TITLE PAGE

CREATING AWARENESS AS A STRATEGY FOR EFFECTIVE MARKETING IN NIGERIA A CASE STUDY OF NASCO GROUP OF COMPANIES JOS.

By

DANIEL J. ORUME

MBA/06111/93/94

BEING A THESIS SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION AS A PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA).

EXAMINER'S PAGE

THIS ESSAY HAS BEEN READ AND APPROVED

BY MRS. MARY AKANET

DEPARTMENT OF BUSINESS ADMINISTRATION

MRS. MARY AKANET 1/12/98
Supervivsor Signature Date

DEAN POST GRADUATE STUDIES 20/4/99
Signature Date

Head of Department 10/12/98
Signature Date

MEXRJ - 16/07/98
External Examiner

DEDICATION

THIS THESIS IS DEDICATED TO MY

FIANCEE MISS BARMANI GUYIL FOR

HER LOVE AND HARDWORK TO SEEING

THAT THIS THESIS CAME TO REALITY.

ACKNOWLEDGEMENT

The task of writing this Essay was made possible due to the efforts and contribution and assistance of many people. While it is not possible to mention all those involved. I do however wish to mention a few.

I want to extend my profound gratitude to my loving Father and Mother Mr. and Mrs. A. T. Orume for bringing me up in the fear of the Lord.

I am particularly grateful to Mr. and Mrs. O. D. Ando, and Mr. and Mrs. N. H. Angyu for their loving kindness and financial assistance they rendered to me throughout the course of my study.

My profound thanks also goes to my supervisor Mrs. Mary Akanet who was patient and took all the pains to guide me through the course of writing this thesis.

I am also relentlessly thankful to all my classmates who have been so cooperative and understanding to me throughout my stay in the school amongst whom are Ben Pam, Sam Makama, Ibrahim Andu to mention just but a few. I must also not forget to extend my thanks to authors from whom I borrowed lots of ideas.

Above all I am grateful to God for my life and for seeing me through to the end of this thesis.

Finally I appreciate the effort of the Secretary Mrs. Josephine Agomuo who ensured the speedy completion of this work.

Daniel J. Orume

LIST OF FIGURES

Fig 3.3.1 Organisational structure of the Nasco marketing Company 26

LIST OF TABLES

		Page
i	Table showing the types promotion used by the Nasco marketing company	40
ii	Table showing which media the company uses for its advertisement	41
iii	Table showing what determines the Company's choice of media	42
iv	Table showing why the company advertises	43
v	Table showing how the company receives feed back from its promotion	44
vi	Table showing how the company measures the effectiveness of its promotion	45
vii	Table showing the strategies the company uses	45
viii	Table showing how customers came to know about the company's products	46
ix	Table showing the response of consumers on the effect of promotion or brand usage	47
x	Table showing the response on whether it is necessary for promotion in Nigeria	47

TABLE OF CONTENTS

Title Page i

Examiner's Page ii

Dedication iii

Acknowledgement iv

List of Figures v

List of Tables vi

Table of Contents vii

Abstract xi

CHAPTER ONE 1

1.1 INTRODUCTION 1

1.2 Statement of Problem 3

1.3 Objective of the Study 4

1.4 Scope of the Study 4

1.5 Methodology 5

1.6 Limitation of the Study 5

1.7 Significance of the Study 6

1.8 Definition of Terms 6

CHAPTER TWO 8

2.0 LITERATURE REVIEW 8

2.1 Promotion as a tool for creating awareness: 8

2.1a Advertising: 9

2.1b Sales Promotion: 11

2.1c Personal Selling: 13

2.1d Publicity: 15

2.2 The Role of advertising in an organization 17

2.3 Economic and Social effects of Promotion: 19

CHAPTER THREE 22

3.0 HISTORICAL BACKGROUND 22

3.1 Historical Background of Nasco 22

3.2 Objectives of the Company 24

3.3 Organisation structure of the Marketing Company 25

3.4 Nasco Marketing Company 28

3.5 Marketing Problems in Nasco 30

CHAPTER FOUR 32

4.0 RESEARCH METHODOLOGY: 32

4.1 Methods of Data Collection: 34

4.2 Instruments of Data Collection 34

4.3 Sample Selection: 35

4.4 Data Analysis 36

CHAPTER FIVE 37

5.0 DATA PRESENTATION AND ANALYSIS 37

5.1 Promotional Activities 37

5.2 Creating awareness by Nasco Marketing Company: 39

CHAPTER SIX 49

6.0 SUMMARY, CONCLUSION AND RECOMMENDATION 49

6.1 Summary: 49

6.2 Conclusion: 49

6.3 Recommendations: 50

Bibliography 52

ABSTRACT

Nigeria is blessed with Mineral and natural resources which has been the source of its development since Independence. It is also endowed with numerous Raw materials which most industries and companies in the country tap for the production of their products. Once these goods are produced they need to be marketed to people and this is done by creating awareness for them which is carried out by advertising and other methods of communication.

This study which is titled creating awareness as a strategy for effective marketing in Nigeria, a case study of Nasco group of companies covers activities carried out by the Marketing company in creating awareness to its products, and these includes advertisements, sales promotion and personal selling.

The study is divide into six chapters which includes: Introduction, Literature review, Historical background, Research Methodology and Summary Recommendation and Conclusion. The study which is a case study oriented necessitated the use of questionnaire, interview, and observation technique.

Though Nasco group of companies is operating successfully and making profits yet it is faced with few problems in trying to create awareness, these includes: Poor Communication systems, lack of adequate personnel, lack of sufficient funds.

With the problems enumerated above, various recommendatios were offered by the researcher and they include: Improving the Communication system, Continous promotional activities, securing loan and training of the staff to meet standards.

In conclusion the research found out that creating awarenesses is of importance and useful strategy to effective marketing because mere production of goods and services does not bring about development unless awareness is created for such goods and they are finally marketed.

CHAPTER ONE

1.1 INTRODUCTION

1. Nigeria is blessed with minerals and natural resources which has been the source of its development since Independence. It is also endowed with numerous Raw materials which most industries and companies tap for the production of their products. This range from consumer to Industrial goods. Once these goods are produced they need to b e made known to people and this is done through advertising and other methods of communication.

In Nigeria where there are numerous types of consumers and industrial goods, marketing effort is very important. Marketing as an important management tool has a vital role to play in the development process. Marketing is usually identified with an economy of abundance where a nation produces far beyond the subsistence needs. Marketing activity in effect has the task of encouraging the consumption of the vast output of goods and services of an economy. Whereas the totality of the Nigerian economy is growing rapidly as a result of the oil boom, there are unfortunately a number of sectors or activities which are known to lag behind, one such activity is Marketing. In the report on the survey of Management training needs in Nigeria carried out by the Centre for Management Development in May, 1975, Marketing was one of the problem areas where remedial management development effort should be intensified, particularly by the public enterprise.

It was foundthat Marketing rated very poorly compared to other Management functions which included organising, decision making, planning, coordinating, controlling etc. In order for a firm to maintain advantage it has to seek continously information about its products, customers, competitors and other social, legal and cultural factors that may affect business performance.

Any firm which constantly adapts to its environment will not only survive, but will also achieve rapid growth. Those that do not will stagnate and will eventually be forced out of existence. However, Nigerian business today operate in a sellers' market, which means they make no attempt to match products to consumer needs yet they still sell their products.

Marketing aims at satisfying the needs of the customer by means of the product and a whole cluster of things associated with producing, delivery and finally consuming the products. Experience in the more developed countries shows that marketing is stimulated most in a buyers' market since it is only in that environment that goods are available in adequate quantities and at competitive prices within the reach of consumers.

However, in Nigeria today there are a lot of consumer goods produced by different companies geared at satisfying consumer needs.

In view of the above, creating awareness to products in Nigeria now is of utmost importance than ever before because of the following reasons:

Firstly; There seems to be a wider variety of products now in the market than before when there were brands that were well known by users. Many companies have now come into existence with a wide variety of products which are similar and perform similar uses with the competing ones. The producers need to give consumers more and detailed information partaining to their products so as to persuade them to buy them as against competing brands.

Secondly; The present economic situation in the country also necessitate the producers to give detailed information to buyers since they would want to buy what will give them maximum satisfaction. Take for example, due to the economic crunch in the country no consumer will want to spend money on a product only to find out later after purchasing it, that it is a fake product or it does not really satisfy the need

of the buyer. This will bring bad image to the producer hence diminishing his sales.

Thirdly; The level of litracy now in the country is higher than ever before. Many people are now enlightened about many issues and they world like to be well informed before they take certain decisions. Unlike before when many people just buy a product because it serves a certain purpose, now most people will buy a product not just because it serves the purpose but they also want to know other information about the product, like its side effects, its expiring date if any and other benefits.

In conclusion, creating awareness in general saves the producers and the government many inconviniences which may occur as a result of ignorance.

1.2 STATEMENT OF PROBLEM

In the Nigerian economy manufacturers attempt to stimulate demand for their goods and services. Stimulating demand entails creating awareness on the product. Awareness creation in Nigeria over the years attracted a lot of commentories in the news media, public lectures, seminars and so forth, no wander even the government in the early part of the 90s saw the need to enlighten its populace by creating MAMSER (Mass Mobilisation for Self Economic Reliance) and this was done by so much publicity in order to create awareness to its citezenry.

Most consumers who are not aware of the uses and importance of most made in Nigerian products prefer foreign made products which serve the same purpose with those made from Nigeria. In this vein producers of goods made in Nigeria need to enlighten consumers about their products so that they would spend less money and achieve satisfaction by using home made products that serve the same purposes with foreign products and spending more.

Many consumers tend to assume that made in Nigeria products are very inferior to foreign made ones and so patronage of home made products are very poor thereby decreasing sales of most industries in the country which leads lower profits

and hence less developments. The producers need to creat more awareness to the public through advertising, sales promotion, personal selling, publicity and other various methods of communication to better sales thereby increasing profits and hence better chance for developing the economy.

The problem of this study, therefore is low patronage of consumer goods as a result of poor information dissemination to the public.

1.3 OBJECTIVE OF THE STUDY

The main objective of this research study in an attempt to increase awareness creation towards achieving effective marketing particularly in Nigeria.

This objective is broken down to include the following:

(i) To find out the best ways or methods of creating awareness for the company.

(ii) To discover the effective way of using the methods of creating awareness.

(iii) To assess the extent to which creating awareness can enhance effective marketing.

(iv) To examine some of the reasons for the inadequacy of awareness creation in the company.

(v) To offer suggestions and recommendations as to how to improve awareness to enhancing efficiency and effectiveness in general.

1.4 SCOPE OF THE STUDY:

This study being a case study covers the activities of the marketing department of NASCO group of Companies. In particular creating awareness to its various products and services emphasis. The research study will also cover all the management strategies carried out with the aim of enhancing awareness to the goods and services in Plateau State and other States in the country where the company's goods and services are been marketed.

1.5 METHODOLOGY

The type of data required for this research study includes both secondary and primary data. Secondary data would be gotten by consulting some text books, journals company bulletins, conference papers and other news bulletins in the Library in connection with the subject matter. Also views and write ups of various authors concerning marketing were appropriately adopted and used.

The form of Primary data gathered for this study will include information from top management, workers in the company, customers and dealers of the goods and services of the company. The primary data was collected through the use of questionnaires distributed to respondants selected for the purpose. Personal interview was conducted with the Marketing Manager of NASCO Marketing Company and with some of the various heads of units in the company. Some information were also obtained from key distributors through interview. Other workers in the organisation were also not left out as the researcher also had a personal interview with them.

After collecting all the dat needed analysis is been doneusing tables and percentages of the sample size.

1.6 LIMITATION OF THE STUDY

It is common knowledge that emperical studies of this nature in Nigeria have always yielded results which have to be taken just as they are as a result of poor data base.

In line with the above statement this research study would have been more intensive if there was sufficient funds and time to carry out the research work in more detail. And because of the numerous number of States in Nigeria (30) and the distance from each other the study was limited to Plateau State and others in the North.

Because of the above limitations the study was only able to cover Plateau State which is the c ase study State where the headquarters of Nasco in located. It is however hoped that this study will generate more studies which will act as the motivating factor to eliminate some of these limitations.

1.7 SIGNIFICANCE OF THE STUDY

This study by all means sets out to add to knowledge in the field of marketing and to be effective in marketing in Nigerian business environment. It is also intended to help marketers know the importance of creating awareness in terms of marketing their products effectively.

This study is also significant to the Nation since development cannot take place by mere production of goods but by effectively distributing and marketing them to consumers and creating adequate awareness that will sensitise them to buying and using the goods and services.

Adequate help to customers and potential ones in selecting products that will satisfy their needs. Awareness also enable them have full knowledge of goods and services and therefore can select and purchase economically. This will go a long way in improving the standard of living of our citizenry in Nigeria.

This study which is intended to add to knowledge will also serve as a groundwork for further research studies in University colleges and schools in the area of creating awareness to customers and/or potential customers for marketing effectively.

1.8 DEFINITION OF TERMS

Awareness: The quality or state of being conscious or being informed. It involves communication from the informer to the person been informed about certain issues. It is actually a kind of enlightenment about a certain subject or object.

Advertising: Any paid form of non personal presentation and promotion of products, services or ideas by an identifiable individual or organisation. It consists of all the activities involved in presenting to a group, a non personal, oral or visual display, openly sponsored message regarding a product service or idea which is disseminated through one or more media.

Sales Promotion: Is any form of communication used to inform, persuade or remind people about an organisation's or individual's goods, services, image, ideas, community involvement or impact on society. Comminication occurs through brand names, packaging, displays, a personal sales force, trade shows, sweepstakes.

Publicity: Is the non personal stimulation of demand for a good, service or business by placing commercially significant news about it in a published medium or obtaining favourable presentation on radio, television or stage that is not paid for by an identified sponsor.

Personal Selling: Is an oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.

Vehicle: An individual medium, for example a magazine or radio station. The selection of such vehicle depends on the type of product or service to be adverstised.

Audience: Persons who have an opportunity in an advertising vehicle.

Audience Composition: The make up in terms of age, sex and other demographic characteristics of the people who have an advertising message.

Coverage: The number of individuals or human exposed to vehicle within a specified period of time.

Penetration: The number of people in a given market or market segment who can be exposed to an advertising message or advertising campaign.

Reach: The net unduplicated audience, that is the total audience a medium can cover or does cover during a given period of time, counting only once each person exposed to the medium.

Frequency: The average number of repeated advertising message being delivered to the members of an audience over a given period of time.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Promotion as a tool for creating awareness:

Richard E. Stanley (1477) writing on the role of promotion in business says that "Manufacturers are capable of producing far more goods than can be effectively absorbed by existing markets. The problem is no longer the production of the goods themselves but their effective marketing. Consumers must be made willing to constantly improve their standards of living by purchasing more and better products if the economy is to continue to expand. One of the major ways in which this can be done is through more effective utilization of the tools of promotion"[1]

This means that marketers do not promote simply to inform, educate and entertain, they communicate to influence and encourage both current and potential buyers to accept or adopt goods, services and/or ideas. The company that can establish a reputation for trustworthiness, progressiveness and social responsiblity starts with an advantage over other firms in the minds of actual and potential customers and other publics.

In the same vein Philip Kofler (1980) wrote thus; "Modern marketing calls for more than developing a good product, pricing it attractively and making it readily accessible to larger customers. The company must design and disseminate information about the products existence, features and terms and how these will benefit the target market"[2] Hence, every company is inevitably cast into the role of a communicator and promoter. The Nasco company is therefore not left behind as communicator and promoter of its various brands of products to both present and potential customers.

---

1 Stanley Richard Promotion: Pruntice Hall Inc (1997) page 3

2 Philip Kofler: Marketing Management Analysis, Planning and Control 4th ed. P. 466 (1980)

However, the company's communication responsibilities go beyond dissemination, information to target customers, the company must communicate effectively with other parties in the task environment such as its dealers and suppliers, also to major external publics such as the media and the various government units.

There are various promotional tools which are used in creating awareness. In Nigeria the ones which are mostly used are going to be discussed below:

2.1a Advertising:

Everyday and for most of our times we see and hear many advertisements. Even if you do not read newspapers or watch television and walk around streets with your eyes down you will find it impossible to avoid some form of publicity, even if it is only a trade display at a local store, uninvited handbills pushed through the letter box or cards displayed in the window of the corner news agent. So advertising as a business force is not a new tool, although it has seen its greatest development during the past years in Nigeria.

The goal of advertising is to communicate information about a product, service or idea and thus to stimulate demand. As a result of communication advertising has undoubtedly become a necessary part of the marketing economy.

Joel R. Evans and Berman (1988) in a topic titled Marketing in Nigeria, Experience in a developing economy stated that: "It is important to note that some critics have questioned the use of advertising for the sales of goods on the grounds that it adds to costs which they argue ultimately are borne by the consumers"[3] others have also seen advertising and sales promotion as a Machinery for cheapening of goods because the time and resources that would have been wasted on searching for the product which would have meant additional costs to the consumer would have

---

[3] Joel R.Evans and Berman: Marketing in Nigeria Experience in a developing economy (1988)

been removed.

However, one thing is sure and that is that the scale of production today cannot do without advertising and sales promotion for the promotion and sales of company's products.

As a promotional tool advertising has certain strengths and weaknesses that must be understood by the seller if it is to be used most profitably. Often one of the other promotional tools such as personal selling, publicity or sales promotion, must be combined with advertising to take advantage of its strengths to overcome its weaknesses. The major strengths of advertising include the following:

Firstly: As a promotional tool advertising has the ability to expose large groups of prospects at a low-per-prospect cost;

Secondly: It can reach prospects that salesmen cannot;

Thirdly: It helps to sell a product quickly, and

Lastly: It can help to introduce a new product quickly.

Advertising is a mass communication tool and as such can expose large groups of prospects at a low per-prospect cost. Also, in the case of widely consumed low priced convenience goods, it would not be practical for salesmen to call on consumers, often prospects who have a profound influence on the purchaser of a product are not easily seen by salesmen, corporation presidents, and other principal officers are frequently insulated from callers by secretaries and office accountants. However, most of these Chief Executi ves spend more time reaching magazine, watching certain television programmes etc, Advertising therefore can often reach prospects that a sales force cannot.

The pre-selling of prospects by advertising is assuming more importance each year especially in regards to consumer goods. Most convenience goods are now being sold self service. Pre-selling through advertising is also useful when combined with

personal selling.

Advertising is used to introduce the product to possible prospects and then the salesmen contact the prospects in order to complete sales. It gives businessmen fast access to markets for the introduction of new products. If necessary millions of people can be exposed within a very short time to advertisement introducing a new product. The rapid exposure of markets to advertising messages encourages expansion to production which is necessary for the continous devleopment and prosperity of our nation.

On the other hand, advertisements, when set cannot adjust to the prospects reactions or answer his objections to the product or service. Advertising is a one way mass communication system. No matter what the prospect thinks, the advertisement are released as planned. This is often the basis for consumer's irritation toward advertising. People do not fully accept the claims made for products or services in advertisements. They recognize that the advertising message is designed to influence them, and they tend to discount any suspicious - sounding claims.

2.1b Sales Promotion:

Sales promotion is not a catch all for various promotional tools that are not formally classified as advertising, personal selling or publicity. These tools are directed at consumers, the trade or the manufacturers' own sales force. Some sales promotion tools more commonly used could be categorized into consumer promotions, trade promotions and sales force promotions. Included in consumer promotions are; sample, coupon, money refund offer, price off, promotion premium, competition trading stamps and demonstrations. Trade promotions on the other hand include buying allowance, free goods merchandise allowance, co-operative advertising, dealer-listed promotion, push money (also called premium money) sales contests and dealer loader. The third category which is sales force contests and sales

force promotions include bonus, sales force contest and sales meeting among other things.

This study however will be most concerned about consumer promotions because it deals directly with awareness creation.

The primary object of sales promotion is to propel the prospect towards the product. Naturally, the more closely it is coordinated with advertising and with face-to-face selling, the greater will be the impact. Maximum effectiveness will be secured when all three are properly coordinated as to theme, time, and location.

Production needs mass distribution if we are to maintain and enhance the standard of living in our country, mass distribution needs sales promotion techniques that are adequate to task. Advertising is especially geared to meet the objectives of Mass Marketing, infact advertising is to marketing what the machine is to manufacturing and this is so because "sales promotion starts, gets underway, carries on and follows through where mass advertising stops"[4]

In the past sales promotion was considered to be short-term, tactical ad hoc schematic. Today, it has been recognized that this is not necessarily so. Most of the products and services that were promoted have broadly the same problems and opportunities today as they had say four (4) years ago and will have four (4) years from now the colour may change but shape remains the same. Therefore, there is good sense in looking at the validity of running a strategic programme united by a creative platform or a single idea, where each promotion builds on the last and creates a launching pad for the next.

Sales promotion, therefore is different from advertising in that it does not involve the use of mass media. It is normally a means of encouraging the immediate sale of goods. Some sales promotions are expected to have long-run effects such as

---

[4] Kirk Patrick C. A.: Adertising: Mass Communication in Marketing (1959)

improving the preformance of sales people or keeping customers loyal to the store. This is to say that it is the function in marketing of producing inducement to buy, offered for a limited period only, at the time and place of purchasing decision is made, which are supplementary to a product's normal value.

Before deciding whether to use any type of promotion and what specific type to use, the promoter must first decide what he expects his promotion to accomplish. This expected accomplishment is then evaluated against the cost of the promotion. This means that sales promotion means special offer; "special" in the sense that they are specific in time or place, "Offers" in the sense that they are direct proportions to the acceptance which forms part of a deal.

Sales promotion is presented, therefore as a coordinating function. Advertising becomes effective through the application of immaginative sales promotion techniques. This means that sales "promotion include the coordination of advertising, personal selling, customer services, product design, packaging research, public relations and all other activities necessary to achieve profitable distribution of goods and services".[5]

2.1c Personal Selling:

Despite the importance of advertising and sales promotion in disseminating information and stimulating interest in products and services, there are many circumstances where personal contact is necessary to effect a sale. Of necessity most advertising is generalized and so cannot answer all the consumer's information needs. It cannot elaborate upon specific points perceived as significant by the individual nor can it resolve doubts as to suitability in a particular context. Furthermore, there can be no guarantee that the potential user's media habits will expose him to advertisements for a given product or that if he does see the advertisement he will

---

[5] Carroll and Roman: Marketing: Sales promotion and advertising (1965)

perceive it as relevant.

Therefore as Baller, Michael J (1980) puts it "Personal selling is to provide the specific inputs which advertising or non personal selling cannot offer at the individual level".[6] Also it should be remembered that advertising and personal selling are complementary activities and that their relative importance vary depending upon the nature of the product and the buying behaviour associated with it.

Philip Kofler (1980) writing on personal selling as a promotional tool said that "Personal selling can be used for many purposes such as creating product awareness, arousing interest, developing product preference, negotiating prices and other terms, closing sale and providing post transactional reinforcement"[7]

As personal selling involves face-to-face contact with buyers, two-way communication between buyers and sellers is essential for many products. And this is necessary since ideas flow from the buyer to a company's representative, the response of the buyer can be used immediately to modify promotion. Selling then is a major form of marketing communication and an important element of marketing communication in all product markets researched. However, the role of personal selling in the marketing mix varies with the resources of the company, with the diamensions of the market, with the needs of the product and with the time period involved. Personal selling will dominate if the company has inadequate funds to carry on an effective advertising programme. Also if the market is concentrated in a particular geographical region, selling will be more efficient promotional technique.

The goal of personal selling are similar to other promotion types, information persuasion and/or reminding. In a variety of situations a strong emphasis on personal selling is usually needed. Large volume customers require special attention and

---

6 Baller Michael J.: Marketing: An introductory Text (1980)

7 Philip Kofler: Marketing Management; Analysis, Planning and Control 1980

handling. Geographically concentrated consumers may be more efficiently served by a sales force than through advertisements in mass media. On the positive side personal selling provides individual attention for each consumer and passes along a lot of information. There is a dynamic rather than passive, interaction between buyer and seller. Personal selling centers on a more defined and concentrated market. In addition, customers who walk into a store or who are contacted by a salesperson are more likely to purchase a product than those watching an advertisement on television. Personal selling clinches sales and is often the last stage in the consumer's decision process, taking place after an information search and exposure to advertisement.

2.1d Publicity:

Every company would like to receive favourable publicity about its offerings or the company itself. Publicity can greatly increase sales or virtually put a firm out of business.

Publicity is a unique form of marketing communication in that it is information about the company and its products that is conveyed by the mass media as part of their editorial content. It is distinguished from advertising by the fact that it is not paid for. Therefore Spillard et al, (1975) said that "publicity refers to the non paid mention of a company, a product or a service by communication media such as newspapers, magazines, radio, or television".[8] Such references are made when the media personnel believes the item to be news worthy. If a company is benefited as a result of the publicity it is the company's good fortune. Companies may use several tactics and strategies to build an image and a reputation for competence and trustworthiness. Publicity often have the objective of building a generalized reputation for excellence. This campaign frequently stresses the company's research activities.

---

[8] Spillard et al: Sales promotion: its place in Marketing 7th ed (1975)

Another strategy is to stress the successful use of the company's product(s) or service(s) by customers who themselves have high credibility and prestige. These kinds of testimonial can be especially convincing because it is assumed that the customers would not allow their names to be used unless they were completely satisfied with the product(s) and/or service(s).

Publicity has the major advantage of greater credibility because the source is perceived to be the medium carrying the message rather than the company selling the product or service. A news broadcaster or a newspaper column editor is a more credible communicator than a salesman or a public relations official. The advantages of credibility are much more important in the use of publicity than the fact that the media carrying the message for no charge. It takes a concerted and carefully planned effort to provide the press with information about the company, its products and its activities which is newsworthy. Because the media are in the business of informing their audiences, they demand that materials used as the basis for publicity should have inherent news value and be of interest to their audiences.

Publicity has high veracity; news stories and features seem to most readers to be authentic media originated reports. Therefore readers are likely to regard news stories about products and company's as having a higher degree of veracity than if they came accross as sponsored by a seller. Publicity can reach many potential buyers who otherwise avoid salesmen and advertisements. This is because the message is packaged in a way that gets to him as news rather than as a sales-directed communication.

However, publicity is not synonymous with public relations and it is not the same as promotion in general. The term publicity is perceived for that set of marketing communication activities that includes the use of the mass media without charges. Therefore in distinguishing publicity from public relations Webster defined

public relations as "The activities of a corporation, union, government, or other organization in building and maintaining sound and productive relations with special publics such as customers, employees or stock holders and with the public at large, so as to adapt itself to society".[9]

In conclusion, it has been seen that the various tools of promotion complement each other and are instrumental in creating awareness. The combination of all the tools give a very good result in terms of educating, persuading and inducing the potential and prospective customers.

2.2 The Role of advertising in an organization

Advertising which is one of the various tools used in creating awareness is the most used by most organization. Advertising is a million tongued salesman, it helps to build factories, stores, communities and aids in keeping the wheels of industry turning. It has played an important part in the acceptance and use of the telephone, electric power, and the airplane. It can help to stabilize the economy, improve quality, maintain standards and furnish useful information to guide the consumer to more intelligent buying.

Paul S. Bush and Michael J. Houston in their book said "Advertising encourages progressively higher standards of living. It introduces new products and seeks out new markets. It makes the work of the salesman easier by pre-selling the product or service. It is an economical way of bridging the gap between the man an idea, a product or a service that is for sale and the man who can benefit from it. It caters for public interest and foots the bill for the production of magazines and other mass media".[10]

---

[9] Webster F. E: Industrial Advertisement 1968 year of the conglomerate, Marketing Insight April 7 1962

[10] Paul S. Bush and Michael J. Houston: Marketing: Strategic foundation (1986)

Modern business has adopted advertising as part of its policy of marketing goods and services, not as an expedient for occassional use. Businesses both large and small have found that effective advertising increases volume and reduces cost of operation.

The role of advertising in creating awareness can be seen as follows:

Firstly, advertising informs, persuades, reminds. It performs the same general roles of promotion as a whole. It informs buyers of the existence and nature of a product, may attempt to persuade them to purchase the advertised brand and reinforce the buying behaviour of the brand's existing users.

In general advertising is more effective in building awareness of a brand and maintaining conviction towards it. The development of favourable attitudes and initial brand preference results from factors other than advertising (personal selling, direct experience).

Secondly, advertising complements Personal selling. Most organizations use a blend of promotional activities including both advertising and personal selling while advertising may substitute for personal selling. It usually exists in conjunction with it. Therefore advertising's more dominant role is to complement and enhance personal selling. Advertising informs buyers and creates interest, then personal activity must take over to convince a buyer of the products virtues and close the sale. Without advertising, the task of the salesperson is more difficult.

Thirdly, advertising makes it possible for products to get nearer the consumers. Manufacturers seek to get nearer the consumers by means of advertising. Thus they can inform the consumers of the merits of their products so as to ensure steady distribution and reduce the possibility of substitution. The development of standard brand names along with improved advertising techniques has caused the consumer to become brand concious and to request nationally advertised products.

Lastly, advertising educates consumers on product uses. Many products now on the market must be given libral advertising space before the consumer will use them; that is, the consumer must be educated in their uses before he will purchase them. This is true of many new products for use in the home. If the product or one similar to it is already in the market, however, the advertisement need only prove the superiority of the advertiser's product. In this instance only a description of the exclusive features of the product may be given in the advertisement. But even when the product is not radically different from others in the market, often the best results are obtained when the initial advertising of the new product is of an educational nature.

In summary, infact almost all products differ in a great many respect as to quality, style reliability, colour etc and it is a rare consumer who is indifferent to all of these variations. Advertising serves to draw consumers' attention to the aspect of the product which might suit him better than available alternatives. And if a consumer seems to be confused about differences in brands it is advertisement that can make him to make a choice between the brands. Once a manufacturer advertises his product(s) to consumers he could make them even switch from other brands to his own depending on the type of advertising copy.

2.3 Economic and Social effects of Promotion:

There is no doubt that at the Micro Managerial level, it is usually difficult to disentangle whether the advertising naira spent on a firm has infact contributed not only to revenues but to profits and returns as well. This is so because many other decisions by a firm such as pricing, selection of dealers, packaging and so on as well as decision by competitors, also affect a firm's revenue, profit and returns.

A firm's advertising is only one of psychological and sound factors governing the buying behaviour of consumers and organisation alike. Despite this, some

promotional campaigns produce results others bare pay for their own cost, still others are not successful at all.

A large number of emperical studies of whether advertising is casually related to profit, returns, concentration, monopoly power and the like at the macro level have undoubtedly utilized data and neglected to account for differences in the behavioural characteristics of organisational decision making. At the macro level it will not be easy to ascertain whether advertising is some how casually related to economic phenomena such as Gross National Product (GNP), Disposable Income (DI) or Personal Consumption Expenditure (PCE). But in studying the relationship of advertising to Gross National Product, Charles Yang concluded that "a rise of 1% in advertising expenditures over the rate of increase in Gross National Product could produce an increase in consumption of 1/10 of 1%. The effect of this increase in consumption would stimulate investment and income to the point where each additional dollar investment in advertising could generate sixteen (16) dollar of additional income"[11]

However it should be noted that as an economy comes out of a recession, buyers and sellers regain confidence. Consumers, firms and other organizations begin to make buying plans and implement them. Similarly, sellers begin to increase their production runs in the hope the buyers will start placing orders. As the tempo increases, the need to send as well as to acquire information via all available channels including man media, naturally becomes greater.

But Nicosia (1976) has shwon that "advertising expenditure tend to lag behind charges in Gross National Product, Disposable Income, and Personal Consumption

---

[11] Yang Charles: One dollar in advertisement generate six dollar in Income Advertising age Dec 1965 Vol 1 P. 39

Expenditure during economic recoveries and that, during periods of prosperity, changes in the company and advertising occur almost simultaneously"[12]

Other studies tend to observe similar trends and support the thesis of the American Association of Advertising Agencies that advertising can help an economy to recover faster from recession.

Dirksen et al (1977) therefore concluded that "it is simple to realize that although the advertising institution itself may have an effect on the economy, the economy itself may have an effect on the advertising Institution"[13]

In summary, the review on promotion as a tool of creating awareness was appraised. It was seen that it is not the production of goods and services that matters but the effective distribution and marketing of such goods that creates development and this is done through effective awareness creation. In the same vein marketers do not promote simply to inform, educate and entertain, they communicate to influence and encourage both current and potential buyers to accept or adopt goods and services and/or ideas.

The importance of awareness creation cannot be over-emphasized since it is necessary to enlighten prospective buyers to know the advantage and benefits of what they are giving their money for. It is also seen that there seems to be improved economic development as a result of effective awareness creation to the populace of a Country.

Most of the authors in the topics reviewed seem to be of the view that the tools used in creating awareness are of economic benefit where they are used effectively to achieve their aims.

The researcher also looks at it in the same vein that when these tools are properly utilized to create awareness it helps the company gain more profits thereby investing more into the economy.

---

12 Nicosia: Advertising: Management and Society. (1976).

13 Dirksen et al: Advertising: Principles, Problems and Cases 5th ed (1977).

CHAPTER THREE

3.0 HISTORICAL BACKGROUND

3.1 HISTORICAL BACKGROUND OF NASCO

NASCO which began operation in Nigeria in 1963 with the Northern Nigeria Fibre Products Limited has today grown into a formidable array of Companies under the banner of Nasco Nigeria Divsion, Nasco foods, Nasco household, Nasco Pack, Nasco Confectionery, Nasco Marketing, Nasco estate and Nasco trade.

All the companies put together provide employment for about 4,000 men and women in Nigeria thus making the division one of the main employers of labour in the private sector.

The operations of Nasco Nigeria Division can be divided into four broad categories namely: manufacturing, marketing, services and trading. The Manufacturing Companies consist of Northern Nigeria Fibre Products Limited, Nasco Foods Nigeria Limited, Nasco household products limited, Nasco pack limited and Nasco Confectionery Company Nigeria Limited.

NASCO FIBRE PRODUCTS LIMITED

Nasco Fibre products limited which started in 1963 uptil now is the only producer of jute bags in Nigeria. This company has since expanded and diversified. Its products include Nasco carpets, Nasco blankets, jute twine and jute cloth.

Today there are three types of carpets namely; cordex, velour and supertiles of various colour shades. There are also two types of blankets and other products. The bags are used for cocoa, groundnut, cotton, palm kernel, maize, sorghum, rice, wheat and other grains. The company also produces for peugeot automible, Anamco and other car assembly plants.

NASCO FOODS NIGERIA LIMITED

Nasco Nigeria division is actively involved in the Federal government policy

of backward integration. Farmers, through the company's buyers are encouraged to grow good quality grains which are converted into finished products at the Jos factory. Major products are biscuits, corn flakes and wafers. There are twenty two varieties of biscuits which are categorized as either mass or quality biscuits. The mass biscuit include Fancy tea biscuit and short cake, others are orange cream, straw cream, lemon cream and banana cream. Nasco tea biscuit is today a major brand in the category of malted biscuit in Nigeria.

There are currently five flavours of Nasco wafers namely, chocolate, straw berry, banana, orange and lemon.

Nasco Cornflakes with two pack sizes of 250g and 350g is the market leader.

NASCO HOUSEHOLD PRODUCTS LIMITED

Nasco household products limited was established in 1973 to cater to the detergent and soap needs of Nigerians. Today, however, the company does not only manufacture soaps and detergent powder alone, it also produces glycerine and such other industrial chemicals and sulphonic acid (which is a major ingredient in non-soapy detergent manufacturing) and textiles auxilaries. The company's refined glycerine is 99.5% pure and it is the first refined glycerine facility in Nigeria.

Nasco household products limited also caters to the needs of industrial customers who use glycerine in the production of their Pharmaceutical and cosmetic products.

NASCO CONFECTIONERY COMPANY LIMITED

Nasco Confectionery company, formerly champion confectionery company was acquired by Nasco Nigeria division in 1985. It produces sweets, toffee, jellies and bubble gum. The popular brands include chi-chi sweet, clear mint sweet, Nasco bubble gum and Nasco table jelly in straw berry, banana and lemon flavours.

NASCO PACK LIMITED

This is the packaging and paper converting arm of Nasco Nigeria division. The company manufactures and sells packaging materials that suit the various needs of its customers as well as the associate companies under the Nasco Nigeria division. The company spcializes in offset printed multi-colour labels and cartons, printed cellophane, trans wrap film, polythene bags and corrugated box board cartons. Nasco pack offers professional services in packaging design to suit the specific needs of customers. The company also provides advice on all aspects of paper and board packaging.

NASCO MARKETING COMPANY LIMITED

Nasco Marketing Company was incorporated in 1990 primarily to provide key marketing functions for the products of associate companies under Nasco Nigeria division. The aim is to centralize marketing and ensure that facilities and functions in the unit companaies are not duplicated.

Nasco Marketing Company is therefore involved in product development, pack design, sales distribution, advertising, market research sales promotion and other related functions. The result is a synergy which has benefited the division and fostered an efficient and competitive marketing system. Where feasible the company also provides marketing functions for other manufacturing companies.

2 OBJECTIVES OF THE COMPANY

The Nasco Nigeria division just like any other company has various objectives which they set forth to achieve. Among these objectives are:

(i) Profit:

The company's main objective is the maximisation of profits and satisfaction of customer needs. Maximisation of profit in Nasco group of companies Nigeria division is seen by the way they utilize their resources effectively an efficiently to

satisfy the needs of customers thereby making profits.

In any organisation the main objective set before it is profit and all other objectives follow to enhance the profit objective. Without profit and sufficient capital the company cannot continue functioning to fulfil other objectives.

(ii) Development:

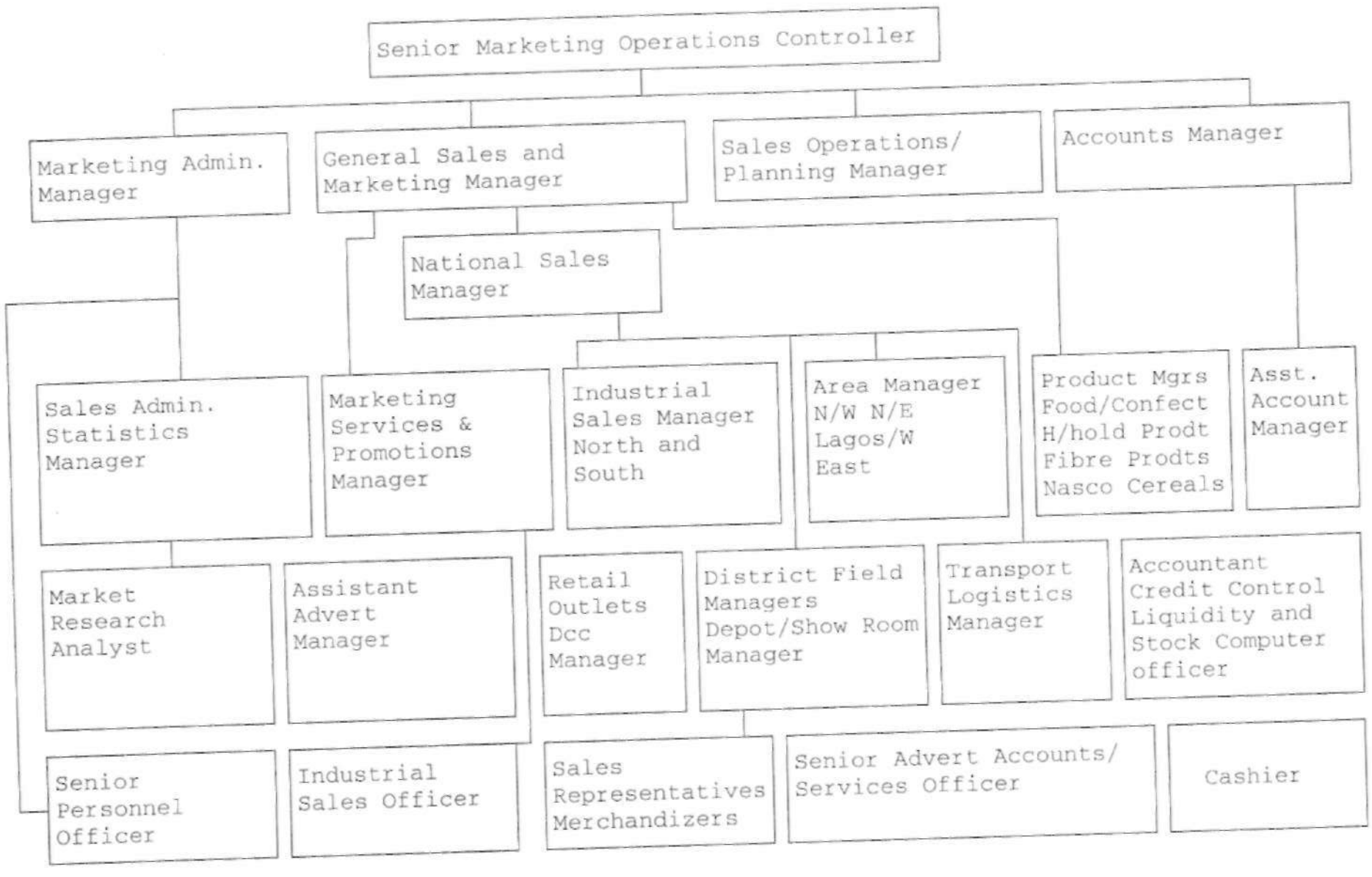
The second objective of the company is the constant development of manufacturing and service technique for the advancement of overall capabilities. With the establishment of the company various developments have been brought about, namely: construction of roads to certain areas, provision of water, provision of electricity, employment of citizens and above all satisfaction of customer needs.

(iii) Sincerity:

Another objective of the company is to render competent services in good faith and obtain clients continued patronage. This is necessary if the company is to fulfil its profit objective. At Nasco their vision is for a world in which people live the quality life. This is the philosophy which has informed their commitment to manufacturing such a rich portfolio of consumer and industrial products to excellent standards.

3.3 Organisation structure of the Marketing Company

Since this study is concerned mainly with the activities of marketing company in creating awareness, only the organisational structure of the company will be considered as against the structure of the other divisions.


Senior Marketing Operations Controller
Marketing Admin. Manager
General Sales and Marketing Manager
Sales Operations/ Planning Manager
Accounts Manager
National Sales Manager
Sales Admin. Statistics Manager
Marketing Services & Promotions Manager
Industrial Sales Manager North and South
Area Manager N/W N/E Lagos/W East
Product Mgrs Food/Confect H/hold Prodt Fibre Prodts Nasco Cereals
Asst. Account Manager
Market Research Analyst
Assistant Advert Manager
Retail Outlets Dcc Manager
District Field Managers Depot/Show Room Manager
Transport Logistics Manager
Accountant Credit Control Liquidity and Stock Computer officer
Senior Personnel Officer
Industrial Sales Officer
Sales Representatives Merchandizers
Senior Advert Accounts/ Services Officer
Cashier

The senior Marketing operations controller is incharge of the overall activities of the Marketing Company, he is at the top hemp of affairs. There are the Marketing Administrative Manager, the General Sales and Marketing Manager, the Sales Operation/Planning Manager and the Accounts Manager. All these people are answerable immediately to the Senior Marketing Manager and they are charged with different responsibilities in accordance to their respective positions.

The National Sales Manager who is responsible for the sales all over the nation is answerable to the General Sales Manager, he gives account of all sales made to the General Sales Manager.

The Marketing services and promotions manager is incharge of promotional activities such as advertising, sales promotion, publicity etc and he answers to the General Sales and Marketing Manager. Other managers on the same cader include the sales and administrative/statistics manager who is in charge of administrative issues and directly reports to the Marketing administrative manager. The Industrial Sales Manager is in-charge of the sales of industrial products of the company and he takes care of the sales in the Northern and Southern parts of the Country, he reports to the National Sales Manager all issues concerning sales of Industrial products. There are also area managers in the North/West, North/East, Lagos/West and also the East, these Managers are in-charge of the sales in their various areas and they all report sales issues to the National Sales Manager. The product Managers are in-charge of various products of the company and they report also to the General Sales Manager. The Assistant Accounts Manager is in-charge of financial issues and he is directly under the Accounts officer.

At the second to the last cader of the chart is the the Market Research Analyst who is in-charge of Marketing research and he reports to the Sales Administrative Statistics Manager, the Assistant Advertising Manager in-charge of preparing the

advertising campaign of the company and he reports to the Marketing Services and Promotions Manager; the Retail outlets D.C.C. Manager who is in-charge of the various outlets of the company supplies information and issues concerning the company's sales outlets to the National Sales Manager for further action. The District/Field Managers and Depot/Show room Manager are also responsible for the various field activities of the company and are directly headed bythe Area Managers. The transport and Logistics Manager takes care of issues of transportation for the entire Company and is also answerable directly to the National Sales Manager. The Accountant takes care of credit control, liquidity and stock and also the computer section and he is directly under the Assistant Accounts Manager.

At the last level of the chart are the senior personnel officer also in-charge of the junior staff and answerable to the Marketing Administrative Manager; the Industrial sales officer in-charge of Cordinating the activities of the industrial salesmen. the Senior Advertising Account/Services officer and the cashier take care of finance relating to advertising.

All the positions are arranged in accordance to the degree of the qualifications the incubents possess. And they are all cordinated in a hierarchical manner in order of importance. Also all the people occupying the various positions coordinate their activities in order to achieve the marketing objectives of the company.

3.4 Nasco Marketing Company

Nasco marketing company limited is a division of Nasco group of companies and it takes care of the Marketing activities of the whole division. Nasco Marketing Company Limited currently has two hundred and forty (240) distributors, fifty five (55) direct cash customers and seventy two (72) appointed super markets.

These customers are serviced via ninteen (19) depots and seventeen (17) carpet show rooms strategically located around the country.

The depots and show rooms are located in major capitals and commercial centers around Nigeria. In citing the depots and show rooms, attention has been paid to ensuring that products are within the easy reach of consumers. The depots which operate as stock and sales points therefore service the open markets and super markets regularly.

Finished products at Jos factories are dispatched to depots from where they are sold to distributors, direct cash customers and super markets.

Nasco Marketing Company is charged with the responsibility developing the product, package design, sales distribution, advertising, market research, sales promotion and other related functions.

In view of the above functions of the Marketing Company Limited, the company carries out Marketing research and the product development, then sends it to the production department, from where it is been sent back to the Marketing Company as final product for sell to customers. The Marketing company seems to be the core of the Nasco group of companies since it carries out the marketing function for the whole division; it enhances the sale of goods and services of the company, and it takes care of the sales promotion activities.

The Nasco marketing company which is responsible for the sales of the products produced by the Nasco group of companies comprises of various staff which are charged with different responsibilities aimed at co-ordinating the entire activities of the company in order to make effective sales. The marketing company is headed by the Senior Marketing operations controller who takes the final decision on issues concerning the activities of the company.

The company also has various sales men who are responsible for pushing the products of the entire company into the market and also they canvass for customers. Since the company produces both consumer and industrial products, they have

salesmen who are trained to handle consumer products and industrial products.

There is also the Marketing services and promotion manager who oversees the activities of advertising the product of the company. Though the company designs the theme of its advertising copy they usually utilize the services of advertising Agencies who do the final adjustments in the advertisement.

3.5 Marketing Problems in Nasco

The company is faced with some problems in its effort of trying to create awareness for its products and these are:

(i) Insufficient Funds:

Just like most organizations the Nasco Marketing Company is faced with the problem of sufficient funds in trying to create awareness for its products to members of the public all over Nigeria.

Because of the problem of funds the company is unable to meet its objective of placing advertisement of its products to the different parts of the country, instead only major towns are selected.

(ii) Lack of adequate personnel:

It is obvious that inadequacy of people which the company has in the area of marketing has made it impossible for the company to reach certain parts of the country. And it will only succeed in over working the little marketing staff it has if they were to be used to go round the entire country, so with the Marketing staff that are available the company tries to inform people who are within the company's reach.

(iii) Poor communication system:

Since there are many states with various local governments in the country and are far apart from each other, lack of proper communication system to some of these areas have left most of them in the dark as regards

to information passed by the company. Also lack of good roads linking most parts of the country also serve as impediment to the company in its effort of creating awareness to the public.

Although faced with these problems the company is still able to cover 75 percent of the entire country in its effort of creating awareness for its products through the various mass media.

CHAPTER FOUR

4.0 RESEARCH METHODOLOGY:

Since this study focuses on the Marketing operations of Nasco group of companies in creating awareness for its products to the public, the research design used is that of exploratory research. This include the search for secondary data requiring the review of Manuals, Text books, brochures, journals etc. It also necessitated the survey of knowldgeable persons connected with the company like salesmen, sales executives, dealers and other related functionaries through whom primary data were gotten.

Research Methodology as defined by Dr. E. C. Osuala states that " Research is simply the process of arriving at dependable solutions to problems through planned and systematic collection, analysis and interpretation of data"[14]

It means that research methodology entails the process of finding solutions to problems through the systematic collection and interpretation of data using the various methods of data collection. This study looked at the types of data and the methods of data collection and the ones used for the research study.

There are many methodological approaches for handling a research ranging from imperical, historical, longitudinal, attitudinal, experimental, behavioural and statistical and survey researches.

(a) Imperical Research:

This type of research involves the researcher going to collect data choosing the most appropriate means of data collection depending on the study topic.

---

14 Dr. E. C. Osuala: Introduction to Research Methodology.

(b) Historical Research:

This type of research or categorisation is based on time frame of which the research has to be conducted. Where the research partends to the past, then it is historical. Where it relates to the present it is better called ocntemporary research. When it partends to the future, it is called diagnostic or predictive research (not presently feasible). You can only research the past to look into the future.

(c) Longitudinal Research:

This kind entails picking up a sample and studying the sample at a specified time.The advantage of this is that you can be able to see behavioural change over time.

(d) Experimental Research:

This type involves studying the phenomenon under a controlled situation designed by the researcher.

(e) Attitudinal Research:

This focuses on attitudes and belief of people partaining to particular phenomenon. This kind is highly subjective and should not be used for research as opinion may be at variance with the real facts.

(f) Behavioural and Statistical Research:

Behavioural research is non quantitative in nature while statistical research is highly quantitative or statistical in nature.

(g) Survey Research:

It involves examining a relatively large population, while the case study focuses on narrow or microspic population. The advantage of the survey research is that it supplies a large evidence to support the conclusion reached. Generalisation are therefore validly made with respect to surveys than cases.

4.1 Methods of Data Collection:

There are two basic types of data: Primary and Secondary data. For the purpose of this project both methods of data collection were used in obtaining the required information.

Primary data is that which is collected for the specific purpose of the research, for example the collection of facts and figures relating to the population in a census provides primary data. The Main advantage of obtaining such data is that the exact information wanted is obtained. The primary method employed in information collection for this project was based on unstructured interview with the management of Nasco Marketing Company and also with the administration of questionnaires to workers in the company.

Secondary data is the type of data that was meant for a purpose other than the research problem under investigation for example details of imports and exports for the local Customs and Excise officers. This material is obtained for administrative reasons. Information collected through this method were obtained largely through company bulletein, magazines, conference papers and text books.

4.2 Instruments of Data Collection:

There are several means of collecting data notable among them are:

(i) Questionnarie:

There are two types of questionnaires namely:

(a) Structured questionnaire: This type restricts the respondant to the kind of answers he/she is to give

(b) Unstructured questionnaire: This could be postal questionnaire or questions which are to be answered in the manner dimmed fit by the respondant.

(ii) Interview: It can be structured or unstructured.

(a) Structured Interview: The list of questions to be answered is sent to the

interviewee to enable him/her prepare the answers before the interview.

(b) Unstructured interview: It is done by taking the questions direct to the person intended to answer or by asking the person questions while you fill in the answers.

(iii) Observation: When the researcher takes time to observe the issue under investigation, when such observation is done by the researcher it is a direct observation but if it is done by someone else it is an indirect observation.

(iv) Experimentation:

Studying the phenomenon under a controlled situation created by the researcher in order to collect the needed information.

(v) Documentation: This involves extracting the data needed by the researcher from documents checked by the population or sample under study with respect to the research problems.

4.3 Sample Selection:

The sample size that was necessary to answer the problem with the required precission and confidence was calculated based on the frame work of time and cost restrictions. As a result only sixty (60) questionnaires were administered in Plateau State where the headquarters of Nasco group of companies is located.

Plateau State which is geographically located in the middle belt of the country has different people of various States living in the State. Questionnaires were administered only within Plateau State and only in the State capital Jos due to financial constraints and also because of time.

Plateau State which has a fast growing population is not really industrially developed. Because of the high population of Plateau State the researcher could not possibly meet everyone in the State so a small portion of the population was selected. A total number of 100 people where reached by the researcher through the company.

And out of these number 60 were workers in the company. It was based on this number that the questionnaire was administered and response received.

4.4 DATA ANALYSIS

Data analysis involves using the information collected to back up the problem under investigation i.e. it involves coming out with results or findings with respect to the subject being studied based on facts assembled by the researcher through the various sources of data analysis which involves coming out with conclusions on the data collected and analysed.

The analysis and interpretation of the raw data of an investigation are the means by which the research problem is answered and the stated hypothesis if any are tested.

For the analysis of data collected in this study the use of tables are employed. In regard coding and tabulation is used for the analysis and interpretation. Coding is the assignment of numericals to the answers of the question so that the data can be more readily analysed, while tabulation refers to the classifications and counting of values of the observations.

CHAPTER FIVE

5.0 DATA PRESENTATION AND ANALYSIS

Varivous data were collected usivng the methodology in chapter four on the various promotional activities of Nasco Marketing Company Jos through personal interview, questionnaire which was administered to the workers in the organisation. Some selected key wholesalers and retailers of the company were interviewed by the researcher and also some customers were not left behind as they were also interviewed in connection to the company's products and their marketing.

Nasco group of companies which produces various products to industrial products carries out various promotional activities in order to market its products and also to let customers know that their products exist in the market. The company utilizes the different types of media, the print news and electronic to advertise its wide range of product.

5.1 PROMOTIONAL ACTIVITIES

The term describes all types of marketing activities designed to stimulate demand. According to Stanton (1981) "In economic terms the basic purpose of promotion is to change the location and shape of demand (Revenue) curve for a company's product"[1]

A company hope to increase its products' sales volume at any given price. It also hope that promotion will affect the demand elasticity for product making the demand inelastic when the price demand decreases. In essence it means that with promotion demand for a product increases especially when the price of that product is reduced.

Promotional activities can be classified into four categories as presented below:

(a) Advertising: Any paid form of non personal presentation and promotion of idea, goods or services by an identified sponsor.

(b) Sales promotion: Those marketing activities other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exhibitions.

(c) Publicity: Non personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon radio, television or stage that is not paid for by the sponsor.

Nasco Marketing Company which is responsible for the marketing activities of the entire Nasco divisions utilizes various promotional activities based on their wide range of products which include both consumer and industrial goods. The company utilizes the various forms of media in advertising its products. From the view of the Marketing Manager, the company utilizes more of the electronic media in advertising because it has wider reach than the other forms. The eclectronic media advertising is captivating since people can watch what is happening or listen to it rather than just seeing a static picture in the case of print media.

Nasco Marketing Company's advertising message is been received throughout the country because the copy is placed on both the National and local television and radio stations. The company also sponsors some local and National programmes which are watched nation wide. In the course of these programmes the company's products are been advertised during interlude. In the case of the print media the company's products are advertised in some selected magazines that have wide coverage throughout the country. The company also uses the bill board where posters bearing the company's products are posted at strategic locations, this is mostly found in the State (Plateau) where the factory and head office is situated. The bill board is used so as to capture the interest of those people passing by. The company tries to balance the gap between the electronic and print media advertising with personal

selling. It does this through its fields salespersons who go around with mostly the consumer products and sell them.

In selecting, the media in order to reach its target audience Nasco marketing company takes into consideration the vehicle, audience, audience composition, coverage, penetration, reach and frequency.

5.2 Creating awareness by Nasco Marketing Company:

Awareness creation involves campaign to let people know or be aware that something exists or is available. In the case of Nasco group of companies they try to let people know that certain products of the company exist and people should patronize and purchase those products. Usually this is done through advertising, sales promotion, continous advertising, participating in consumer oriented marketing like trade fairs, sales promotion i.e. giving branded gifts such as pens, key holders, caps etc. and sponsoring certain programmes on the media.

(a) Sales promotion:

The company organises certain trade shows whereby it displays its variety of products in the fair and people come from various parts of the country to participate in such kind of shows. It is usually this kind of avenue that the company tries to push its new products into the market. Some consumers may come into contact with the product for the first time and usually there are salespersons ready to enlighten the consumers on the products.

(b) Continous advertising:

The company engages in repeatitive kind of advertising to remind consumers of the existence of their products and to also let those who have never seen the product know that it exists in the market. They do this with the aim of making them buy the products. The company places more emphasis on the television and radio advertising because of its wider reach and their captivating ability.

(c) Sponsoring Certain Programme:

The company sponsors certain programmes like dramas and soap operas on television and in the course of such programmes they place advertisement of their products during interlude. Through such programmes many people come to know about the product of the company because of its viewership.

The table below shows the types of promotion used by Nasco Marketing Company based on the variety of products produced by the company both industrial and consumer goods:

S/No.	Type(s) of goods	Type(s) of promotion used	Media	Coverage Nation wide %
1.	Consumer goods: Biscuits, Confectionaries, detergent	Advertisement, Sales promotion and Personal selling	Electronic and Print Media	85
2.	House hold items: Carpets, floor tiles	Advertisement and Sale promotion	Electronic Media (Television)	60
3.	Industrial used Products: Car carpets and roof tops, jute bags, polytene bags	Advertisement	Electronic Media (Television)	45

Fig 5.2

From the figure above it can be seen that Nasco Marketing Company chooses different media to advertise its products based on the type. Like in the case of consumer goods the company uses all the different forms of promotional tools to create awareness simply because consumer goods are durable and can easily be handled. Sales persons can easily carry the products around and advertise them and it also yields good results when advertisement on the media is backed by action from the sales force. In the case of the household items and industrial products the company uses the electronic media and print media because it is more convenient. The Sales force cannot carry such items door to door to customers.

Below are some of the questions administered to members staff of Nasco Marketing Company and also some selected key customers with analysis of their response.

1. What media do you use for your advertisement?

The selection of the media is very important when it comes to the type of audience the company intends to reach. Many people seem to pay more attention to the things shown on the television. One can easily see the action actually been perormed and at the same time listen to the audio on the television, unlike the radio where one only listens to what is been advertised without seeing the action.

From the questionnaires collected it shows that the company uses television in its advertising more than the other modes of advertising. The management said that most people that told them about their products said they saw the products of the company been advertised on the television. Below is the breakdown of the analysis on the choice of media used for advertisement by the company.

	Media	No. of Viewership	%
i	Television	20	33.3
ii	Radio	15	25
iii	Magazine	10	16.7
iv	Bill Board	15	25
TOTAL		60	100

Fig 5.2.1

From the above figure it shows that 33.3% of the audience noted that they saw more of the advertisement on the television than on other media because of its widespread, 25% of the audience say that they heard the company's product been advertised on radio, while yet another 25% of the audience noted that they saw the company's product on bill boards. The remaining 16.7% of the audience attested that they saw more of the company's products on magazines.

It is very obvious that creating awareness in any of the media is very important in Marketing a Company's product because a combination of all creates effective awareness to people. Also the customers need to be convinced about the product they are buying as to what it is, how it can be used and for what, what additional benefits and side effects customers are likely to experience with constant usuage or application of the goods and services. These and many other relevant information about the product must be given to customers and potential ones to enable them have adequate knowledge of the company's goods and services.

2. What determines your choice of Media?

Determining the media to use is very important in trying to create awareness. One has to consider certain factors before deciding which media to use. One cannot depend solely on guess work in selecting the media to use because it may lead to little or no impact on the population. From the response of the questionnaire administered it shows that what determines the company's choice of media is mainly the popularly viewed media and the coverage.

	Attribute	Response	
i	Popularly Viewed Media and Coverage	40	66.7
ii	Coverage	7	10
iii	Reliability	10	16.7
iv	Company policy	3	6.6
TOTAL		60	100

Fig 5.2.2

It is clear from the above figure that 66.7% of the respondants agreed that the popularly viewed media and coverage is what determines the company's choice of media.

16.7% of the respondants say that Reliability of the media is what determines the choice of media because when it is reliable it is effective in sending forth the information without doubt. 10% of the respondants believe that cost is important too when it comes to the choice of media because the extent to which the company's choice is based on, is which media is the cheapest. While 6.7% of the respondants noted that the company's policy is what determines the choice of media.

3. Why does your Company advertise?

Advertising as earlier defined is aimed at presenting and promoting ideas, goods or services by an identified sponsor and their reason for advertising is to promote the sales of their products and this is done by creating awareness to the public.

In response to the question posed to the Management of the Company the reason why they advertise is to creat awareness for their products.

Code	Attribute	Response	%
I	Awareness creation	40	66.7
II	Maintenance of Market Share	15	25
III	Competition	5	8.33
IV	Mere routine	-	-
TOTAL		60	100

Fig. 5.2.3

The figure above shows the break down of the response to the reason why the company advertises. It shows that 66.7% of the reason why the company advertises is to creat awareness to the public concerning its products hence increasing its sales and there by increasing its profits too. 25% of the reason of advertising is to maintain the company's market share if possible increase the market share. 8.33% of the reason of advertising is to meet its competition.

The company is able to penetrate the market because its target is to create awareness and to also increase its market share.

4. How does your Company receive feed back from its promotion?

Normally companies attempt to evaluate the effectiveness of their promotional activities by checking their products' performance in the market. This is usually done by the company at different periods when additional promotional activities are embarked upon or when old ones are intensified. Also it is done by comparing one company's performance against competing companies in that same market. For Nasco group of Companies, they use sales level, market share and consumer level of product acceptability. Therefore information for the purpose of promotional effectiveness are gotten through the following; See table below:

Code	Attribute	Response	%
I	Sales Level	30	50
II	Market Share	20	33.3
III	Dealers	10	16.7
Total		60	100

Fig. 5.2.4

From the above figure the response shows that 50% indicate that the company receives feed back by examining its sales level achieved for the year running and for other subsequent years. 33.3% also indicate that the company receives feed back from its Sales personnel through the Market Share they have gained. While 16.7% of the feed back received from promotion is through the company's dealers.

In the analysis it shows that the sales level of the company actually provides the Company information about its promotional activities.

5. How do you measure the effectiveness of your promotion?

Where a company carries out a promotion, it is suppose to measure how effective the promotion is. There are certain creteria used in measuring the effectiveness of promotion and these depends on what the promotion is aimed at achieving. The effectiveness of any promotion shows that the company is achieving the goal which it had set forth to meet.

Code	Attribute	Response	%
I	Sales level	38	63.3
II	Level of profit	16	26.7
III	Product acceptability	6	10
Total		60	100

Fig. 5.2.5

The figure above shows that the company uses sales level to measure the effectiveness of its promotion as it can be seen that 63.3% of the response which is the highest percentage is for level of sales, 26.7% of the response indicate that level of profit is also used to measure the effectiveness of promotion. That is to say the level of profit made indicates how effective promotion is while 10% of the response to measure of promotional effectiveness is attributed to product acceptability. This means that when there is less complaints from customers.

In the analysis it can be seen that Nasco group of companies measures the effectiveness of its promotion by examining the level of sales it has made so far as a result of its promotional activities.

6. Which of the following strategies does your company employ?

The type of strategy which a company employs will depend on what the company's mission is. the company may employ a particular strategy in order to meet up competition, or it may want to make a head way in the industry or other reasons. So which ever strategy a company employs will affect its promotional activities.

Code	Attribute	Response	%
I	Skimming strategy	5	8.3
II	Penetration strategy	30	50
III	Product differentiation	15	25
IV	Market segmentation	10	16.7
Total		60	10

Fig 5.2.6

45

From the above figure it can be seen that the strategy which the company uses is penetration which has a response of 50%. This is the reason why the company is into the business of creating awareness. 25% response of the respondant indicate that the company utilizes product differentiation strategy. 16.7% of the respondant indicate that market segmentation strategy is been utilized by the company. The remaining 8.3% noted that skimming strategy is used by the company.

At the final analysis however, it seems that the company uses more of Penetration strategy than the others. The company aims at penetrating the market, so it increases its activities of creating awareness together with quality production.

7. How did you come to know about the product of NASCO group of companies?

	Attribute	Response	%
I	Advertisement	30	50
II	Sales promotion	8	13.3
III	Sales personnel	20	33.3
IV	Publicity	2	3.4
		60	100

Fig 5.2.7

The response which was received from the customers indicate that 30% who filled in the questionnaire noted that they did come to know about Nasco's product through advertisement. 33.3% of the customers indicated that they came about the company's product through the company's salesforce. 13.3% said they were able to know the products of the company through the sales promotion activities of the company while the remaining 3.4% of the respondants indicated that it was through publicity that they knew the product.

8. Do you think the advertisement/Promotion of a particular brand of product will encourage its usage?

	Attribute	Response	%
I	Yes	50	83.3
II	No	10	16.7
		60	100

Fig. 5.2.8

In the figure above in response to the question 83.3% of the customers feel that advertisement/promotion of a particular brand of product will encourage its usage. This is probably because of the information they will receive as a result of the advertisement and promotion, while 16.7% say they do not think that advertisement/promotion of a particular brand of product will encourage the usage of the product.

In the analysis actually the researcher is of the view that when a customer is aware of a certain benefits about a product which he/she was not aware of before will tend to have confidence in using the product than before.

9. Do you think that product advertisement/promotion should be undertaken in Nigeria?

Looking at the economy of Nigeria and the social make up of the country advertisement/promotion for certain types of products are necessary because there are many more enlightened people in the country now than ever before and they would like to know much about a product before they decide to purchase that product.

Below is the summary of the response of the customers who were asked the question:

	Attribute	Response	%
I	Yes	55	91.7
II	No	5	8.3
		60	100

Fig. 5.2.9

From the figure above it shows that those customers who think that product advertisement/promotion should be undertaken in Nigeria constitute 91.7% of the total percentage of the respondants, while the remaining 8.3% of the customers who

responded feel that there is no need for product advertisement/promotion in Nigeria. While for the 91.7% who agreed that product advertisement/promotion should be carried on in the country gave the reason that advertisement/promotion creates more awareness to the public than when there is non, for example during the coca-cola and Seven Up Sales Promotion many people got to find out alot more about soft drink which they did not know before.

In conclusion based on the data collected and analysed it can be said that creating awareness is an effective stragegy for marketing since effective sales of goods can only be done when people are aware of the existence of those goods. When one is not aware of such a product he does not bother to take any action towards it but ones he/she is aware he/she may become convinced and decide to buy the product. The company is also aware that there are various competing brands in the market and as such it does not take the chance of allowing its customers nor potential customers to be taken away.

CHAPTER SIX

6.0 SUMMARY, CONCLUSION AND RECOMMENDATION:

6.1 Summary:

Creating awareness is very important for a company if it is to succeed in marketing its products effectively. In most of the developed countries where there is keen competition between several similar product, awareness creation is so vital for them to gain more market share. In developing countries like Nigeria where the competition is just coming up there is the more need to create awareness. And also where many people are ignorant of many things there is the greater need to educate them on certain issues. Since marketing aims at satisfying the needs of the customer by means of the product and a whole cluster of things associated with producing, delivering and finally consuming the products there is the need to create awareness in order to meet that aim.

Also with the stte of the economy where things are hard and consumers take their time and effort to search for what is economical and at the same time need satisfying there is the urgent need for information disemination towards that direction. In order for our economy to keep developing their is the need for the production and consumption of goods and services that are available to be of use to the populace, they have to know about the existence of such goods and services.

6.2 Conclusion:

In conclusion, in order for a company to be successful it must have to market its products successfully, and in order for them to achieve effective marketing they must educate the people about their products. As can be seen in the research no marketer will succeed effectively by mere production of goods and services but by effectively distributing those goods and service and these can only be done effectively by creating awareness for the goods and services. Even for the government to be able

to achieve a stated objective in the economy, they have to create awareness to the citizenry partaining to their policies and other issues, and since human beings are social beings they need just to be enlightened on issues before they take vital decisions.

Also it is been noted that whenever there is advertising/promotion there is always an increase in sales, this therefore means that people get to know more about the product and patronize it whenever they are enlightened more on the product(s).

6.3 Recommendations:

A study of this nature will not be successfully completed without offering some suggestions or recommendations. The following among others are the recommendations considered appropriate for effective marketing and in NASCO group of Companies and in Nigeria in general.

1. Promotional activities should be on a continuous basis since the economy is devleoping and people everyday are on the continuous process of seeking information.
2. Any time one engages in communication with an individual face-to-face, via mass media one must keep in mind that the audience is motivated by wants, desires and aspirations that have a strong social origin if one wants to understand the audience and be of service to them, and if one desires to influence them with promotions one must realize that they are social beings with varying desires.
3. The product brand or service called to peoples attention is not limited to things with intrinsic chemical and physical properties, therefore that which is offered must make sense in terms of the symbols, i.e. social qualities because consumers are concerned with social meanings and symbols.
4. Since most consumers are in the need for quality products which will satifsy their needs, producers should continue to carry out market research to find out what consumers actually want in order for them to produce goods and services that will

match those needs.

5 Finally, in preparing advertisement a communicator (promoter) must understand that the intended audience is made up of social beings, and that they tend to see the world including the communicator's message in terms of their own previous social experience.

BIBLIOGRAPHY

1. Busch, Paul S and Houston, Michael J — Marketing Strategic Foundation (1986)
2. Carroll and Roman — Marketing: Sales Promotion and Advertising (1965)
3. Dirksen et al — Advertising:Principles, Problems and Cases 5th ed (1977)
4. Evan, Jeol R. and Berman — Marketing in Nigeria
5. Kofler, Philip — Marketing Management: Analysis Planning and Control (1977)
6. Michael, Baller J — Marketing Introductory Text (1980)
7. Nicosia — Advertising: Management and Society (1986)
8. Osuala E. C — Introduction to Research Methodology
9. Patrick, Kirk C. A — Advertising: Mass Communication in Nigeria (1959)
10. Spillard et al — Sales Promotion: Its place in Marketing (1975)
11. Stanton, William J. — Fundamentals of Marketing (1981)

DEPARTMENT OF BUSINESS ADMINISTRATION
AHMADU BELLO UNIVERSITY
CONGO CAMPUS
ZARIA

RESEARCH QUESTIONNAIRE ON CREATING AWARENESS AS A STRATEGY FOR EFFECTIVE MARKETING IN NIGERIA:

A CASE STUDY OF NASCO GROUP OF COMPANIES.

Age:

18 - 20 ☐

21 - 30 ☐

31 - 40 ☐

40 and above ☐

Sex .....

Profession .....

Years of working experience .....

.....

Appendix

NOTE: Question 1 and 2, please number in order of priority in the box provided using numbers.

1. What are your company's main objectives?

(a) To maximise profit ☐

(b) To satisfy customers ☐

(c) To render social services to the nation ☐

(d) To produce good quality products ☐

(e) Any other (please specify) ☐

2. What are your company's marketing objectives?

(a) A high level of consumer satisfaction ☐

(b) To capture a large market share ☐

(c) Rapid growth in Total sales ☐

(d) To promote a good cordial relationship with others ☐

(e) Any other (please specify) ☐

For the following questions tick an appropriate as it applies to your organization in the box provided.

3. Who decides the marketing objectives of the organization?

(a) Marketing department ☐

(b) Top Management ☐

(c) Everyone in the organization ☐

(d) Any other (please state) ☐

4. How do your company usually cordinate the activities of the marketing company with the other divisions?

(a) Inter-departmental meetings ☐

(b) Committee ☐

(c) Headquarters ☐

(d) Any other (please state) ☐

5. How often does your company conduct some form of marketing research?

(a) Occassionally ☐

(b) On a continous basis ☐

(c) Anytime the company feels like ☐

(d) Other (please specify) ☐

6. Which of the following is not under the control of the marketing executive?

(a) Advertising ☐

(b) Marketing Research ☐

(c) Sales Planning ☐

(d) None of the above ☐

7. What media do you use for your advertisement?

(a) Television ☐

(b) Print Media ☐

(c) Radio ☐

(d) Bill board ☐

(e) All of the above ☐

(f) None of the above ☐

8. What determines your choice of Media?

(a) Coverage ☐

(b) Cost ☐

(c) Reliability ☐

(d) Company policy ☐

(e) No particular determinants ☐

(f) Other (please specify) ☐

9. Why does your company advertise?

(a) To create awareness and market demand ☐

(b) To enable you maintain your prsent share of the market ☐

(c) Competition oriented ☐

(d) Just a mere routine ☐

10. What are your organization's selling term?

(a) Credit sales for a period of less than 30 days r not more than 90 days. ☐

(b) Cash and carry ☐

(c) Credit to any credit worthy customer ☐

(d) Other (Please state) ☐

11. Who are your competitors in your operation?

(a) Local Manufacturers ☐

(b) Foreign manufacturers ☐

(c) Other manufacturers in the Industry ☐

(d) All of the above ☐

12. How do you see competition in your organization?

(a) An opportunity to improve ☐

(b) A real threat ☐

(c) Has no effect at all ☐

(d) As a challenge to work harder ☐

13. Which of the following strategies does your company employ?

(a) Skimming Strategy ☐

(b) Penetration Strategy ☐

(c) Product differentiation strategy ☐

(d) Market segmentation strategy ☐

(e) Other (please state) ☐

14. What factor(s) affect the choice of any of the strategies your company employs?

(a) Company resources ☐

(b) Competitive marketing strategy ☐

(c) Company's policy ☐

15. Does your company have any customer policy?

YES ☐

NO ☐

16. If YES what is the company's customer policy?

.....

.....

17. How does your company receive feed back from its promotions?

(a) Sales level made ☐

(b) Sales personnel ☐

(c) Dealers ☐

(d) Other (please state) ☐

18. How do you measure the effectiveness of your promotion?

(a) Quantity of product sold ☐

(b) Profit made ☐

(c) Less complain from customers ☐

(d) Other (please state) ☐

19. Please, comment or suggest as to how your company can help in creating awareness to the public .....

.....

.....

.....