of operation (age) can reflect stability and experience, and the composition of its board (board structure) is indicative of the quality of its oversight and strategic guidance (Babalola, 2020). The collective impact of these attributes on a firm's market performance and, by extension, shareholder wealth, is a subject of continuous empirical investigation.

Existing studies however important rely on accounting-based measures like Return on Assets (ROA) or focus on a narrower set of variables, thus failing to capture the market's forward-looking perception of value (Adegboye et al., 2021). Previous studies in the Nigerian context have provided valuable but often fragmented insights. For instance, recent research by Osazuwa, Uwuigbe, and Uwuigbe (2021) explored the impact of leverage on firm performance in the industrial sector, while Eriki, Uwuigbe, and Okoye (2021) examined corporate governance in financial institutions. However, a significant gap exists in the simultaneous investigation of a comprehensive set of attributes specifically Firm Size, Leverage, Liquidity, Firm Age, and a dual-faceted Board Structure (both size and independence) on a robust market-based measure of shareholders' wealth, Tobin's Q, within the strategically important consumer goods sector. Furthermore, findings from other sectors may not be directly applicable to the consumer goods industry, which faces unique challenges such as intense competition, supply chain volatility, and fluctuating consumer demand.

This study is therefore justified by the need to provide a holistic and contemporary analysis that bridges this gap. By focusing exclusively on listed consumer goods firms in Nigeria, this research offers critical sector-specific insights. It integrates key financial and governance variables into a single model to delineate their distinct influences on Tobin's Q. The findings will be invaluable for managers of these firms in making strategic capital structure and governance decisions, for investors in portfolio selection and valuation, and for regulators in formulating policies that enhance corporate governance practices, ultimately fostering a more robust capital market in Nigeria.
The main objective of the study is to determine the effect of firm size on shareholders' wealth of selected consumer goods firms in Nigeria. The specific ones are as follows:

1. To examine the effect of firm size on shareholders' wealth of selected consumer goods firms in Nigeria.
2. To determine the effect of leverage on shareholders' wealth of selected consumer goods firms in Nigeria.
3. To assess the effect of liquidity on shareholders' wealth of selected consumer goods firms in Nigeria.
4. To evaluate the effect of firm age on shareholders' wealth of selected consumer goods firms in Nigeria.
5. To investigate the effect of board structure on shareholders' wealth of selected consumer goods firms in Nigeria.

The study is guided by the following specific research questions:

1. What is the effect of firm size on shareholders' wealth of selected consumer goods firms in Nigeria?
2. What is the effect of leverage on shareholders' wealth of selected consumer goods firms in Nigeria?
3. What is the effect of liquidity on shareholders' wealth of selected consumer goods firms in Nigeria?
4. What is the effect of firm age on shareholders' wealth of selected consumer goods firms in Nigeria?
5. What is the effect of board structure on shareholders' wealth of selected consumer goods firms in Nigeria?

The following null hypotheses (H_0) are formulated and will be tested in this study:

H_{01}: Firm size has no significant effect on the shareholders' wealth of selected consumer goods firms in Nigeria.
H_{02}: Leverage has no significant effect on the shareholders' wealth of selected consumer goods firms in Nigeria.
H_{03}: Liquidity has no significant effect on the shareholders' wealth of selected consumer goods firms in Nigeria.
H_{04}: Firm age has no significant effect on the shareholders' wealth of selected consumer goods firms in Nigeria.
H_{05}: Board structure has no significant effect on the shareholders' wealth of selected consumer goods firms in Nigeria.

The significance of this research is threefold: for corporate managers, it will provide empirical evidence on which specific attributes firm size, leverage, liquidity, age, and board structure most significantly drive market valuation, thereby guiding strategic financial and governance decisions. For investors and portfolio analysts, the findings will offer a critical framework for valuing consumer goods stocks by identifying the key internal firm characteristics that signal enhanced shareholders' wealth, thus improving investment decision-making. Finally, for policymakers and regulatory bodies like the NGX and the Securities and Exchange Commission (SEC), the study will yield insights that

CUSTECH-Journal of Innovation, Management and Social Sciences (CJIMSS)
Vol. 1, No. 1, June 8, pp.178-189

can inform the development of more effective corporate governance codes and disclosure requirements tailored to the unique dynamics of the consumer goods sector, ultimately contributing to market efficiency and stability.

2 LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Concept of Shareholders Wealth

Shareholders' wealth is fundamentally the total economic value created for a company's equity holders, primarily manifested through increases in share price and dividend payments (Adegboye et al., 2022). This concept represents the present value of expected future cash flows discounted at a rate that reflects their risk, making it a forward-looking measure of corporate success (Nwakuya & Ibanichuka, 2022). Unlike accounting profits which record historical performance, shareholders' wealth encapsulates the market's collective assessment of a company's ability to generate value over time, incorporating both tangible and intangible assets into its valuation framework (Uwuigbe et al., 2023). Making wealth creation the primary corporate objective (Olabisi & Uwuigbe, 2022), sustaining business growth and enhancing market valuation (Eriki et al., 2022).

Modern corporate finance emphasizes wealth creation over profit maximization, as firms can report accounting profits while eroding value through poor investment and risk decisions (Babalola, 2023). Market-based indicators such as stock price appreciation, dividend payments, and total shareholder return (TSR) offer a more comprehensive and forward-looking assessment of firm value than traditional accounting indicators (Osazuwa et al., 2021; Okoye et al., 2023, Kajola, 2008). Similarly, market-to-book ratio and Tobin's Q ratio also serve as robust indicators of how effectively a company utilizes its assets to create value beyond its physical resource base (Barney, 1991). These measures collectively provide a multidimensional view of how markets perceive a company's current and future value creation capabilities (Jensen & Meckling, 1976), especially in emerging markets like Nigeria, where the concept of shareholders' wealth takes on additional dimensions due to unique market characteristics such as stock market's volatility, currency fluctuations, and institutional frameworks which significantly influence how wealth is created and measured (Uwuigbe et al., 2018, Al-Malkawi et al., 2022).

2.1.2 Tobin's Q ratio

Tobin's Q, fundamentally is the ratio of a firm's market value to the replacement cost of its assets (Tobin, 1969), serves as a paramount gauge of shareholders' wealth by reflecting the capital market's valuation of a company relative to its intrinsic asset base. A Q ratio greater than one signifies that the market perceives the firm to be worth more than the sum of its physical assets, indicating the presence of valuable intangible assets, sustainable competitive advantages, and positive future growth expectations (Uwuigbe, Ranti, & Oyewo, 2018). This forward-looking characteristic makes it a superior metric for wealth creation compared to historical accounting measures, as it encapsulates investor sentiment and the present value of anticipated future cash flows (Nwakuya & Ibanichuka, 2022). In the context of Nigerian consumer goods firms, a high Tobin's Q often points to the market's valuation of critical, yet intangible, drivers such as brand equity, distribution network efficiency, and strategic adaptability to shifting consumer preferences factors that are crucial for success in this competitive sector but are not fully captured on the balance sheet (Eriki, Uwuigbe, & Okoye, 2022). Consequently, Tobin's Q provides a holistic and market-oriented benchmark for assessing how effectively a firm's corporate attributes and strategic decisions translate into genuine economic value for its shareholders.

2.1.3 Concept of Corporate Attributes

Corporate attributes represent the fundamental and measurable characteristics that define a firm's identity and operational framework within the marketplace. These attributes encompass the core features that distinguish one organization from another, including its scale of operations, financial structure, governance mechanisms, and market positioning (Uwuigbe, Ranti, & Oyewo, 2018). According to Adegboye, Ojeka, and Alabi (2021), these characteristics serve as critical indicators of a firm's strategic direction and operational efficiency, providing valuable insights into how organizations allocate resources and position themselves within competitive landscapes. The systematic examination of these attributes enables researchers and practitioners to understand the underlying factors that drive corporate performance and market valuation.

The composition of corporate attributes typically includes both financial and non-financial dimensions that collectively shape organizational outcomes. Key financial attributes encompass firm size, capital structure, liquidity position, and profitability measures, while non-financial attributes include board composition, ownership structure, and corporate age (Babalola, 2020). These elements interact in complex ways to influence how markets perceive and value firms, particularly in emerging economies like Nigeria where institutional factors play a significant role in corporate operations (Nwakuya & Ibanichuka, 2022). The interplay between these attributes creates a unique corporate profile that affects everything from risk assessment to growth potential.

In the context of shareholder wealth creation, corporate attributes function as both drivers and indicators of value generation. Firm size, often measured through total assets or market capitalization, can signal competitive advantage and operational scale, while leverage ratios reflect strategic financing decisions and financial risk exposure (Osazuwa, Uwuigbe, & Uwuigbe, 2021). Similarly, board structure and composition directly impact corporate governance quality and strategic decision-making processes, ultimately influencing investor confidence and market perceptions (Eriki, Uwuigbe, & Okoye, 2022). These attributes collectively form the foundation upon which investors base their valuation assessments and investment decisions.
The significance of corporate attributes becomes particularly pronounced in sector-specific analyses, such as the Nigerian consumer goods industry. Within this sector, attributes like brand strength, distribution networks, and inventory management though not always directly captured in financial statements significantly influence operational outcomes and market positioning (Ofoegbu, 2023). Understanding these attribute-performance relationships provides crucial insights for managers seeking to optimize corporate structures and for investors making informed valuation judgments in dynamic market conditions.

2.1.4 Firm Size
Firm Size is a corporate characteristic that reflects the scale and magnitude of a company's operations, typically measured through metrics such as total assets, revenue, or market capitalization. Firm size can significantly influence operational capabilities, with larger firms typically demonstrating greater production capacity, extensive distribution networks, and broader market reach (Adegboye & Ojeka, 2023). The scale of operations enables these firms to achieve operational efficiencies and maintain stronger bargaining positions with suppliers and distributors across various regions of Nigeria (Uwuigbe et al., 2022). Market perception of larger firms often reflects increased stability and reduced business risk, which can positively influence investor confidence and stock market performance (Nwakuya & Ibanichuka, 2023). However, the relationship between size and performance exhibits complexity, as larger organizations may encounter challenges related to operational flexibility and rapid response to market changes in Nigeria's dynamic consumer landscape (Babalola, 2023).

2.1.5 Leverage
Leverage represents the extent to which a company relies on debt to finance its assets and operations, commonly measured by the ratio of total liabilities to total assets. In the context of Nigerian consumer goods firms, leverage plays a crucial dual role in shaping financial outcomes and market perceptions. On one hand, strategic debt utilization enables firms to pursue expansion opportunities, enhance production capacity, and optimize their capital structure through tax shield benefits (Adegboye & Ojeka, 2023). However, excessive leverage exposes companies to significant financial risk, particularly in Nigeria's volatile economic environment characterized by interest rate fluctuations and currency instability. The market's assessment of leverage reflects this delicate balance - while moderate debt levels may signal growth potential and managerial confidence, high leverage often raises concerns about financial distress and dividend sustainability (Nwakuya & Ibanichuka, 2023). Empirical evidence suggests that Nigerian consumer goods firms must carefully manage their debt levels to maintain investor confidence while funding necessary investments in a highly competitive market landscape.

2.1.6 Liquidity
Liquidity, measured by the current ratio (Current Assets/Current Liabilities), indicates a firm's capacity to meet its short-term financial obligations as they fall due. For consumer goods firms in Nigeria, maintaining optimal liquidity is crucial for sustaining day-to-day operations, managing inventory cycles, and navigating the sector's characteristic volatility in input costs and consumer demand (Olowe & Ojeka, 2023). Adequate liquidity ensures that a company can

swiftly capitalize on emerging market opportunities, such as bulk raw material purchases, and withstand sudden economic shocks without disrupting production or supply chains (Adegboye & Iyoha, 2022). However, the relationship between liquidity and shareholder wealth is not linear; while insufficient liquidity heightens financial risk and can lead to costly external financing or operational disruptions (Umoren & Isiavwe, 2023), excessive liquidity may signal inefficient asset utilization, implying that idle resources are not being deployed to generate higher returns (Nwadiaro & Okafor, 2022). Therefore, investors typically scrutinize liquidity levels to assess both the short-term financial health and the strategic capital management efficiency of Nigerian consumer goods firms.

2.1.7 Firm Age

Firm Age represents the duration of a company's existence since its incorporation, serving as an important indicator of organizational maturity and market experience. In Nigeria's consumer goods sector, firm age carries significant implications for market positioning and operational stability, with older firms typically having established brand recognition, developed distribution networks, and accumulated operational knowledge (Okoye & Egbunike, 2023). These established market players often benefit from stronger customer loyalty and more robust supplier relationships, providing them with competitive advantages in navigating the challenging Nigerian business environment (Adeyemi & Olamide, 2022). However, the relationship between firm age and performance demonstrates complexity, as younger firms may exhibit greater flexibility and innovation capacity in responding to changing market dynamics and consumer preferences (Uwalomwa & Jimoh, 2023). While maturity often correlates with stability and reliability, which can positively influence investor perceptions, it may also bring organizational rigidities that hinder adaptation to new market trends and technologies (Babalola & Ojeka, 2023). The interplay between accumulated experience and organizational agility thus creates a nuanced dynamic in how firm age ultimately impacts shareholder wealth creation in the Nigerian consumer goods industry.

2.1.8 Board Structure

Board Structure encompasses the composition and organization of a company's board of directors, fundamentally characterized by board size and board independence. In the Nigerian corporate landscape, board structure has emerged as a critical determinant of governance quality and strategic oversight, with significant implications for firm performance and investor confidence (Adeyemi & Alabi, 2023). Board size, measured by the total number of directors, influences the diversity of expertise and perspectives available for strategic decision-making, though excessively large boards may encounter coordination challenges and reduced effectiveness in the Nigerian context (Okoli & Uche, 2022). Board independence, quantified by the proportion of non-executive directors to total board members, serves as a crucial mechanism for mitigating agency conflicts and ensuring objective oversight of management decisions (Eze & Olamide, 2023). Recent empirical evidence from Nigeria's consumer goods sector indicates that balanced board structures with optimal size and substantial independence correlate strongly with enhanced corporate transparency and better risk management practices (Ibrahim & Suleiman, 2023). Furthermore, regulatory reforms by the Nigerian Exchange Group have progressively emphasized the importance of board composition in promoting corporate accountability and protecting shareholder interests (Musa & Abdullahi, 2023), making board structure an increasingly vital consideration for both corporate managers and investors in the Nigerian market.

2.2 Theoretical Review

This study is grounded in Agency Theory, as formulated by Jensen and Meckling (1976). The theory fundamentally addresses the principal-agent problem that arises from the separation of ownership and control in modern corporations, where shareholders (principals) delegate decision-making authority to managers (agents) who may pursue their own interests rather than maximizing shareholder wealth. This divergence of interests creates agency costs, which include monitoring expenditures, bonding costs, and residual loss, ultimately affecting the firm's market valuation. The theory's relevance to this study lies in its ability to explain how various corporate attributes either mitigate or exacerbate these agency conflicts, thereby influencing shareholders' wealth as measured by Tobin's Q. Board size and independence serve as crucial governance mechanisms for aligning managerial actions with shareholder interests. Leverage acts as a disciplining device by constraining managerial discretion through obligatory debt payments, thereby reducing the agency costs associated with free cash flow. Similarly, liquidity management reflects the tension between maintaining operational flexibility and controlling the potential for managerial misuse of liquid assets. Firm size introduces scale-related agency complexities, where larger organizations face heightened monitoring challenges and potentially greater managerial entrenchment.

The theoretical expectations derived from Agency Theory provide clear predictions for the Nigerian consumer goods sector. Effective board oversight and optimal capital structure reduce agency costs and enhance firm value while excessive liquidity and unwieldy organizational size signify governance weaknesses that diminish shareholders' wealth. Firm age potentially represents either accumulated governance expertise or organizational inertia. By employing Tobin's Q as a market-based measure of shareholder wealth, this study can effectively capture how well the selected corporate attributes mitigate agency problems in the unique institutional context of Nigeria's consumer goods industry, where governance practices and market efficiency may differ from developed economies.

2.3 Empirical Review

Ofoegbu (2023), in a study published in the International Journal of Disclosure and Governance, conducted a sector-specific analysis of board attributes and financial performance using data from 20 Nigerian listed consumer goods firms between 2011 and 2020. The research employed panel regression analysis and found that board independence and gender diversity had a significant positive effect on firm performance, while board size demonstrated a negative and significant relationship. The study provides critical, contemporary evidence that leaner, more diverse, and independent boards enhance governance in the Nigerian consumer goods sector. However, the study's limitation lies in its primary use of accounting-based performance measures, which may not fully reflect the market-based wealth creation for shareholders captured by Tobin's Q.

Salawudeen and Shuaibu (2025) examined the effect of corporate governance on the non-financial performance of companies in Nigerian banks. The authors adopted a ranked ordered logit regression estimation technique using Stata version 13. The study revealed that foreign managers (FMG), board size (BSZ), board composition (BCM), institutional ownership (ISO), audit committee (AUC), and audit committee report (ACR) have a positive and significant influence on corporate performance (CPF) and internet financial reporting (IFR).

Ogunleye and Adeleye (2024) investigated the effect of corporate governance on manufacturing firms' financial performance in Nigeria. The researchers examined 39 listed manufacturing firms on the Nigerian Exchange Group from 2003 to 2022 using panel data regression analysis. The study revealed that audit (AUD) had a positive effect on return on assets (ROA) and Tobin's Q but a negative effect on return on equity (ROE). Board size (BOS) had a negative effect on ROA and ROE but a positive effect on Tobin's Q. Board meetings (BM) had a negative effect on ROA and Tobin's Q but a positive effect on ROE. Board composition (BOC) had a negative effect on ROE and Tobin's Q but a positive effect on ROA, while executive structure (EXS) had a negative effect on ROA and Tobin's Q but a positive effect on ROE.

Afifa et al. (2022) examined the direct link between board characteristics, earnings management practices, and dividend payout from 2012 to 2019. The results indicated a negative and significant effect of board size and independence on earnings management, while CEO/chairman duality had a positive effect. Roonowah and Seetanah (2022) examined the effect of corporate governance mechanisms on ownership structures in Mauritian listed companies between 2009 and 2019. The study revealed that corporate governance attributes, to a large extent, affected corporate governance disclosure, while ownership structure variables did not.

Eldaia et al. (2022) investigated the impact of board of directors' effectiveness (BODE) on the performance of Malaysian Takaful firms and the moderating effect of Shariah Committee quality (SCQ) between 2010 and 2017. The study showed a positive association between BODE and firm performance. It also found that SCQ positively moderated the relationship between BODE and performance, indicating improved performance at higher levels of SCQ and BODE.

Sitara et al. (2022) examined the influence of ownership structure and board characteristics on the firm value of 483 Malaysian listed companies between 2006 and 2017. The study revealed a weak relationship between ownership structure and firm value, while board characteristics had a strong effect on firm performance.

CUSTECH-Journal of Innovation, Management and Social Sciences (CJIMSS)
Vol. 1, No. 1, June 8, pp.178-189

3 RESEARCH METHODOLOGY

This study employed an ex-post facto research design to investigate the relationship between corporate attributes and shareholders' wealth using longitudinal panel data from ten selected consumer goods firms listed on the Nigerian Exchange Group from 2020 to 2024. The research population comprised all 21 consumer goods firms listed as of December 2023, with a purposive sample of ten major companies which are Nestlé Nigeria Plc, Nigerian Breweries Plc, Dangote Sugar Refinery Plc, Flour Mills of Nigeria Plc, Unilever Nigeria Plc, Cadbury Nigeria Plc, PZ Cussons Nigeria Plc, Guinness Nigeria Plc, NASCON Allied Industries Plc, and Honeywell Flour Mills Plc selected based on continuous listing, complete data availability, and active trading history. Secondary data were systematically collected from multiple sources including annual reports, financial statements, daily stock prices from NGX, and corporate governance reports, using a standardized extraction template to ensure data consistency and reliability across all sampled firms and periods. Data analysis involved both descriptive statistics to summarize data characteristics and inferential techniques including Pearson correlation analysis to examine variable relationships and regression analysis to determine causal effects, with all analytical procedures conducted using Microsoft Excel and SPSS version 30.

The relationship between variables was tested using the following panel data regression model:

$$SWit = \beta0 + \beta1FSit + \beta2LEVit + \beta3LQit + \beta4FAit + \beta5BSit + \varepsilon it$$

Where:

- SWit: Shareholders' Wealth (Tobin's Q) for firm i in year t
- FSit: Firm Size (natural log of total assets) for firm i in year t
- LEVit: Leverage (total debt to total assets) for firm i in year t
- LQit: Liquidity (current ratio) for firm i in year t
- FAit: Firm Age (years since incorporation) for firm i in year t
- BSit: Board Structure (board size and independence) for firm i in year t
- β0: Constant term
- εit: Error term

4 RESULTS AND DISCUSSION

Table 1: Descriptive Statistics of Study Variables (N = 50 firm-year observations)

	Mean	**Standard Deviation**	**Minimum**	**Maximum**
Tobin's Q	1.24	0.58	0.31	2.89
Firm Size	17.45	1.62	14.12	20.88
Leverage	0.52	0.21	0.11	0.89
Liquidity	1.38	0.65	0.45	3.12
Firm Age	42.50	15.80	18.00	76.00
Board Size	9.60	2.15	6.00	15.00
Board Independence	0.65	0.12	0.40	0.87

Source: SPSS Version 3.0

The descriptive statistics presented in Table 1 provide a summary of the central tendency and dispersion for all variables over the 5-year period. The mean Tobin's Q of 1.24 indicates that, on average, the sampled consumer goods firms were valued by the market at a premium of 24% above the replacement cost of their assets. The substantial standard deviation (0.58) and range (0.31 to 2.89) highlight significant variations in market valuation across the firms and years, suggesting differing levels of efficiency and growth prospects.

For the independent variables, Firm Size shows considerable diversity, with the natural logarithm of total assets ranging from 14.12 to 20.88, reflecting a mix of small and large corporations in the sample. The average Leverage ratio of 0.52 (52%) reveals that the firms, on aggregate, financed slightly more than half of their assets with debt, with some firms operating with very low leverage (0.11) and others being highly leveraged (0.89). The mean Liquidity (Current Ratio) of 1.38 suggests that the firms, on average, maintained adequate short-term financial health, though the minimum value of 0.45 indicates that at least one firm faced potential liquidity constraints. Firm Age averaged 42.5 years, confirming the presence of well-established entities in the sector. Finally, the corporate governance variables show that the average Board Size was 9.6 directors, and Board Independence was 65%, aligning with common governance codes but with noticeable variations in practice.

Table 2: Pearson Correlation Matrix of Study Variables

Variable	Tobin's Q	Firm Size	Leverage	Liquidity	Firm Age	Board Size	Board Independence
Tobin's Q	1.000						
Firm Size	0.452**	1.000					
Leverage	0.387**	0.235*	1.000				
Liquidity	0.298*	-0.156	-0.411**	1.000			
Firm Age	0.184	0.322*	0.097	-0.088	1.000		
Board Size	0.226*	0.467**	0.105	-0.132	0.274*	1.000	
Board Independence	0.351**	0.198	-0.223*	0.167	0.145	0.089	1.000

Source: SPSS Version 30

The correlation matrix reveals several significant relationships among the variables. Tobin's Q shows a strong positive correlation with Firm Size ($r = 0.452$, $p < 0.01$) and Board Independence ($r = 0.351$, $p < 0.01$), while demonstrating a significant negative correlation with Leverage ($r = -0.387$, $p < 0.01$). Moderate positive correlations are observed between Tobin's Q and both Liquidity ($r = 0.298$, $p < 0.05$) and Board Size ($r = 0.226$, $p < 0.05$). Among independent variables, noteworthy relationships include a positive correlation between Firm Size and Board Size ($r = 0.467$, $p < 0.01$), and a negative correlation between Leverage and Liquidity ($r = -0.411$, $p < 0.01$). The correlation coefficients between independent variables are generally below 0.5, suggesting that multicollinearity is not a serious concern in the regression analysis.

Regression Results and Hypotheses Testing

Table 3: Panel Regression Results (Dependent Variable: Tobin's Q)

Variable	Coefficient	Standard Error	t-statistic	p-value
Constant	0.842	0.315	2.674	0.010
Firm Size (LnTA)	0.128	0.042	3.048	0.004
Leverage (DR)	-0.456	0.198	-2.303	0.026
Liquidity (CR)	0.094	0.061	1.541	0.130
Firm Age	0.002	0.003	0.667	0.508
Board Size	0.031	0.021	1.476	0.147
Board Independence	0.289	0.134	2.157	0.036
Model Summary				
R-squared	0.517			
Adjusted R-squared	0.463			
F-statistic	9.624			
Prob(F-statistic)	0.000			

Source: SPSS Version 30

The regression model was statistically significant (F-statistic = 9.624, $p < 0.001$), explaining approximately 46.3% of the variation in Tobin's Q (Adjusted $R^2 = 0.463$). The results provide mixed support for the research hypotheses.

CUSTECH-Journal of Innovation, Management and Social Sciences (CJIMSS)
Vol. 1, No. 1, June 8, pp.178-189

H_{01}: Firm size has no significant effect on shareholders' wealth was rejected. Firm size demonstrated a significant positive effect on Tobin's Q (β = 0.128, p = 0.004), indicating that larger firms in the consumer goods sector tend to have higher market valuation.

H_{02}: Leverage has no significant effect on shareholders' wealth was rejected. Leverage showed a significant negative relationship with Tobin's Q (β = -0.456, p = 0.026), suggesting that higher debt levels are associated with lower firm value in the Nigerian consumer goods sector.

H_{03}: Liquidity has no significant effect on shareholders' wealth was not rejected. The relationship between liquidity and Tobin's Q was positive but statistically insignificant (β = 0.094, p = 0.130).

H_{04}: Firm age has no significant effect on shareholders' wealth was not rejected. Firm age showed no significant relationship with Tobin's Q (β = 0.002, p = 0.508).

H_{05}: Board structure has no significant effect on shareholders' wealth was partially rejected. While board size showed an insignificant positive relationship (β = 0.031, p = 0.147), board independence demonstrated a significant positive effect on Tobin's Q (β = 0.289, p = 0.036), indicating that governance quality through independent directors enhances firm value   Discussion of Findings

This study empirically examined the effect of corporate attributes on shareholders' wealth of listed consumer goods firms in Nigeria. The regression results reveal significant relationships that provide valuable insights into the drivers of firm value in this important sector.
The analysis revealed a significant positive relationship between firm size and shareholders' wealth (β = 0.128, p = 0.004), indicating that larger firms in the Nigerian consumer goods sector generate higher value for shareholders. This finding aligns with Adegboye et al.'s (2021) research which found that a one-unit increase in firm size was associated with 13% higher market valuation in Nigerian manufacturing firms. The result suggests that economies of scale, better access to distribution networks, and stronger brand recognition associated with larger firms are valued positively by investors in the Nigerian market.

The significant negative relationship between leverage and shareholders' wealth (β = -0.456, p = 0.026) demonstrates that higher debt levels erode firm value in the sector. This finding corroborates Nwanji et al.'s (2021) evidence that a 10% increase in leverage ratio was associated with 4.2% decrease in Tobin's Q among Nigerian firms. The result likely reflects investor concerns about the high cost of debt servicing in Nigeria's challenging economic environment, where interest rates have remained in double digits throughout the study period.
Board independence showed a significant positive effect on shareholders' wealth (β = 0.289, p = 0.036), confirming the vital role of corporate governance in value creation. This finding reinforces Ofoegbu's (2023) sector-specific evidence that a 1% increase in board independence was associated with 0.25% rise in firm value among Nigerian consumer goods firms. The result underscores how independent directors provide effective monitoring and strategic guidance that enhances investor confidence and firm valuation.

The study found no significant relationship between liquidity and shareholders' wealth (β = 0.094, p = 0.130), suggesting that while maintaining adequate liquidity is important for operational stability, it does not directly translate to higher market valuation. Similarly, firm age showed no significant effect (β = 0.002, p = 0.508), indicating that market valuation depends more on current performance and future prospects rather than historical longevity. Board size also demonstrated an insignificant relationship (β = 0.031, p = 0.147), suggesting that the quality of board oversight matters more than its numerical size in driving shareholder value.

5 CONCLUSIONAND RECOMMENDATION

This study examined the effect of corporate attributes on shareholders' wealth of listed consumer goods firms in Nigeria from 2015 to 2024, analyzing firm size, leverage, liquidity, firm age, and board structure using Tobin's Q as the dependent variable. The findings revealed that firm size and board independence had significant positive effects on shareholders' wealth, while leverage demonstrated a significant negative relationship. However, liquidity, firm age, and board size showed no significant relationships with firm value in the Nigerian consumer goods sector. Therefore, the study concludes that scale advantages, prudent financial management through controlled debt levels, and effective corporate governance through board independence are crucial determinants of shareholders' wealth, while maintaining adequate liquidity and organizational experience alone are insufficient drivers of market valuation in this sector.

Based on the specific findings of the study, the following recommendations are proposed:

1. Corporate managers of consumer goods firms should actively pursue strategic growth initiatives and investments that increase their asset base and market presence, as the study confirms that larger scale is positively associated with higher shareholder wealth.
2. Financial managers should maintain a conservative leverage policy and optimize their capital structure to avoid excessive debt, given the significant negative relationship found between leverage and firm value in the Nigerian consumer goods sector.
3. Board nomination committees should prioritize the appointment of independent non-executive directors and ensure they constitute a substantial proportion of the board, as board independence demonstrated a significant positive effect on shareholders' wealth.
4. While liquidity showed no significant effect on firm value, financial controllers should maintain optimal rather than excessive liquidity levels, ensuring sufficient working capital for operations without tying up resources that could be deployed for value-creating investments.
5. Corporate governance bodies should focus on board quality and effectiveness rather than merely expanding board size, as the number of directors alone did not significantly influence shareholders' wealth in this study.
6. Company executives should complement organizational experience with continuous innovation and strategic renewal, as market valuation depends more on current performance and future prospects than historical longevity alone.

REFERENCES

Adegboye, A., Ojeka, S., & Alabi, O. (2021). Firm-specific characteristics and financial performance: evidence from Nigerian quoted firms. Banks and Bank Systems, 16(3), 1-12.

Adegboye, A., Ojeka, S., & Alabi, O. (2022). Corporate attributes and shareholders' wealth in Nigerian manufacturing firms. Journal of African Business, 23(3), 789-805.

Adegboye, A., & Iyoha, F. O. (2022). Liquidity management and firm performance: Evidence from the Nigerian manufacturing sector. Asian Journal of Economics, Business and Accounting, 22(18), 1-12.

Adegboye, A., & Ojeka, S. (2023). Leverage and financial performance: Evidence from Nigerian listed consumer goods firms. Asian Journal of Economics, Business and Accounting, 23(20), 45-58.

Adegbite, E. (2015). Corporate governance regulation in Nigeria. Corporate Governance: The International Journal of Business in Society, 15(2), 220-237.

Adeyemi, S. B., & Alabi, O. (2023). Board structure and firm value: Evidence from Nigerian listed companies. International Journal of Academic Research in Accounting, Finance and Management Sciences, 13(1), 55-67.

Adeyemi, S. B., & Oboh, C. S. (2021). Market-based performance measures and firm value in emerging markets. International Journal of Financial Studies, 9(2), 45-62.

Adeyemi, S. B., & Olamide, J. (2022). Firm age and market performance: Evidence from Nigeria's consumer goods sector. Journal of Business and Economic Development, 7(2), 89-104.

Al-Malkawi, H.-A. N., Rekrawat, M., & Islam, M. S. (2022). Corporate governance and shareholders' wealth in emerging markets. Journal of Financial Reporting and Accounting, 20(1), 123-145.

Babalola, Y. A. (2020). Firm-specific determinants of corporate leverage: Evidence from Nigerian listed firms. Journal of Accounting and Management, 10(2), 45-58.

Babalola, Y. A. (2023). Risk management and shareholders' wealth in volatile economies. African Journal of Economic and Management Studies, 14(1), 89-104.

Babalola, Y. A., & Adeyemi, B. (2023). Liquidity and firm value in emerging markets: The Nigerian experience. International Journal of Financial Research, 14(2), 234-248.

Babalola, Y. A., & Ojeka, S. (2023). Firm maturity and corporate performance in emerging markets: Evidence from Nigeria. Journal of Applied Finance & Banking, 13(2), 89-107.

Barney, J. B. (1991). Firm resources and sustained competitive advantage. Journal of Management, 17(1), 99-120.

Eriki, P. O., Uwuigbe, O. R., & Okoye, L. U. (2021). Corporate governance and financial performance of listed deposit money banks in Nigeria. Banks and Bank Systems, 16(1), 55-67.

Eriki, P. O., Uwuigbe, O. R., & Okoye, L. U. (2022). Corporate governance mechanisms and financial performance in Nigerian consumer goods companies. International Journal of Disclosure and Governance, 19(3), 345-360.

Eze, P. C., & Olamide, J. (2023). Board independence and corporate accountability in Nigeria. Corporate Governance International Journal, 25(2), 134-150.

Ibrahim, M. K., & Suleiman, A. (2023). Board structure and risk management in Nigerian consumer goods firms. Journal of Risk and Financial Management, 16(4), 215.

Jensen, M. C., & Meckling, W. H. (1976). Theory of the firm: Managerial behavior, agency costs, and ownership structure. Journal of Financial Economics, 3(4), 305-360.

Kajola, I. A. (2008). Corporate governance and firm performance in Nigeria. African Journal of Business Management, 2(10), 185-196.

Musa, A., & Abdullahi, B. (2023). Regulatory reforms and board composition in Nigeria. Journal of Financial Regulation and Compliance, 31(1), 78-95.

Myers, S. C., & Majluf, N. S. (1984). Corporate financing and investment decisions when firms have information that investors do not have. Journal of Financial Economics, 13(2), 187-221.

Nwakuya, M. N., & Ibanichuka, E. A. L. (2022). Determinants of shareholders' wealth in the Nigerian oil and gas sector. International Journal of Financial Research, 13(1), 1-10.

Nwakuya, M. N., & Ibanichuka, E. A. L. (2023). Determinants of shareholders' wealth in the Nigerian consumer goods sector. International Journal of Financial Research, 14(1), 1-15.

Nwanji, T. I., Howell, K. E., & Adegbite, E. (2021). Corporate governance and firm performance in Nigeria: A Tobin's Q approach. Corporate Governance: The International Journal of Business in Society, 21(5), 889-907.

Nwadiaro, O. C., & Okafor, C. A. (2022). Asset utilization and firm performance in Nigeria. Journal of Accounting and Management, 12(1), 34-48.

Ofoegbu, G. N. (2022). Corporate attributes and financial reporting timeliness of listed consumer goods firms in Nigeria. Journal of African Business, 23(4), 1021-1038.

Ofoegbu, G. N. (2023). Board attributes and financial performance in the Nigerian consumer goods sector. International Journal of Disclosure and Governance, 20(2), 145-162.

Okoli, M. N., & Uche, P. C. (2022). Board size and strategic decision-making in Nigeria. Journal of Management and Governance, 26(3), 789-805.

Okoye, L. U., Adetiloye, K. A., & Olokoyo, F. O. (2023). Measuring shareholders' wealth in emerging markets. Journal of Applied Finance & Banking, 13(2), 89-107.

Okoye, L. U., & Egbunike, P. A. (2023). Firm age and operational stability in Nigeria's consumer goods sector. African Journal of Management, 15(2), 167-185.

Olabisi, J., & Uwuigbe, U. (2022). From profit to wealth maximization: The evolving corporate objective in Nigeria. Nigerian Journal of Management Studies, 22(1), 134-150.

Olowe, R. A., & Ojeka, S. (2023). Liquidity management in Nigerian consumer goods firms. Journal of Financial Management and Analysis, 36(1), 45-60.

Osakede, U. A., Iyoha, F. O., & Raji, R. A. (2020). Corporate governance and financial performance in the Nigerian manufacturing sector. International Journal of Business and Social Science, 11(6), 1-12.

Osazuwa, N. P., Uwuigbe, O. R., & Uwuigbe, U. (2021). Capital structure and firm performance: Evidence from Nigerian listed industrial goods companies. Asian Economic and Financial Review, 11(2), 118-130.

Saidu, M., & Aifuwa, H. O. (2020). Leverage and financial performance: Evidence from Nigerian listed consumer goods firms. Asian Journal of Economics, Business and Accounting, 14(3), 1-12.

Tobin, J. (1969). A general equilibrium approach to monetary theory. Journal of Money, Credit and Banking, 1(1), 15-29.

Umoren, A. O., & Isiavwe, D. T. (2023). Financial risk and operational disruptions in Nigerian firms. Journal of Risk and Control, 10(1), 23-37.

Uwalomwa, U., & Jimoh, L. A. (2023). Organizational agility and firm performance in Nigeria. Journal of Business Strategy, 44(3), 178-189.

Uwuigbe, U., Peter, D. S., & Oyeniyi, A. (2014). The effects of corporate governance mechanisms on firm performance in Nigeria. International Journal of Academic Research in Accounting, Finance and Management Sciences, 4(4), 112-124.

Uwuigbe, U., Ranti, U. O., & Oyewo, B. (2018). Corporate attributes and firm value: Empirical evidence from Nigeria. Journal of Internet and Information Systems, 8(1), 1-12.

Uwuigbe, U., Ranti, U. O., & Oyewo, B. (2022). Firm size and market power in the Nigerian consumer goods sector. African Journal of Economic and Management Studies, 13(4), 567-584.

Uwuigbe, U., Uwalomwa, U., & Ranti, U. O. (2023). Sustainable shareholders' wealth and ESG disclosures in Nigerian firms. Social Responsibility Journal, 19(3), 567-584.

Salawudeen, A., Shuaibu, O. H., (2025). corporate governance and non-financial performance of firms in Nigeria. ISAR Journal of Economics and Business Management, 3(4), 46-53.