EFFECTIVE MARKETING OF GRAPEVINE IN *NIGERIA: A* CASE STUDY OF UA-EKADOH NIGERIA LIMITED

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BEING PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOL IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA) OF AHMADU BELLO UNIVERSITY ZARIA.

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DECLARATION

I hereby declare that this thesis has been written by me, and that it is a record of my own primary research work . It has not been presented in any previous application for a higher degree. All quoations and sources of information as seen in this thesis are specifically acknowledge d by means of the, given references.

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Date

CERTIFICATION

This thesis titled "Effective marketing of grapevine in Nigeria: A Case Study of UA-Ekadoh Nigeria Limited" by Funke Ohi Uduokhai meets the regulations governing the award of the Masters in Business Administration (MBA) of the Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

This work is dedicated first and foremost to God Almighty for being my strength and seeing me through the duration of the course, and to members of the Uduokhai family, who all showed concern at different points of my life. God bless you all.

ACKNOWLEGEMENT

I glorify God for the opportunity given me to undergo this course and for the success granted me to completion.

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ABSTRACT

This research project is concerned with the analysis of the effective marketing of grapevine in Nigeria with respect to UA-Ekadoh Nigeria Limited. The major objective of the study was to examine properly and determine how effective marketing has been applied by UA-Ekadoh in marketing its orchard crops to its customers.

In order to facilitate the research work, data were collected from both primary and secondary sources. Data from the questionnaires formed the primary sources of this study while data from the review of related literature formed sources of secondary data. In addition, personal interviews and general observation also formed part of the study as a source of information.

The project work was carried out in five chapters. Chapter one centred mainly on the introductory part of the project. Chapter Two covered the review of relted literature in the nature of marketing, the marketing concept, the role of marketing, marketing systems, origin and distribution of grapevine, history of grapevine production in Nigeria and the production of grapevine in Nigeria, among others. In Chapter Three, methodology of the study was discussed while Chapter Four dealt with the presentation and analysis of data collected. Chapter five gave a summary and conclusion of the research work and based on findings, recommendations were given.

TABLE OF CONTENTS

Title Page i

Declaration ii

Certification iii

Dedication iv

Acknowledgement v

Abstract vi

Table of Contents viii

List of Tables xii

CHAPTER ONE

INTRODUCTION 1

1.1 Background Information 1

1.2 Statement of the Problem 3

1.3 Purpose of the Study 4

1.4 Significance of Study 4

1.5 Hypotheses of the Study 5

1.6 Scope of the Study 5

1.7 Limitation of the Study 5

1.8 Research Methodology 6

1.9 Definition of Terms 6

CHAPTER TWO

REVIEW OF RELATED LITERATURE 7

2.1 Introduction 7

2.2 The Nature of Marketing 7

2.3 Concepts of Marketing Activities in Organization 11

2.3.1 Production Concept 11
2.3.2 Product Concept 12
2.3.3 Selling Concept 13
2.3.4 Marketing Concept 13
2.3.5 Societal Marketing Concept 17
2.4 Role and Importance of Marketing 17
2.5 Marketing Systems 16
2.6 Marketing: Science or Arts? 20
2.7 Marketing in Non-business Organization 21
2.8 Macromarketing Versus Micromarketing Issue 23
2.9 Origin and Distribution of Grapevine 25
2.10 The History of Grapevine Production in Nigeria 26
2.11 Problem on Climatic and Soil Requirement of Grapevine Production 30
2.12 The Influence of Soil on Grapevine Production 31
2.13 The Influence of Soil Nutrients on Grapevine Production 32
2.14 Grape Varieties 33

CHAPTER THREE

METHODOLOGY 38
3.1 Methodology and Procedure 38
3.2 Population 38
3.3 Sample and Sampling 38
3.4 Method of Data Collection 38
3.4.1 Questionnaires 39
3.4.2 Oral Interview 39
3.4.3 Observational Visits 40
3.5 Data Analysis and Presentation 40

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA 41

4.1 Introduction 41

4.2 Data Analysis 41

4.3 Questionnaire Question Two 41

4.4 Questionnaire Question Three 42

4.5 Questionnaire Question Four 42

4.6 Questionnaire Question Five 43

4.7 Questionnaire Question Six 43

4.8 Questionnaire Question Seven 44

4.9 Questionnaire Question Eight 44

4.10 Questionnaire Question Nine 45

4.11 Questionnaire Question Ten 45

4.12 Questionnaire Question Eleven 46

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS 47

5.1 Introduction 47

5.2 Summary 48

5.3 Conclusion 49

5.4 Recommendations 49

BIBLIOGRAPHY 51

APPENDIX A 54

APPENDEX B 55

LIST OF TABLES

Table 4.1 Gender of respondents 41

Table 4.2 Questionnaire Question Three 42

Table 4.3 Questionnaire Question Four 42

Table 4.4 Questionnaire Question Five 43

Table 4.5 Questionnaire Question Six 43

Table 4.6 Questionnaire Question Seven 44

Table 4.7 Questionnaire Question Eight 44

Table 4.8 Questionnaire Question Nine 45

Table 4.9 Questionnaire Question Ten 46

Table 4.10 Questionnaire Question Eleven 46

CHAPTER ONE

INTRODUCTION

1.1 Background Information

Business organizations were one time preoccupied with the view that their products can sell themselves without taking into account the fact that consumers wants and their responses to the products are of significance. During the period, the market was essentially a seller's market because goods were scarce and the markets had little or no difficulty in selling their limited supplies. Under this condition, the key people were the production personnel on the one hand and the sales people on the other. Essentially, the production personnel produced the scarce products while the sales personnel marketed the products from the factory to the consumers. However, as the society and the economy developed, more goods and services were provided above or below their demands. Moreover, as the supply exceeds demand, a form of marketing started to creep in, in the form of trade exchanges. The problems ceased from that of production or sales to that of marketing.

The essence of marketing, therefore, is transaction or an exchange intended to satisfy human needs or wants. Thus, differing sharply with selling concept which was formally used by business organizations and which emphasized more on the product and the art of persuading consumers to buy the products.

In marketing, the company tries to fit the demand of the consumers with a product offered by the company; that is the demand of the buyers or potential buyers is first sought and the company then designs a product to fit or satisfy such demand.

Despite criticisms towards marketing, marketing concept is fundamentally important to organizations because it is applicable to all business organizations, irrespective of size or nature of the products or services marketed. Differences in the types of goods supplied, in the size and characteristics of the consumers or user markets for the various classes of goods, is the purpose for which they are acquired and in the methods by which they are distributed, do not invalidate the universal applicability of the marketing concept to business operations.

According to the marketing concept, therefore, organizations are continually trying to identify the needs or wants of customers and then provide an element or product that will satisfy these needs and wants for a profit. Non-business organizations may not seek profit but that is not to say that they do not indulge in marketing activities. Ordinarily, non-business organizations have goals by which they measure their successes just as other organizations use profit to measure their own successes. Whatever kind of business an enterprise is in, it exists to accomplish something in the larger environment. In order to enhance its market shares, and profitability, organizations are now adopting the strategic planning system in order to achieve the set objectives of the organizations.

Top management today is putting increased pressure on marketing executives to think more strategically. And, marketing executives are responding by spelling out their strategies in clear terms in their plans. They are providing better rationales for favouring one strategy over another.

There are four (4) Ps of marketing which constitute marketing. These are product, price, promotion and place. In order to achieve the above-mentioned marketing ingredients, the marketing department will apply the marketing strategies. Marketing strategies are marketing logics by which the business hopes to achieve its

marketing objectives. A marketing strategy forms the core of a successful marketing plan. It articulates a plan for the best use of the organizations.

The marketing of grapevine involves many activities and operations, like any other product. Systematically, the major activities are harvesting and preliminary grading, removal of field and greenhouse heat, curing, storing, processing, pricing, shipping, and selling the product.

1.2 Statement of the Problem

This research is carried out to know the various marketing strategies adopted by grapevine producers in Nigeria in marketing of their products, particularly UA-Ekadoh Nigeria Limited who operates on a small-scale basis.

It is pertinent to ask here, do small-scale businesses undertake product planning and market research? What pricing methods and promotional techniques do they adopt in the marketing of their products?

Owing to their limited economic base with regards to physical capacity and the size of staff, how do small-scale business firms distribute their products to consumer when and where they are needed? Modern marketing involves heavy fixed costs or outlay. Are small-scale businesses able to cope with such costs terms of advertising, provision of infrastructural facilities, physical distribution, and technology? Does the government support them to continue to be in existence? Do they encourage or protect them against external forces or against their large-scale counterparts? How early are new products introduced into the market and how are these products followed up to ensure their success in the market?

Besides the fact that small-scale businesses are prevented from producing more efficiently, and therefore, rendering their operations less competitive with their large-scale counterparts. The development of small-scale businesses is important from the point of view of economic development but they are faced with too many problems

that need to be tackled by both the industrialist and the government in order to have their continuous existence.

1.3 Purpose of the Study

The purpose of this study is to:

(a) Identify the various marketing strategies adopted by UA-Ukadoh Nigeria Limited in marketing of grapevine in Nigeria.

(b) Determine the relevance of some of these marketing strategies employed and where they are found to be inadequate, to proffer solutions to the problems.

1.4 Significance of the Study

The principal concern of this study is to determine and analyse the marketing strategies adopted by UA-Ekadoh Nigeria Limited in the marketing of grapevine in Nigeria. This study will be of immense significance to the company who will use the findings to better of its services to its various customers.

The study will also be of immense help to the researcher since it will expose him particularly to the important aspects of marketing activities which were often neglected by previous researchers in the field.

It is also intended that the study will be a useful material for those who are aspiring to start grapevine production in Nigeria and also to those who are already in the business of grapevine production since they will now know the appropriate marketing strategy to apply in their businesses.

To the students who in one way or the other will come in contact with the project, they will find the material useful for their academic pursuits. It will further enhance their development as this will help to increase the availability of existing literatures on the subject matter.

1.5 Hypotheses of the Study

The following hypotheses were formulated and tested in order to find out answers to the problems already conceptualized.

1. Marketing strategies adopted were not affected by the inadequacies of marketing personnel;
2. Marketing strategies adopted were not affected by their business environments.
3. Lack of equipment and facilities does not affect the strategies adopted.
4. Market strategies are not affected by lack of knowledge and inefficient marketing personnel.

1.6 Scope of the Study

The concern of this research work is to analyse the marketing of grapevine in Nigeria. The scope of the study will cover only UA-Ekadoh Nigeria Limited and then after, generalizations will be made.

1.7 Limitations of the Study

The research work will be limited by various deplorable situations such as

(a) Inaccessibility of the researcher into most of the literatures available in the field in view of its dearth.

(b) Economic conditions. The project work is basically a private affairs. Considering the lean purse, therefore, the cost of traveling, production and final binding of the project will present a limitation.

(c) Time will also constitute a major limitation to this project work.

1.8 Research Methodology

For a research work of this nature to be successful, data collection is very essential. This serves as a vital input for the end result. Questionnaires were designed to illicit information from the respondents while various related literature were reviewed. In addition, personal interviews were also carried out to ensure that no vital information was left out.

1.9 Definition of Terms

The following terms were used for the purpose of this research work:

Marketing - A set of processes which stimulate and facilitate market exchanges for the mutual benefit of an organization and its consumer.

Marketing mix - The firm's total market offerings consisting of the product, including physical characteristics, and price, the logistic supports, packaging, company image, advertising and promotion.

Marketing strategy - The logic by which the business hopes to achieve its marketing objectives.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter is concerned with the review of experts ideas about the subject matter. The chapter will review related literatures under these headings:

1. The nature of marketing
2. The marketing concept
3. The role and importance of marketing
4. The marketing systems
5. The origin and distribution of grapevine
6. The history of grapevine production in Nigeria
7. Problems on climatic and soil requirements of grapevine production
8. The influence of soil on grapevine production
9. Production of grapevine and its varieties.

2.2 The Nature of Marketing

Marketing is central to any business organization. The ultimate goal of any business organization is to identify and satisfy customers. This goal can only be accomplished if the organization embarks on effective marketing activities.

Marketing is not merely selling goods or service, what is more, marketing should not be narrowly restricted to a particular division or department of an organization, rather, it is an attitude of mind and a business philosophy that must be adopted by the entire organization's personnel.

In marketing literature, there is no single, universally accepted definition of marketing but a whole spectrum which shows the diversity of perspectives adopted by

different writers. Different academic backgrounds or areas of employment of the authors giving the definitions might have accounted for such divergent viewpoints on marketing. Some of the definitions of marketing are given below:

Marketing is the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who, interacting under constraints - technical (economic) and ethical (social) - create the transactions or flows which resolve market separations and result in exchange and consumption (Bartel, 1968).

Market includes all business activities that make possible, the determination of what should be produced and control that which is produced from its creation to ultimate consumption (Risley, 1972).

In social sense, marketing is any exchange activity intended to satisfy human wants. In a business sense, marketing is a system of business action designed to plan, price, promote and distribute want - satisfying goods and services to markets (Stanton, 1947).

Marketing is the delivery of a standard of living to society (Mazur, 1947),. Marketing is a set of activities necessary and incidental to bringing about exchange relationships in our economic system (Holloway and Hancock, 1973).

Marketing encompasses exchange activities conducted by individuals and organizations for the purpose of satisfying human wants (Enis, 1977). Marketing is managing human and organizational exchange activities directed at satisfying human wants and needs (Schewe and Smith, 1983). Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user (American Marketing Association, 1960).

Marketing is a social and managerial process by which individuals and groups obtain what they need and through creating and exchanging products and values with others (Kotler, 1988).

Marketing is a vehicle through which a company can achieve its short-term goals and strategic aims in terms of long-term survival in the face of change, particularly competitive change (Stewart, 1975).

Baker (1985) cites Crosier (1975) as reviewing over fifty definitions of marketing and categorizing them into three major groups; viz:

(a) Definition which conceive of marketing as a process.

(b) Definitions which portray marketing as a concept or philosophy or business.

(c) Definition which emphasize marketing as an orientation.

Lancaster and Massingham (1988) highlight the following key points in an attempt to explain the meaning of marketing based on its plethora of definitions:

(1) Marketing processes the firm's or individual's attention towards the needs and wants of the marketplace.

(2) Marketing is concerned with satisfying the genuine needs and wants of specifically defined target markets by creating products or services that satisfy customer requirements.

(3) Marketing involves analysis, planning and control.

(4) The principle of marketing states that all business decisions should be made with careful and systematic consideration of the user.

(5) The distinguishing feature of marketing-oriented organization is the way in which it strives to provide customer satisfaction as a way of achieving its own business objectives.

(6) Marketing is dynamic and operational, requiring action as well as planning.

(7) Marketing requires an improved form of business organisation in order for marketing to be able to lead and catalyse the application of the marketing approach.

(8) Marketing is both and important functional area of management and an overall business philosophy which recognizes that the identification, satisfaction and retention of customers is the key to prosperity.

It is quite obvious that the marketing literature is replete with divergent views on the true meaning of marketing, this controversy will however continue so long as authors continue to exist. Hence, the following definition of marketing is adopted.

Marketing consists of all activities aimed at identifying and satisfying customer needs through beneficial exchanges with targets markets. From the foregoing definition, marketing requires:

- Finding out what customers need,
- Developing a product or service to satisfy customer's needs.
- Positioning the products or service to satisfy customer's needs.
- Determining appropriate marketing mix decisions to price, promote and distribute the product or service.

Furthermore, these marketing requirements merit some elaboration, firstly, identification of customers' needs and the development of marketing strategies that will be based on the customers' needs require the research capabilities of companies. Some companies have their own survey research staff who conduct interviews with sample of their customers, such interviews might be aimed at obtaining feedbacks on their product offerings. Marketing has to do with developing new products that satisfy customers' needs as well as maintaining existing products. The products must be positioned to meet the needs of specific target markets. Lastly, companies must

decide on appropriate marketing mix decisions to influence consumers to buy their products. The marketing mix is a programme of marketing elements designed for a specific product or service in response to the marketing forces that affect it. The major marketing mix elements are product, price, place and promotion among others: The marketing forces include consumer buying behaviour, competitors position and behaviour and government behaviour, implicitly, the definitions recognize that marketing organizations must contend with problem of competition and other environmental problems as they strive to satisfy customers' needs.

2.3 Concepts of Marketing Activities In Organization

There are five major competing concepts of marketing activities in contemporary business organizations viz:

(a) Production concept

(b) Product concept

(c) Selling concept

(d) Marketing concept

(e) Societal marketing concept

2.3.1 Production Concept

This concept holds that consumers will buy those products that are widely available with low prices. Firms should concentrate their efforts on high production efficiency and widespread distribution for their products.

Historically, marketers have ridiculed the production concept as an old-fashioned perspective that best describes how business was conducted in the late 1800s (Schanaars, 1991).

Furthermore, Schnaars states that marketer's dismissal of the production concept was presumptuous. In many markets, consumers do favour products that are

widely available at low cost. In nearly every sector of the economy there are firms that excel by employing the production concept. Similarly, foreign firms with lower-cost structures have excelled with the production concept. Hyundai, in automobiles, and Goldstar, Sharp and Sanyo, in electronics, are examples of successful implementers in the United States of America. Each of these firms has done well by doing precisely what marketers would advise against. Clearly, the production concept according to Schnaars has a place in today's markets. However, Schnaars quickly cautions that focusing too intently on production while ignoring customers is as faulty an orientation as focusing too intently on consumers while ignoring production efficiencies.

2.3.2 Product Concept

This concept holds that consumers will buy those products that are of the highest quality. The basis of this concept is the "technology-push" model of innovation. The products must be designed by engineers and scientists for consumers to use. Managers in product-oriented companies often geared their efforts towards making best quality products. Recently, the "good thinking, good product" slogan of an advertisement for a particular car in Nigeria only reflect the products-orientation of the manufacturers of the car.

The product concept leads to "marketing myopia," an undue concentration on the product rather than on the need. In the United States of America, Railroad management thought that users wanted train rather than transportation and overlooked the growing challenge of the airlines, buses, trucks and automobiles. Slide rule manufacturers thought that engineers wanted slide rules rather than calculating capacity and over-looked the challenge of pocket calculators. Symphonies and post office assumed that they were offering the public the right product and wondered why their sales faltered. These organizations too often are looking into a window (Kotler, 1988).

2.3.3 Selling Concept

This concept is otherwise referred to as sales concept and it holds that a business enterprise should produce what it wants and then make great efforts towards convincing consumers to buy the products. Managers of sales-oriented companies always strive to ensure that their companies embark on aggressive promotional activities to sell their products.

The selling concept goes hand-in-hand with high-pressure selling. Antithetical to marketing concept, it is an example of the "sales-push" model of marketing, where marketers push unwanted products through the channel of distribution (Schnaars, 1991).

In the opinion of Schnaars, the selling concept constitutes bad strategy, although it may serve other purposes. It may be acceptable to meet short-term sales goals or help the firm over temporary hard times. But, as long-term strategic orientation it is unacceptable. It is one that is likely to pay when pitted against strategies that serve consumers with products that they really want.

2.3.4 Marketing Concept

The origin of marketing concept can be traced to Drucker (1954), McKitterick (1958) and Levitt (1960). All agree that the purpose of business is to create satisfied customer. In particular, Levitt draws a sharp contrast between the selling and the marketing concept as follows: "Selling focuses on the needs of the sellers; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivery and finally consuming it." Unlike other concepts or philosophies that can guide organizations in carrying out

their marketing activities, the marketing concept has attracted divergent views from authors in the marketing literature as regards its true meaning or what the concept stands for. Some authors contend that marketing concept has to do with the identification and satisfaction of customers needs and wants by companies, however, they don't stress on the issue of competition in their definitions (Lancaster and Massingham, 1988; Assael, 1990; Schnaar, 1991 and Schewe and Smith, 1983). Others assert that not only does marketing concept have to do with the identification and satisfaction of customer's needs and wants by companies, but that they must do so in ways that will make to be more effective and efficient than their competitors (Kotler, 1988; Moden, 1991; Moutinho, 1994). This appears to be a definition of broadened marketing concept.

Bell and Emory (1971) enunciate that the marketing concept has three basic elements, viz:

1. *Customer orientation*: Knowledge of the customer, which requires a thorough understanding of his needs, wants and bahaviour should be the focal point of all marketing action. It implies the development of products and service to meet this needs. It does not exclude the possibility that these needs may be "stimulated" by business or that aggressive selling may be needed to persuade consumers to buy goods and services which have been created for them.
2. *Integrated effort*: Ultimately, the entire firm must be in tune with the market by placing emphasis on the integration of the marketing function with research, product management, sales, and advertising to enhance the firms total effectiveness.

3. *Profit directions:* The marketing concept is intended to make money for the company by focusing attention on profit rather than upon sales volume.

However, Barksdale and Darden (1971) state that the marketing concept is based on two fundamental notions: First, the consumer is recognized as the focal point or pivot for all business activity; second, profit rather than sales volume is specified as the criterion for evaluating marketing activities.

Ever since its introduction into the business world some decades ago, the marketing concept has been enthusiastically received by organizations in different parts of the globe. Barksdale and Darden report the results of a survey designed to measure the attitudes of executives and educators towards the marketing concept, thus concluding that marketing concept may be both a success or a failure. The majority of the executives and educators believe that the marketing concept is a powerful and usable idea that has influenced management philosophy and thought, at least among the larger US business firms. Most respondents express the opinions that the marketing concept has contributed to the improvement of the organization and management of marketing activities. They also think that consumers have benefited in tangible ways from the adoption of the marketing concept. On the other hand, many executives and educators express definite reservations about the success actually achieved by American business firms in implementing the marketing concept. In general, respondents cite problems of implementation, rather than inherent weaknesses of the concept, as the cause of any failure in application.

Nevertheless, the marketing concept has also suffered from substantial criticism. some critics have argued that it has hurt rather than helped American

business. Schnaars cites Bennett and Cooper (1979, 1981) as arguing that marketing concept has diverted attention away from a long-term emphasis on product development and quality manufacturing to a short-term emphasis on superfluous advertising, selling and promotion. As a result, product value has suffered. As evidence, they point to the automobile and television industries where American firms once dominated, but which are now dominated by imports. They blame the marketing concept for the industries problems.

Bell and Emory (1971) stated that evidence exists to support the questioning of marketing concept. According to them, one is organizational stress, excessive costs, and high product failure rates in some companies incurred by attempting to implement the concept. Additional evidence of a breakdown in the marketing concept is round in the deterioration of relations between business on one hand and the public and government on the other hand. These developments include events called "consumerism".

Baker and Hart (1989) contend that the most perplexing aspect of the "marketing concept", perhaps, is apparent difficulty experienced by those trying to implement it. The gap between theory and practice seems to originate from the fact that practitioners do not see marketing as a means of solving their everyday business problems. The intangible nature of marketing concept has caused many theorists to avoid it, concentrating instead on techniques developed in its name.

Arguing in defence of marketing concept Schnaars quotes McGee and Spiro (1988) as noting that criticisms of the marketing concept do not contradict the basic tenets of the concept itself. In fact, they contend that the marketing concept and the product concept are actually quite consistent with one another.

The product concept is really just "synonymous with customer satisfaction as described by the marketing philosophy."

2.3.5 Societal Marketing Concept

This concept has evolved as a result of the criticisms of marketing concept. One of which is that marketing concept ignores long-run societal welfare. The societal marketing concept holds that the company's task is not only to determine the needs, wants and interests of customers but also to satisfy them in ways that will make them to be more effective and efficient than competitors as well as to preserve or enhance the welfare of the consumer and the society. The societal marketing concept requires marketers to combine three basic considerations in developing marketing policies namely, company profit, consumers satisfaction and interests of members of public. This will go a long way in ensuring the successful implementation of the societal marketing concept by marketing organizations.

2.4 Role and Importance of Marketing

Over the years, organization in the different sectors of the economy have shown greater interests in marketing and now recognize its contributions towards improving their performances in the markets.

In Nigeria, organizations that belong to the business sector of the economy such as UAC of Nigeria Plc, U.T.C., Leventis Stores, Cadbury Nigeria Plc and Nestle Foods Nigeria Plc have intensified their marketing efforts within the past three decades. Organizations that use to belong to the non-profit sector of the economy in the past such as NEPA, Water Corporation and NIPOST have stepped up their marketing activities in recent years, such organizations have

been commercialized, hence, they are currently expected to be making profits. At the international level, multinationals such as Sony, Sanyo, Toyota and Volvo have introduced and spread modern marketing practices globally.

Marketing can also play important role in ensuring the growth of economies of the developing countries, this can be made possible through the development of effective distribution systems to handle their raw materials and finished products.

Recently, communist countries are engaged in marketing activities so that their distribution systems can be improved and ensure that they compete more effectively in the global market.

Etemad (1984) argue that marketing practices can result in organizing, augmenting and accelerating economic development in developing countries.

In conclusion, the basic role of marketing is to enhance the growth of economies and the standard of living of individuals.

2.5 Marketing Systems

A marketing system consists of an integrative set of institutions, flows and activities that affects the ability of an organization to develop and maintain successful transactions with its market.

From the foregoing definition of marketing system, the "integrative set of institutions, flows and activities" includes the following:

(1) The marketing organization - this is an organization that places the customers and the satisfaction of customers' needs and wants at the center of its corporate thinking.

(2) The controllable elements of marketing mix namely, product, price, distribution, advertising among others.

(3) The target market.

(4) The facilitating institutions namely wholesalers, retailers, agents, etc. required for distribution functions and advertising agencies and media for communications as well as marketing research for marketing information.

(5) The uncontrollable environmental variables such as economic conditions, demographics social and cultural values, competition, legal forces, technology trade barriers and source of raw materials.

The simplest marketing system consists of two interacting elements – the marketing organization and its target market. In business, these two elements are connected by two sets of flows one set of flows consists of a company distributing a product or service to its customers in exchange for some kind of payment. The other flow is an information flow. The company uses its sales force or advertising to communicate with its market. Then the market, in return, provided informational feedback to the firm (Stanton, 1981).

It goes without saying that the effectiveness of a firm's marketing activities will increase substantially through proper coordination of different parts to form a system.

The marketing systems of developing countries or less developed countries (LDCs) have been resilient, adaptive to economic conditions and even fairly low-cost in performing their marketing functions (Sorenson, 1978; Bhandari and Vora, 1979).

On the contrary, Dholahia (1984) observes that marketing systems of LDCs have been generally incapable of bringing about major innovations in products, customer services marketing methods, or communications media, or market-research techniques. In most cases according to Dholakia, the

indigenous marketing system of LDCs have not been able to come up with market expansionary strategies, either domestically or internationally. Thus, the typical LDC marketing system merely performs a system maintenance function. It can either spur rapid economic development, nor generate appropriate products and services that would benefit the mass of population.

It is hoped, however, that the problems militating against the effectiveness of marketing systems of some developing countries will be solved as these countries move into the next century.

2.6 Marketing: Science or Arts?

This is an age long question, still being raised. Art is skill, an ability to perform. Science is knowledge. Scientific procedures, then, simply are based on knowledge to seek further truths, by providing a set of rules to eliminate both chance and subjectivity (Risley, 1972).

Risley states further that marketing is both an art in performance, from planning through selling to final decision-making; a science in its body of truths, and an avid user of scientific procedures in data processing, logistics, research, and innumerable areas of quantification.

According to Hunt and Burnett (1982) the "is marketing a science"? Controversy culminated in 1976 with a model known as the three dichotomies model by Hunt (1976), which proposed that all of the problems, issues, theories and research in marketing can be analyzed using the three categorical dichotomies of

(1) profit sector non-profit sector;

(2) micro macro, and

(3) positive normative.

The controversy was then analyzed by demonstrating that those marketers who believe that marketing could not be a science were implicitly (and unnecessarily) restricting the scope of marketing to its profit micro normative (managerial) dimensions. Hunt concludes that the study of the positive dimensions of marketing can be appropriately referred to as marketing science since the positive dimensions of marketing have the following requisites of science: (1) a distinct subject matter drawn from the real world which is described and classified; (2) underlying uniformities and regularities interrelating the subject matter; and (3) inter-subjectively certifiable procedures for studying the subject matter.

In the opinion of Baker *et al.* (1983), to define marketing as an arts puts to the emphasis on the academic side, to define marketing as a science is to see it as a body of knowledge with concepts, theories, principles, and laws. It would seem that to consider marketing solely as an art is to deny the utility and functions of science and restrict marketing's development in future.

Baker (1985) tacitly admits that marketing is not a science, although, he demonstrates his belief that marketing ought to be a science.

There is no gainsaying the fact that the issue of marketing being a science or an art will continue to attract divergent opinions from authors in the marketing literature, in spite of the claims by Hunt and Burnett that this controversy has been substantially resolved in the 1970s.

2.7 Marketing in Non-business Organization

Ferber (1970), Kotler (1972), Kotler and Levy (1969), Kotler and Zaltman (1971), and Luck (1969 and 1974) debate the issue that marketing should be

broadened to include public and other non-profit sector organization and social causes.

Museums, charities, hospitals, educational institutions and political associations are examples of non-profit institutions that have begun to recognize the importance of marketing of their services.

Kotler (1979) suggests a number of strategies for introducing marketing into the non-profit institutions, such as appointing a marketing committee or task force, hiring and advertising agency or marketing research firm, hiring a marketing consultant or appointing a marketing director or marketing vice president. Kotler concludes that the real contribution of marketing is to lead each institution to search for a more meaningful position in the larger market, and that marketing offers a great potential to these institutions to survive, grow, and strengthen their contributions to general welfare.

Shapiro (1973) concludes that realistic marketing and planning can enable private organizations to substantially improve their operations.

Marketing by non-profit organizations is otherwise referred to as social marketing because these institutions generally market social services. In the U.S.A., educational institutions are beginning to view their programmes as products that must be sold to students, especially as the struggle with decreasing enrolments and greater competitions for restricted funds. Charitable organizations are developing more personalized means to collect funds through mail campaigns by recognizing the different notices of donors. Hospitals are beginning to show greater concern for their patients (Assael, 1985).

The non-business marketing controversy has been resolved, indeed, the public and non-profit marketing has come of age. Loveluck and Weinberg (1978)

and Delene (1981) corroborate this. Loveluck and Weinberg conclude that business marketing has come a long way in a relatively short period of time. The subject is taken seriously in academia, is having a growing impact on management practice in a diverse range of applications, and is contributing to the general advancement of the field of marketing. In the same vein, Delene concludes that non-profit marketing courses have been successfully incorporated into the curricula of a number of institutions in U.S. and that enrolments in these courses are adequate to warrant their continuation for students in business programmes.

2.8 Macromarketing Versus Micromarketing Issue

First and foremost, the macromarketing and micromarketing perspectives of some authors are examined as follows:

- Macromarketing studies marketing within the context of the entire economic system with special emphasis on its aggregate performance. Micromarketing is firm-oriented (Moyer, 1972).
- Macromarketing suggests a higher level of aggregation, usually marketing systems or groups of consumers. Micromarketing refers to individual units, normally individual organizations (firms) and consumers or households (Hunt, 1976).
- Perhaps most widely, macromarketing has meant marketing in general and the data that depict marketing in general. It has meant the marketing process in its entirety, and the aggregate mechanism of institutions performing it. It has meant systems and groups of micro institutions, such as channels, conglomerates, industries and associations in contrast to

their individual component units. More recently, it has meant the social context of micromarketing, its role in the national economy and its application to the marketing of non-economic goods. It has also meant the uncontrollable environment of micro firms (Bartels and Jenkins, 1977).

- Macromarketing refers to the study of marketing systems, the impact and consequences of marketing systems on society, and the impact and consequences of society on marketing systems. Micromarketing refers to the individual units: organisations, firms, consumers or households (Hunt, 1977).
- Macromarketing is the study of exchange activities and exchange systems from a societal perspective (Shawver and Nickels, 1979).

From the foregoing, it is obvious that perspectives of authors differ on the concepts of macromarketing and micromarketing, however, it will not be out of place to state that both macromarketing and micromarketing are two halves of the discipline of marketing. The following salient points emerge from the macromarketing, the micromarketing perspectives of the said authors:

(a) Macromarketing is bigger than micromarketing and the basic function of macromarketing is to evaluate, in a normative sense marketing within the society.

(b) Macromarketing is concerned with the relationship between marketing systems and the rest of the society.

(c) Macromarketing is not just a positive study of exchange systems per se, rather it is the study of exchange systems from a societal perspective.

Smith and Konapa (1980) review the macromarketing issue and conclude that clearly, there is a lack of consensus as evidenced by the multiple meanings of macromarketing and its relationship to theory.

Hunt and Burnett (1982) review the nature of macromarketing and micromarketing issue, analyze the controversy by examining empirically the domain of the macromarketing and micromarketing concepts and attempts to resolve the controversy by proposing a taxonomical model incorporating both macromarketing and micromarketing. Hunt and Burnett conclude that marketers can and do categorize marketing phenomena, issues and research by way of the macromarketing/micromarketing dichotomy. The macromarketing/micromarketing dichotomy has been useful in resolving controversies in marketing.

2.9 Origin and Distribution of Grapevine

Grapevine (*Vitis vinefera* L) is a fruit which belong to the family vitaceae and to the genus vitis. It has about twelve (12) general where vitis is the most popular because of its economic value (Winkler et *al.*, 1962). There are also two sub-general, Muscandinia and Euvitis. The sub-genus Muscadinia is characterized by having longitudinal striated fibrous, shedding at maturity, pith is characterized by mostly elongated flower clusters, berries adhering to the stem at maturity and seed pyriform with long or short peak to which vitis vinefera belongs. Presently, there are many hybrid between the two (2) sub-general resulting in mixed characters of the above species.

There are about 60 or more species within the genus vitis and the three (3) most popular species in the genus are Vitis Labrusca (temperate grape restricted to be grown in the temperate region mainly), Vitis Rotundifolia or Muscadinia (tolerant to hot climates), and Vitis Venefera (the most widely grown all round the world). Olmo (1976), Samson (1980), which is a native of Western Asia and contributes about 90% of grape production.

Grapevine originated in regions between south of the Capstan and Black Sea in Asia Minor (Winkler *et al.*, 1974). It is grown in all temperate and sub-tropical climates around the world and are most successful between latitude 34°N and 49°S.

Grape requires distinct climatic seasons, winter and summer, which are necessary for proper vegetative growth and fruiting. According to Shalitin (1973), the cold season is essential for breaking of bud dormancy and producing the desired number or bearing shoots. Hence, the summer is vital for proper development and ripening of fruits. Also, grapes are good climbers with extensive root system requiring a large amount of manure for optimum performance (Idehen, 1987). They also possess tendril, enlarge nodes, well-developed conducting tissues and large piths. They bear fruits on lateral shoots at the current season's growth from mixed buds on the last season's ones.

The production of grapevine is of outermost importance because it is one of the most delicious and refreshing fruits. Ripe grapes are easily and readily digestible and such contain minerals like calcium, iron and vitamin B. The juice collected from them is an excellent thirst -quencher and a good laxative for the system. It is also an ideal crop that can be grown at home garden and now successfully in the cities using pots in living flats (Nath *et al.*, 1971).

2.10 The History of Grapevine Production in Nigeria

According to Norman (1970), grape production boomed in the world due to increase in wine consumption, where about 77% of this is pressed into wine, boosting the world production of wine, 18% is dried into raison and the remaining 5% are used for table grapes, juice and other products. An estimate of about 55 million metric tones of grapes were being produced annually in the world then

with some leading countries like Italy (10m), France 8m), Spain (4m) and U.S.A. (2m) metric tonnes (Edmond *et al.*, 1975). This is just about two decades and four years ago.

Historically, grapevine was believed to have been brought to Nigeria by Christian missionaries from Europe and Hajj pilgrims from Middle East, Ahmed *et al.* and Ratman (1982), who then planted the vines in their gardens (the missionaries and palaces of Emirs) respectively.

However, the potential growing of grape was not fully realized in the country until 1966 when the United State for International Development (USAID) Horticultural Consultant was invited by the then Northern Nigerian Government, Department of Agriculture to advise her on the possibility of growing of a range of tropical and sub-tropical fruit trees. The government was then advised on the suitability of growing grapes in the northern part of Nigeria and was helped to obtain some planting materials from well-known grape growing countries (Tappan, 1966). Some of these establishments include Daura – Katsina State and Panyam in Plateau State.

According to Anon (1980), some trials were then conducted by the Institute for Agricultural Research (IAR) Samaru and Natural Resource Centres in some of the then Northern States on the grapes introduced.

Disappointingly, the trials did not yield much success for lack of knowledge on cultivating grapes under tropical conditions. In spite of all these odds, the art of growing grapes might have been growing gradually in this part of the country. Karikari (1984) observed that few number of growers lack good management and technical know-how of how growers could inhibit commercial production. But with the demand for grapes by some companies like Nigerian

Bottling Company (makers of cocacola drinks), Vegfru and Zaria Agro-Industries during the 1980s, there was a turning point on the production of grapes in Nigeria, Karikari (1984) and this might have boosted the moral of some lecturers in Ahmadu Bello University (ABU) Zaria, and Samaru College of Agriculture (SCA), to embark on backyard viticulture. Also some individuals, Zaria-Agro-Industries and Kano State Government have since gone into commercial production of grapes (Jamu, 1989).

The prospects of grape growing in Nigeria is greater especially in Northern Nigeria which has a drier weather conditions. The cold harmattan is thus similar to the Mediterranean climate which is suitable for fruiting of grapes. This moderate climate with no stress of winter, enables the grape to make undisturbed growth throughout the year with a prolonged unproductive dominant phase characteristics of vineyards in temperate and sub-tropical regions. This makes harvest of two or more crops in a year by correct manipulation of pruning unlike the single harvest in other regions. In the contrary, it is not advisable to produce this crop during the raining season as fruits are subject to various fungal diseases and insect pests attacks.

Moreover, the weather during the rainy season is not conducive for fruits opening and leaves, young shoots and fruits are susceptible to attack by these diseases and insect pests which can result in poor yield of low quality diseased fruits. Therefore, the distribution of rains in the northern part of the country is conducive such that the growth and reproductive phase of the crop is not hindered at all. During the berry development, enough sunshine and heat are needed to improve the quality of the fruits and freedom from attack of pests and diseases (Jamu, 1989).

Grapes indeed are highly lucrative and its successful culture calls for a conscious understanding, skills and experience. It is a delicate crop demanding a very careful nursing and attention throughout the year. Besides heavy investment on fertilizer, stakes and strings for training, it is a remunerative crop, and no wonder people are enthused over growing it. In fact, many houses in and around Zaria locality have grapevine growing at their backyards, and are harvesting considerable amount of grapes yearly for home consumption, and thus, areas which the crop grow increase annually as compared to the past.

Nonetheless, the 6-8 months of dry season in the northern part of the country which is conducive for fruiting and ripening of grape fruits, has helped to encourage grapevine production and this might have spurred the Institute for Agricultural Research (IAR) Samaru, to adopt grapevine as one of the crops on which research should be undertaken under the Horticultural Crop Research Programme of the Institute, which was initiated in 1972 but was wounded for lack of personnel. However, the project was rejuvenated in 1984 due to general interest in this crop based on its handsome returns from backyard vineyards. In her abilities to increase the production, four more new varieties Bangalore Blue, Cardinal Catawaba and Concord were recently added to the collection (Manjabu *et al.*, 1987).

Jamu (1989), noted that one area in which research work on grapevine needed to be improved is the propagation methods. Grape is propagated in several ways which include seed (sexual propagation) cutting, budding and grafting (asexual propagation). Dormant hardwood cuttings are necessary for most commercial propagation.

The culture of planting vineyard with cuttings have some advantages if properly handled to avoid contamination. However, results have shown that propagation of grape by stem cuttings on a large scale can be disappointed if not handle well or when not used at the right season. For instance, the Nigerian Bottling Company (NBC) lost ₦2000 to the purchase of stem cuttings which later failed to sprout (Mammaw, 1985). Similarly, individual growers in their abilities to root stem cutting as big as 600. The reason for the failure was attributed to propagation of the cuttings during the dry season when the humidity is very low which resulted into desiccation of the cuttings. Nevertheless, had it been that this propagation is carried out through mist-chamber, one could have gotten more than 90% success (Jamu, 1989).

2.11 Problem on Climatic and Soil Requirement of Grapevine Production

The most common factor affecting of growing of grapes is the climate. This is shown in a close study of climate of grape production tracts that grapes grow well in a warm condition as well as in summer where there is little rain or no rains which allows the ripening of the fruits (Cheema *et al.*, 1954). However, rains during the flowering and ripening periods result in poor fruit set and berry splitting which yields to production of less fruits (Ahmed, 1985).

Alkwedt (1965), observed that shorter day length tend to affect grapes by retarding cane growth, acceleration of fruit maturity which increase hardness. Also, Winkler *et al.* (1962), reported that in warm climate, the aroma of grape looses flavour and richness as the content of fruit are less balanced. Winkler (1972) further reported that climate has negative impact in the quality of table grapes and in cold seasons, acidity is relatively high in relation to sugar contents while in the hot seasons, the reverse becomes the case. Invariably grapes do not

do well in humid conditions owing to its susceptibility to contain fungal diseases and insect pests that are favoured by humid condition. On the other hand, dry season is the best for grape production because it is very useful for the ripening and preservation of fruits.

Ahmed *et al.* (1982) reported that temperate influences the growth and fruiting of vines, so, the best and ideal temperature for grape production according to them is between the range of 10°C - 20°C, though some varieties can be grown successfully from a temperature range of 8 - 32°C. According to Weaver (1976) most varieties of grape require a daily mean temperature of at least 18°C for proper vine development and maturation.

In addition, Karikari (1986), state that for a successful viticulture in Nigeria, the fruits have to grow as cool season crop (like Irish potato) so that the period of fruiting would coincide with the period of optimum range for season (low photosynthetic capacity) crops.

Also heavily and continuous rainfall affects the quality of grape management and followed by the resting period in which the plant is leaches which lack of this condition, makes grape production risky and uncertain and tend to lower the quality of fruits produced (Cheema *et al.*, 1954).

2.12 The Influence of Soil on Grapevine Production

The adaptability of the grape to varied soils makes its cultivation successful in many parts of the world. Weaver (1976), observed that the best soils for grapes are loam to loamy texture, well-structured, moderately deep to deeper and well drained, non-salt accumulated soil and free from harmful soil pests and pathogen, in most cases, a relatively flat land is preferred. On the other hand, Childers (1954), pointed out that the physical nature of the soil, its

origin, kinds and amount of clay and organic matter contents, affect the response of vines to soil nutrients and the amount needed. He thereby concluded that effect of fertilizer and soil moisture can be a limiting factor in many important vinifera areas.

However, grapes do not do well in a wet soil because the water table will be too close to the soil which will hinder the root aeration, and development may be hampered, resulting in poor growth and development of the vines. Therefore, the water table should not be allowed to be too close to the soil surface. It is also advisable to avoid extremely rich silt soils where the growth of vines becomes too rank for maximum crops and in some cases the crops may fail to grow completely and where it succeeds, such grapes would be inferior quality because the sugar contents is low and hence the berries are small.

2.13 The Influence of Soil Nutrients on Grapevine Production

Grape requires heavy manuring and large quantities of chemical fertilizers, most especially after pruning. Although, no experiment have been conducted, yet results in other tropical countries have shown that sheep, cattle dung, goat and organic manure can be usefully applied at the rate of 25 - 30 ton/ha (Cheema *et al.*, 1954).

Also according to Ochigbo (1986) an equal amount of well decomposed organic matter, preferably animal manure, should be added and mixed to the top half of the soil from the triangular pits at planting of rooted stem cutting, in addition to the organic manures. In addition to organic manure, inorganic fertilizer in the form of single superphosphate (SSP) are applied during summer pruning (i.e. after harvest) at the rate of 300 - 400 kg/ha while about 200 - 300

kg/ha of CAN and also 100 – 150 kg/ha of K_2O are applied in two equal split doses respectively at each pruning (Ahmed, 1982).

2.14 Grape Varieties

Grape varieties are classified according to their intended use as follows:

1. Unfermented juice grapes: Usually the fruits at fully ripen stage are black or greenish and have a very strong aroma.
2. Table grape: Medium or large sized berries, black purple or greenish in colour and sweet with small or no seeds.
3. Raising grapes: These are large, small or medium sized berries. They may or may not have seed and contain high percentage of sugar.

Murphy *et al.* (1938) reported that varieties generally favoured for any one of the above uses can be used for other purposes.

Ratnam (1982) indicated that varieties grown in Zaria and its environs, include the following. Thompson seedless raisin), Anab-e-shai (Table), Black Humburg (unfermented juice) and Muscat of Alexandria (wine). Others are Israel Blue, Catawaba, Concord, and finally Bangalore Blue.

Propagation

Grapevine can be propagated in several ways which include propagation by seed, cutting, budding, layering and grafting. However, propagation by seed are with great difficulty as seed germination is very poor. In addition, plants propagated by seed are not true to type and differ markedly from their parent vine and from each other, since most seedlings are inferior to the parent vines in vigour, productivity and quality of fruits. Seeds propagation is impracticable for vineyard. The seeds nevertheless, are important in producing new varieties.

Therefore, propagation by cutting, layering, budding or grafting on the other hand produce vines identical with parents in varietal characteristics (Winkler *et al.*, 1962). Grapevine are propagated commercially by cutting, budding, or grafting (Weaver, 1976). In grape cuttings, segments of dormant canes are always used. The vine can also be easily propagated from green or soft wood cutting using specialized green house technique like mist chamber and where sources of wood are scarce, this practice has limited commercial usefulness (Winkler *et al.*, 1962).

Materials for Cutting

Most grapevine propagation is by dormant hardwood cuttings. Winkler *et al.* (1962), reported that good yield start from good cuttings selection, dormant cutting should always be of a healthy, vigorous vines having well matured canes. The test cuttings come from mature cane and mature vines that have made a rank growth. Insect defoliation or disease free, have borne good bunches and have not in other way been topped or pinched or severely injured like those that suffer drought.

Singh *et al.* (1963) also reported that cuttings are made from one year old canes and the time of pruning when the vines are dormant at the end of the rainy season and early winter. Each cutting should be at least 20 – 30 cm (about a pencil thickness) and each should have at least three buds and 1.3 cm above buds. The cutting is then planted in nursery. The soil should be well prepared, fertilized and free of weeds. Polythene bag or spot are however, commonly used to raise seedlings for transplanting.

NAERLS (1984), advised that soil mixture, two parts of top soil and one part of sand in ratio 2:1 should be used. to every kerosene tin full of soil mixture,

add a handful of single superphosphate fertilizer. The polythene bags are then filled with the soil mixture and watered. Then the cutting should be planted, also constant watering is necessary until good sprouts and sufficient roots are established.

Training System

The cost factor in establishing vinery is a serious problem, so far Karikari (1985) observed that training system adopted by growers in turning grape vine into expensive venture more especially when overhead bower system which requires lot of wood and wires to erect is adopted. This might have hindered the production of grape in one way as many growers may not have enough funds to train their vines well and result in poor yield.

Pruning

According to Weaver (1976), the main objective of pruning is to get uniform distribution of bearing buds over the vines in order to get good crops, maintain the vines productive potentials for a long period, save labour and facilitate vineyard operations such as cultivation, control of insects and diseases, irrigation, thinning and as well as harvesting.

However, Shalitin (1973) reported that the pruning method adopted nowadays seems very laborious and should be re-examined. It is not only laborious but needs much technicalities and care because any slight mistake leads to lose of vines (NAERLS, 1984). Also in a close study of weather conditions in the tropics, it was shown that the first two weeks of April and October gave sufficiently warm weather to induce quick sprouting of spurs. Therefore pruning in May or June to September or November or in months other than the usual times poses problems as it does not give proper sprouting of buds.

Uses of Chemicals

Chemicals such as herbicides pose problems on the vinery (Karikari, 1985). This is because growers use it at early stage of growth of the grapevine which leads to the death of the plant. Grape is very sensitive to herbicides. Any wrong dosage at the initial growth will lead to loss of plants. Therefore, it is advisable to use the appropriate and right dosage of herbicides for grape culture.

Weeds

Muhtari 1986 round out that weeds present great problems in grapevines especially at the initial stage of the vineyard establishment. Special care and attention should be given to keep the vines free of weeds. This is because they grow rapidly and luxuriantly, thus competing with vines for water, nutrients and light which is essential for the crop growth. To cap it all, they also act as hosts for pests and diseases thus causing reduction in the yield of grapevine.

Cultural Practices

For grapes to be produced in large quantities and at cheaper rate, there is need to mechanise most of the operations such as the use of tractor in ploughing, harrowing, and bed preparation. Good spacing enables easy inter-cultivation, fertilizer application and diseases control. Only few growers can afford to buy or hire the equipment where available. As such grape production has always remained on a small-scale basis.

Irrigation

Grapevine requires constant supply of water to maintain their active growth and vigour especially during dry periods of flowering and berry development. The frequency of irrigation are determined by the type of soil,

condition of vine, rooting depth of the crop as well as the area of transplanting surface (Ochigbo, 1986).

According to Shoemaker (1977), insufficient supply of water during berry enlargement keeps the fruits from reaching full size. Late irrigation does not enable undersized sizes to become normal size. But during the dry season when the rains are gone, the irrigation system becomes laborious and expensive in vineries located in areas where there is no rain or good source of water.

CHAPTER THREE

METHODOLOGY

3.1 Methodology and Procedure

This chapter is based on explaining the method of data collection for the project. In carrying out the research project, questionnaires were sent to various respondents. Individuals were also interviewed on the views about the marketing of grapevine in Nigeria. The data so collected were analysed using percentages. Related literatures were also reviewed to sample experts' opinions on the subject matter.

3.2 Population

This study concerns itself with the marketing of grapevine in Nigeria with reference to UA-Ekadoh Nigeria Limited. the population of this study, therefore, covers the management and staff of UA-Ekadoh Nigeria Limited as well as their customers.

3.3 Sample and Sampling

Based on the population, the respondents in each category were chosen by means of random sampling. Ballot papers were prepared in two sets of "X" and "Y". Those who picked "X" were selected for the completion of the questionnaires and they formed the sample for the study.

3.4 Method of Data Collection

The method used for data collection of this research work included both the primary and secondary sources. The primary method used for data collection for this research was through the use of questionnaires. Both closed and open-ended

questions were structured to illicit information from all the respondents. In addition personal interviews were used.

The secondary source of data collection for this research project mainly covered the review of related literature through journals, textbooks, manuals, pamphlets and other relevant materials.

3.4.1 Questionnaires

A total of twelve questionnaires were set for use in this study to illicit information from the respondents. These were administered to three sets of individuals, viz:

(a) The management;

(b) The staff; and

(c) The customers of the company.

All the questionnaires were administered within the same period. The questions were designed to gain an insight into the marketing strategies of the organization.

3.4.2 Oral Interview

This method was used as a supplement to the questionnaires in collecting data for the research work. The interview was held with the management in their offices. The interview was aimed at finding more information from the respondents on areas that may not have been fully covered in the questionnaires.

Another set of interview was conducted with the customers of the company. The essence of this was to see if their responses will collaborate the claims of the management and their staff.

3.4.3 Observational Visits

Random observational visits were made to some of the retail outlets of the organization. Visits were also conducted to the farm sites of the business in order to observe how they carry out their production, processing, packaging, transportation and distribution of their final products.

3.5 Data Analysis and Presentation

The questions were made easy to understand so that the respondents would not require guidance nor experience any difficulty in responding to the items. In addition, they were given assurance that the information given will be treated with strict confidence and used only for the academic purpose for which it was meant. This was to give them the confidence in responding to the questionnaires.

The researcher made use of open and close ended questions for all the categories of the respondents. The questionnaires were sorted out according to the similarities of their answers or responses. The scoring was then done on the frequency of information given by the respondents which was counted and graded accordingly. The data collected were analysed in chapter four of this research work under Tables 4.1 - 4.10.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

This chapter is concerned with the analysis and results of data collected. The items on the questionnaires were treated to analysis on percentages as shown in the frequency distribution table. Attention is focused on marketing of grapevine production in Nigeria with a bias to UA-Ekadoh Nigeria Limited.

The results of the data analysis for the management and staff have been given adequate attention and clearly shown to give a clearer picture of the situation before arriving at a conclusion.

4.2 Data Analysis

In accepting or rejecting the research hypotheses, a critical look was taken on the responses of the respondents to questionnaires questions as follows:

4.3 Questionnaire Question Two

Table 4.1: Gender of respondents.

Sex	Respondents	Percent (%)
Male	20	80.00
Female	5	20.00
Total	25	100.00

Source: Questionnaire.

Out of 25 questionnaires retrieved, 20 were males representing 80%; and 5 of them females representing 20% of the total respondents.

4.4 Questionnaire Question Three

Does your organization have a marketing department?

Table 4.2: Questionnaire question three.

Response	Respondents	Percent (%)
Yes	-	-
No	25	100.00
Total	25	100.00

Source: Questionnaire.

Here, a total number of 25 respondents confirmed that UA-Ekadoh Nigeria Limited does not have a marketing department by attesting "No" to the questionnaire question. This represents 100% of the total respondents.

4.5 Questionnaire Question Four

If your answer to questionnaire question three (3) above is "Yes", how would you rate the performance of your marketing department?

Table 4.3: Questionnaire question four.

Response	Respondents	Percent (%)
Very effective	-	-
Effective	-	-
Very ineffective	-	-
Ineffective	25	100.00
Total	25	100.00

Source: Questionnaire.

The above table indicates that the marketing department of the organization is very ineffective. This is as attested to by 25 out of 25 respondents, representing 100% of the total respondents.

4.6 Questionnaire Question Five

Generally, marketing is not necessary in the production and sales of grapevine in Nigeria.

Table 4.4: Questionnaire question five.

Response	Respondents	Percent (%)
Strongly agreed	3	12.00
Agreed	2	8.00
Strongly disagreed	5	20.00
Disagreed	15	60.00
Total	25	100.00

Source: Questionnaire.

The above table indicates that 3 of the respondents "strongly agreed" while 2 "agreed" while 2 "agreed" that marketing is not necessary in the production and sales of grapevine in Nigeria, making a total of 5, representing a total percentage of 20% of the total respondents that agreed. However, 5 "strongly disagreed" while 15 "disagreed" making a total of 20 respondents that disagreed with the statement, representing a total of 80% of the respondents. This reveals that marketing is a necessary concomitant to the business world.

4.7 Questionnaire Question Six

A good quality customer services depends upon effective marketing

Table 4.5: Questionnaire question six.

Response	Respondents	Percent (%)
Strongly agreed	10	40.00
Agreed	12	48.00
Strongly disagreed	1	4.00
Disagreed	2	8.00
Total	25	100.00

Source: Questionnaire.

From the above table, it is confirmed that a good quality customer service depends upon effective marketing. This is as attested to by the respondents. Out of 25, a total of 22 agreed with the statement, made up of 10 'strongly agreed" and 12 "agreed", representing 88% of the total respondents. A total of 3 also disagreed with the statement representing 12% of the total respondents.

4.8 Questionnaire Question Seven

Does your organization conduct research into the customers' needs for its products?

Table 4.6: Questionnaire question seven.

Response	Respondents	Percent (%)
Yes	-	-
No	25	100.00
Total	25	100.00

Source: Questionnaire.

Out of a total number of 25 respondents, 25 of them representing 100% of the total respondents affirmed that the company does not conduct any research into the customers' needs for its products.

4.9 Questionnaire Question Eight

To what extent is research into customers needs important to your business units.

Table 4.7: Questionnaire question eight.

Response	Respondents	Percent (%)
Very important	8	32.00
Important	7	28.00
Less important	5	20.00
Not important	5	20.00
Total	25	100.00

Source: Questionnaire.

Table 4.9: Questionnaire question ten.

Response	Respondents	Percent (%)
Through agents	-	-
Through distributors	-	-
Directly	25	100.00
Both A and C	-	-
Total	25	100.00

Source: Questionnaire.

The above table reveals that the organization distributes its products directly. This is as attested to by 25 out of 25 respondents, representing 100% of the total respondents.

4.12 Questionnaire Question Eleven

There is no significant impact of marketing in the area of grapevine production.

Table 4.10: Questionnaire question eleven.

Response	Respondents	Percent (%)
Strongly agreed	-	-
Agreed	4	16.00
Strongly disagreed	16	64.00
Disagreed	5	20.00
Total	25	100.00

Source: Questionnaire.

From the above table we conclude that marketing has a significant impact in the marketing of grapevine is Nigeria. Four (4) out of the total "agreed", 16 "strongly disagreed" and 5 disagreed representing 16%, 64% and 20% of the total respondents, respectively.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The basic aim of this study was to investigate the marketing of grapevine in Nigeria with particular reference to UA-Ekadoh Nigeria Limited, Kuje, Abuja.

The study covered the management staff of the company as well as their customers. Out of this, the population and sample were identified and anonymous questionnaires were the instruments used for data collection. In all, a total population of 50 were designated out of which 30 respondents were selected through random sampling, comprising 20 males and 10 females.

A total of 12 research questions were used for the study while a total of 30 questionnaires were administered. Of this number, 25 were retrieved representing 83.3% of the respondents.

Data derived from the exercise were also analysed based on frequency distribution of the respondents' opinions. This was shown in contingency tables and ranked in percentages as shown in Tables 4.1 to 4.10.

As a supplement to questionnaires, personal interviews were also used to illicit some additional information not covered in the questionnaires. Related literatures were also reviewed extensively, covering such areas as the nature of marketing, the marketing concept, the role and importance of marketing, the marketing systems, the origin and distribution of grapevine, the history of grapevine production in Nigeria, problems on climate and soil requirements of grapevine production, the influence of soil on grapevine production and the production of grapevine and its varieties.

This chapter, therefore, gives a summary of the study and based on the research findings, conclusions were drawn and recommendations given.

5.2 Summary

Marketing is central to any business organization be it public or private, small or big. The ultimate goal of any business organization is to identify and satisfy customers. This goal can only be accomplished if the organization embarks upon effective marketing activities. Marketing is actually the performance of business activities that direct the flow of goods and services from producer to consumer or user.

The concept of marketing activities in any organization evolves around five major competing concepts, namely, the production concept, the product concept, selling concept, marketing concept and the societal marketing concept.

A marketing system consists of an integrative set of institutions, flows, and activities that affect the ability of an organization to develop and maintain successful transactions with the market.

Marketing has been identified as being both a science and an art. It is an art because it is a skill and a science because it has the ability to seek knowledge based on truths by providing a set of rules to eliminate both chance and subjectivity.

Macromarketing differs from micromarketing in that while macromarketing studies marketing within the context of the entire economic system with special emphasis on its aggregate performance micromarketing is firm-oriented.

The origin of grapevine (*Vitis vinefera*) production in Nigeria could be traced back to the regions between south of the Capstan and Black Sea in Asia

Minor. The marketing of grapevine in Nigeria involves many activities and operations, like any other product. Systematically, the major activities are harvesting and preliminary grading, removal of field and greenhouse heat, curing, storing, processing, pricing, shipping, and selling the product.

5.3 Conclusion

From the foregoing, it may be concluded that marketing plays a vital role in ensuring effective delivery and full satisfaction of consumer needs and wants.

For an enterprise to achieve its desired goal and success, there must be a sound and functional marketing systems put in place. The customers place in the scheme of events in the organization must be placed par excellence and over and above all other considerations.

5.4 Recommendations

Based on the major findings of the research work, the following suggestions and recommendations are made in order to improve upon the marketing of grapevine by UA-Ekadoh Nigeria Limited in particular and others at large.

1. All business organizations must, as a matter of priority, establish a functional marketing department with functional and adequate number of staff.
2. The marketing departments of the business organization should give a major attention to identifying and defining the problem for which a strategy is to be formulated. When a specific problem is identified, the necessary strategy for solving the problem should be developed and properly implemented. Any strategy adopted by the firm should be clearly

identified and should be consistent with the environmental factors of the business.

3. There is need to invest more on promotional activities of the organization in order to create more awareness on the part of the consumers.
4. More aggressive salesmen should be employed in order to push the products to the market.
5. Distribution should be enhanced in order to deliver the right quality to the right market at the right time.

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APPENDIX A

DEPARTMENT OF BUSINESS ADMINISTRATION

Ahmadu Bello University
Zaria, Nigeria

November 15, 2000

Dear Respondents,

A Letter of Introduction

I am conducting a research into the marketing of grapevine production in Nigeria with particular reference to **UA-Ekadoh Nigeria Limited.** This questionnaire is, therefore, designed in order to illicit information from you for the purpose of this study.

In view of the above, it would be very highly appreciated if you would complete the attached questionnaires as appropriate. I guarantee that all information supplied will be treated with the strictest confidence and used only for the academic purpose for which it is intended.

It may, however, not be necessary that you disclose your name to the researcher if you so wish to remain anonymous. Thanking you for your anticipated cooperation and valuable contribution towards the success of this research.

Yours faithfully,

Funke Ohi Uduokhai

APPENDIX B: QUESTIONNAIRE

Please kindly read through the following statement carefully and as sincerely as you can, complete the blank spaces by putting a tick (✓) on the spaces provided as the case may be.

1. Name:.....

2. Sex:

   (a) Male ☐

   (b) Female ☐

3. Does your organization have any marketing department?

   (a) Yes ☐

   (b) No ☐

4. If your answer to questionnaire question 3 above is "Yes", how would you rate the performance of your marketing department?

   (a) Very effective ☐

   (b) Effective ☐

   (c) Very ineffective ☐

   (d) Ineffective ☐

5. Generally, marketing is not necessary in the production and sales of grapevine in Nigeria

   (a) Strongly agreed ☐

   (b) Agreed ☐

   (c) Strongly disagreed ☐

   (d) Disagreed ☐

6. A good quality customer service depends on effective marketing

   (a) Strongly agreed ☐

   (b) Agreed