

**MARKETING STRATEGY AND PRODUCT VISIBILITY:  
THE CASE STUDY OF ITEM7**

**PRESENTED BY**

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## **CERTIFICATION**

ADEBISI NAFISAT ADEOLA with MATRIC NUMBER ND/23/BAM/PT/0572

seminar work has been read and approved as meeting the part of the requirements for the award of National Diploma in Business Administration, Institute of Finance and Management Studies (IFMS), Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

This seminar is dedicated to Almighty God who is ever reliable throughout my academic journey and to my beloved parents, Mr. & Mrs. ADEBISI

## **ACKNOWLEDGMENT**

I give all the glory to Almighty God for giving me the opportunity to be among the living and for giving me strength and knowledge for the successful completion of this seminar work.

I will be failing in my duty if I do not record my profound sense of heartfelt gratitude to my supervisor, MR. IBRAHIM BOLAKALE ALAUYAN, the Head of Department, MR. ALAKOSO L.K, and to all my lecturers in Business Administration department.

I also thank my beloved parents for their morally, spiritually and financially support throughout my academic journey. May Almighty God bless you abundantly.

Amen

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## **ABSTRACT**

In a global perspective, businesses are focusing on becoming more competitive by launching marketing strategies that give them an edge over others, hence the emergence of marketing strategy and product visibility as a central concept for competitive strategy. Firms need to be competitive to serve chosen segments effectively in a meaningful and sustainable manner through development of appropriate marketing strategies. In the present-day business environment, market competitiveness is a function of how well firms can develop and implement strategies, but competitiveness also can impact the nature of chosen strategy by the firm. The study anchored on the contingency theory in Management. The Contingency Theory has been widely accepted in management discipline since the early 60s. The theory emerged from the criticisms of the classical theories that advocates “one best way” of organizing and managing organisations. Contingency Theorists posit that there is no one best way to organise different organisations working in different industries and conditions. The appropriate management style and organizational structure depend on the environmental context of the organization concerned, the methodology used survey research design will be use for the purpose of this study, because it reports an event how it was observed, and also gives details about the data collected during the study. This research design will also be use to explain the demography of the data to be. This study concluded that marketing strategies (product, price and channel strategies) have important role and impact on organizational performance in Item 7, Ilorin. In essence, marketing strategies (product, price and channel strategies) are useful tools for survival, sustenance and expansion of Item 7, Ilorin.



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

In a global perspective, businesses are focusing on becoming more competitive by launching marketing strategies that give them an edge over others, hence the emergence of marketing strategy and product visibility as a central concept for competitive strategy. Firms need to be competitive to serve chosen segments effectively in a meaningful and sustainable manner through development of appropriate marketing strategies. In the present-day business environment, market competitiveness is a function of how well firms can develop and implement strategies, but competitiveness also can impact the nature of chosen strategy by the firm (Hugh & Elizabeth, 2006). A strategy is an organization's commitment to particular products, markets, customers, competitive approaches, and method of business operation and that firms that strategically respond to competition improve their business performance and are able to remain competitive than those that do not (Bernard & Koerte, 2020). The firms' strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. Flexibility and adaptability are also considered as key management concepts to develop a sustainable competitive advantage, and successful firms apply them in new organizational strategies.

The fundamental intent of every business entity is to produce goods and services that satisfy the unfulfilled needs and wants of a target audience at a profit. Marketing as a managerial function identifies such unfulfilled needs and wants, measure their magnitude, determines which target markets the organization can best serve and decides on appropriate

products, services and programs to serve these markets. This connotes that marketing serve as the link between material requirements and its economic patterns of response (Shama, 2019). Marketing has evolved over time from a simple sales function to a complex group of activities, not necessarily integrated either within itself or in its relationship with other non-marketing functions of the firm. The Marketing-orientation has become a necessity in modern competitive world due to innovation and emergence of many products at consumers' disposal. Many firms are expanding their operational base in the market but most competing to enlarge their share of the existing market (Drucker, 2019).

Hence, the need for a sound customer focus, an effective competitive advantage and competitor targeting become imperative. The daunting task before the marketing manager therefore, is to design a marketing strategy that will help concentrate organizational resources on market opportunities with the goals of increasing sales and achieving a sustainable competitive advantage in the market place. It is therefore imperative that marketers craft strategies that best achieve the marketing and organisational goals through enhanced consumer patronage. This especially so in the modern business environment characterized by proliferation of products making the consumer purchasing decision process more engaging. In view of this, consumers also adapt their shopping behavior and habits, to be able to adjust to the changing economic conditions. Studies abound on how consumers affected by crises in Asia and South America made adjustments accordingly (Zurawicki & Braidot, 2021).

Similarly, firms react to these changes in the marketplace by taking the appropriate measures to adjust their corporate behaviour such as reducing costs, cutting production, investment reduction, entering new/foreign markets, working more with equity capital, improving efficiency, re-structuring debt, these can have no positive impact on company

performance unless they increase sales (Beaver & Ross, 2019). Marketing strategy according to Weits (2018) involves the allocation of resources to support firms in gaining a competitive advantage in a target market. It comprises dual-oriented, rational, emotional and maintenance marketing strategy. Product performance entails the degree of success of new products as well as the financial results of market competition which is reflected in profit or market share. Griffin and Page (2020) summarized three most common indicators used to measure product performance to comprise market share, profitability and technological prowess for product development and rapid implementation plans to achieve the desired goals.

The effect of marketing strategies can be seen on turnover and thus on the firm's performance. The appropriate marketing strategy creates impact on marketing process towards the sales of an organization. The benefit of the marketing activities in the business reflects in the strength of the company in eliminating or at least minimizing the effect of the various corporate challenges. The influence of marketing activities can be part of the culture of the organization and can be basis for the actions that the leaders will create in the future. (Krohmer et al., 2022). Hence, the development of viable and feasible marketing strategy is the focal point of modern marketing research as few studies were based on the concepts of marketing strategies to explore its impact on product performances. But so far, few studies have accounts for these two variables in Nigeria business environment. Also, firms are facing dynamic competition and rapid technological advancement in product development which shorten of product life cycles often impact of product performance. This study examined the use of diverse marketing strategies and their consequential effect on product performance in Nigeria.

## **1.2 Statement of the Problem**

In this day and age where markets are dynamic, business performance is driven not by the physical resources but by intellectual and knowledge-based resources and capabilities driven by information technologies. The challenge facing most businesses is the ability to develop market-based strategy as the ground to establishing sustainable competitive advantage. It is when resources and strategy are ingeniously managed, through a mixture of skills and knowledge that a firm can gain. In Nigeria (Hamed, 2019), businesses in the restaurant have portrayed mixed performance results with the belief that the performance of any company in any industry is affected directly by how they employ marketing strategy to come up with stable strategy, this study sought to analyze the relationship between marketing strategy and product visibility in Kwara State. Again, as competition becomes intense, more and more products become commoditized (so similar as to be indistinguishable) and competitive advantage thinker towards improvements to business process, it is observing that most restaurant lack the required business analytic techniques that would take advantage of resultant opportunities (knowledge) which yields more effective and efficient performance. Today, using marketing strategy predictive analytics to find ways to improve product visibility, customer loyalty, customer retention, high sales return to enhanced profitability. Despite the data and information available, restaurant do not utilize marketing strategy analytics within internal process as competitive advantage. Consequently, the lack of operations that focus analytics on what determines strategy that are associated with high performance are highly underutilized (Ugochukwu, 2018).

### **1.3 Research Questions**

- i. What is the impact of price strategy on the sales return in the product visibility of Item 7 in Kwara State?

- ii. What is the effect of channel strategy on the product visibility of Item 7 in Kwara State?

#### **1.4 Research Objectives**

- i. To determine the impact of price strategy on the sales return in the product visibility of Item 7 in Kwara State?
- ii. To examine the effect of channel strategy on the product visibility of Item 7 in Kwara State?

#### **1.5 Research Hypotheses**

**H<sub>01</sub>:** There is no positive relationship between the impact of price strategy and the sales return in the competitive market of Item 7 in Kwara State.

**H<sub>02</sub>:** There is no significant effect between channel strategy and the customer loyalty of Item 7 in Kwara State

#### **1.6 Significance of the study**

- i. Knowledge and broaden the understanding of marketing strategy to academicians, it opens up areas where further research work needs to be done.
- ii. The information that will be obtained will be useful to the Government and marketing department that may want to advance the knowledge and literature on intellectual marketing strategy. It will also add to literature on the subject as reference material and stimulate further research in the area.
- iii. The study will be useful to academicians as it will provide information that can be used as a basis for further research. The study will also propose areas for further

research which will be very important to researchers who will easily get to know what needs to be done in the area of study.

### 1.7. Scope of the Study

The geographical scope of this study is Kwara state. This study shall however revolve strategically Item 7, Ilorin, Kwara State of Kwara State majorly focusing on Taiwo and Saw Mill branch because of the proximity. Various limitations was encountered during the course of carrying out this research. One of such limitation is the dearth of intellectual materials relevant to the subject matter in Nigeria work context. Time constraint and inadequate finance also posed problems in the course of carrying out this research. The center thrust of this research is between 2024 till date.

### 1.8 Operationalization of variables

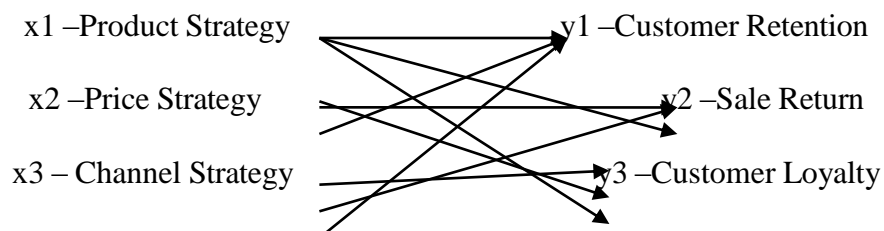
To effectively study the effect of Marketing Strategy on Product Visibility. There are two constructs involved in this research work, they are: "Marketing Strategy" and "Product Visibility". This is expressed functionally as

$$Y = f(x)$$

Where

**Y Dependent Construct (Variable)**  
(Variable)

**X Independent Construct**



## **1.9 Operational Definition of Terms**

### **i. Marketing:**

Marketing is the identification, anticipation, and efficient satisfaction of the wants and requirements of the customer at a profit to the firm.

### **ii. Marketing strategy:**

Marketing strategy is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms to achieve its objective in the target market.

### **iii. Product Visibility:** Product visibility is the ability to discover, identify and engage with the products. It is the capability of the products to be recognized and interacted with.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Preamble**

In this chapter literature of relevance to the study will be reviewed. Key areas of literature that took center stage in this section include the theoretical framework. The study further put into context the marketing strategies and the effect of marketing strategies on product visibility.

#### **2.2 Conceptual Review**

##### **2.2.1 Marketing**

Marketing is a way or philosophy of life, a discipline as well as an organizational function. As a way of life, Marketing is as old as man in the society. But as a full-fledged

discipline and major function of organisations, it is of recent antecedent when compared with the other members of the ubiquitous managerial sciences Accounting, Finance, Administration, Insurance, and Banking. among others. It is interesting to know that since the past fifty years when management scholars started writing seriously on Marketing, there have been quite a lot of changes, growth, and refinement in the discipline. Modern Marketing as advocated and practised today is much broader and more pragmatic than the one (classical) in vogue fifty years ago (Hoskission et al, 2019).

Even today, despite the advancement in knowledge and the adoption of the modern Marketing philosophy by successful organisations and economically developed nations, quite a large number of individuals and organisations still uphold the narrow tenets of the classical type of Marketing in all countries and industries. The situation described above has engendered different definitions of Marketing by various scholars over time (Wei, 2018). Marketing is the process in a society by which the demands structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion and physical distribution of such goods and services. The two definitions above are now generally considered to be inadequate and outdated because of their narrow views about the scope of Marketing. They see Marketing as being concerned essentially with the (physical) distribution of goods. But physical distribution or the flow of goods is just one of the many activities of Marketing. Moreover, these definitions suggest to a very large extent that Marketing is only interested in tangible goods which have to flow or be transferred physically to buyers (Akeem, 2021).

Marketing is also interested in the satisfaction of people with non-physical products or services. Equally no longer accepted are the definitions of marketing which lay emphasis on



profitability. A good example of such definitions is that of the Institute of Marketing, London (2020). According to the Institute, marketing is: The identification, anticipation, and efficient satisfaction of the wants and requirements of the customer at a profit to the firm. This definition, given by the London Institute of Marketing in 1983, is an improvement over the one given in 1965 by the Marketing Faculty of the Ohio State University (USA), which is also better than that of the American Marketing Association, formally released in 1960. Both the Institute's and Faculty of Marketing's definitions stress the satisfaction of customers' needs. This means that though Marketing is a business, commercial activity or function, it is applicable in both profit and non-profit making endeavours.

### **2.2.2 Marketing Strategy**

Marketing strategy is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms to achieve its objective in the target market (Hult, & Olson, 2020). The traditional 3 marketing strategy is a plan for pursuing the firm's objective or how the company is going to obtain its marketing goals within a specific market segment. This implies that a firms marketing strategy is a crucial determinant of successful firm performance and it can be considered to be a set of accurate, consistent, complete, realistic, specified, and valid actions designed to attain chosen firm objectives. This position will be consistent with the thinking in the marketing literature, to the extent that a more accurate and more complete data, with respect to the internal and external environments, helps facilitate the development of effective marketing strategy (Taghian, 2020).

Successful marketing depends upon addressing a number of key issues. These include: what a company is going to produce, how much it will charge, how it is going to deliver its

products or services to the customer, and how it is going to tell its customers about its products and services (Malshe & Sohi, 2019). Traditionally, they were known as the 4ps. As marketing became more sophisticated discipline, a fifth 'p' was added, people. Recently two Ps were added that is, process and physical evidence. This strategy combines product development, promotion, distribution, pricing, relationship management and other elements. It identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. It also determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena (Walker, 2021).

A firms marketing strategy should integrate its capability in a manner designed to make use of corporate knowledge, skills and resources. It enables businesses to better meet their customers' needs through added value services to their products (Elbanna & Child, 2019). Many marketing scholars believe that marketing capability should be considered a part of successful marketing. The capability-based theories indicate that companies are a combination of resources and capabilities, and that they should continuously invest in a unique manner to maintain and expand their marketing capabilities. A company with high marketing capability which encompasses identifying customers' needs and recognizing the factors affecting their purchasing behaviors is able to put its products in the best position compared to those of its rivals. A differentiation at this level will provide the companies with higher profit (Simsek, 2019).

However, implementing marketing concept or strategic marketing planning is not an easy task. McDonald (2020) identifies two common barriers in the implementation of

marketing planning. These include cultural and cognitive barriers. The marketing planning is not simple sequential step of actions. It represents a set of values and assumptions. To execute the planning process successfully, an organization must promote managers empowerment, encourage openness and commitment to the organization as well as advocate a collaborative climate and a true concern for providing customer satisfaction (Leppard and McDonald, 2021). Without the existence of these two conditions, the strategic marketing planning might not attain the intended results. So far we have shown that studies on strategy research, specifically on Marketing, concentrate on two different aspects. Content School emphasizes their investigation on the fit of the organisation to its external environment, whereas Process School places more attention on internal fit of the organisation to achieve superior performance. However, most studies representing both schools focus on strategy formulation. They tend to ignore strategy implementation, assuming that it is a simple aspect. Meanwhile, empirical findings indicate that most strategy failures are caused by bad implementation or behavioural problems in the organisations (Heyer & Lec, 2022). Bonoma (2018) even stated that inappropriate strategies but excellent implementation would end up with better results than excellent strategies but poor execution.

### **2.2.3 Determinant of Marketing Strategy**

There are a number of determinants which have been employed by marketing teams in raising awareness of products and services offered across the world. Some of the determinants are found to be appropriate in one situation or organization as compared to the other. The marketing technique adopted by an organization is dependent on the target population, the product being marketed, the market share of the organization and the budgetary allocation for marketing. Most marketing strategies have elements drawn from the 7P's of marketing which

include Promotion, Price, Product, People, Physical environment, Process and Place (Smith & Saker, 2022).

### **Product Strategy**

Product related marketing strategies are fundamental in any organization. These strategies include use of product design and use of technology in product development as well as delivery. The product can be argued to be the most important element of the retailing mix, as only with reasonable products will the effort put into such things as pricing and promotions reap any rewards Rose and Watkins (2018). Product is the principal item offered by a company to satisfy the needs of their consumers.

Perceived quality or image has to be created. Features with many products in the market, what distinguishes them is the features. The 'first with the new feature has an advantage similar to the 'first product' in the market. In the consumer non-durables, brand extensions have taken the line of added features. New products face difficulties of acceptability in the market. The first product of its kind has an edge over others and sets the standards for subsequent ones (Ramanuj, 2019). Successful product management relies on a well planned and executed product strategy and product range strategy. The product is the core of the marketing strategy. Strategies that relate to new product success include overall fit with organization's strengths and a defined opportunity in the environment.

### **Pricing Strategy**

Price is the value placed on goods and services what customers are willing to pay for a product or service (Rapert, Linch, & Suter, 2018). The role of price in marketing strategy depends on the target market, the product and the distribution strategies that are selected by management (Cravens, 2006). Managers developing a pricing strategy should base their

decisions on a careful consideration of several factors such as costs, demand, customer impacts and competitor prices.

Pricing strategies provide general and consistent approaches for firms as they come up with prices for their products. Lovelock (2021) suggested that pricing is the only factor of the marketing mix strategy that produces revenues for the organization, whereas all the others are related to expenses.

Differential pricing involves selling the same product to different buyers under a variety of prices. This strategy works when differences in the reactions to prices exist among consumers and consumers segments. The quality and quantity of one product is sold for different prices to different buyers. One common form of differential pricing is price skimming which involves setting the buyers. One common form of differential pricing is price skimming which involves setting the price of the product relatively high compared to similar goods and then gradually lowering it. A skimming strategy allows the firm to recover its cost rapidly by maximizing the revenue it receives (Bitner, 2019). Competitive pricing strategies are based on the company's position in relation to its competition and include; penetration pricing, price signaling and going rate pricing. Penetration pricing involves pricing the product relatively low compared to similar goods in the hope that it secures wide market acceptance that allows the company to raise its price. Price signaling puts high prices on low quality products (Yulkur & Herbig, 2020).

### **Channel Strategy**

Channel Strategy of products refers to providing convenience to the customer, that is ensuring the right product, where and when needed. Usually involves some form of vertical system where transaction and logistics responsibilities are transferred through a number of

levels (Ian, 2018). Rafiq and Ahmed (2019) argued that distribution is part of merchandising and must be considered in any merchandising system. Distribution management involves; merchandise replenishment, transportation management and distribution center facilities management. The type of distribution system a firm need is influenced by the buying system the footwear company uses, the number of stores the footwear company has, the geographic dispersion of the stores, and the characteristics of the merchandise carried.

Vachani and Smith's (2019) recent work dealing with inclusive distribution has merit as a model for success. The principle of accessibility addresses the key area of goods and service distribution. It is a critical principle for it not only addresses the issue of availing products but also the possibility of partnership between mainstream distribution channels blending with informal channels to create a seamless network for the flow of goods and services to the markets. Distribution strategy should be made on the basis of economies of scale. Producers achieve economies of scale through the use of specialization, which breaks down a complex task into smaller, simpler ones and thus creates greater efficiency and lower average production costs. Marketing distribution can also attain economies of scale through specialization, which distribution members can do some things more efficiently than producers because they have built good relationships with their customers (Weingand, 2020).

## **2.2 Product Visibility**

To build a strong product, product visibility is necessary for such strength (Buil et al., 2019). Product visibility differentiates the product from competitors and leads to product choice. Aaker (2021) considered that product visibility provides a customer adequate reason to consider the brand in his consideration set. Product visibility has been examined in customer

behavior studies. Most models of customer behavior argued that visibility is a first and necessary step for choosing the product. Precisely, product visibility considered a central element of product equity.

Product visibility is a successful factor for competition that improves competition among product (Jakeli & Tchumburidze, 2022). Product visibility comprises of two components: recognition, and recall. Hence, the operational definition of product visibility is the ability of customers to recall or recognize that a product is a member of certain product's category under different conditions. Mishra and Mishra (2019) noted that product visibility refers to the strength of a product's presence in the customer's mind. The product visibility affects in the customers' attitudes toward brand loyalty. Additionally, the breadth of product visibility expresses the range of purchase motives in which the brand name may come timed. Usually, product visibility indicates the ability of customers to recall the product without any signal.

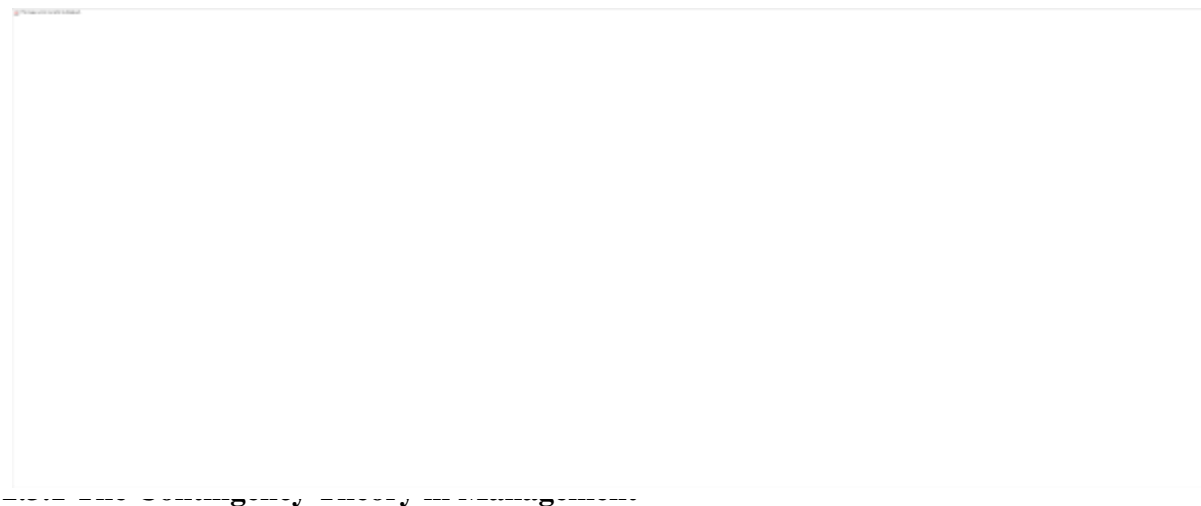
Additionally, product visibility plays an essential role in building a product in the customers' mind for the reason that customers make purchasing decisions based on knowledge, visibility, or experience of a specific product. As a result, customers may purchase repeatedly as they are assured of its quality. Thus, product visibility is related to product loyalty in making decisions as it relates to customers' thoughts. Also, the degree of product loyalty becomes stronger and firmer when customers are more aware of product. Therefore, this study aims to highlight the role of product visibility in the context of the customers' decision-making process as an important tool. for selection amongst customers without enormous previous experience. From this point, marketers can create product visibility among customers through repetitive publicity and advertising to build a product

loyalty in the long-term (Keller, 2018).

Eventually, product visibility influences brand commitment and product loyalty directly though there is not enough understanding about its impact on the customer loyalty process. It is interesting to note that some researches revealed a significant relationship (Valavi, 2019). Others found an insignificant relationship (Liu et al., 2020).

### **2.1.3 Conceptual Framework**

Though there are different models and frameworks for marketing strategy, the researcher preferred to take the contingency theory. The reasons for adoption of this model as a conceptual framework are as follows: The basis of the model is that it tests the behavior of group, it is applicable to all of the hierarchy levels from viewpoint of the measuring indices and measurement of marketing dimensions, it is a detailed model. This model has a direct effect on marketing strategy and provides a novel framework over the other marketing strategy models has been extensively employed by various organizations in other countries in order to diagnosis marketing strategy.



The Contingency Theory has been widely accepted in management discipline since the early 60s. The theory emerged from the criticisms of the classical theories that advocates "one



best way" of organizing and managing organisations. Contingency Theorists posit that there is no one best way to organise different organisations working in different industries and conditions. The appropriate management style and organizational structure depend on the environmental context of the organization concerned. One of the most influential studies in the emergence of the contingency theory is the work of Burns and Stalker (2018). They investigated the relationship between internal management practices and the external environment factors of 20 industrial organisations in the United Kingdom to discover its effect on economic performance. They found two different management practices in use, which they classified as "Mechanistic" and "Organic" systems. The Mechanistic System was appropriate for organisations that operated under stable conditions. These organisations employed routine and well understood technology. Tasks and duties of employees were clearly defined by heads of departments. Communication within such organisations was designed vertically and its content tended to be instructions from superiors.

Woodward pointed out that successful organisations in different industries with different technologies were characterised by different organisational structures. For example, she discovered that successful organisations engaged in small batch and unit production had wider spans of supervisory control and fewer levels of hierarchy than did successful organisations with process and continuous production. This indicates that a bureaucratic mechanistic system is appropriate for organisations operating in stable conditions such as the chemical industry, while the organic system is suitable for organisations working under dynamic conditions, such as the custom-tailoring industry.

Based on the above study and others, Kast and Rosenzweig (2019) define the Contingency Theory as a mid-range theory between two extreme views, which state, on the

one hand, that universal principles of organization and management exist, and on the other, that each organization is unique principles of organization and management exist, and on the other, that each organization is unique and each situation must be analysed separately. The theory views an organization as a system composed of sub-systems and delineated by identifiable boundaries from its external environment. It underlines the multivariate nature of organisation and attempts to understand how organisations operate under varying conditions and specific circumstances. Kast and Rosenzweig further emphasise that ultimately the theory is directed toward suggesting organisational designs and managerial practices most appropriate for specific situations. Since then, the Contingency Theory has become popular in management research. Galbraith (2020) asserts that this popularity could be attributed partly to the assumptions that there is no one best way to manage an organisation and that any one way of organising is not equally effective under all conditions.

Criticisms and suggestions from some writers, such as Miller (2020), further enhanced the theory in terms of the conceptualisation of variables and the specificity in the relationships among them. In addition, the availability of statistical tools for multivariate analysis facilitated the proliferation of its application. The theory is not only used for research and theory building in the fields of organisation theory, strategic management, and organisational behavior, it is also utilised in marketing (Varadarajan, and Zeithaml, 2021). It enables researchers and managers to understand organisational needs and to provide the basis for detailed organisational analysis, which facilitates description of detailed patterns of organisational relations. Such analysis will generate possible solutions to the arising problems (Morgan, 2019).

## **2.4 Empirical Review**

Amin (2021) examined the ability of marketing strategies to improve the performance of SMEs in Abuja using data obtained from a survey of 339 respondents. The variables used in the study included product, pricing, place and promotion strategies. Analysing data using multiple regression method, the study revealed a favourable relationship indicating that the implementation of marketing strategies has a favourable impact on the performance of SMEs. Also, findings revealed that product strategy was the most adopted marketing strategy.

Abiodun and Kolade (2020) investigated marketing strategies impact on organizational performance in Nigeria by surveying 152 respondents. The variables used in the study included packaging, promotion, product and price. Findings reveal that the independent variables were joint indicators of business performance.

Furthermore, Daniel's (2018) study carried out on the Nigerian Bottling Company, Kaduna examined the interaction between marketing strategies and the organization's performance. The independent variables used in the study included production strategy, pricing strategy, distribution strategy and product standardization, while data was obtained from a survey of 245 respondents.

Results from the Pearson Correlation analysis shows that all the aspects of marketing strategies excluding promotional strategy have positive impact on sales volume and financial performance.

Similar results were achieved in the study of Adewale, Adesola and Oyewale (2020) which analysed the impact of marketing strategy on business performance of selected SMEs using primary data obtained from a survey of 103 respondents. The variables used in the study included product strategy, promotion strategy, place strategy, price strategy, packaging strategy and after sales service. Using the zero-order correlation and multiple regression

methods of analysis, findings revealed that the selected marketing strategies were positive predictors of business performance estimated as annual profit, market share, return on investment, and expansion.

Lastly, Ogundele et al., (2021) also confirmed that marketing practices have significant effect on business performance of SMEs. The variables used in the study included new product development, process development, segmentation, price discrimination, direct distribution, personal selling, sales promotion, relationship marketing and electronic advertisement examined the linkage between marketing strategy and organizational performance in Iraq using Cihan University Duhok Camps KRG as a case study. The data obtained from a sample of 100 respondents was analyzed using multiple regression analysis method.

Consistent with the findings of Adewale, et al. (2019), the study's proxies of marketing strategies (service, pricing, promotions, place, after sales service, higher education marketing and social media marketing) were found to have positive and significant impact on business performance measured by profitability, market share, return on investment and expansion. Focusing on selected manufacturing SMEs, it also investigated the association between marketing strategy and business performance in Southern Ethiopia. Data was obtained from a survey of 250 owners/managers of SMEs and the study variables were product strategy, price strategy, promotion strategy, and placement strategy. The correlation analysis revealed the strategies focused on product, price and promotion have positive effect on performance of the manufacturing SMEs. Conversely, place strategy exerted a negative effect on the performance of the manufacturing SMEs.

Kasiso (2019) analysed the impact of marketing strategies on sales performance of

fifty (50) SMEs in Kenya. From the results of the descriptive statistics, the author concluded that the independent variables (pricing, product development, promotional and place marketing strategies) have significant favourable effects on the turnover of the SMEs.

Also in Kenya, Kinuthia and Muturi (2019) analysed the effects of management strategies on productivity of soft drink distributors in sixty-two (62) soft drinks distributors. The study's independent variables were sales targeting plan, human resource planning, marketing initiatives, and cost reduction programs. Results from the descriptive statistics analysis revealed the indispensability of the perception of high-quality product in achieving success in soft drink industry, hence the importance of marketing initiatives.

Rakula (2020) investigated the effect of marketing practice on the performance of Phoenix of East Africa Assurance Company Ltd, Kenya. The qualitative information got from the interview of Five (5) were subjected to analysed using Content analysis. The findings substantiated the ability of marketing practices to improve firm's performance. The firm's marketing practices included product innovation and maintenance strategy, market orientation strategy, task-oriented approaches, customer acquisition and retention strategies.

Sapuro (2021) also explored the association between marketing strategies and business performance of SMEs in Kenya. However, going beyond a single case study, the study used the census sampling method to select Sixty-two (62) SMEs in Kitengela Township. The descriptive statistics analysis of the data from 186 respondents revealed that with the exclusion of price marketing strategy, all the marketing mix strategy (product, place and promotion) had a positive and significant influence on business performance. Conversely, price marketing strategy had an insignificant effect.

## **2.4 Gap in Literature**

From the above literature review, the issue of the interrelation between the marketing strategy and product visibility is not brought out clearly as far as the variables under investigation are product visibility is not brought out clearly as far as the variables under investigation are concerned. Several researchers have described marketing strategy and product visibility from other wider dimensions in other countries such as India and USA. There is however a lot that has not been done to establish the specific marketing related factors that affect product visibility. Marketing strategy research has not been effectively done in developing countries and in particular Nigeria hence a major gap in relevant literature on Nigeria or the developing countries at large. The research intends to bridge this available gap by identifying the actual effect of marketing in an organization to the product visibility. The study will be limited to only one organization with a relatively small population hence may not entirely represent the different marketing and different industries.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Preamble**

This chapter comprised the methodology used in this study, which include; the

research design, population, sample size and sampling selection technique, sources of data, method of data analysis, as well as definition and measurement of variables.

### **3.1 Research Design**

Survey research design will be used for the purpose of this study, because it reports an event how it was observed, and also gives details about the data collected during the study. This research design will also be used to explain the demography of the data to be collected during the course of this study through questionnaires, and how those data were categorized.

### **3.2 Population of the Study**

The study will adopt a purposive sampling technique method to select fifteen (15) staffs each from both the Saw Mill and Taiwo Branch of Item7 within Ilorin Metropolis in Nigeria as at 31st May, 2024. The 15 staffs from the Headquarters from other department and 15 staffs of marketing departments in the organizations were selected because of the main objective of this study which was to evaluate the effect of marketing strategy on product visibility in Item7. The Total population size of the study is 30 employees (Human Resource Department, 2024).

### **3.3 Sample Size Determination**

The sample size represent the whole population was determined using statistical sampling techniques. A sample size is draw through a definite procedure from selecting scientifically valid sample as well as generalizing from such samples to the total population. Since the population of the study can be administer by the research, the whole of the whole population will be put into use for the study.

### **3.4 Sampling Techniques and Procedure**

Sampling is the practice of selecting a fraction of the population that conforms to a

stated set of specifications to be examined. For intents and purposes, sampling technique is divided into two methods namely, probabilistic sampling and non-probabilistic sampling technique. Kothari (2004) defined probabilistic sampling as a procedure where every item of the population has identical chance to occur as an element of the sample. A non-probability sampling technique is a process where the sample units are chosen consciously by the researcher and his choice concerning the units remains incontestable. However, the sampling technique that will be used in selecting the member of the sample is simple random sampling. This method of probabilistic sampling is use because it permits the researcher to give each worker of the selected organizations in Ilorin metropolis an equal and non-zero chance of participating in the study.

### **3.5 Data Collection Procedure**

The data source will be primary through well-structured questionnaires to be administered to the thirty (30) sampled staffs at Item7 on questions relating to market strategy on product visibility. Each questionnaire was divided into two (2) parts; the first part contains the demographic data of the respondents, while the second part consists of different questions relating to market strategy and product visibility, designed on a 5-point Likert scale with Strongly Agree (5), Agree (4), Undecided (3), Disagree (2) and Strongly Disagree (1).

### **3.6 Research Instruments.**

The research instrument is basically primary source through questionnaire. The variables that will be used to measure how market strategy affects product visibility to ensure that nothing is missing in the discussion. To ensure that participants respond to the questions posed, the questions will be short and straight to the point, focused on a dimension each, unambiguously worded, and open ended. For the purpose of this study, primary source of data



will be used.

### **3.7 Validity of Research Instrument**

The questionnaire issued to the respondents for this research work will be designed in a way that arouses interest in the mind of the respondents. The Questionnaire will be issued out to the supervisor who will go through it and made necessary corrections. Face validity will be ensured by interaction with the qualified staffs. Validity of measurement will be established through content validity by other researchers to ascertain whether the questionnaire item adequately cover the domain of the construct.

### **3.8 Reliability of Research Instrument**

Reliability will be adopted to determine the reliability of the instrument. This method of rating instrument was adopted and useful because participants will not interpret the questionnaire statements the same way. Through rating, the responses of respondents will show the reliability of the research instrument i.e. tests the extent to which the research instrument measure what it was expected to measure.

### **3.9 Method of Data Analysis**

The method of data analysis that will be use in this study is descriptive statistics through the use of frequency and tables to present and analyse the data collectedto establish the relationship between market strategy and the product visibility of Item7 in Nigeria at 5% (0.05) level of significance. The data will be enter into the Statistical Package for Social Science (SPSS) as it is more user friendly and convenient, after which the result was output and presented in tables and figures.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND THEORETICAL FRAMEWORK**

#### **4.0 Preamble**

This chapter is concerned with the presentation, analysis and interpretation of data gathered from the responses to administered questionnaires. It also includes an empirical testing of hypothesis made about this study and each of their interpretations.

#### **4.1 Presentation of Data**

A total of ninety-eight (98) copies of questionnaire were distributed among the staff and beneficiary in for this study. Out of which eighty (80) copies of questionnaire representing 88% were completed and returned, and eighteen (18) copies of questionnaire representing

12% were not returned or not filled appropriately,

**Table 4.2:** Analysis of Response Rate

<b>Valid/Returned</b>	80	88%
<b>Invalid/Unreturned</b>	18	12%
<b>Total</b>	<b>98</b>	<b>100%</b>

**Source: Author's Fieldwork Computation, 2024**

### 4.3 Demographic Characteristics of Respondents

#### 4.3.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	30	42.8	20.5	50.0
	Married	50	57.2	79.4	100.0
	Total	80	100.0	100.0	

**Source: Researcher's Field Survey, 2024**

The data above shows the marital status of the respondents in which 30 of the respondents with a percentage of 42.8% are single, 50 (57.2%) are married. This by implication means that there are more married respondents to single.

#### 4.3.3 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	15	18.7	18.7	18.7
	26- 30	20	25.0	25.0	25.0
	31-35	45	56.3	56.3	84.5
	46- above	20	25.0	25.0	100.0
	Total	80	100.0	100.0	

**Source: Researcher's Field Survey, 2024**

As seen from the above data, it can be depicted that age bracket 18-25 years comprise

of 15(18.7%) respondents, 26-35years comprises of 20 (25.0%), 36-45 years of ages comprises of 50 (56.3%) and lastly age bracket of 46years and above comprises of 20 (25.0%). This by implication means that there are more respondents that are between age 36-45 years of age.

#### 4.3.4 Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bsc	16	20.0	20.0	20.0
	Master	40	50	50.0	70.0
	Others	22	30.0	30.0	100.0
	Total	80	100.0	100.0	

**Source: Researcher's Field Survey, 2024**

As depicted from the above data, it can be seen that 12 (5.0%) are Bsc holder, 64 (26.9%) are Master holder, 162 (68.1%) are others holder. This by implication means that there are more respondents that are B.Sc. holder to other educational qualification.

**Table 4.3.5**

<b>PRODUCT STRATEGY AND CUSTOMER RETENTION</b>				
<b>STATEMENT</b>	<b>SA (4)</b>	<b>A (3)</b>	<b>D (2)</b>	<b>SD(1)</b>

The organization is faced with the challenge of product obsolescence towards increasing customer retention	30 37.5%	25 31.2%	10 12.5%	15 18.8%
The organization experience shortfall in sales and profit due to competitors product influence	25 31.5%	20 25%	15 18.8%	20 25%
Competitors roll out products strategy that appeal to customers' retention and innovation when necessary	35 43.8%	20 25%	5 6.25%	30 37.5%
The organization deem it fit to innovation of products to meet up with market needs and reduce challenges for customer retention	10 12.5%	15 18.8%	20 25%	35 43.8%
It is part of the organizations objectives to maximize shareholders fund as a result of product strategy through profit maximization	25 31.5%	25 31.5%	10 12.5%	15 18.8%

**Source: Field Survey, 2024**

On the aspect of whether the organization is faced with the challenge of product obsolescence towards increasing customer retention, 30 (37.5%) of the respondents strongly agreed that the organization is faced with the challenge of product obsolescence towards increasing customer retention, 25 (31.2%) respondents agreed the organization is faced with the challenge of product obsolescence towards increasing customer retention, 10 (12.5%) respondent also disagreed and 15 (18.8%) respondents strongly disagreed that the

organization is faced with the challenge of product obsolescence towards increasing customer retention.. This result from the responses shows that the organization is faced with the challenge of product obsolescence towards increasing customer retention

In regard to the organization experience shortfall in sales and profit due to competitor's product. influence i.e 31,5%% strongly agreed to this statement, 25% agreed, 18.8% also disagreed while 25% strongly disagreed. This result shows that the organization experience shortfall in sales and profit due to competitor's product influence.

The respondents were also asked once competitors roll out products strategy that appeal to customers' retention and innovation when necessary. The results are as follow: 43.8% strongly agreed, 25% agreed, 6.25% disagreed with the statement while 37.5% strongly disagreed. From this result we can say that competitors roll out products strategy that appeals to customers' retention and innovation when necessary.

Regarding whether the organization deem it fit to innovation of products to meet up with market needs and reduce challenges for customer retention, out of 100% of the respondents, 12.5% strongly agreed, 18.8% agreed, 25% disagreed while the remaining none strongly disagreed. This result shows that the organization deem it fit to innovation of products to meet up with market needs and reduce challenges for customer retention

Also, the respondents were it is part of the organizations objectives to maximize shareholders fund as a result of product strategy through profit maximization. Most of the respondents agreed with this statement as 31.5% strongly agreed, 31.5% agreed that it is part of the organizations objectives to maximize shareholders fund as a result of product strategy through profit maximization, 12.5% disagreed and 0% also strongly disagreed. This result

shows that it is part of the organizations objectives to maximize shareholders fund as maximization. result of product strategy through profit.

**Table 4.3.6**

<b>PRICE STRATEGY AND SALES RETURN</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>
The organization is able to penetrate the price market through proper management of price strategy to increase sale return	35 43.8%	25 31.5%	10 12.5%	10 12.5%
The price strategy helps the organization to put high price on low quality product to maximize sales return	35	35	-	10
	43.8%	43.8%		12.5%
Price strategy is the only factor in the marketing mix that increase the sales return in the organization	25	25	20	10
	31.5%	31.5%	25%	12.5%
The price strategy helps the organization in setting high price for product without decrease in sales product	20	20	20	20
	25%	25%	25%	25%

**Source; Field Survey 2024**

On the aspect of the organization is able to penetrate the price market through proper management of price strategy to increase sale return, 35 (43.8%) of the respondents strongly agreed that the organization is able to penetrate the price market through proper management of price strategy to increase sale return, 25 (31.5%) respondents agreed, 10 (12.5%) respondent also disagreed and 10 (12.5%) respondents strongly disagreed with the statement.

This result from the responses shows that the organization is able to penetrate the price market through proper management of price strategy to increase sale return

In regard to whether the price strategy helps the organization to put high price on low quality product to maximize sales return, productivity, customer satisfaction., mostrespondents i.e 43.8% strongly agreed to this statement, 43.8% agreed, 0% also disagreed while 12.5% strongly disagreed. This result shows that the price strategy helps the organization to put high price on low quality product to maximize sales return

The respondents were also price strategy is the only factor in the marketing mix that increase the sales return in the organization. The results are as follow: 31.5% strongly agreed, 31.5% agreed, 25% disagreed with the statement while 12.5% strongly disagreed. From this result we can say thatprice strategy is the only factor in the marketing mix that increase the sales return in the organization.

Regarding whether the price strategy helps the organization in setting high price for product without decrease in sales product, out of 100% of the respondents, 25% strongly agreed, 25% agreed, 25% disagreed while the remaining 25% strongly disagreed. This result shows that the price strategy helps the organization in setting high price for product without decrease in sales price strategy helps the organization in setting high price for product without decrease in sales product.

**Table 4.3.7**

<b>CHANNEL STRATEGY AND CUSTOMER LOYALTY SA</b>			<b>A</b>	<b>SD</b>	<b>D</b>
15	The channel strategy helps the organization in meeting the rightful customer at the stipulated time	35	25	10	10



		43.8%	31.5%	12.5%	12.5%
16	The organization induce proper channel distribution to retain their customer loyalty	15	15	20	30
		18.8%	18.8%	25%	37.5%
17	Channel strategy by the research and development in the organization reduce risk hazard to meet the customer loyalty	25 31.5%	15 18.8%	20 25%	20 25%
18	The organization is able to increase customer loyalty through efficient channel strategy with any hindrance	10	40	15	15
		12.5%	50%	18.8%	18.8%
19	Channel distribution connects roles among intra-and inter customers which enhance efficiency in service delivery	30 37.5%	30 37.5%	-	20 25%

**Source; Field Survey, 2024**

In other to examine that the channel strategy helps the organization in meeting the rightful customer at the stipulated time, 35 (43.8%) of the respondents strongly agreed that the channel strategy helps the organization in meeting the rightful customer at the stipulated time, 25 (31.5%) respondents agreed, 10 (12.5%) respondent also disagreed and 10 (12.5%) respondents strongly disagreed with the statement. This result from the responses shows that the channel strategy helps the organization in meeting the rightful customer at the stipulated time.

In regard to whether the organization improves sales and profitability base on competency of management by objectives, 115 (18.8%) strongly agreed to this statement, 15

(18.8%) agreed, 20 (25%) also disagreed while 0% strongly disagreed. This result shows that the organization induce proper channel distribution to retain their customer loyalty.

The respondents were also questioned channel strategy by the research and development in the organization reduce risk hazard to meet the customer loyalty, however their responses to the statement goes thus. 31.5% strongly agreed, 18.8% agreed, 25% disagreed with the statement while 25% strongly disagreed. From this result we can say that channel strategy by the research and development in the organization reduce risk hazard to meet the customer loyalty.

### 4.3 Test of Hypotheses

#### 4.3.1 Test for Hypothesis One

**H<sub>01</sub>:** There is no significant relationship between product strategy and customer retention of Item 7 in Kwara

**Table 21: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 <sup>a</sup>	.055	.051	2.82705

a. Predictors: (Constant), Product Strategy

The model summary as indicated in table 4.3.1 above shows that R Square is 0.45; this implies that 45% of variation in the dependent variable (customer retention) was explained by the independent variable (product strategy) while the remaining 55% is due to other variables that are not included in the model. This mean that the regression (model formulated) is useful for making predictions since the value of R is close to 1.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	89.451	1	89.451	11.192	.001 <sup>a</sup>
Residual	1902.149	239	7.992		
Total	1991.600	240			

a. Predictors: (Constant), Product Strategy

b. Dependent Variable: Customer Retention

The table above summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares (77.451) in comparison to the residual sum of squares with value of 1002.149 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (11.192) as given in the table above with significance value of 0.001, which is less than p-value of 0.05 ( $p < 0.05$ ) which means that the explanatory variable elements as a whole can jointly influence the increment in the dependent variable that is customer retention.

**Table 23: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	9.276	1.210		9.183	.000

Product Strategy	.262	.088	.212	3.855	.001
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a. Dependent Variable: Customer Retention.

The dependent variable as shown in the table was smooth in operation. This was used as a yardstick to examine the impact between the two variables (i.e. product strategy and customer retention). The predictor is customer retention, as depicted in table; it is obvious that there is a direct relationship between product strategy and customer retention

According to the result in the table above product strategy t-test coefficient is 3.855 and the P-value is 0.001 which is less than 0.05 (i.e.  $P < 0.05$ ). This means that these variables are statistically significant at 5% significant level.

As a result of the outcome, the Null Hypothesis ( $H_0$ ) is rejected on the basis that the p-value is less than 0.05. Hence the alternative hypothesis is accepted, that product strategy has significant effect on customer retention of Item 7, Ilorin. This study aligns with the work of Mendy (2021).

Test for Hypothesis Two

**$H_{01}$ :** There is no positive relationship between the impact of price strategy and the sales return in the competitive market of Item 7 in Kwara State.

**Table 24: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.184 <sup>a</sup>	.075	.045	2.997

a. Predictors: (Constant), Price Strategy

The model summary as indicated in table 4.3.2 above shows that R Square is 0.18; this implies that 92% of variation in the dependent variable (sales return) was explained by the independent variable (price strategy) while the remaining 8% is due to other variables that are not included in the model. This mean that the regression (model formulated) is useful for making predictions since the value of  $R^2$  is close to 1.

**Table 25: ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	59.505	1	67.505	8.350	.004 <sup>a</sup>
Residual	1657.095	239	8.084		
Total	1991.600	240			

Predictors: (Constant), Price Strategy

Dependent Variable: Sales Return

The table above summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares (67.505) in comparison to the residual sum of squares with value of 1924.095 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (8.084) as given in the table above with significance value of 0.004, which is less than p-value of 0.05 ( $p < 0.05$ ) which means that the explanatory variable elements as a whole can jointly influence the increment in the dependent variable (sales return).

**Table 26: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	10.699	.683		15.662	.000
Price Strategy	.157	.054	.184	2.890	.004

a. Dependent Variable: Sales Return

The dependent variable as shown in the table was smooth in operation. This was used as a yardstick to examine the impact between the two variables (i.e. price strategy & sales return). The predictors is price strategy, as depicted in table, it is obvious that there is a direct relationship between price strategy and sales return.

According to the result in the table above price strategy t-test coefficient is 2.890 and the P-value is 0.004 which is less than 0.05 (i.e.  $P < 0.05$ ). This means that these variables are statistically significant at 5% significant level.

As a result of the outcome, the Null Hypothesis (H<sub>0</sub>) is rejected on the basis that the p-value is less than 0.05. Hence the alternative hypothesis is accepted, that price strategy has significant effect on sales return of Item 7, Kwara State. This is in correlation with the work of Timothy (2015).

### **Test for Hypothesis Three**

**H<sub>03</sub>:** There is no significant effect between channel strategy and the customer loyalty

**Table 27: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.098 <sup>a</sup>	.063	.117	3.52594

a. Predictors: (Constant), Channel Strategy

The model summary as indicated in table 4.3.3 above shows that R Square is 0.63; this implies that 63% of variation in the dependent variable (channel strategy) were explained by the independent variable (customer loyalty) while the remaining 37% is due to other variables that are not included in the model. This mean that the regression (model formulated) is useful for making predictions since the value of  $R^2$  is close to 1.

**Table 28: ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1.261	1	3.461	2.547	.000 <sup>a</sup>
Residual	74.201	439	4.135		
Total	65.463	140			

Predictors: (Constant), Price Strategy

Dependent Variable: Customer Loyalty

The table above summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares (3.461) in comparison to the residual sum of squares with value of 984.201 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (2.547) as given in the table above with significance value of 0.000, which is less than p-value

of 0.05 ( $p < 0.05$ ) which means that the explanatory variable elements as a whole can jointly influence the increment in the dependent variable (Customer loyalty).

**Table 29: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	13.266	.727		18.257	.030
Channel Strategy	.042	.056	.048	2.739	.000

a. Dependent Variable: Customer Loyalty

The dependent variable as shown in the table was smooth in operation. This was used as a yardstick to examine the impact between the two variables (i.e. Channel distribution and customer loyalty). The predictors is customer loyalty, as depicted in table, it is obvious that there is a direct relationship between customer loyalty and customer loyalty. According to the result in the table above replacement transfer t-test coefficient is 2.739 and the P-value is 0.000 which is less than 0.05 (i.e.  $P < 0.05$ ). This means that these variables are statistically significant at 5% significant level.

As a result of the outcome, the Null Hypothesis (H<sub>0</sub>) is rejected on the basis that the p-value is less than 0.05. Hence the alternative hypothesis is accepted, that customer loyalty has



significant effect on customer loyalty. This is in tandem with the work of Hughes (2023).

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Preamble**

This final chapter contains the summary and conclusion of the study with regards to the marketing strategy and product visibility a case study of Item 7. The chapter looked at the summary of the study in section and presented the conclusion of the study in section based on the results of the analysis. The study recommendations and limitations of the study were presented in section.

#### **5.1 Summary**

##### **5.1.1 Summary of the Study**

The main purpose of this study was to establish the effect of marketing strategy and product visibility. The specific objectives of the study were: to find out the effect of product

strategy on customer retention, to establish how price strategy affect sales turnover and to examine how channel strategy affect customer retention.

The study established that high percentage of the respondents strongly agreed to 5 statements of product strategy. Which includes product selection and product brand is based on customer specification, product selection is demand driven, product assortment style is distinct from our competitors add value to our products through packaging of product. Product strategy has correlation of  $r=0.99$  (p value 0.0012,) and  $r=0.9278$ (p value 0.0230). This is a strong positive correlation, thus change in product strategy affects performance of the organization A unit increase in product strategy could lead to increase of 0.315 in performance *ceteris paribus*. It was also found to be statistically significant (0.045) at 95% level of significance.

The study established that high percentage strongly agree with 5 statements organization are strategically located, has adequate free parking space, factory layout is strategically placed to attract new customers based on the channel strategy. While high percentage disagrees that price strategy (time and Loyalty). Product strategy has correlation of  $r = 0.99$  (p value 0.0012,) and  $r = 0.9111$ (p value 0.0314) to product differentiation and service differentiation respectively. This is a strong positive correlation; change in product strategy affects the consumer loyalty. A unit increase in channel strategy could lead to increase of 0.357 in performance *ceteris paribus*. It was also found to be statistically not significant (0.059) at 95% level of significance. It was therefore also found to be statistically not significant (0.059) at 95% level of significance. It was therefore concluded that it did not affect performance after all.

## **5.2 Conclusion**

This study concluded that marketing strategies (product, price and channel strategies) have important role and impact on organizational performance in Item 7, Ilorin. In essence, marketing strategies (product, price and channel strategies) are useful tools for survival, sustenance and expansion of Item 7, Ilorin. The study revealed that there is significant relationship between product strategy and the customer retention, there is significant relationship between price strategy and the sales volume and lastly there is no significant relationship between channel strategy and the level of customer loyalty in Item 7. Ilorin.

The study revealed that the utilization of product strategies enhances the level of profit in Item 7. Ilorin., product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need, product is about quality, design, features, brand name and sizes and these influences the level of profit of Item 7, Ilorin., the use of price strategies enhances sales volume in Item 7. Ilorin and also that price usually provides target audiences with all the accurate information they need to help them take decision.

Further conclusions of the study are that price strategy facilitate an increase in sales volume in Item 7, Ilorin, price is not the function of branding, packaging and influencing the consumers' purchase decision, haphazard pricing techniques can not confuse and alienate customers and endanger the company's market share, price is important because it regulates the economic system and influences the prices paid for all factors of production, price is an important factor in building long-term relationships with customers, price is a signal of a product's or service's value to an individual and different customers assign different values to the same goods and services, channel strategy influences customer loyalty of Item 7, Ilorin products, place strategy encompasses all decisions and tools which relate to making products

and services available to customers and also that channel strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers.

### **5.3 Recommendations**

Based on the research findings the study made the following recommendations;

- i. The study recommends that the organization umbrella come up with minimum expected product standards to set for the products. The study recommends that the organization that the product using activities like sorting the organization and polishing it to make it attractive. The study also recommends that the organization provide clear grading system and specifications.
- ii. The study recommends that all organization to offer online shopping services making their services available through channel distribution to many and not only to those coming to their organization. Packaging it in attractive packets for branding and adding cooking instructions could also differentiate the product. The study also recommends that organization to offer transport services to customers who buy in bulk. This would add value to the customer and enhance customer royalty.

### **5.4 Limitations and Future Research**

The results of this study should be viewed in the context of its limitations and could also be developed in future research. The present study provides empirical evidence for the effect of marketing strategy on organizational performance in the restaurant in Nigeria. Nonetheless, there are some limitations in the study. First, the target population consists of only Item 7, Ilorin therefore our ability to generalize the reported results to restaurant is

restricted. Secondly, we asked the executive managements to assess the relationship between market strategy and their impact towards organizational performance. It is possible that assessments from branch managers or customers will be much more accurate compared to the executive managements assessments. Thirdly, the use of sample from only three branches (3) of Item 7 also constitutes another study limitation. Consequently, in order to generalize the findings of this study, further research is needed to test the proposed model in various industries, manufacturing and banking sector in Nigeria and countries.

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### LETTER OF INTRODUCTION

The bearer **Mohammed Salihu Jemilu** with matric number **20/27xba/00138** is an undergraduate student of Business Administration in the Department of Business and Entrepreneurship, Kwara State University; He is currently carrying out a research on **“Marketing Strategy and Product Visibility; A Study of Item 7, Ilorin”**

The questionnaire is designed and attached to solicit information that would assist him to complete his research as part of the requirements for the award B.sc in Business Administration. I will be very grateful, if you sincerely and objectively respond to the questionnaire. All the information gathered will be treated confidentially and use only for the purpose of this academic research.



Thanks for the Cooperation

Yours' Faithfully,

**Prof. Aminu Brimah Head of Department**

**SECTION A: Bio-Data**

**Instruction: Indicate by ticking in each of the boxes that best describes you.**

1. Sex: Male ( ) Female ( )
2. Age Distribution: 21- 30yrs ( ) 31- 40yrs ( ) 41-50yrs ( ) 50yrs above ( )
3. Educational Qualification: Primary ( ) Secondary ( ) Tertiary ( )

**Note: Tick the options that best describe your opinion**

✓ **Key: Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D)**

<b>PRODUCT STRATEGY AND CUSTOMER RETENTION</b>					
<b>S/N</b>	<b>STATEMENT</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
6	The organization is faced with the challenge of product obsolescence towards increasing customer retention				
7	The organization experience shortfall in sales and profit due to competitors product influence				
8	Competitors roll out products strategy that appeal to customers' retention and innovation when necessary				
9	The organization deem it fit to innovation of products to meet up with market needs and reduce challenges for customer retention				

10	It is part of the organizations objectives to maximize shareholders fund as a result of product strategy through profit maximization				
<b>PRICE STRATEGY AND SALES RETURN</b>					
11	The organization is able to penetrate the price market through proper management of price strategy to increase sale return				
12	The price strategy helps the organization to put high price on low quality product to maximize sales return				
13	Price strategy is the only factor in the marketing mix that increase the sales return in the organization				
14	The price strategy helps the organization in setting high price for product without decrease in sales product				
<b>CHANNEL STRATEGY AND CUSTOMER LOYALTY</b>					
15	The channel strategy helps the organization in meeting the rightful customer at the stipulated time				
16	The organization induce proper channel distribution to retain their customer loyalty				
17	Channel strategy by the research and development in the organization reduce risk hazard to meet the customer loyalty				

18	The organization is able to increase customer loyalty through efficient channel strategy with any hindrance				
19	Channel distribution connects roles among intra-and inter customers which enhance efficiency in service delivery				