

**THE IMPACT OF CONSUMER BUYING BEHAVIOUR
ON MARKETING STRATEGIES:
A CASE STUDY OF LEVER BROTHERS NIGERIA PLC.**

BY

**RAHIM AJAO GANIYU
MBA/ADMIN/16870/98-99
(G98/BAF/70S9).**

**BEING A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF BUSINESS ADMINISTRATION,
AHMADU BELLO UNIVERSITY, ZARIA IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE AWARD
OF MASTER DEGREE IN BUSINESS ADMINISTRATION**

OCTOBER 1999.

DECLARATION

I RAHIM AJAO GANIYU, Certify that apart from casual references and consultations to books, Journal, annual report of the company of my case study and other related literature which have been Indicated and acknowledged as references, all materials as contained in this research work are the findings of the researcher .

And that this research project ~~are~~^{is} original and has not been submitted, in part or whole, for any other academic programme of this or any other University.

October, 1999.

_____ *Rahim* 21-08-2000

Date and Signature.

III
APPROVAL PAGE

This Research Project has been Read and Approved by us as meeting the requirement for the award of Master Degree in Business Administration of Ahmadu Bello University , Zaria .

The Project Supervisor:

MR. JOHN. K. YERE

John K. Yere
.....
04/01/2000

Date and Signature

The External Supervisor

Professor Usman A. Zahradee

Usman A. Zahradee
.....
14/05/2000

Date and Signature

The Head of Department

MALLAM ABU-ABDI SAMAD

Abu-Abdi Samad
.....
30/8/00

Date and Signature

The Dean post Graduate School

[Signature]
.....

Date and Signatue

DEDICATION

This research project is dedicated to My Parents and all the staff of Planning and Scheduling department of Shell Petroleum Development Company Port-Harcourt, Rivers State.

AKNOWLEDGEMENT

In the name Allah, most Gracious, Most Merciful, first and foremost, my thanks and gratitude goes to Allah, The Almighty, who, not only gave me the courage, resources and sound health to complete this programme and write this piece of work successfully, but also gave me the vision and Inspiration to seek for knowledge. To him, I will forever be grateful.

One of my greatest obligations for this study goes to Mr. John Yere who supervised the study with such great and personal dedication that words can not express - it was a distinct privilege for me to work under his distinguished, meticulous and preserving supervisor.

To my parents, I say congratulations and thank you so much, of special mention and recognition in this sense is my mother, Hajia Aminat Addul Rahim who have never doubted my ability. I pray that you live long to reap all you have sown.

I appreciate in a grand way to Mr. Peter Oyaniyi, Mr. Abakala James, Mr. Femi Toba and Mrs. H.A. Adeyi, these people whom I have neither known nor heard of before, brusquely opened another door to give me a new hope. May Allah accomplish all their wishes.

To those I could not mention, your numerous individual contributions is highly appreciated .

RAHIM AJAO GANIYU

ABSTRACT

Understanding consumers needs and buying process is the foundation of successful marketing. By understanding how buyers go through problem recognition, Information search, evaluation of alternatives, the purchase decisions, and post purchase behaviour, marketer can pick up many clues, as to how to meet buyers need and by understanding buyers needs, marketers can design effective marketing strategies for their target markets.

Staying successful in business requires constant analysis of and adjustments to changes in what customers want and competitors offer. And because purchasing is a problem solving process, consumers will evaluate product or brand alternatives on the basis of desired characteristics and how valuable each characteristic is to the consumer.

For business to be successful it must not only have competitive and marketing strategies that fit the demands of external market and competitive environment, it must also, implement those strategies effectively, the business Internal structure, resources, policies, procedures and plans must fit the demands of its strategies.

LIST OF ABBREVIATIONS

MDS:	Manufacturers Delivery Services.
SWOT:	Strength Weaknesses, Opportunity and Threat analysis
SCA'S:	Sustainable Competitive Advantages.
BPEST:	Business, Political Economic, Societal and Technological Factors.
SBU:	Strategic Business Unit
SAP:	Structural Adjustment Programme.
LBN:	Lever Brothers Nigeria Plc
USP:	Unique Selling Propositions.
DCC:	Direct Consumer Contact

LIST OF FIGURES

Figures		Pages
Fig 2.1	Stages in the Buying Decision Process.....	24
Fig 2.2	The Consumer Adoption Process.....	30
Fig 2.3	The Black Box Model.....	32
Fig 2.4	The Engel , Blackwell and Miniard Model.....	34
Fig 2.5	The Howard Sheth Model.....	35
Fig 2.6	The Nicosia Model.....	37
Fig 2.7	The Process of Formulating and Implementing Marketing Strategy	48
Fig 2.8	Sales Organizational Chart of LBN.....	51

LIST OF TABLES

List of Tables	Pages
Table 4.1 Categoraization of respondents according to sex	62
Table 4.2 Categoraization of respondents according to age group	62
Table 4.3 Categoraization of respondents according to whether they consume LBN product or not	63
Table 4.4 Categoraization of respondents according to how they rate their satisfaction with LBN products	64
Table 4.5 Categoraization of respondents according to the extent they experience purchase decisions difficulty arising from numerous consumer product in the market	65
Table 4.6 Categoraization of respondents according to how often their buying behaviour was influenced by cultural factors	66
Table 4.7 Categoraization of respondents according to how often their buying behaviour was influenced by social factors	67
Table 4.8 Categoraization of respondents according to the extent they had experienced defaults in LBN product	68
Table 4.9 Categoraization of respondents according to the extent their purchase decisions was influenced by the marketing activities of LBN	69
Table 4.9-1 Categoraization of respondents according to the extent their purchase decisions was influenced by the price of the product	70

Table 4.3(A)	Chi-Square test table on 50 consumers classified according to how they rate their satisfaction with LBN products	75
Table 4.3(B)	Chi-Square test table on 50 consumers classified according to the extent they experienced purchase decisions difficulty arising from numerous consumer products in the market	76
Table 4.3(C)	Chi-Square test table on 50 consumers classified according to the extent their buying behaviour was influenced by cultural factors	78
Table 4.3(D)	Chi-Square test table on 50 consumers classified according to the extent their buying behaviour was influenced by social factors	80
Table 4.3(E)	Chi-Square test table on 50 consumers classified according to the extent they experienced default in LBN products	82
Table 4.3(F)	Chi-Square test table on 50 consumers classified according to the extent their purchase decisions was influenced by the marketing activities of LBN	83
Table 4.3(G)	Chi-Square test table on 50 consumers classified according to the extent their purchase decisions was influenced by the price of the product	85

LIST OF APPENDIXES

Appendixes	Pages
Questionnaire.....	101-102
Interview Question.....	103
List of Lever Brothers Nigeria Plc : Distributors in Kano State.....	104

TABLE OF CONTENT

	Pages
Title Page	I
Declaration	II
Approval Page	III
Dedication	IV
Acknowledgement	V-VIII
Abstract	IX
List of Abbreviations	X
List of Tables	XI
List of Figures	XII-XIII
List of Appendixes	XIV
Table of Content	XII-XV

CHAPTER ONE

GENERAL INTRODUCTION

1.1	Background of the Study	1-3
1.2	Statement of the Research Problem.....	4
1.3	Objectives of the Study	5-6
1.4	Hypotheses / Assumptions.....	6-7

1.5	Scope / Delimitation of the Study	8-9
1.6	Justification/Significance of the Study	9-10
1.7	Limitation of The Study	10-11
1.8	Defination of Operational Terms	11-12

CHAPTER TWO

LITERATURE REVIEW

2.1	Theoretical Analysis of Marketing Strategy.....	13-17
2.2	Consumer Buying Behaviour	17-18
2.1-1	Types of Consumer Buying Behaviour	19-20
2.1-2	Factors Influencing Consumer Buying Behaviour	20-23
2.3	Consumer Buying Decisions Process	23
2.3-1	Stages in the Consumer Decisions Process	24-26
2.3-2	Methods of Research into Consumer Buying Decisions Process	27
2.3-3	Consumer Goods / Products.....	28-29
2.3-4	Consumer Adoption Process.....	29-31
2.4	Models Of consumer Buying Behaviour	31-32
2.4-1	The Black Box Model.....	32-33
2.4-2	The Engel , Blackwell and Miniard Model	33-34
2.4-3	The Howard Sheth Model	35-36
2.4-4	The Nicosia Model	36-38
2.5	The Art of Re-Inventing Customer Value	38-40

2.6	The Scope of Customer Analysis	40-42
2.7	Basis for Segmenting Consumer Market	42-44
2.8	The Process of Formulating and Implementing Marketing marketing Strategy	44-48
2.9	Lever Brothers Nigeria Plc (History and Business)	49-51

CHAPTER THREE

RESEARCH METHODOLOGY

3.1	Research design	54-55
3.2	Population of the Study	55
3.3	Sampling Techniques	55
3.4	Sample Size	56
3.5	Research Instruments / Tools Used	56-57
3.6	Justification for the Approaches Used	58
3.7	Sources of Data Collection	59
3.8	Method of Data Collection	59
3.8-1	Method used in editing , recording and Tabulation of Data	59-60
3.9	Data analysis	60

CHAPTER FOUR**DATA PRESENTATION AND ANALYSIS**

4.1	Analysis of the Questionnaire Responses.....	61-71
4.2	Analysis of the Interview Questions	71-73
4.3	Method of Testing the Hypotheses	74-86
4.4	Concluding Remarks on Chapter Four	86-89

CHAPTER FIVE**SUMMARY , CONCLUSION AND RECOMMENDATION**

5.1	Summary of the Findings.....	89-91
5.2	Conclusion Drawn from the Findings.....	91-93
5.3	Recommendation	93-95
5.4	Theoretical and Practical Implication of The Study	95-97
	Bibliography.....	98-100
	Appendixes	101-104

CHAPTER ONE

GENERAL INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The consumer market consist of all individuals and households who buy and acquire goods or services for personal consumption. It is the ultimate market for which economic activities are organized.

Consumers vary tremendously in age, income, educational level, mobility patterns, and taste. Marketers' find it useful to distinguish different consumer groups and to develop products and services tailored to their consumers needs . Marketers' have to turn to consumer research for answers to the most important questions about any market, called seven O's of the market place.

Who constitute the market ?	Occupants.
What does the market buy ?	Objects.
Why does the market buy ?	Objectives.
Who participates in the buying ?	Organizations.
How does the market buy ?	Operations.
When does the market buy ?	Occasions.
Where does the market buy ?	Outlets.

Of central interest is the question" How do consumers respond to various marketing stimuli ? The company that understands how consumers will respond to different product features, advertising appeals, prices and so on, will have an enormous advantage over its competitors.

Consumer purchase is often the result of subtle hard-to-see (but nonetheless powerful). Psychological , cultural , personal and sociological factors . For the most part, these factors are “non controllable” by the marketers but must be taken into account. The design of a marketing program must therefore begin with an understanding of consumer buying behavior and the purchase decision process. While many buying decisions may involve several participants, who play such roles as initiators, influencers, deciders, buyers and users.

The marketer’s job is to understand the buyers behavior at every stage and what influences are operating. This understanding allows the marketers to develop an effective and efficient marketing program for the target market.

Marketing strategy is therefore , the logic by which the business unit expects to achieve its marketing objectives. It consist of marketing decisions on the business’s marketing expenditures, marketing mix, and marketing allocations in relation to expected environmental and competitive conditions.

Responsive marketing strategies that are grounded in effective customer orientation are not easy to initiate and implement . But when they are operational they become the source of a powerful competitive advantage that is very difficult for competitors to emulate and duplicate.

The explanation and prediction of consumer behavior does, however create a number of problems in designing marketing strategies, because consumers hold different predisposition toward the purchase of a product . Thus, measures relating to consumer preferences and satisfaction are essential as an early warning of impeding problems and opportunities regarding the implementation of marketing strategies.

The instinctive capacity to empathize with and gain insights from customers is the single most important skill that can be used to direct technologies, product and service offerings, communication programs, and indeed, all elements of the company strategic posture.

Staying successful in business requires constant analysis of and adjustments to changes in what customers want and competitors offer. It is therefore apparent that firms, will have to be market oriented, tightly focused on customer needs and desires, and highly adaptive to succeed and prosper.

Thus, the effective performance of marketing activities-particularly those associated with tracking, analyzing and satisfying customers needs-will become even more critical for the successful formulation and implementation of marketing strategies.

1.2 STATEMENT OF THE RESEARCH PROBLEM

The explanation and prediction of consumer buying behavior does create a number of problems, because consumers' hold different predisposition toward the purchase of a product and even the way they respond to marketing stimuli. Therefore, understanding consumer buying behavior through the daily experience of selling to them is no longer a feasible and practical approach because, of the growth in the size of the firms and markets, which has made most marketing decisions to revolve around consumers.

Thus, the researcher hopes to provide answers to the following questions, which form the statement of the research problem.

1. Do consumer buying behavior have any impact on effective implementation of marketing strategies ?
2. Are there any genuine benefits that a marketer will gain by initiating and implementing market driven strategies ?
3. Of what relevance to a marketer is an understanding of consumer buying behavior and those factors that exert influence on their buying behavior ?
4. Should the design of marketing strategies begin with an understanding of consumer buying behavior and purchase decision?

1.3 OBJECTIVES / PURPOSE OF THE STUDY

Generally, the objectives of this study is to appraise the marketing strategies of the Levers Brothers Nigerian Plc., and the impact its' consumers exert in the implementation of such strategies. The study will also attempt to ascertain the effectiveness and efficiency of the firm's marketing strategies in meeting customers' needs, wants and expectations, and also to make suggestions for improvement where necessary.

However, specific objectives of the study include:

1. To determine the extent to which Lever Brothers Nigeria Plc have adopted marketing strategies in an attempt to stimulate demand for their product /services.
2. To identify and examine some pitfalls and barriers to effective formulation and implementation of marketing strategies.
3. To identify current and future consumer buying behavior dimensions that shape and influence firms' marketing strategies.
4. To answer the following questions
 - Who are the biggest customer, who are the most profitable, do the customers fall into any logical groups on the basis of needs, motivations and characteristics ?
 - How should the market be segmented into groups that would require unique marketing strategies ?

- What are the major criteria for selecting target markets ? What targeting strategies could be put into use ?
5. Finally, the study aims at contributing to the knowledge of mankind and at the end of it all to provide the marketers with ideas, tactics and techniques which will match different consumers' and marketing situations.

1.4 HYPOTHESES / ASSUMPTIONS

The conduct of a comprehensive research of this nature cannot proceed without formulating some basic hypotheses.

Thus, on the basis of the objectives of this research, the following hypotheses have been advanced to address the issues raised in the statement of the research problem.

Hypothesis I

The Quality of a product increases customers satisfaction

This hypothesis is predicated on the believe that the totality of features and characteristics of a product in terms of its quality bears on its ability to satisfy the stated or implied needs .

Hypothesis II

Effective market segmentation enhances company reputation and competitive advantages.

This hypothesis is based on the assumption that market segmentation is essential in meeting the needs, wants and expectations of

the groups of consumers in that segment, and also in developing appropriate marketing strategies that will enhance customers satisfaction.

Hypothesis III

Marketers' understanding of consumer buying behaviour leads to the development of effective and efficient marketing programs and strategies .

This hypothesis postulate that marketers will be able to design appropriate marketing program and strategies for its target market by researching into consumer buying behaviour and purchase decision process.

Hypothesis IV

The key to winning long term customer patronage is to create and re-invent customer value .

This hypothesis is based on the believe that relatively low maintenance relationship will result from long term customer patronage and enhance the firms' competitive position.

Hypothesis V

The price of a product influences the level of demand for the product in the market .

This hypothesis postulate that the price of product has direct impact on the level of demand for the product in the market .

1.5 SCOPE / DELIMITATION OF THE STUDY.

The scope of the study covers the impact of consumer buying behaviour on marketing strategies of Lever Brothers Nigeria plc.

Those categories which this study will encompass are the consumers' of LBN products and the head of customers account in Kano depot. Population segment such as student and infant was excluded.

The work is divided into five chapters. Chapter one introduces in a broad perspective the general discussion concerning consumer buying behaviour and marketing strategies. It proceeds to state the problems of the study, the objectives of the study, Justification and scope of the study are also discussed in chapter one.

Chapter two review the literature on the topic, this is to provide the researcher with the focus on what experts and earlier researchers' have come up with, done and said.

Chapter three focuses on the research methodology, it discuss the research design, population of the study, the sample size drawn from the population, the methods of data collection, the research instruments used, method of editing and recording the data and finally, the method of testing the hypotheses.

Chapter four of the study discuss the method of analyzing the data and information collected and testing of the hypotheses.

Summary, conclusions and recommendations are the thrust of chapter five.

1.6 JUSTIFICATION / SIGNIFICANCE OF THE STUDY

This study will be useful and meaningful to the marketers on the need to understand the consumer buying behaviour and purchase decision making process as an early warning of impending problems and opportunities regarding the implementation of a marketing strategies.

An understanding of this will not only help the marketers to identify and select its principal target segments but also provide inputs to all the element in the marketing mix.

Moreover, the findings of study, would be of great significant to the marketing managers, sales managers and sales representatives , to consumer service managers and product managers.

To marketing managers, it will provide him with consumer reaction toward his company products and marketing strategies and most importantly how they respond to the marketing stimuli design to stimulate consumer purchase, this will guide the marketers in designing effective marketing strategies that will stimulate demand for its products.

To sales managers and sales representatives. It will enable them to develop appropriate communication campaign in a format that will catches and appeal to the target audience's attention and also in selecting

distribution outlets that will be most effective in reaching the selected target market.

And to the customer service managers and marketers in gaining a better understanding of its target market behaviour . Thus, enable marketer to develop an appropriate marketing strategies .

To the product manger, it will enable him to develop good and services whose characteristics meet the needs and expectations of the target consumers .

Finally, the study will inject a close intellectual stamina to other researchers related to this area of study and may even provide a solid base for carrying out further research work.

1.7 LIMITATIONS OF THE STUDY.

Through, to ensure a more comprehensive and detailed research work, the study focus only on the impact of consumer buying behaviour on marketing strategies of Lever Brothers Nigerian Plc. But still, there are some other problems which limit the scope of the study.

- i. A major limitation of this work lie in the fact that very few detailed studies have been conducted in this area. There is therefore, a comparative shortage of literature on the subject.
- ii. The problem of limitation to the amount and quality of information obtained from the respondents and their reluctance to fill the questionnaire .

- iii. The secrecy of revealing information pertaining to the formulation and implementation of the marketing strategies of the company of my case study.
- iv. Time and funds prevent the researcher from making repeated calls on the respondents.

1.8 DEFINATION OF OPERATIONAL TERMS.

MARKET: a market consists of all potential customers sharing a particular need or what and who might be willing and able to engage in exchange to satisfy that need or want.

NEEDS: a need is a state of felt deprivation of some basic satisfaction.

WANTS: human wants are desires for specific satisfiers of those deeper needs.

MARKETING: a marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

EXCHANGE: is the act of obtaining a desired product from someone by offering something value in return.

A MARKETER: is someone seeking a resources from someone else and willing to offer something of value in exchange.

PRODUCT: a product is anything that is seen as being able to satisfy a need or want.

173010

SERVICE: a service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

PRICE: this is the value of a product expressed in terms of naira and kobo.

STRATEGY: it refers to action by management to offset actual or potential actions of competitors.

STRATEGY PLANNING: is the managerial process of developing and maintaining a viable fit between the organization's objectives, resources and it's environmental opportunities.

MARKETING MIX: is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market.

MARKETING STRATEGY: is the marketing logic by which the business unit expects to achieve its marketing objectives.

MARKET SEGMENTATION: is the act of dividing a market into distinct groups of buyers who might require separate products and /or marketing mixes.

MARKETING MANAGEMENT: this is the analysis, planning, implementation and control of programmes designed to create and maintain beneficial relationship with the target market for the purpose of achieving organizational objectives.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter examines and assesses the work that have been done by the earlier experts and researchers on the related research work . It involve an assessment of the concepts and theories propounded by them . An assessment of these gave the researcher an insight into what they said , done and come up with .

2.1 THEORETICAL ANALYSIS OF MARKETING STRATEGY

The term strategy is derived from greek word “ strategos “ meaning general . In military sense , it involves the planning and directing of battles or campaigns . In business however , it refers to action by management to offset actual or potential actions of competitors .

A marketing strategy is the logic by which the business units expects to achieve its marketing objectives . Marketing strategies consists of *marketing decisions on the business marketing expenditures , marketing mix , and marketing allocations in relation to expected environmental and competitive conditions .*

Marketing strategy is defined by Philip Kotler (1991) , as a persistent , appropriate and feasible set of principles through which a company hopes to achieve its long term customers satisfaction and profit objectives in a particular competitive environments ¹ .

Marketing strategy , sometimes termed a competitive strategy , and it is shaped by six elements or dimensions . The element are : -

1. The product market in which the business is to compete .

According to David Aaker (1992), the scope of a business is defined by the products it offers and chooses not to offer , by the market it seeks to serve and not to serve , by the competitors with whom it chooses to compete and to avoid , and by its level of vertical integration ².

2. The functional area strategies needed to compete in the selected product market .

Companies compete using the functional area strategies such as :

- product line strategy
- positioning strategy
- pricing strategy
- manufacturing strategy
- and logistic strategy

Therefore , the overall grand strategy to be pursued by the company and the selected product market will determine the functional area strategy the company will choose and use .

3. Level of investment

A business scope or strategy can also be defined by its level of investment . That's the product market investment decision that encompasses the product – market scope of the business strategy , its

investment intensity , and also how the resources will be allocated over multiple investment opportunities in other words is it investing :

- to grow / or enter the product market ?
- to maintain the status quo ?
- to milk the business by minimizing investment ?
- to recover as much of the assets as possible by liquidating or divesting the business ?

3. The strategic assets or skills that underlie the strategy providing the sustainable competitive advantages (SCA'S).

A strategic skill is something a business unit does exceptionally well , such as manufacturing or promotion , which has strategic importance to that business . A strategic assets or simply assets , is a resources , such as brand name or installed customer base – that is strong relative to competitors . Therefore , in formulating strategy , management must consider the cost and feasibility of generating and maintaining assets or skills that will provide the basis for a sustainable competitive advantages .

4. The allocation of resources over the business units .

All resources (people , finance , materials and physical) generated both internally and externally need to be effectively and efficiently allocated.

6. The development of synergistic effects across the business .

This has to do with the creation of value by having business units that support and complement each other . Business firms that have a synergistic effects will have as competitive advantage over those that do not . There are four potentially successful generic marketing approaches to out performing other companies in your industry .

1. Low cost or over all cost leadership

The low cost strategy is to provide that sustainable cost advantage in some important element of the product or service . High market share , favorable access to raw materials or state of the art manufacturing equipment are factors that can contribute to the overall cost leadership position .

Implementing low cost strategy may require heavy up front capital investment , aggressively low pricing and start up losses to build market share . Once achieved , high market share and low cost position provide high margins which can be re-invested in new and modern facilities in order to maintain cost leadership .

11. Differentiation

In a differentiation strategy , the product offering is differentiated (or made different) from the competition by providing value to customer , either by performance , the quality , the prestige , the features , the service backup , the reliability or the convenience of the product .

Differentiation , if achieved , is a viable strategy for earning above – average returns because , it creates a defensible position for coping with competition .

111. Focus

This involve focusing the business on either a relatively small buyer group or restricted portion of the product line . Such a focus is a driving force and can be instrumental to the creation of sustainable competitive advantages (SCA'S).

1V. A pre-emptive move

“A pre-emptive strategic move according to David Aaker (1992), is a strategic innovation into a business area . And because , it was first to generate such an innovative idea , it will the competitors time to duplicate such innovative strategy ³ .

For a first mover to create such strategy , competitors will be inhibited and prevented from duplicating or copying such strategy , hence other competitors are now at a greater disadvantage because they had been pre-empted .

2.2 CONSUMER BUYING BEHAVIOUR

The design of a marketing program begin with an understanding of consumer behaviour . Buyers do not exhibit the same behaviour in every purchase they are making . Consumers exhibit various type of behaviour in different types of purchases involved .

Consumer buying behaviour can be viewed as a problem solving process , which can be classified into three classes of buying situations .

i. **Routinized buying behaviour**

A consumer uses routine response behavior when buying frequently purchased low items that require very little search and decision effort .

When buying them , a consumer may prefer a particular brand , but he or she is familiar with several brands .

ii. **Limited problem solving**

Buying is more complex when the buyer confronts unfamiliar brand in a familiar product class .

Here the buyer needs to acquire information about an unfamiliar brand newly introduced in the product class and consumer will requires a moderate amount of time for information gathering and deliberation before purchasing the product.

iii. **Extensive problem solving**

This is the most complex buying behaviour , as the buyers is confronted with unfamiliar product class and does not know the criterion to use in selecting the best . A buyer will normally spend a great deal of time evaluating brands and seeking information .

2.2 –1 TYPES OF CONSUMER BUYING BEHAVIOUR

Assael Henry (1981) distinguished four types of consumer buying behaviour based on the degree of buyer involvement in the purchase and the degree of differences among brands ⁴. The four types are :

I. Complex buying behaviour

Consumer go through complex buying behaviour when they are highly involved in a purchase and are aware of significant differences existing among the brands . Consumers are highly involved in a purchase when it is expensive , bought infrequently , and risky.

Typically , the consumer does not know much about the product category and has much to learn . The buyer will therefore pass through a cognitive learning process .

II. Dissonance reducing buying behaviour

Sometimes the consumer is highly involved in a purchase but sees little differences in the brands . The high involvement again is based on the fact that the purchase is expensive , infrequently , and risky .

In this case the buyers will shop around to learn what is available but quickly because brand differences are not pronounced .

III. Variety seeking buying behaviour

Some buying situations are characterize by low consumer involvement but significant brand differences . Here consumers are often observed to do a lot of brand switching .

However , brand switching occurs for the sake of variety rather than satisfaction .

IV. Habitual buying behaviour

Many products are bought under conditions of low consumer involvement and the absence of significant brand differences .

Consumer behaviour in this case does pass through the normal belief / attitude behaviour sequence and do not search extensively for information about the brands , evaluates their characteristics , and make a weighty decision on which one to buy . Instead , they are passive recipients of information as they watch television or see a print advertisement .

2.2-2 FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

Consumers do not make their purchase decisions in a vacuum . Their purchases are highly influenced by cultural , social , personal and psychological factors . For the most part , they are " uncontrollable " by the marketer but must be taken into account .

1. Cultural factors

Cultural factors exert the broadest and deepest influence on consumer behaviour . Culture is the most fundamental determinant of a person's wants and behaviour . Where as lower culture are largely governed by instinct , human behavior is largely learned .

Each culture contains smaller group of sub-cultures that provide more specific identification and socialization for its members . Another aspect of culture is the social class . Virtually all human societies exhibits social stratification , stratification sometimes takes the form of a caste system where the members of different castes are reared for certain roles and cannot change their caste membership .

2. Social factors .

Consumer's behaviour is also influenced by social factors , such as the consumers reference groups , family and social roles , and statuses .

A person's reference groups are those groups that have a direct (face - to - face) or indirect influence on the person's attitudes and behaviour . These are groups to which the person belongs and interacts .

Members of the buyers family can also exercise a strong influence on the buyer's behaviour and it is the most important consumer buying organisation in society .

The final aspect concerning social factor is the role and statuses ; a person participates in many groups throughout life – family , clubs and organisations .The person's position in each group will be defined in terms his/her roles and status, and each role will exert some form of influence on his / her buying behaviour .

3. Personal factor

A buyer's decisions are also influenced by his / her personal characteristics , notably the buyer's age , occupation , economic circumstances , lifestyle and personality , and self concept .

People consumption is also shaped by the stage of the family life cycle , which has the same influence as the economic circumstances .

Finally , people's coming from the same sub – culture , social class , and even occupation may lead quite different lifestyles , which is reflected in the person's activities , interests and opinions .

3. Psychological factor

A person choices are also influenced by four major psychological factors . Motivation , perception , learning , beliefs and attitudes .

In making a purchase decision the first question to be raised is - why make that purchase ? what is the purchaser really seeking for ? what needs is he / she trying to satisfy ? . Once a person is motivated his goal oriented behaviour will be influenced by his perceptions.

Through acting and learning , people acquire their beliefs and attitudes . These in turn influence their buying behaviour . Thus , a marketers will be better-off by fitting its products into existing attitudes , rather than trying to create change in people's attitudes .

In summary , a person's choice is the results of the complex interplay of cultural , social , personal and psychological factors . Many of the factors cannot be influenced by the marketers . They are useful , however , in identifying the buyers who might have the most interest in the product or service of the firm .

2.3 CONSUMER BUYING DECISION PROCESS

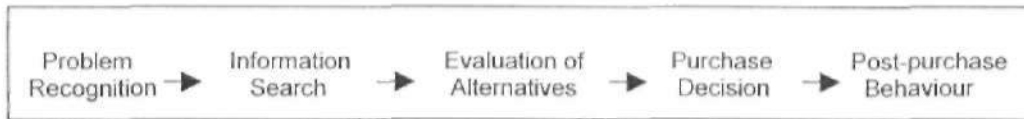
Marketers have to go beyond understanding consumer buying behavior and the various influences on buyers .

An understanding of how consumers actually make their buying decisions is of paramount importance . Therefore ,in designing a marketing program marketers must identify who makes the buying decision , the type of buying decision that is involved , and the steps in the buying process . Based on examination of many consumer reports on the buying process a stage model of the buying process have been conceptualized by consumer behavior researchers e.g Engel Blackwell and Miniard Model . The model which emphasizes that the buying process starts long before the actual purchase and has consequences long after the purchase .

2.3-1 STAGES IN THE CONSUMER BUYING DECISION PROCESS

Figure 2.1 below is used to show the stages consumer buying decision follow .

Figure 2.1 Stages in the consumer buying decision process



Source: Philip Kotler – Marketing Management , Planning , Analysis , Implementation and Control . 7th Edition , 1991 . PP. 192 – 197 .

The five stages are :

1. problem recognition
2. information search
3. evaluation of alternatives
4. purchase decision
5. post purchase behavior

Problem recognition

The buying process starts with the buyer's recognizing a problem or need . The buyer senses a difference between his or her actual state and a desired state . The need can be triggered by internal or external stimuli . In the former case , one of the buyer needs could be hunger , thirst or sex – rises to a threshold level and becomes a drive or a need can be aroused by an external stimulus e.g admiring a neighbor's new car. All of these stimuli cal lead him to recognize a problem or a need .

Information search

An aroused consumer may or may not search for more information .
If the consumer's drive is strong , and an affordable gratification object is at hand , the consumers need may simply be stored in memory .

Consumers information sources fall into four groups namely :

- I. personal sources (family , friends , neighbors etc)
- II. commercial sources (advertising , sales persons , dealer etc)
- III. public sources (mass media , consumer rating organisation etc)
- IV. experimental sources (handling , examining , use of the product) .

Evaluation of alternatives

There is no simple and single evaluation process used by all consumers or by one consumer in all buying situation. Most evaluation process are cognitively oriented- that's they see the consumer as forming product judgements largely on a conscious and rational basis .

Certain concepts help throw light on consumer evaluation processes . These include product attribute , brand beliefs and the utility function for each attribute . Consumers will therefore evaluate their purchase on those concepts before making purchase decision .

Purchase decision

The decision evaluation stage leads the consumer to form preferences among the brands in the choice set . The consumer may also form a purchase intention and lean toward buying the preferred brand .

However , two factors can intervene between the purchase intention and the purchase decisions . The first factor is the attitude of others , and the extent to which this will manifest depend upon two things :

- I. the intensity of the other person's negative attitude toward the consumer's preferred alternatives
- II. the consumer's motivation to comply with the other person's wishes .

The second factor is the situational factors , because when consumer is about to act , unanticipated situational factors may erupt to change the purchase intention .

Post purchase behavior

After purchasing the product , the consumer will experience some level of satisfaction or dissatisfaction . The consumer will also engage in post purchase actions of interest to the marketer .

To determine whether the buyer is highly satisfied , some what satisfied or highly dissatisfied with a purchase . the buyer's satisfaction (S) is a function of the closeness between the consumer's product expectations (E) and the product's perceived performance (P) , that is :

$$S = F (E , P) .$$

If the product matches expectations , the consumer is satisfied ; if it exceeds them , the consumer is highly satisfied ; and if it falls short , the consumer is dissatisfied .

2.3 – 2 METHODS OF RESEARCH IN TO CONSUMERS BUYING DECISION PROCESS

Smart companies research the buying decision process involved in their product category . Consumers can be asked when they first became acquainted with the product category , what their brand beliefs are , how involved they are with the product , how they make their brand choices , and how they rate their satisfaction after purchase .

Different consumers , of course , will vary in the way they buy a given product . The bone of contention here is that how can a marketer therefore, identify the typical stages in the buying process for any given product ?.

They can introspect about their own probable behaviour , although this is of limited usefulness (introspective method) .

The can find some consumers who are contemplating buying the product and ask them to think out loud about how they would go through the buying process (prospective method).

Or they can ask a group of consumers to describe the ideal way for people to go about buying the product (prescriptive method) .

2.3 – 3 CONSUMER GOODS / PRODUCTS

Consumer goods include all products which are designed for use by ultimate consumers or households and they are designed in such forms that they can be used without further commercial processing . Consumer products can be classified into :

I. Convenience goods

The significant characteristics of convenience goods are that the consumer has complete knowledge of the particular product (or substitutes) which he / she wants before going out to buy it and it is purchase with a minimum level of effort . Convenience goods typically have a low unit price , they are not bulky and not greatly affected by fad and fashion , it includes groceries , tobacco , toothpaste , inexpensive candy etc .

II. Shopping goods

Shopping goods are products for which a consumer usually wishes to compare quality , price and style in several stores before purchasing .

For shopping goods the consumer lacks full knowledge of the pertinent product features before embarking upon the shopping trip . Shopping goods includes women's apparel , furniture and other durable goods .

III. Specialty goods

Chris Rice (1993) , defined specialty goods as those with " unique characteristics and / or brand identification for which a significant group of buyers are habitually willing to make a special purchasing effort ⁵ .

The distinctive feature of specialty goods is that the buyer will accept only one brand . He is willing to forgo more accessible substitutes in order to procure the wanted brand , even though this may require a significant expenditure of time and effort . Examples of specialty goods includes expensive men's ready to wear , fancy groceries , photographic equipment etc .

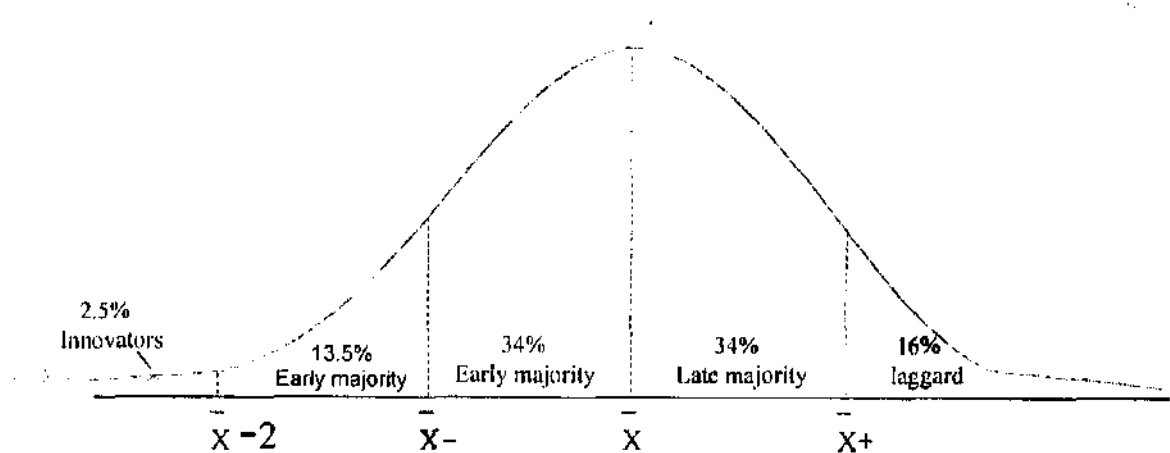
IV. Unsought Goods

Unsought goods from the view of Mc. Carthy (1964) , are those which potential consumer do not yet want or they can buy . They do not search out these . Furthermore , they would be unlikely to buy them even if they saw them ⁶ .

2.3 – 4 CONSUMER ADOPTION PROCESS

The consumer adoption process begin where the firms innovation process leaves off . It describes how potential customer learn about new product , try them , adopt or reject them . Figure 2.2 is used to show the stages in the adoption process .

Figure 2.2 Consumer adoption process



Source : Redwan from Everett M. Rogers (1962- P.162.)

Marketers must understand this process in order to build and design effective marketing strategy for early market .

An innovation refers to any good , service or idea that is perceived by some one as new . The idea may have a long history , but it is an innovation to the person who sees it as one .

The adoption process emphasizes on the mental process through which an individual passes from first hearing about an innovation to final adoption .The process consists of five stages :

- Awareness : the consumer becomes aware of the innovation but lacks information about it .
- Interests : the consumer is stimulated to seek information about the innovation.

- **Evaluation** : the consumer considers whether it would make sense to try the innovation or not .
- **Trial** : the consumer tries the innovation on a small scale to improve his or her estimate of its value .
- **Adoption** : the consumer decides to make a full and regular use of innovation .

The consumer adoption process suggests that marketer should think about how to facilitate consumer movements through these stages .

2.4 MODELS OF CONSUMER BEHAVIOUR

Marketers are frequently called upon to describe consumer behaviour , to explain it , and sometimes to predict it . In earlier times , marketers could arrive at a fair understanding of consumers through the daily experience of selling to them . But the growth in the size of the firms, complexity of the consumer behaviour and markets have removed many marketing decision makers from direct contact with their customers .

Given the complexity of consumer behavior it is not surprising that until recently much of the work in this area was of piece meal nature . In recent years however , technology has become available , through the computer , which enable a number of variables to be studied together and their interactions to be examined .

It has also been found that it is possible to simplify consumer behavior into its principal components and that , in practice , a relatively

small number of variables account for the vast bulk of consumer behaviour . This has become known as the modeling approach and it has been used with some degree of success as a method of explaining and predicting human behaviour .Four of such model will be examine namely :

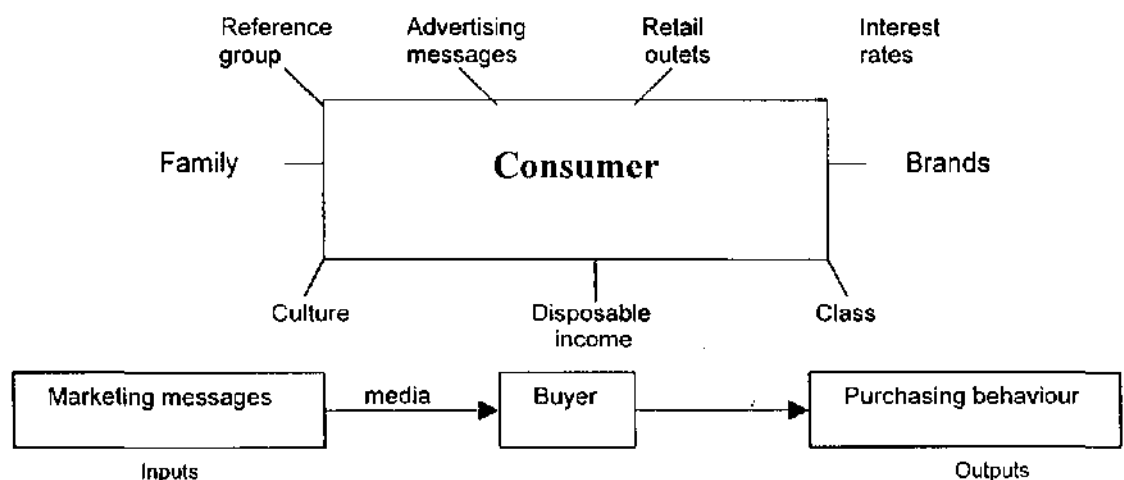
- i. The Black Box Model
- ii. The Engel , Blackwell and Miniard Model
- iii. The Howard – Sheth Model
- iv. The Nicosia Model

2.4 -1 The Black Box Model

Philip Khotler (1991), propounded the black box model which concentrate on external influences on behaviour on which marketing strategy can exert an influence on consumer behaviour ⁷.

The model treat the individual and his physiological and psychological makeup as an in-penetratable black box. They are concerned with the external environmental influences on behaviour .

Figure 2.3 The Black Box Model



Source: Keith C. William - Behavioural Aspects of marketing .1st Edition , 1985. PP. 290 – 300 .

Figure 2.3 above shows a simple model of the market for consumer goods and identifies the interactions taking place between the producer, its distributors, and how the producer activities are affected by the sales and marketing efforts of their suppliers and by the needs of the retailers. Retailers are influenced by their distributors; producers, and the needs of consumers; and at the end of the system, consumers are affected by the marketing activities of the producers and retailers, and by the actions of other consumers.

473946

Black box model can be useful to the marketer because they concentrate on the external influences on behaviour on which marketing strategy can exert an influence. By evaluating the relative importance of stimulus variables, the marketing strategist will be in a position to determine the action needed to influence consumer behaviour.

2.4-2 The Engel, Blackwell and Miniard Model

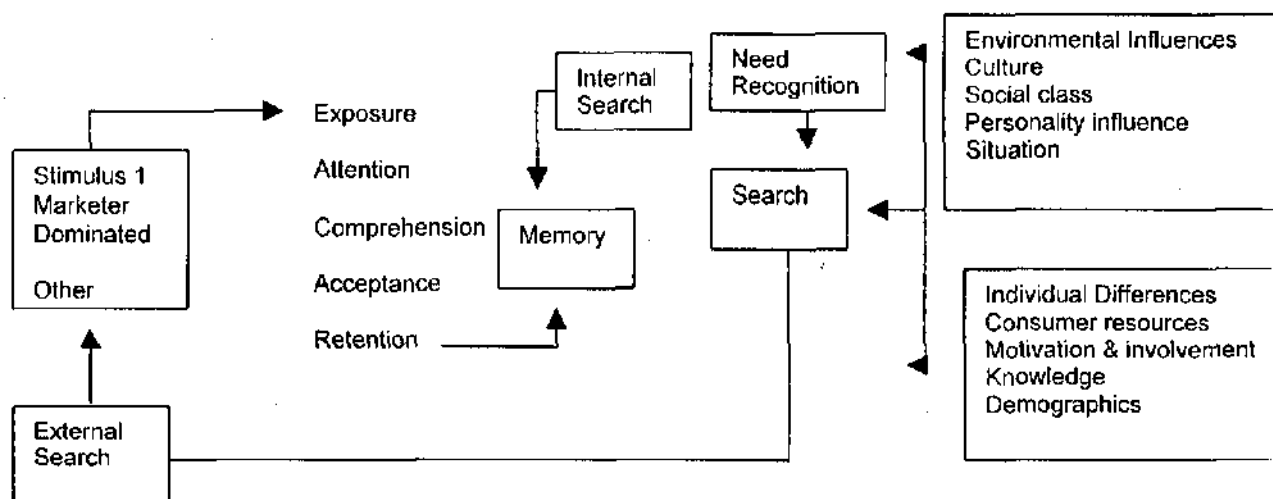
This is a development of the classic Engel, Kollat and Blackwell model first – introduced in 1968, updated and modified in the 1990 edition of their text “Behavioral Aspects of Marketing”⁸.

This model takes the process of purchasing as a problem solving decision making exercise. The assumption is that consumer has a problem which is solved by the purchase of a suitable product. In marketing context, Engel Blackwell and Miniard suggests that common everyday problem solving sequence will involve five stages.

- Motivation and recognition
- Information search
- Evaluate alternatives
- Purchase
- Outcomes

The stage of the overall process is summarize in a simple model depicted in figure 2.4 below .

Figure 2.4 **Engel Blackwell and Miniard Model**



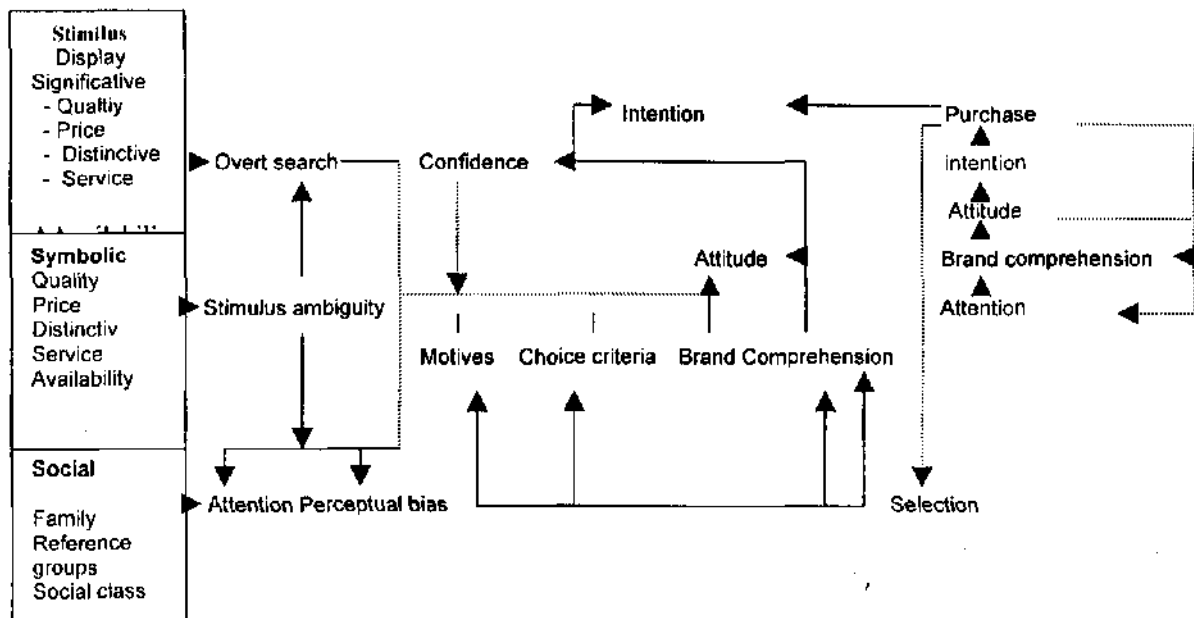
Source : Keith C. William – Behavioural Aspects of Marketing . 1st Edition , 1985 .
PP. 300 - 302.

Engel and Miniard model describes how consumers acquire information about the available options to make a decision . The information acquired by the consumer will be the basic criteria with regard to what , how , when and where to purchase . And the purchase decision is also influence by key environmental influences e.g culture , situation and social class e.t.c .

2.4-3 The Howard – Sheth Model

The Howard Sheth (1969), as presented in figure 2.5 below is characterized by four major element : - inputs , outputs perceptual constructs , and learning constructs ⁹ .

Figure 2.5 The Howard Sheth Model



Source : Keith C. William – Behavioural Aspects of Marketing .1st Edition , 1985. PP. 302 - 305

Inputs : The inputs covers the sources of information which provide the input , or stimuli concerning the brand or product to the individual . The inputs draw a distinction between stimuli which are : significance , symbolic and social element .

Outputs : Here Howard and Sheth look on the actual decisions making process as the output which becomes a relatively straight forward sequence of :

attention ► brand comprehension ► attitude ► interest ► purchase

Perceptual constructs : This has to do with the way buyers perceive offering and those factors that exert influences on such perception . It consist of four elements namely : stimulus ambiguity , overt search , attention and perceptual bias .

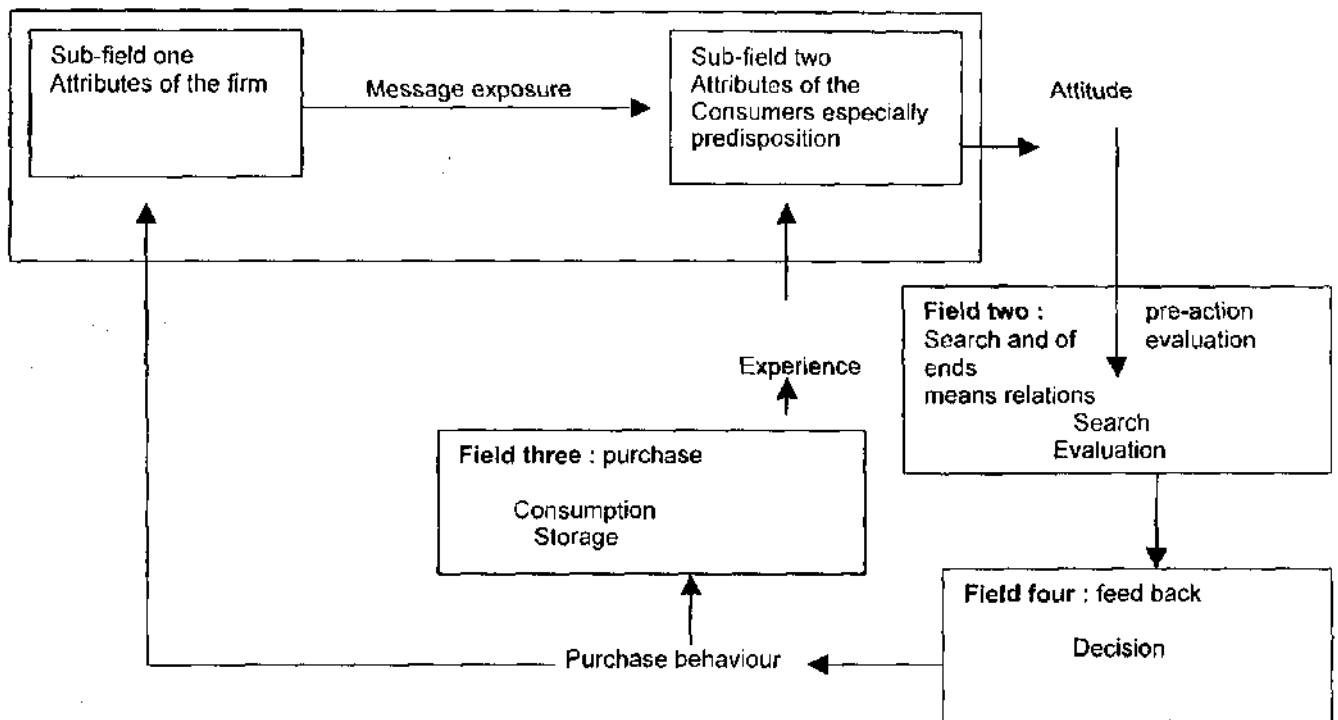
Learning constructs : In this element Howard Sheth attempt to identify the learning processes which are concerned directly with the product / service . The perceptual constructs will in turn , influence criteria for choice , brand comprehension , confidence and satisfaction .

2.4-4 The Nicosia Model

This model was propounded by Nicosia , F.M.(1966) ,it differs from the previous two in that it specifically includes the perceived attributes of the selling organisation ¹⁰.

Thus , a key features of the model is the relationship between the firm and it's customers. The firm influences the customer through its promotional and advertising activities and this is affected in turn , by the customer . The Nicosia model is based on four fields depicted in figure 2.6.

Figure 2.6 The Nicosia Model



Source : Keith C. William – Behavioural Aspects of Marketing . 1st Edition , 1985 .

PP.305 –310.

Field one

This is divided into sub-fields , the first field is concern with the characteristics of the firm and the second with the characteristics of the consumer . This two interact via marketing communication processes and the communication is subjected to all the potential distortions of perception and memory .

This field also include the social and environmental influences which might affect awareness , motivation , attention and thus perception .

Field two

This center on information search and evaluation . There is an implication that such problem solving behaviour will result in a positive outcome for the firm , but it is clear that the result of such behaviour could be a decision to purchase or reject the product .

Field Three

This follows the assumed innovation stemming from field two , which will lead to the act of purchase – so the output from this stage is shown as a purchasing behaviour .

Field Four

This is the post purchase feedback which will affect consumer's predisposition's and attitudes . The feedback for the consumer is in the form of experience, while that for the firm is in the form of sales information that can be used to modify the marketing strategy so this field implies potential behaviour change for both parties .

2.5 THE ART OF RE-INVENTING CUSTOMER VALUES

Richard Normann and Ramirez in their discussion on “ strategy and the art of re-inventing value (Havard Business Review . July – August , 1993) . Argue that successful companies increasingly do not just add value , they re-invent it . Value can be added from four sources : product , service , personnel and image , resulting to total customer price i.e monetary price , time cost , energy cost and psychic cost . The addition

of the total customer value and the total customer price will be equal to the total delivered value ¹¹.

The strategic task of a marketers' is to reconfigure roles and relationships among a constellation of actors – suppliers , business partners , customer – in order to mobilize the creation of value in new forms and by new players .

It is therefore imperative and necessary for a business enterprise that is willing to have a sustainable competitive advantages (SCA'S) to understand the market space and how dynamic it is . Thus , managers face two critical challenges ; first to recognize the full potential of the market space transactions in a coherent manner , and , second , to chose the best means to exploit opportunities in this arena , because , a customer orientation has limited value unless its embedded in the very heart of an enterprise – at all levels , and at every place that directly or indirectly involves the customer .

The aim of a customer value analysis is to determine the benefits that customers in a target market segment want and how they can perceive the relative value of competing suppliers offers . The major steps in customer value analysis are described below .

- i. Identify the major attributes that customer value . That's , identifying the functions and performance levels they look for in a product .
- ii. Assess the quantitative importance of the different attributes .

- iii. Assess the company's and competitors performance on the different customer value against their rated importance through (SWOT : strength , weaknesses , opportunity and threat analysis) and (BPEST : business , political , societal and technological analysis) .
- iv. Examine how customers in a specific segment rate the company's performance against a specific major competitors on an attribute- by-attribute basis .
- v. Monitor customer values over time .

2.6 THE SCOPE OF CUSTOMER ANALYSIS

A customer is a person who brings his wants to marketer , whereby the later design a marketing programs to fill that want and by doing that the marketer is not doing the customer any favour , rather the customer is doing the marketer a favour by providing the opportunities for him / her to be served .

A customer can be conveniently classified into :

1. Existing customer
2. Former customer
3. Potential customer
4. Indirect customer

In most strategic market planning situation customer are often the first to be analyzed .

When customers are analyzed . It becomes possible for strategic planners to identify the range of opportunities available and the job of segmentation is made easier and possible .

According to David Aaker (1992) , customer analysis consists of addressing the following three set of strategic questions ¹².

1. Segmentation

This is the act of dividing a market into distinct groups of buyers who might require separate products and / or marketing mix . strategic questions to consider are

- who are the biggest ? the most profitable ? the most attractive customers ? do the customers fall into any logical groups on the basis of needs , motivations or characteristics ?
- How should the market be segmented into groups that would require a unique business strategy ? .

2. Customer motivation

This addresses the issue of why consumers are making a particular purchase . Consumers do not buy a physical product , they are buying benefits , motivation and solution to a problem .

Strategic issues that a marketer should address here are :

- why do customers select and use their favorite brands ?
- what elements of the product / service appeals to them most ?

- what are the customers objectives ? what are they really buying ?
- what changes are occurring in customer motivations ? .

3. Unmet needs

Unmet needs represents a state of felt deprivation of some basic satisfaction , these needs are not created by the marketer , in other words , needs pre-exist marketers , marketers only try to point out how particular product's would satisfy that need .

Strategic questions to consider here includes ;

- why are the customers dissatisfied ?
- what are the severity and incidence of customers problem ?
- what are the unmet needs that customers can identify ? are there some which consumers are unaware ?
- do their unmet needs represent a point for competitors ? .

2.7 BASIS FOR SEGMENTING CONSUMER MARKET

There is no single way to segment a market . A marketer has to try different segmentation variables , singly and in combination , hoping to find an insightful way to view the market structure .To be maximally useful , market segment must exhibit the following characteristics .

- Measurability
- Accessibility
- Substantiality

- Actionability
- Responsiveness
- Size and growth

The major variables in segmenting consumer markets are :

1. Geographical segmentation

This call for dividing the market into different geographical units such as nations , states , regions , cities , or countries . The company can decide to operate in one or few geographic areas or operate in all , but pay few attention to variations in geographic needs and preferences .

2. Demographic segmentation

This consists of dividing the market into groups on the basis of demographic variables such as age , sex , family size and occupation. Demographic variables are the most popular basis for distinguishing customer groups . One reason is that consumer wants , preferences and usage rates are often highly associated with demographic variables .

3. Psychological segmentation

In psychological segmentation , buyers are divided into different groups on the basis of their social class , life-cycle and personality characteristics .

People within the same demographic group can exhibit very different psychographic profiles .

4. Behavioural segmentation

In behavioural segmentation , buyers are divided into groups on the basis of their knowledge , attitude , use or response to a product .

Many marketers believe that behavioral variables are the best starting point for constructing market segments .

2.8 THE PROCESS OF FORMULATING AND IMPLEMENTING MARKETING STRATEGY.

The marketing manager bear the primary responsibility for formulating and implementing strategic marketing plans for individual product-market entries . Though , their freedom of action in designing such plans is often constrained by the firm's corporate and business level strategies . The five stages involved in the process of formulation and implementation of marketing strategy are as follow .

1. Environmental analysis

In order to be able to establish feasible goals and objectives , an organisation must first search its environment for opportunities that may be viable for exploitation . It must scan the environment for resources that it will need to tap and exploit the identified opportunities .

Marketers must therefore device an information system for diagnosing the environment for possible opportunities that could be exploited and this will be a guide for developing the appropriate marketing strategies .

2. Business objectives and strategy .

The establishment of goals and objectives is probably the most important step in the development of a marketing strategy . It involves determining what an organisation intends to achieve from a particular marketing programs .

Establishing goals and objectives is probably the most difficult step in the formulating of marketing strategies .

3. Business level objectives and strategy .

Specific performance targets are needed in all areas affecting the survival and success of an enterprise , and they are needed at all of management .

The act of establishing a formal objectives at all level will guards against drift , aimless activity , confusion over what to accomplish , and loss of purpose .

It will also specify the market position and competitive standing , annual profitability target and any other yardstick by which strategic marketing success will be measured .

4. Marketing opportunity analysis .

A major factor in the success or failure of a marketing strategy at any level is whether it fits the realities of the firm's market environment . Thus , in developing a marketing strategy for a product , the marketing manager

must first assess and analyze the opportunities and threats that the market environment will present .

5. Formulating strategies for specific market situation .

Four of such market situation will be examine .

i. Strategies for new market entries .

The two crucial strategic issues that confront a firm that is entering a new market are : how to acquire the resources needed to support a growth and build strategy , what market segments and competitive advantage to go after in preparing for a competitive shakeout .

The form of the growth and build strategy has to match the firm's situation and the characters of the industry itself – it can emphasize differentiation or low cost strategies .

ii. Strategies for growth markets .

Industry growth can not go on forever . The transition to a maturity industry environment does not occur after any fixed period of time , and it can be forestalled by innovations or other driving forces that can renew rapid growth .

Some strategic moves that characterize maturity industries are pruning the product line , process and product innovation , and expanding internationally .

iii. Strategies for mature and declining market

Many firms operate in industries where demand is growing slower than the economy or is even declining .

In general , three themes characterize the strategies of firms that have succeeded in stagnant industries . Firstly, pursuing a focus strategy by identifying , creating and exploiting the growth segments with in the industry. Secondly, emphasize quality improvement and product innovation and lastly , work diligently and persistently to improve production and distribution sufficiency .

iv. Strategies for competing in global markets .

A global industry is one for which the market place is worldwide and major firms are driven to employ some type of worldwide competitive strategy .

There are three basic strategies options for gaining global coverage e.g. lincencing , maintaining a foreign production base , exporting goods to foreign countries and lastly , establish foreign based plant and distribution networks .

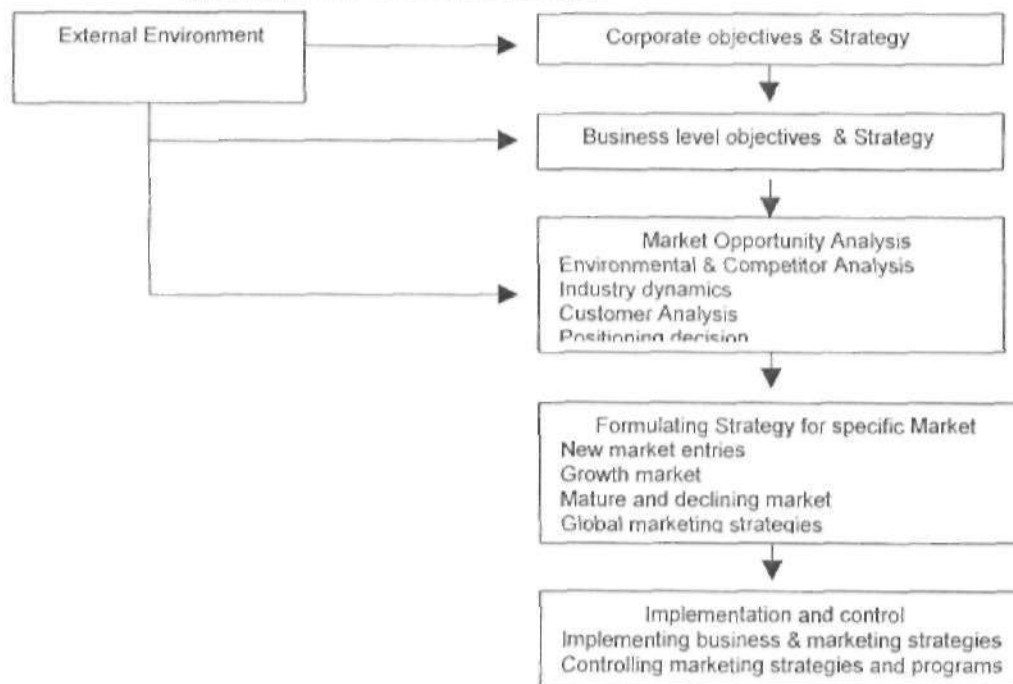
The four generic approaches to competing on a global scale are : broad line global competition , a global focus strategy , a national-by - nation focus strategy and a protected niche strategy .

v. Implementation and control .

For strategy to be effective , it must go beyond the allocation of resources to achieve organisational objectives . It must be accompanied by strategic thinking that also includes designing an appropriate organizational structure , an effective management information system , a budgetary system . Finally, Control measure should also be put in place for assessing performance against standard.

Figure 2.7 below describe the activities involved in the formulation and implementation of marketing strategies .

Figure 2.7 THE PROCESS OF FORMULATING AND IMPLEMENTING MARKETING STRATEGY.



Source: Oliver and Harper – Strategic Marketing , Planning and Implementation. 4th Edition, 1995. PP. 40 – 57.

2.9 LEVER BROTHERS NIGERIA Plc (HISTORY AND BUSINESS) .

Lever Brothers Nigeria Plc was incorporated on the 11th of April , 1923 under the name Lever Brothers West Africa Limited . In 1924, the name was changed to the West African Soap Company Limited ; a deliberate attempt by its parent company , Unilver (Common Wealth Holdings) Limited to reflect the formers major product and identify its name with its local market – the British Colonies of West Africa .

The name was again changed to Lever Brothers (Nigeria) Plc on 5th December , 1955 . The present name come into being on 31st may , 1973 .

Initially the share capital of the company was # 40 ,000 wholly owned and managed by Unilever (Common Wealth Holdings) Limited. In compliance with Nigerian Enterprises Promotion Decree of 1972 , the company became a public company on the Nigerian stock exchange , following an offer for sale to public of 40 % of its equity capital by Unilever (Common Wealth Holdings) Limited .

The ownership structure thereby changed to the form of Unilever (Common Wealth Holdings) Limited , 60% and Nigerian citizens and other institutional investors , 40% .

The company was initially established to serve as the sole distributor of Unilever soap in west African sub region. But the identification of a large , untapped market, led to the establishment of the company first factory that was opened at its present site at Dockyard Road Apapa .

Some of the popular brands of the company's products are : Detergent , Omo and Surf , laundry Soaps ., Lux , Rexona , Astral , Asepso , Pepsodent , Close up , Planta , Tree -Top etc .

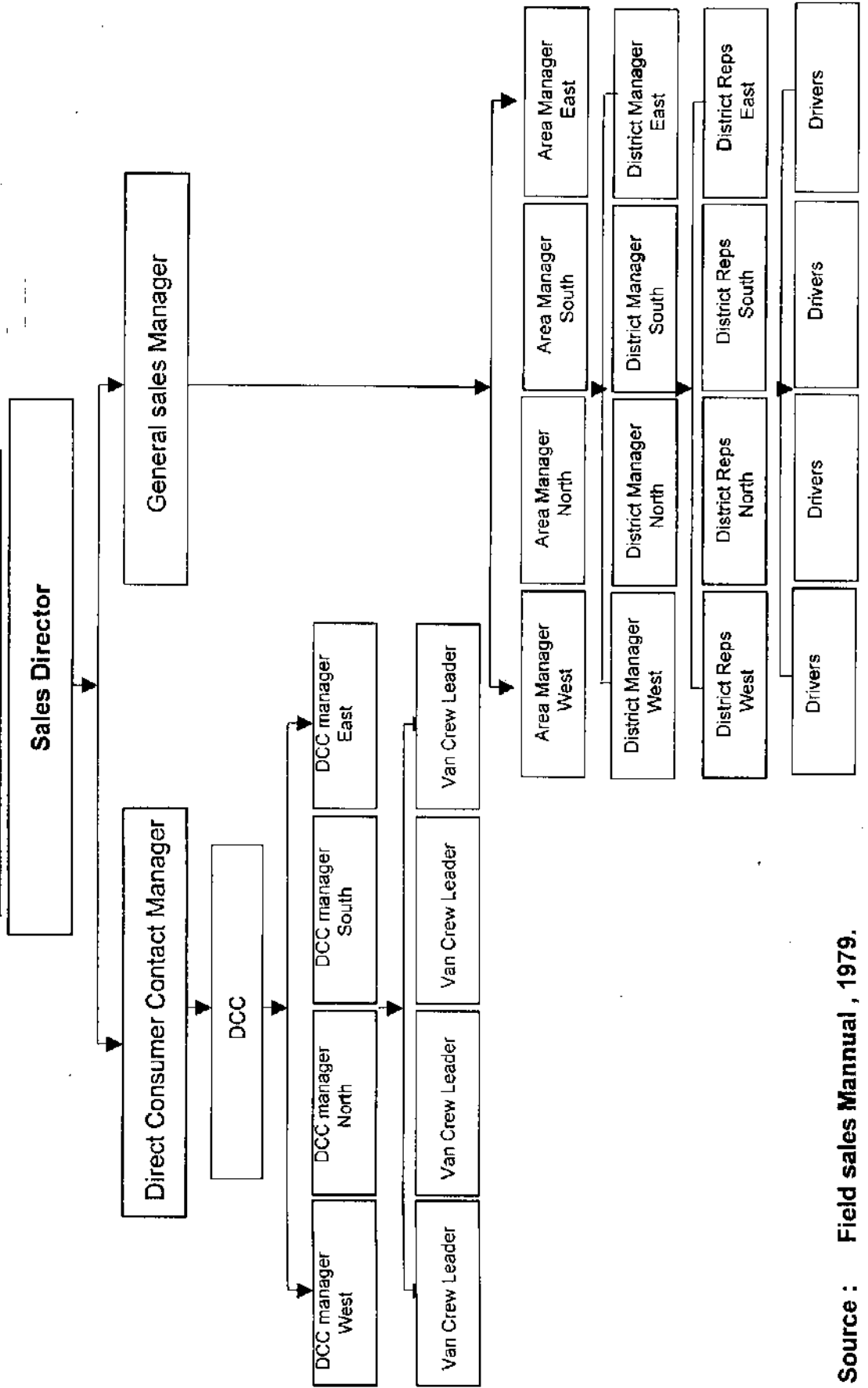
The company also produces industrial products such as Nobla liquid detergent, Pentax, Textile detergent and Palmin vegetable fat etc.

The company had 29 depots , 28 of the depots are run by Manufacturers Delivery Service (MDS) , while the Lagos is managed by the company itself . Three main categories of distributors are currently utilized by Lever Brothers Nigeria Plc ; these include the major distributors , the self service outlets and the departmental stores . The company as at 1998 has a direct staff strength of 2,250 employees in its 4 manufacturing sites and the various distribution points throughout the country .

Lever Brothers Nigeria Plc , has a highly centralized organisation headed by the Chairman Managing Director , assisted by a Vice Chairman and Deputy managing Director , directly responsible to the office of the deputy Chief Executive , are six Executive Director each responsible for a division of the company , the largest division is the sales division and for the effective performance of its sales function , the division is divided into six areas , each headed by an area manager responsible for co-ordinating the activities of the sales force directly under its control . The sales division organisational chart is depicted in figure 2.8.

Figure 2.8

**LEVER BROTHERS NIGERIA Plc.
Sales Division Organisation Chart**



Source : Field sales Manual , 1979.

FOOTNOTES

1. Khotler Philip (1991) : Marketing Management Analysis , Planning , Implementation and Control . 7th Edition. Prentice Hall Int . Eagle Wood Cliffs U.S.A. PP. 161 – 182 .
2. Aaker A. David(1992) : Strategic Marketing Management. 3rd Edition. John Wiley & Sons Inc , Singapore . PP. 43 – 55 .
3. ibid . PP. 63 – 72 .
4. Henry Assael (1981) : Cosumer Behaviour and Marketing Action 3rd Edition.Kent Publishing Co. PP. 79 – 82.
5. Chris Rice (1993) : Consumer Aspects of Marketing : 1st Edition. Clays Limited , Great Bitain . PP. 285 – 309 .
6. Mc Macathy E.J (1964) : Basic Marketing a Managerial Approach .2nd Edition. John Willey & Sons Inc, Singapore . PP. 390 – 392.
7. Khotler Philip (1991) , Op. Cit . 143 – 149 .
8. William C. keith (1985) : Behavioural Aspects of Marketing . 1st Edition. William Heineman Ltd , London . PP. 147 – 153 .
9. ibid. PP.264 – 302 .
10. ibid. PP. 303 – 309 .
11. Norman Richard and Ramirez : Havard Business Review , July – August , 1993 . PP. 30 – 36 .
12. Aaker David (1992) . Op. Cit . 69 – 90 .

13. Hagan Alfred J. and David L Shrock (1977) : Marketing an Environmental Perspective . 1st Edition. West Publishing Company , New York . PP. 499 – 521 .
14. Nourse Buzzel , and Levit (1972) : Marketing a Contemporary Analysis . 2nd Edition . MC Graw Hill Inc , Murray printing Company , London. PP. 106 – 153 .
15. Harper C. Orville and Jean Claude (1996) : Marketing Strategy , Planning and Implementation . 2nd Edition. Times Mirror Higher Education Group Inc , Company . PP. 19 – 351 .
16. William J. Staton (1976) : Fundamentals of Marketing . 3rd Edition. Macmillan Publishing Co , Ltd . PP. 74 – 90 .

CHAPTER THREE

RESEARCH METHODOLOGY

This Chapter focuses on the methodology of this research work. It deals exclusively with the methods, procedures and schemes which the researcher employed or followed in the collection of the necessary data and information for the research work.

3.1 RESEARCH DESIGN

A research of this kind demands that the research method / procedures must be relevant and applicable to the study. This is vital since the findings of the research depend on the quality of the information or data collected.

The approach employed by the researcher is a mixture of exploratory, descriptive and survey method and every stage of this research process forces some kind of sampling. This is so because, it becomes apparently impossible to include all the variables which might be relevant and to interview every one who might provide useful information or to use all the data gathered in the final report.

In this research, a simple probability sampling method was used i.e. it is assumed that every individual has an equal chance of being included, and all possible combination (given the size of the sample) could occur.

On the whole fifty (50) consumers of Lever Brothers Nigeria Plc was selected to complete the prepared questionnaire. Interview session was also held with the Head of customers account of Lever Brothers Nigeria Plc, in Kano depot.

The researcher also made use of both primary and secondary sources of information.

473946

3.2 POPULATION OF THE STUDY

This is the total number or aggregate of all units which by virtue of common characteristics are defined as belonging or forming the same population for the purpose of this research work.

The research population for this research work are the consumers of Lever Brothers Nigeria Plc products and the head of customers account of the Kano depot that was interviewed.

However, due to constraints enumerated in chapter one, Kano State was chosen as the representative sample and a sample size of fifty (50) consumers of LBN products also in the state as the representative sample.

3.3 SAMPLING TECHNIQUES

The fact that the entire consumers of LBN products, can not be surveyed, questioned or interviewed made it invariably important to select and choose fifty (50) consumers' of LBN products in Kano State.

For this research, the researcher found it convenient to use a random sampling technique, this is because of the similarity in the

characteristics of the population as well as the correlation in the features of the sample size. This brought about greater speed , accuracy and mostly it is the appropriate method considering time and other constraints.

3.4 SAMPLE SIZE

This represents a portion of the entire population of the study , which represents the sample size for the research work . The sample size for the study was drawn on the basis of convenience rather than seeking representatives that will produce spurious results .

For the purpose of simplicity and objectivity . fifty (50) questionnaire were administered on fifty consumers of LBN products and the head of customers' account in charge of Kano depot was interviewed.

Thirty (30) consumers were surveyed in Fagge Local Government area of Kano State and Twenty (20) consumers were surveyed in Dala Local Government area of Kano State .

3.5 RESEARCH INSTRUMENTS / TOOLS USED

The researcher made use of numerous research instruments / tools , notably among these includes :

Oral Interview

This is face – to – face conversation carried out for the purpose of obtaining relevant information and data relating to the research work .

The interview session was conducted with the head of customers' account in Kano depot .

Observation method

This method provided a strong and effective means of achieving the research objectives . It made it possible for the researcher to give all the observable situations a critical and objective evaluation , which made it possible for the researcher to corroborate such situations with fact derived through other research instruments .

Classified Documents

This enabled the researcher to assess and examine those concepts, models and theories that were propounded by various professionals , experts and authors on the research topic and thus , provide the researcher with the necessary focus on the state of art , with regards to what had earlier been said , done and come up with.

Questionnaire

This method constituted the first true scaling for the research work. It gave the researcher some advantage because , it is somehow difficult for reasons of time and funds to observe or interview every object forming the population for the study.

A close ended questionnaire was used and it was designed in such a way that was short , unambiguous and simple to answer

3.6 JUSTIFICATION FOR THE APPROACHES USED

The exploratory approach was used because, the research work has its objectives and statement of the research problem of which exploratory approach provide a general understanding of the problems under study. It also helped the researcher to examine in detail the respondents which form the sample size for the study , which made it possible to analyze objectively the observable situations.

The descriptive method provided the researcher the opportunity to determine the characteristics of the phenomenon under study, the frequency of their occurrence and their relationship with other variables , which provided a basis for ascertaining the validity and reliability of the research instruments/tools used.

The survey method or approach provided a basis for translating the research problems into questions for the construction of the questionnaire and oral interview , which made it possible to elicit information from the consumers of LBN products, and also in designing the interview questions.

The random sampling approach was used because, of the similarity in the characteristics of the research population and correlation in their features.

These approaches were combined and blended in such a way that made the research work convenient and provided a basis for the appreciation of the research problem.

3.7 SOURCES OF DATA COLLECTION

The production of this research work was based on two main sources of data. The primary data sources for this study is the questionnaire that was designed to gather relevant information and data relating to the research work from the consumers of LBN products. In addition to the questionnaire administered interview session was held with the head of customers' account of LBN In Kano Depot .

Data obtained from both interview and questionnaire complimented data from the secondary sources. The study made extensive use of secondary data, these included Havard Business Review magazine, *Business and marketing Journal*, *Various Text Books*, *Bulletin and Annual Report of Lever Brothers Nigeria Plc*, Newspapers, other publications and unpublished lectures.

3.8 METHOD OF DATA COLLECTION

3.8-1 METHOD USED IN EDITING , RECORDING AND TABULATION OF DATA

In analyzing the data obtained a simple statistical computation are made. Thus, in the process of presenting, analyzing and interpreting the information, responses and data collected, tables are used in presenting the major findings and the summarization of the information and data was done in such a way that enabled a simple description of the data collected and thus, made statistical analysis possible.

The research questions were then taken one-by-one, relevant tables put under them and analysed to show or suggest answers to the research problems.

3.8- 2 DATA ANALYSIS

Karl Pearson chi-square (χ^2 -distribution) were used to analyse the data collected, and to test the hypotheses.

Finally, attempt was made to relate the analysis with the hypotheses formulated and the research questions, in order to examine and verify if any relationship exist between the variables, and most importantly to test the hypotheses at the appropriate level of significance.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS.

This chapter deals with the presentation and analysis of the data and the information collected . These are data collected by means of the questionnaires administered on the consumer of LBN and the interview session that was held with the head of customer account of LBN in Kano depot.

4.1 ANALYSIS OF THE QUESTIONNAIRE RESPONSES

A total of fifty (50) questionnaires were administered to the consumers' of LBN products. Out of these fifty (50) consumers, thirty (30) were surveyed in Fagge Local Government area of Kano State and twenty (20) consumers were surveyed in Dala Local Government area of Kano State.

The variations in the size of the consumers surveyed in the two Local Governments area was based on the size of the market and/or the numbers of the Lever Brothers Nigeria Plc distributors in the two Local Governments.

Table 4.1

Respondents categorized according to sex.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
Male	10	67%	12	60%
Female	20	33%	8	40%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that 20 of the respondents were male, representing 67%, while 10 of the respondents were female representing 33% of the total respondents surveyed in Fagge Local Government.

In Dala Local Government 12 of the respondents were male constituting 60%, while the remaining 8 were female representing 40% of the total respondents in Dala Local Government.

Table 4.2

Respondents categorized according to age group.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
28- 40 years	21	70%	13	65%
41- 55 years	9	30%	7	35%
56 yrs & above	0	0%	0	0%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that 21 of the respondents were between the age of 28-40 years representing 70%, while 9 of the respondents were between the ages of 40-55 years representing 30% of the respondents in Fagge Local Government.

In Dala Local Government 13 of the respondents were between the ages of 28-40 years representing 65%, while 7 of the respondents were between the ages of 40-55 years representing 35% of the total respondents.

Respondents between the ages of 56 years and above were not surveyed in both Local Governments.

Table 4.3

Respondents categorized according to whether they consume LBN products or not.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
Yes	30	100%	20	100%
No	0	0%	0	0%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that 30 of the respondents surveyed in Fagge Local Government consume LBN products and 20 of the respondents surveyed in Dala Local Government also, are consumers of LBN products constituting 100%, in the two Local Governments.

Table 4.4

Respondents categorized according to how they rate their satisfaction with LBN products .

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
High	22	73%	14	70%
Moderate	5	17%	4	20%
Low	3	10%	2	10%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that 22 of the respondents indicated that they are highly satisfied with LBN products representing 73%, 5 of the respondents indicated that they are moderately satisfied with LBN products constituting 17%, while the remaining 3 respondents rated their satisfaction low representing 10% of the total respondents in Fagge Local Government.

In Dala Local Government 14 of the respondents rated their satisfaction high with LBN products representing 70%, 4 of the respondents rated their satisfaction to be moderate representing 20% while the remaining 2 respondents rated their satisfaction low with LBN products constituting 10% of the total respondents surveyed in the area.

KASHIM IBRAHIM LIBRARY

Table 4.5

Respondents categorized according to how they experience purchase decision difficulty arising from numerous consumer products in the market.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
High	4	13%	3	15%
Moderate	6	20%	5	25%
Low	20	67%	12	60%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that in Fagge Local Government 4 of the respondents experienced high level of purchase decisions difficulty arising from numerous consumers products in the market representing 13% , 6 of the respondents experienced moderate purchase decisions difficulty representing 20% , while the remaining 20 respondents experienced a relatively low purchase decisions difficulty constituting 67% of the total respondents.

In Dala Local Government area 3 respondents purchase decisions are highly influenced by the numerous consumer products in the market representing 15%, 5 of the respondents purchase decisions are moderately influenced representing 25% of the respondents in the area, and the remaining 12 respondents indicated that their purchase decisions was influenced in a relatively low measure representing 60% of the total respondents surveyed in the area.

Table 4.6

Respondents categorized according to how often their buying behaviour is influenced by cultural factors.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
Very Often	17	57%	10	50%
Often	7	23%	7	35%
Not Often	6	20%	3	15%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that in Fagge Local Government 17 of the respondents indicated that their buying behaviour very often was influenced by cultural factors representing 57%, 7 out of the respondents indicated that cultural factors often influenced their buying behaviour representing 23% of the respondents, while the remaining 6 respondents indicated that cultural factors does not often influenced their buying behaviour constituting 20% of the total respondents surveyed in the area.

In Dala Local Government 10 of the respondents rated their buying behaviour to be very often influenced by cultural factors representing 50%, 7 of the respondents maintained that cultural factors often influenced their buying behaviour representing 35%, while the remaining 3 respondents indicated that their buying behaviour was not often influenced by cultural factors representing 15% of the respondents surveyed in the area.

Table 4.7

Respondents categorized according to how often their buying behaviour is influenced by social factors.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
Very Often	19	63%	14	70%
Often	4	13%	4	20%
Not Often	7	23%	2	10%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

Table 4.7 above reveals that in Fagge Local Government 19 of the respondents indicated that their buying behaviour very often was influenced by social factors constituting 63% of the respondents, 4 of the respondents indicated that social factors often influenced their buying behaviour representing 13% of the respondents, while the remaining 7 respondents indicated that their buying behaviour was not often influenced by social factors constituting 23% of the respondents surveyed in the area.

In Dala Local Government 14 respondents indicated that their buying behaviour was very often influenced by social factors constituting 70% of the respondents, 4 of the respondents indicated that their buying behaviour was often influenced by social factors representing 20% , while the remaining 2 respondents indicated that their buying behaviour was not often influenced by social factors representing 10% of the respondents surveyed in Dala Local Government.

Table 4.8

Respondents categorized according to the extent they have experienced defaults in LBN products.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
High	5	17%	2	10%
Moderate	3	10%	5	25%
Low	22	73%	13	65%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table indicates that in Fagge local government 5 of the respondents expressed that they experienced default in LBN products at a high level representing 17% of the respondents, 3 of the respondents described their default experience to be moderate representing 10% of the respondents, while the remaining 22 respondents experienced relatively low default experience in LBN products constituting 73% of the respondents surveyed in the area.

In Dala Local Government 2 out of the respondents rated that their default experience to be high representing 10% of the respondents, 5 of the respondents rated their default experience to be moderate representing 25% and the remaining 13 the respondents rated their of default experience in LBN products to be low representing 65% of the total respondents surveyed in the area.

Table 4.9

Respondents categorized according to the extent / level their purchase decision is influenced by the marketing activities putting in place by LBN.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
High	17	57%	13	65%
Moderate	7	23%	4	20%
Low	6	20%	3	15%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

The above table shows that in Fagge Local Government 17 of the respondents rated the influence of LBN marketing activities to be high on their purchase decision representing 57% of the respondents, 7 out of the respondents rated the influence of the marketing activities on their purchase to be moderate representing 23% and the remaining 6 respondents rated the influence of the company marketing activities on their purchase decision to be low representing 20% of the total respondents surveyed in Fagge Local Government area.

Also in Dala Local Government area 13 of the respondents rated the influence of LBN marketing activities on their purchase decisions as high representing 65%, 4 of the respondents rated the influence of the marketing activities of LBN to be moderate on their purchase decisions representing 20% of the respondents, while the remaining 3 respondents rated the influence of the market activities of LBN on their purchase

decisions to be low representing 15% of the total respondents surveyed in Dala Local Government.

Table 4.9-1

Respondents categorized according to the extent their purchase decision is influenced by the price of the product.

Alternatives	No. of Response and Percentages			
	Fagge	%	Dala	%
High	20	67%	9	45%
Moderate	6	20%	7	35%
Low	4	13%	4	20%
Total	30	100%	20	100%

Source: Questionnaire administered to consumers (see appendix 1).

From table 4.9-1 above, in Dala Local Government 20 of the respondents purchase decisions are influenced at a high level by the price of the product in question representing 67% of the respondents, 6 of the respondents indicated that the price of a product influenced their purchase decisions at a moderate level representing 20% of the respondents , while the remaining 4 respondents rated the influence of a product's price to be low on their purchase decisions constituting 13% of the respondents surveyed .

In Dala Local Government 9 of the respondents indicated that their purchase decisions was highly influenced by the price of the product representing 45% of the respondents, 7 of respondents indicated that their purchase decisions was moderately influenced by the price of the product representing 35%, the remaining 4 respondents indicated that their purchase decisions was influenced on a relatively low rating by the price of

the product representing 20% of the total respondents surveyed in Dala Local Government area.

4.2 ANALYSIS OF THE INTERVIEW RESPONSE.

This section analysed the interview session that was held with the marketing manager of Lever Brothers Nigeria Plc in Kano deoport.

Question 1.

What are the likely causes and impact of a consumer dissatisfaction and what appropriate measures are you putting in place to avoid it?

Response.

Very poor products/services are not the only causes of customer dissatisfaction-and may not even be the main causes of customer dissatisfaction. Often company may have attracted the wrong customers or has an inadequate process for turning around the right customers when they have a bad experience.

When marketers fail to handle customers' dissatisfaction skillfully, it will result into lower customer patronage and hence loss of market to competitors.

The appropriate measure to handle customers' dissatisfaction is to conduct a proper market analysis for the purpose of identifying the market segment that marketers can profitably serve and provide basic support services to counter bad experience .

Question 2:

What is your opinion to the popular assertion that, customers satisfaction is the key to securing customers' patronage and loyalty?

Response.

Complete customer satisfaction is the key to securing not only customer loyalty, but in generating superior long term financial profitability an growth of corporate entity.

Therefore, a marketer that develop a product /service that offers complete customer satisfaction will have a competitive advantages over its competitors.

Question 3:

What is the motive behind attracting and keeping the highest value customers' to a marketer ?

Response:

Attracting and keeping the highest value customers is the corner stone of a successful market programs.

The traditional rhetoric of customer orientation has taken on sharper definition, in where growing the business is a matter of high value spending to capture the attention of high value customers, then staying with them until they are converted and retained in committed and therefore relatively low maintenance relationships.

Question 4.

What measures did your company put in place to handle those factors that influence consumer buying behaviour and purchase decisions?

Response:

Smart companies like ours handle this problem by researching the buying behaviour and purchase decisions process in their product category.

An understanding of the consumer buying behaviour enables the marketers to develop effective and efficient marketing programs and strategies for the target market.

Question 5.

What factors do you consider relevant in setting price of your company products .

Response:

Quite a number of factors like the consumer buying behaviour and price sensitivity , competitors pricing policy , the firm cost of production etc are very relevant in setting price for a product . But the most important factor is the market demand for the company products' . It is therefore imperative for marketers to study the pattern of demand in its industry and gauge the effect of price change on demand .

4.3 METHOD OF TESTING THE HYPOTHESES

The chi-square (X^2 -distribution) was used in testing the hypotheses concerning the difference between a set of observed frequencies of a sample and a corresponding set of expected frequencies. It is computed as follow:

$$X^2 = \sum \frac{(f_o - f_1)^2}{f_1}$$

Where f_o = an observed frequency

f_1 = a theoretical (or expected) frequency.

The number of degrees of freedom for the test can be obtained as follows.

$$df = g - m$$

Where:

g = the number of groups or classes of components of the observed or expected frequencies in a sample.

M = the number of known constant values which are used as constraints for finding the expected frequencies of the sample.

Questions 4-10 raised in the questionnaire (see appendix 1) are considered relevant for testing the hypotheses raised in chapter one.

Table 4.3 (A)

Categorization of 50 consumers according to how they rate their satisfaction with LBN products.

	High	Moderate	Low	Total
Fagge	22	6	5	30
Dala	11	5	1	20
Total	33	11	6	50

The X^2 calculated can now be computed .

Observed frequencies (f_o)	Expected frequencies (f_1)	($f_o - f_1$)	($f_o - f_1$) ²	$\frac{(f_o - f_1)^2}{f_1}$
22	20	2	4	0.2
11	13	-2	4	0.3077
6	7	-1	1	0.1429
5	4	1	1	0.25
5	4	1	1	0.25
1	2	-1	1	0.5
Chi-square $X^2 = 1.6506$				

The next step is to find the appropriate X^2 value from statistical table . This is found by establishing V, the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 1.6506$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

The quality of product increases customers satisfaction would be accepted.

The analysis in table 4.3(A) indicated that the consumers' of LBN are satisfied with the products. It therefore, implied that the level of consumer satisfaction or dissatisfaction depend largely on the product quality.

Therefore, in marketing a product, the quality of the product must not be comprise. Because quality is the life blood of a brand and brand are key assets of any company. Products quality is therefore a strategic assets for installing a strong customs base.

Table 4.3 (B)

Categorization of 50 consumers according to the extent they experienced purchase decisions difficulty arising from numerous consumer products in the market.

	High	Moderate	Low	Total
Fagge	4	6	20	30
Dala	3	5	12	20
Total	7	11	32	50

The X^2 calculation can now be computed out.

Observed frequencies (f_o)	Expected frequencies (f_1)	($f_o - f_1$)	($f_o - f_1$) ²	$\frac{(f_o - f_1)^2}{(f_1)}$
4	4	0	0	0
3	3	0	0	0
6	7	-1	1	0.1429
5	4	1	1	0.25
20	19	1	1	0.0526
12	13	-1	1	0.0769
Chi-square $X^2 = 1.5224$				

The next step is to find the appropriate X^2 value from statistical table . This is found by establishing V, the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 0.5224$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

Effective market segmentation enhances company reputation and competitive advantages would be accepted.

The analysis in table 4.3(B) indicated that the consumers' of LBN experienced very little purchase decisions difficulty arising from numerous consumer product in the market.

It can therefore be advocated that the company market is properly segmented, which reveal the psychological, behavioural and demographic pattern of the segment, hence enabling the company to designed a products that matches the wants and requirement of the target market, which result into low consumer shopping effort.

Table 4.3 (C)

Categorization of 50 consumers according to the extent their buying behaviour was influenced by cultural factors.

	Very Often	Often	Not Often	Total
Fagge	17	7	6	30
Dala	10	7	3	20
Total	27	14	9	50

The X^2 calculation can now be carried out.

Observed frequencies (f_o)	Expected frequencies (f_i)	($f_o - f_i$)	($f_o - f_i$) ²	$\frac{(f_o - f_i)^2}{f_i}$
17	16	1	1	0.0625
10	11	-1	1	0.0909
7	8	-1	1	0.125
7	6	1	1	0.1667
6	5	1	1	0.2
3	4	-1	1	0.25
Chi-square $X^2 = 0.8951$				

The next step is to find the appropriate X^2 value from statistical table. This is found by establishing V , the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 0.8951$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

Marketers understanding of consumers buying behaviour leads to the development of effective and efficient marketing programs and strategies would be accepted.

The responses obtained in table 4.3(C) revealed that cultural factors exert the broadest and deepest influence on consumer buying behaviour and it is the most fundamental determinant of a persons wants and needs.

It is therefore important for marketer to have an understanding of the cultural preferences (values, tradition, religion and morality etc.) of it's target market.

An understanding of the target market cultural preferences will be instrumental for developing an appropriate marketing programs and strategies that will be effective for serving the target market.

Table 4.3 (D)

Categorization of 50 consumers according to the extent their buying behaviour was influenced by social factors.

	Very Often	Often	Not Often	Total
Fagge	19	4	7	30
Dala	14	4	2	20
Total	33	8	9	50

The X^2 calculation can now be computed.

Observed frequencies (f_o)	Expected frequencies (f_1)	($f_o - f_1$)	($f_o - f_1$) ²	$\frac{(f_o - f_1)^2}{f_1}$
19	20	-1	1	0.05
14	13	1	1	0.0769
4	5	-1	1	0.2
4	3	1	1	0.3333
7	5	2	4	0.8
2	4	-2	4	1.0
Chi-square $X^2 = 2.4602$				

The next step is to find the appropriate X^2 value from statistical table. This is found by establishing V, the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 2.4602$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

Marketers understanding of consumers buying behaviour leads to the development of effective and efficient marketing programs and strategies would be accepted.

The responses obtained in table 4.3(D) also indicated that the social factors, such as the consumer reference groups, family and statutes etc. exert considerable influence on consumer buying behaviour , and by understanding the relative influence of the social factors, marketer will be in a position to determine the marketing programs and strategies that will be effective in influencing the behaviour of its' target market .

Table 4.3 (E)

Categorization of 50 consumers according to the extent they experienced defaults in LBN Products.

	High	Moderate	Low	Total
Fagge	5	3	22	30
Dala	2	5	13	20
Total	7	8	35	50

The X^2 calculation can now be computed.

Observed frequencies (f_0)	Expected frequencies (f_1)	($f_0 - f_1$)	($f_0 - f_1$) ²	$\frac{(f_0 - f_1)^2}{(f_1)}$
5	4	1	1	0.25
2	3	-1	1	0.3333
3	5	-2	4	0.8
5	3	2	4	1.3333
22	21	1	1	0.0476
13	14	-1	1	0.0714
Chi-square $X^2 = 2.8356$				

The next step is to find the appropriate X^2 value from statistical table.

This is found by establishing V , the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 2.8356$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

The key to winning long term customer patronage is to create and re-invent customer value would be accepted.

The responses obtained in table 4.3(E) also indicated that the consumers experienced very little default in LBN products.

It can therefore be advocated that the major attributes that consumers look for in choosing a product are mobilize to create customer value by LBN . This implied that the act of creating and re-inventing customer value involves determining the attributes and benefit sought by customers and by creating this values, the level of default in the company's products will be reduced to the bearest minimum level.

Table 4.3 (F)

Categorization of 50 consumers according to the extent their purchase decisions was influenced by the marketing activities putting in place by LBN.

	High	Moderate	Low	Total
Fagge	17	7	6	30
Dala	13	4	3	20
Total	30	11	9	50

The X^2 calculation can now be computed.

Observed frequencies (f_o)	Expected frequencies (f_1)	($f_o - f_1$)	($f_o - f_1$) ²	($f_o - f_1$) ² / f_1
17	18	-1	1	0.0556
13	12	1	1	0.0833
7	7	0	0	0
4	4	0	0	0
6	5	1	1	0.2
3	4	-1	1	0.25
Chi-square $X^2 = 0.5889$				

The next step is to find the appropriate X^2 value from statistical table. This is found by establishing V, the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 0.5889$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

Marketers understanding of consumers buying behaviour leads to the development of effective and efficient marketing programs and strategies would be accepted.

The responses obtained in table 4.3(F) indicated that an understanding of consumer buying behaviour make it possible for LBN to develop communications campaigns (i.e personal selling, advertising etc) which are tailored to consumers' media habits and which convey the

appropriate appeals in a format that catches the target audience's attention .

Table 4.3 (G)

Categorization of 50 consumers according to the extent their purchase decisions was influenced by the price of the product .

	High	Moderate	Low	Total
Fagge	20	6	4	30
Dala	9	7	4	20
Total	29	13	8	50

The X^2 calculation can now be computed.

Observed frequencies (f_o)	Expected frequencies (f_1)	($f_o - f_1$)	($f_o - f_1$) ²	$\frac{(f_o - f_1)^2}{(f_1)}$
20	17	3	9	0.5294
9	12	-3	9	0.75
6	8	-2	4	0.5
7	5	2	4	0.8
4	5	-1	1	0.2
4	3	1	1	0.3333
Chi-square $X^2 = 3.1127$				

The next step is to find the appropriate X^2 value from statistical table.

This is found by establishing V, the degree of freedom. This is obtained by multiplying the number of rows in the table less one, by the number of column less one i.e

$$V = (\text{Row} - 1) (\text{Column} - 1)$$

$$V = (2 - 1) (3 - 1) = 1 \times 2$$

$$V = 2 \text{ degree of freedom.}$$

The table value of X^2 for 2 degree of freedom at 5% level of significance is 5.991.

The calculated value $X^2 = 3.1127$ if compared with the calculated table value of X^2 , we found that the calculated value is less than the statistical table value (that's $X^2 < 5.991$) and as such the hypothesis which states that:

The price of a product influences the level of demand for the product in the market would be accepted .

The response obtained in table 4.3 (G) indicated that consumers reacted to changes in the price of products . It can therefore be advocated that the price at which a product is offered to the market exert considerable influence on its' level of demand .

4.4 CONCLUDING REMARK ON CHAPTER FOUR

The analysis of the surveyed consumers responses to the questionnaire and the head of the customers account response to the interview questions clearly revealed that successful design of a marketing programs and strategies must begin with an understanding of consumer buying behaviour .

Asking questions about consumers as an individuals enables the marketers to generate information concerning such issues as the need of different consumer groups ; how consumers makes their buying decisions

and who is influential in those decisions ; where ; how and when people buy ; and how the products are used after purchase .

Success today demands a radical shift from the " peddler " mentality of merely demonstrating products / services and expounding on their features . It requires treating the customers as a full participant in the buying process .

A flashy presentation alone alienates rather than persuades . High performer marketer regard the customer interaction as a conversation , not a one sided pitch . They encourage the customer to do the talking and they do more than listens , they learn by doing so , they allow customers to discover needs and reasons for purchasing and repurchasing on their own and at the end, the customers are much more persuaded by their own ideas than by what they are told .

One of the reasons so many business fail is that too much of their measurement , analysis and learning revolves around profit and too little around value creation . Their Chief Executive officers becomes aware of problem only when profits start to fall.

They see customer issues as subsidiary to profits and delegate them to the marketing department. In the most egregious case, years of continuing defection can mean that former customers' – people convinced by personal experience that the company offers inferior or value – will

eventually outnumber the company loyal advocates and dominate the collective voice of the market place .

When that moment arrives , no amount of advertising , public relations , or ingenious marketing will prop up pricing , new customers' acquisitions , or the company's reputation .

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 SUMMARY OF THE FINDINGS

The design of any marketing program must begin with an understanding of consumer behaviour. The term "consumer" as used here refers to the ultimate users of a product.

The goal in analyzing consumer behaviour is prediction. The marketer seeks through his analysis to determine who his customer will be, what their wants and desire are, and why they behave as they do. Using this information, he then predicts what the outcome will be and then develop appropriate marketing strategies capable of stimulating sales for its products and services.

In marketing, much importance is attached to human behaviour, because, what people buy and consume is very often the result of subtle hard-to-see (but nonetheless powerful) psychological, cultural, personal and sociological factors. This is especially true in an affluent society, where discretionary income is large and where basic needs are met with a tiny portion of consumer's total income.

The world is no longer willing to beat a path to the door of any individual who comes up with a vastly improved product or service. The challenge of today's marketing manager is to serve as a matchmaker. In

this role, he or she is responsible for matching the interest and needs of the customer with the offerings of the organization.

In doing this, the basic challenge is to create satisfaction in the mind of the consumer which is the primary purpose of any marketing strategy, that is facilitating and encouraging exchange transactions with potential customers.

One of the marketing managers responsibility, then, is to analyse the motivations and behaviour of present and potential customers. Of course, it is unlikely that every potential customer will have the same needs, seeks the same product benefits, or be influenced in the same way by the same marketing program. Thus, the marketing managers must also determine whether there are multiple market segments that will respond differently to their products and marketing programs and how best to define, identify and appeal to those segments.

Successful managers increasingly do not just add value, they re-invent it , because “ marketer would do better if they thought of themselves as biologists studying the evolution of a species rather than as accountants studying each element of cost”.

The key strategic task of marketer is to reconfigure roles and relationships among a constellation of actors, suppliers, business partners, and customer, in order to mobilize the creation of value in new forms.

The new logic of value is that it breaks down the distinction between products and services and combines them into activity based "offerings" from which customers can create value for themselves. But as potential offerings became more complex, so do the relationships necessary to create them. As a result, a company's strategic task becomes the reconfiguration and integration of its competencies and customers.

5.2 CONCLUSION DRAWN FROM THE FINDINGS

The market for any given product consists of all current or potential consumers for that product. In most marketing situations, consumers can choose between several alternative offerings in the same product category. It follows, then, that understanding consumers is central to development of effective and efficient marketing programs and strategies.

Asking questions about consumers as individuals enables the marketing manager to generate information concerning such issues, as the needs of different consumer groups, how consumers make their buying decisions and who is influential in those decisions.

This understanding not only helps a marketing organisation identify and select its principal target segments but also provides inputs to all the elements in the marketing mix.

Firstly, it helps marketer to develop goods and services whose characteristics met the needs of target segments. Secondly, it helps to ensure that the resulting products are priced at levels which target

consumers are able and willing to pay and that suitable credit terms are available when and where needed. Thirdly, it assists in selecting distribution outlets which are consistent with consumer life styles and shopping patterns.

And finally, it enables management to develop communications campaign which are tailored to consumers' media habits and which convey the appropriate appeals in a format that catches the target audience's attention.

Moreover, since marketing strategies are designed to guide managers in getting product/service to consumers and in encouraging customers to buy, it must be accompanied by strategic thinking for it to be effective and that includes, designing an appropriate organisational structure, an effective management information system, a budgetary system to facilitate the accomplishment of strategic marketing objectives and a reward system that supports the strategy.

Strategic marketing failure is often attributed to the following factors.

- i). Managers are inadequately prepared for strategic marketing planning.
- ii). The necessary information for preparing the plans is insufficient for the planning actions.
- iii). The strategic marketing goals of the organisation are too vague to be of value.

- iv). The link between the strategic marketing planning and control is insufficient.

The aim of strategic marketing is to determine the benefits that customers in a target market segment want and how they perceive the relative value of competitors offers. A company that assumes that customers value will remain stable is flirting with danger. Companies must periodically redo their studies of customer value and competitors standing if they want to be strategically effective.

5.3 RECOMMENDATIONS .

In view of all the findings in this research work , the researcher finds it necessary to offer the following recommendations . And if properly implemented it will equip the marketer with the various tactics and techniques that will assist in designing an effective marketing strategy for their target market, and also in improve their understanding of the various behaviour elicited by consumers at different buying situation.

1. The company (Lever Brothers Nigeria Plc), should design a customer satisfaction survey to provide leading indicators of market shift and a clear sense of product/service attributes that individual customers' most desire.
2. Employees who have direct contact with the customers, dealers and distributors should be trained on how to handle customer

complaints/problems and to make first attempts at amends when customers have bad experiences.

3. Effective communication campaign should be developed and tailored to consumers' media habits and which will convey the appropriate messages and appeals in a format that catches the target audience attention.
4. The firm should endeavour to improve the quality of their products and associated service on a continuous basis and spend a lot of money and effort in building a strong customer base, because, it is easier to keep a customer than to get a new one.
5. The company should go beyond researching the various influences on consumer buying behaviour and attempt to seek an understanding of how consumers actually make their buying decisions and those elements that can exert influence on such decision.
6. Before putting a marketing strategy into operation, the company should conduct an environmental and market analysis to identify trends and events with a potential to affect the implementation of such strategy directly or indirectly.
7. The company should deploy competent and skillful marketers into their various depots, these should understand the company intimately and be capable of analyzing and understanding consumer

preferences . This will make it possible to identify the range of opportunities existing in their various market segments .

8. The firm should analyse , plan and complement the marketing program to produce a desired marketing mix decision that should recognize the diversity of customers needs , wants and interest, so as to adjust their marketing strategies accordingly .
9. Finally , proactive approach should be developed by the management of Lever Brothers Nigeria Plc , to analyse competitors in terms of their strategies , assets and skills , strengths and weaknesses etc. This will enabled them to understand and see how the market is being served . Areas that are undeserved are discovered and attempt should be made to exploit the opportunities .

5.4 THEORETICAL AND PRACTICAL IMPLICATIONS THE STUDY .

Marketing strategy is usually developed to pinpoint a potential target market and then to mix up and ideal recipe of the various ingredients in a marketing program . Traditionally , this recipe has included a consideration of the optimum product , in the right place , with a fair price , supported by ample promotion that will tell public about its advantages . Another way of viewing this, is to point out that the marketing mix comes from an adequate combination of ingredients , including products , distribution , communications and services.

It is therefore imperative that marketing strategies be developed in a sequence that will enhance an understanding of consumers. Recognizing how, when and where of buying behaviour will facilitate choice of distribution channels and strengthens the marketer's position at the point of sales.

Moreover, business success is determined by two aspects of strategic fit. Firstly, its competitive and marketing strategy must fit the needs and constraints of the external environment. Secondly, the business must be able to effectively implement that strategy via its internal structure, policies and resources.

When a company can not effectively implement its chosen strategy – even if the strategy is appropriate for the circumstances it faces – trouble will ensue. Worse management may conclude the strategy was not appropriate switch to a less desirable one, and ultimately depress the business performance even further. On one hand, excellent execution may offset the negative effects of a poorly conceived strategy. But on the other hand, good implementation of the wrong strategy can speed the business along the road to failure.

Therefore, for a firm to be successful it must not only have a competitive marketing strategies that fit the demands of the external market and competitive environment, it must also implement those

strategies effectively . The business internal structure , resources , and plans must also fit the demands of its marketing strategies .

In the final analysis , a clearer focus on customer needs and competitors responses is likely to become more crucial for the future strategic marketing success of most firms because, of the increasing rate and magnitude of changes occurring in the domestic and global market environments . And this suggest that marketers will play an even more important strategic role in the years to come .

BIBLIOGRAPHY

TEXT BOOKS

1. Alfred J. Hagan and Shrook, L. : Marketing an Environmental Perspective. 1st Edition , 1977. West Publishing Company , New York .
2. Buzzel , Nourse and Levit : Marketing a Contemporary Analysis . 2nd Edition , 1972. MC Graw Hill Inc , Murray printing Company , London.
3. Baker M.J. : Perspective on marketing management. 2nd Edition , 1992. John Wiley & Sons Ltd .
4. Rice Chris: Consumer Aspects of Marketing : 1st Edition , 1993 . Clays Limited , Great Britain .
5. Cox – Alderson and Shapiro : Theory in Marketing . 2nd Edition , 1965 . Richard D. Irwin , Inc .
6. David A. Aaker : Strategic Marketing Management. 3rd Edition , 1992. John Wiley & Sons Inc , Singapore .
7. Star Davis , and Shapiro : Problems in marketing . 5th Edition , 1957 . Mc Graw Hill Kogakusha , Ltd .
8. Oliver Gordon : Marketing Today . 1st Edition , 1980 . Short Run Press Ltd , Great Britain.
9. Gandy J.C. : Marketing Managerial Introduction . 4th Edition , 1965 . Richard D. Irwin , Inc .

10. John Winkler : Winkler on Marketing Planning . 1st Edition , 1972.
Associated Business Programmes Ltd , London .
11. Keith C. Williams : Behavioural Aspects of Marketing . 1st Edition ,
1985 . William Heineman Ltd , London. Micheal Rines : Marketing
Handbook . 2nd Edition , 1983. Gower Publishing Company Ltd .
12. Baker Micheal J. : Marketing an Introductory Text . 3rd Edition , 1979
. Macmillan Press Ltd , London.
13. Orville C. Harper and Jean Claude : Marketing Strategy , Planning
and Implementation . 2nd Edition , 1996. Times Mirror Higher
Education Group Inc , Company .
14. Peter T. Fitzroy : Analytical Methods for Marketing Management . 1st
Edition , 1976 . Mc Graw Hill Book Company (UK) Ltd .
15. Philip Khotler : Marketing Management Analysis , Planning ,
Implementation and Control . 7th Edition , 1991 . Prentice Hall Int .
Eagle Wood Cliffs U.S.A.
16. Robert M. Fulmer : The New Marketing . 3rd Edition , 1976 .
Macmillan Publishing Co , Inc .
17. Robert G.E. : Exploring The New Marketing . 1st Edition , 1976 .
Macmillan Press Co Inc , New York .
18. William J. Staton : Fundamentals of Marketing . 3rd Edition , 1976.
Macmillan Publishing Co , Ltd . PP. 74 – 90 .

JOURNALS AND MAGAZINES

1. Frederick E. Webster Jr , “ The Changing Role of Marketing in the Corporation “ Journal of Marketing . Oct , 1972 . PP. 1 – 17 .
2. Francis J. Gollillar and Sturdivant , E. : “Spend a Day in the Life of Your Customer “ Havard Business Review . Jan – Feb , 1994 . P. 117 .
3. Holbrook , M.B. and Hirschman : The Experience Aspects of Consumption : Consumer Fantasies , Feelings and Fun . Journal of Consumer Research . 9th Sept , 1982 . PP. 13 –140 .
4. Otkar , T. : The Highly Involved Consumer . A Marketing Myth ? Marketing and Research Journal . Feb , 1990 . PP. 30 – 36 .
5. Warland , Rex H. , Robert O. and Janes : Dissatisfied Consumers. Who gets upset and who takes actions ? . Journal of Consumer Affairs . (Winter , 1975) . PP. 148 – 163 .

APPENDIX I

Questionnaire

Ahmadu Bello University , Zaria

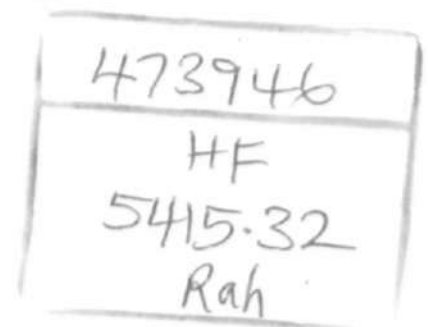
P.M.B. 1013 , Zaria , Kaduna .

Dear Sir , / Madam / Alhaji / Alhaja ,

I am undertaking a research on the Impact of Consumer Buying Behaviour on Marketing Strategies . (A case study of Lever Brothers Nigeria Plc .)

The research is purely for academic purpose and all the information given will be treated as confidential . I , therefore , seek your co-operation by answering the questionnaire .

1. Sex Group
 - a) Male
 - b) Female
2. Age Group
 - a) 28 – 40 years
 - b) 40 - 55years
 - c) 55years and above
3. Do you consume LBN products
 - a) Yes
 - b) No
4. How will you rate your satisfaction with LBN products
 - a) High
 - b) Moderate
 - c) Low



5. To what extent do you experience purchase decision difficulty arising from numerous consumers' products in the market .
 - a) High
 - b) Moderate
 - c) Low

6. How often is your buying behaviour influence by cultural factors
 - a) very Often
 - b) Often
 - c) Not Often

7. How often is your buying behaviour influence by social factors
 - a) very Often
 - b) Often
 - c) Not Often

8. To what extent do you experienced defaults in LBN Products
 - a) High
 - b) Moderate
 - c) Low

9. To what extent is your purchase decisions influenced by the marketing activities put in place by LBN .
 - a) High
 - b) Moderate
 - c) Low

10. To what extent is your purchase decision influence by the price of the product
 - a) High
 - b) Moderate
 - c) Low

Thank You .

APPENDIX II

Interview Questions

1. What are the likely causes and impact of consumer dissatisfaction and what appropriate measures did you put in place to avoid it ?
2. What is your opinion to the assertion that complete customer satisfaction is the key to securing customers patronage and loyalty ?
3. What is the motive behind attracting and keeping the highest value customer to a marketer ?
4. What measure did your company put in place to handle those factors that influence consumer buying behaviour and purchase decisions ?
5. What factors do you consider relevant in setting the price of your company products .

APPENDIX III

List of Lever Brothers Nigeria Plc Distributors in Kano State .

1. Alhaji Muhammed Aminu
2. Alhaji Yusuf Ahmed
3. Alhaji Musa O. Hadejia
4. Alhaji Sanni Musa
5. Alhaji Rabiou Musa
6. Alhaji Magaji Abdulahhi
7. Alhaji A.S. Madugu & Sons
8. Alhaji Bala Keki & Sons
9. Alhaji Haruna Ismail
10. Moab Ventures
11. Babban Wando & Sons
12. Mabab International Limited