THE EFFECT OF PROMOTION ON MARKETING IN NIGERIA

A CASE STUDY OF P.Z. INDUSTRIES PLC SOKOTO

BY

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OCTOBER, 2000

DECLARATION

I hereby declare that this project, a partial fulfilment of the requirement for the award of the degree of Master of Business Administration (M.B.A.) of Ahmadu Bello University, Zaria is a product of my findings.

All sources of information collected for the write-up are clearly acknowledge by means of references.

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CERTIFICATION

This Project report entitled " The Effect of Promotions in Marketing in Nigeria: a case study of P.Z. Industries Plc, Sokoto meets the regulations governing the award of the Degree of Master of Business Administration (M.B.A) of Ahmadu Bello University, Zaria and is hereby approved for its contribution to knowledge of literacy presentation.

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This Project is dedicated to my beloved wife Koldia Husseini Umaru.

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OCTOBER, 2000

ABSTRACT

All activities by a manufacturer or marketer with the objective to inform or persuade potentness buyers / customers and existing customers/ consumers to commence buyer or increase can be termed promotion. Promotion can take many different forms depending on the nature of the product, the needs of the consumer, the size of the market, competition, the purchasing power of the consumer and of course the financial position of the company in question.

Based on the literature, the study of P.Z. Industries PLC Sokoto was undertaken so as to have an insight on how Promotions are formulated and implemented. Other aspect considered include, the advantages and disadvantages of such schemes, competition, general problem and some suggestion.

Major findings of the research are that despite depressed consumer demand arising out of the severe liquidity crunch in the economy, P.Z. Industries has been able to maintain and further strengthen its market position in order to face the future challenges even better.

As a result of the depressed consumer demand however the company came out with series of advertisement, sales promotions and engaged in some personal selling. The research further revealed that promotion has great impact on the marketing of P.Z. Industries consumer good in Sokoto.

Apart from providing a basic frame work of research project on the company under study, this research has highlighted the general view of Promotion policies. Thus the findings are likely to be of great interest/ importance to both sales personnel, marketing executives and marketing students.

PREFACE

Meeting in Nigeria today calls for more than developing a group products, pricing it attractively, and making it readily accessible to target customers. Companies now find it necessary to sponsor the presentation and promotion of its goods or services. In addition to this, is making oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. To encourage purchase or sales of a product or service the companies also provide short - term incentives. In some cases they stimulate demand through publicity. As a result of these, most organised companies in Nigeria have embarked on hiring sales forces to carry persuasive messages, advertising agencies to develop attention - getting ads, sales promotion specialist to develop sales campaigns; and public relations firm to enhance the company's image. Millions of naira are spent annually on them.

Not all companies have specialist in each of the areas. A specialist is only engaged where the company finds it very important and the usage frequency is high and warrant specialization. Traditionally, companies in Nigeria first concentrates on PERSONAL SELLING, latter embarked on ADVERTISING and much later on SALES PROMOTION. Finally, they include PUBLICITY. These four aspects are known as promotion tools. Personal selling is the oral presentation in a conversion with one or more prospective purchasers for the purpose of making sales. Advertising is the paid

form of non personal presentation and promotion of ideas, goods of services by an identified sponsor.

Sales promotion is the short - term incentives to encourage purchase or sale of a product or service, while publicity is the non - personal stimulation of demand for a product, service, or business until by planting commercially significant new about it in a published medium, or obtaining favourable presentation of its upon radio, television, or stage that is not paid for by the sponsor.

Nigeria companies now see promotion as an important tool to be used if they want immediate sales, brand recognition and preference. Change consumer attitude an increase sales and profit.

In this study an attempt will be made to see the effect of promotion in marketing in Nigeria. The favourable and the unfavourable aspects will be looked into to this effect Paterson Zochonis Industries Plc (PZ) a business organisation engaged in the manufacturing of soaps as a case study. I hope that the analysis of the result will enable Nigeria Companies including PZ to carry out their promotional activities more effective. Consequently, the companies will realise high profit and grow.

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CHAPTER ONE

1.1 INTRODUCTION

In all modern societies there are factors which serve as elixirs to business growth and others which are inimical for business operations. The organised private sector tries to exist within opportunities and limitation made possible both the by itself and the environment it finds itself in.

In an economy there are both internal and external factors that influence the success or otherwise of the firm. The internal factors are within the ambit of the organisation, that is to say the organisation has total control over them. It is not so with the external factors which entail the macro economic conditions prevailing, the political milieu and competitors. Among the factors controlled by the company and immediate visible are those collectively referred to as the marketing mix. In Marketing terminology they are also called the 4Ps or product, price, place and promotion.

Strategic decisions on business and marketing plans usually revolve on the successful implementation of policies concerning the marketing variables mentioned above.

In the event of sales instability or outright decline in respect of a given company's products in a market or a market segment, there arise the need for a careful analysis of the firm's present marketing and sales efforts in order to formulate and execute aggressive promotions.

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Promotion which is the focus of this work is a marketing elements as mentioned above, that is a strategic importance. The potency of promotion in the marketing effort is so enormous that people like economist **J.K. Galbraith** argued: most wants of American Consumers would have long been satisfied had it not been for the 'manufacturing of demand' for each succeeding new product introduced to the market place'

This is the catalytic view of promotion among all marketers. It creates wants where it does not exist and it enhances purchases and hence profitability where a market is already established. Again **Galbraith's** other statement on promotion is pertinent here. **J.K. Galbraith** remarks: The fact that want can be synthesized by advertising, catalyzed by salesmanship and shape by the discreet manipulation of the persuaders shows that they (wants) are not very urgent

It is imperative to define promotion at this juncture. At the outset we realized that promotion is encompassed as one of the functional areas of marketing. However, promotion itself entails a variety of communication strategies which are collectively referred to as promotion or much recently called marketing communications. These include Advertising, Personal selling, Packaging, Sales Promotions and Public Relations and Publicity. These set of functions are the promotional mix.

1.2 STATEMENT OF THE PROBLEM

Promotion per - se can not be a panacea for a company's declining fortunes. On the other hand promotion can be among the potent yardsticks to measure the attainment of set sales goals and profitability.

In today's Nigeria, particularly since the advent Structural Adjustment Programme (SAP) , most enterprises have felt the pinch of this Economic Policy. Therefore promotion can seldom make a difference when an organisation is oblivious of the important contribution of other equally important considerations. In short, promotion must go along with good products, right prices and efficient distribution channels.

The Difficult and other costs of production has negative consequences on the manufacturing sector of the economy in particular. Therefore, companies such as Paterson Zochonis Industries Plc (PZ), Lever Brothers Nigeria Plc (LBN), Nasco Group of Companies (Nasco) and others have been in difficult times. The result is the astronomical increase on the prices of the products these companies produce.

On a macro scale the consuming public too is going through difficult times as a result of the SAP. The immediate consequence is a substantial decline in consumer purchasing power. Majority of consumers can afford to secure only a small ratio of their consumption needs. Competitors, especially new ones would like to use this economic quagmire as an opportunity to produce relatively cheaper priced product, aware of the price sensitiveness of the consumer. These products may be of lower quantity than those already existing. However. What the consumer needs is a substitute to the existing but seemingly expensive products.

As result, the major manufacturers such as P.Z. and LBN begin to experience enormous declines in sales in their markets.

With the foregoing as the basis for this study, the problem is therefore, that of the dwindling fortunes of major companies (P.Z inclusive) as a direct result of a harsh economic environment and how promotion is being utilised to rescue the situation.

1.3 BACKGROUND OF THE SUBJECT MATTER

Paterson Zochonis Industries Plc known as PZ is a leading manufacturing Company in Nigeria. It is involved in the manufacture of detergents, soaps, toiletries, cosmetics, pharmaceuticals and baby care products. Also has subsidiaries producing technical good such as refrigerators and Air conditioners.

PZ celebrated its centenary in 1984. It is among a handful of family firms that started business in Africa more than a century ago, and survived and prospered through the political and economic upheavals of two wars and a host of others problems. In the process it built a modern multinational group of manufacturing and trading companies with interests in all five continents of the world.

Today, PZ is a leading public company quoted on the London stock exchange with a turnover including that of its associates in Nigeria approaching 500m British pound sterling.

The story of the company began in the early 1870's at a time when many enterprising Europeans were leaving for the west coast of Africa. George Henry Paterson, a Scottish, and George Basil Zochonis a Greek first met and became firm friends. They were working together in the wholesale shop of a small trading company Fisher and

Randall at Susan's Bay, Freetown, Sierra Leone, and their friendship grew out of shared interests and ambitions.

By 1879 their strongest ambitions materialized. They had set up a trading post of their own. Its official name was ' Paterson Zochonis ' the partnership flourished and in 1884 Paterson Zochonis Company Limited was incorporated in England. The office in Liverpool was established to deal with west African exports to Europe - Palm Produce, groundnut, coffee, hides, skins and timber and imports of European textiles and foods stuffs to Sierra Leone.

In 1886 the company's head office moved to Manchester, the heart of Lancashire's cotton trade, where it has remained ever since. PZ's first appearance in Africa was at Sierra Leone. Prospered in the presence of all odds such as harsh living conditions and rampant malaria, dysentery and Yellow fever. PZ opened more branches in that country. As many as 19 existed at one time, each bringing trade and, with it, prosperity and development in its area.

In 1889 Paterson Zochonis decided the time has come to expand its trading activity outside Sierra Leone. In that year it opened up new offices in Liberia and Guinea. These were followed by further expansion along the west African Coast trading branches in Lagos, Nigeria (1899) and Cameroon (1920).

It was the Nigerian base which was to prove the most far sighted of these developments. As well as Lagos, additional Nigerian branches were opened in Kano (1903) and Calabar (1912). The foundations were thus laid in a country which was to

become a major area of Paterson Zochonis future operations.

As pointed out earlier the company has gone through and survived through same testing periods. For example the first world war was a severe test for a young company like PZ but the two partners with their loyal team of employees weathered the storm. The business survived. Infact, of the two partners, George Paterson demonstrated undeniable entrepreneurial spirits and his contribution was most valuable in the early years.

It is a matter of record however, that with the passing of time and having no family to succeed him, he followed outside interests and gradually became less active in the running of the business. At the same time, George Zochonis, a charismatic leader, and a man of great foresight, determination and business acumen emerged as the driving force behind the company. He built the business and with it a team of dedicated employees. Those working for the company at the time were proud to belong to the 'family of P.Z.' indeed the family spirit forged during those times was to become the corporate spirits of later years, a hall mark of P.Z to this day.

In 1929 George Zochonis died at the age of seventy - seven after running the company for nearly half a century since its formation. George Paterson continued to serve on the board until 1932 but had gradually sold his shares to the Zochonis family. He died, aged ninety four, seven years after retiring from the board. Constantine P. Zochonis, a nephew of George and director of the company, took over the reins as Chief Executive in 1929 and he steered the company through the critical years of the depression and the

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second world war. A great deal is owned to him for h is determination at the time and later to his skill and foresight in leading the company through its transformation in the immediate past war years. During this period in 1934, PZ further expanded into Ghana then known as the Gold Coast.

The return of peace in 1945 brought a boom period for trade in West Africa. This was a time of Europe for African nations, following the end of the war when changes were in the air. One African nation after another was preparing for independence in readiness to play a full rule in the political and economic arena of a rapidly changing world.

Peterson Zochonis was conscious of African countries to become self sufficient, to industrialise and rely less on imported goods. The company's awareness of this new climate let to decisions in the late 1940's and early 1950's which were to shape the company's future.

The PZ of the 80's and 90's is a gigantic organisation with a product portfolio ranging from pharmaceutical, medicaments, baby care, hair care, tooth pastes, detergents, soaps, perfumery and toiletries.

PZ is a premier business enterprise in the Nigeria economy. Its mammouth business record attest to that. For example in 1994 the total sales turnover was **N5,390,139,000** (above **Five Billion Naira**) with a after tax profit of **N762,438,000.**

In 1996 the sales figure almost tripled that of 1994. In 1996 PZ recorded a turnover of **N13,980,516,000** (nearly N14 Billion) and a profit after tax of **N1,337,971,000**.

1.4 SIGNIFICANCE OF THE STUDY

The decline in business fortunes of most Nigerian firm's needs little stress. This as mentioned elsewhere is a concomitant of recent economic policies by the Government. Another mitigating factor against achieving set sales targets is the ineffective application of the marketing variables (price, product, place and promotion) by most companies.

PZ being a manufacturing company with multifarious products needs to effectively promote its products. How promotion is being designed and implemented by the company in order to achieve its total marketing effort is the goal of this study. *Promotion is imperative more than ever before, taking into consideration the depressed* economy, declining consumer purchasing power and fluctuating sales.

Therefore, it is the goal of this study to unearth the potency or otherwise of the various romotion policies of PZ in the marketing of its consumer goods. The results of findings in his study will make the company to brace up to the occasion.

1.5 OBJECTIVES OF THE STUDY

Every organisation, commercial or social has it own cardinal objectives. In the case of a business enterprises the most immediate objective is sales maximazation and profits.

Sales turnover and profits must be the result of concerted efforts by the organisation. Government policies, completion and other constraints are factors that will determine the success or otherwise of the firm. PZ therefore, like any other firm will not operate in isolation from these factors.

Foremost among the constraint that PZ must face squarely is competition which is one of the hall marks of a free economy. To face competition effectively, the company has to accelerate its sales efforts. It is no gain saying that one of the most popular, yet, the easiest way to maximize sales is through promotion.

From the foregoing, the objective of this study is to assess the causes of the problems (if any) concerning the sales promotion of PZ, in the last two years and prefer suggestions which may provide likely solutions to most of them.

16. SCOPE OF THE STUDY

Promotion is a name that connotes the entire promotional tools of advertising, personal selling, sales promotions, public relations, publicity and packaging. The promotion used by PZ in the marketing of its consumer goods in Sokoto especially includes advertising, sales promotions and personal selling. While information on public relations / publicity and packaging may be restricted to the Head Office at Lagos. Therefore, advertising, personal selling and sales promotions of the company will be covered in this study.

In order to collect relevant data for the study, the scope covers the following areas:-

- The structure of the sales and marketing departments of PZ
- Area Sales offices of the company
- The personal sales force of the company
- Sales / business review of the company
- The different categorizes of distributors used by the company.
- Sales promotion schemes used by the company
- Objectives of the advertising and sales promotions sponsored by the company.
- Advantages of using advertisements and sales promotions.
- Disadvantages of both sales promotions and advertising
- other problems faced by the company in its sales and marketing efforts.

These areas listed out will provide the study sufficient inputs to measure the effect of promotions on marketing with PZ as a case study.

1.7 LIMITATION OF STUDY

One of the limitation of any social survey is its inability to make enquiries on the population of study as a whole. The alternative is to draw samples from the universe and make general conclusions. If the end of this study represent some misconceptions the primary reasons will be the limitations imposed by social surveys.

However, the researcher has made sure that the sampled study population is an authentic representation of would be respondents to make the result replicable.

While on the whole both officials of PZ in Sokoto and the distributors of the company appear loath to co -operation at the beginning, they responded with enthusiasm at last. An earlier cooperation would have reduced the length of time the study lasted.

In view of financial constraints the research is confined to Sokoto.

1.8. ASSUMPTIONS

This study has the salient basic assumption as follows:-

(a) All enterprises have objectives which they wish to achieve. Objectives may be clearly stated or ambiguous.

(b) The paramount objective of PZ Sokoto is to make profit through sales.

(C) Promotion decisions are rationale. This statement is basic, but unless stated, it may be over looked.

(d) There must be some influencing factors as the aims of a promotional effort. For example, the aim to expand market share or increase profitability.

(e) Promotion on its own can not be effective, unless it is a concerted effort practiced along awareness of competitors and other idiosyncrasies

1.9 HYPOTHESIS

In conformity with the mode followed in this study, the following hypothesis are posed:-

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NH - Consumer goods of PZ Sokoto have the most loyalty in Sokoto.

AHO - Consumer goods of PZ Sokoto do not have the most loyalty.

NH - Promotion stimulates consumer demand.

AHO - Promotion does not stimulates consumer demand.

NH - The promotion of PZ product in Sokoto are favourable.

AHO - The promotion of PZ product in Sokoto are not favourable

NH - The seals volume of PZ Sokoto is influenced by promotion.

NH - Promotion has effect on the consumption habits of consumers.

AHO - Promotion has no effect on the consumption habits of consumers.

1.10 DEFINITION OF TERMS

It is worthwhile in an investigation of this nature, to explain the key terms in use in the write up. Promotion includes, advertising, sales promotion, public relations, publicity and packaging. Apart from these there are other concepts which are found most useful in aiding the analysis of the study.

PROMOTION:

This encompasses all activities whose purpose it is to inform or persuade.

Promotional mix - This include advertising, sales promotion, personal selling, public relations, publicity and packaging.

ADVERTISING:

Advertising is apaid form of non personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles and out door displays.

PERSONAL SELLING:

This involves interpersonal communication with one or more customers or prospective customers for the purpose of making sales.

PUBLIC RELATIONS:

Public relations is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and the public.

PUBLICITY:

Publicity is non - commercial, free new worthy item carried by the media about an organisation and / or its products.

SALES PROMOTION:

This involves incentives drawn up by the manufacturer from time to time in order to boost sales.

MEDIA (SINGULAR MEDIUM):

Mass communication channels such as radio, newspapers, magazines and television.

REBATE:

A discount given as incentive.

DISCOUNT:

An amount of money taken off from the normal price of a product as service to induce more sales.

SALE ANALYSIS:

This involves the sales made by a company in comparison to other variables such as expected vs actual sales, own sales vs competitors sales and cost of sales vs persuade sales.

SALES RESISTANCE:

This is the unwillingness of the buying public to purchase, inspite of a company's effort to encourage purchases.

DISTRIBUTION:

These are the intermediaries used by a company to sell its products to final consumers. They include wholesaler, retailer and branches among others.

CHAPTER TWO

LITERATURE REVIEW

In the introductory chapter, it was made clear that promotion is an element of the marketing mix. Most organisations therefore see promotion as a marketing task.

How promotion plans are implemented depend on the organisational structure put in place by a particular company. In organisation where sales and marketing are not merged but operate independently as different departments, the marketing department undertake the research and development aspect, while the sale department execute the results of the findings through promotions.

PZ Industries Plc has both sales and marketing under one umbrella, therefore the question of promotion being researched for by one department and implementation by another does not arise.

Whatever structure of functional units an organisational chooses, promotion can not be isolated from marketing. No promotion efforts can see the light of day if isolated from other functions of marketing.

In view of the foregoing, it is pertinent to explain what marketing connotes and what the other functions of marketing entail.

2.0 THE MARKET CONCEPT

Marketing is a philosophy of business that places the consumer of goods and services at the stage of every business decision making.

Many marketing scholars have defined marketing in their words. The difference in these definitions are a matter of semantics rather than any fundamental disagreements.

In Philip Kotler words. " Marketing is human activity directed at satisfying needs and wants through exchange processes".

Many a firm's dilemma is implementing the marketing concept in its totality. It is easy to accept the concept as the guiding, principles of a firm's operations; however, most firm's pay only lip service to the marketing concept. They either lack the resources or the will or both to implement the marketing management concept.

How then can we say a firm is truly marketing oriented? For a firm to say that it is marketing oriented, it must establish certain pre-conditions. Towards that Philip Kotler says. " implementation of marketing management concepts involves the question - how does marketing management occur"?

Kotler prefers an answer - " Marketing management involves, the analysis, planning, implementation and control of programmes designed to create, build and maintain mutually beneficial exchanges and relationships with targets markets for the purpose of achieving organisatonal objectives".

Marketing management stems from an attitude of mind towards business. The firm's most important resources are its customers and potential customers. For without willing and satisfied customer all other resources are worthless. Unless such a belief dominates management thought it is likely to be production oriented.

A number of activities that go in an orgainisation towards a common goal are marketing oriented. For example the determination of consumer demand, the production of appropriate products to satisfy these demands, and the pricing and distribution of the produced goods or services.

2.1 FUNCTIONS OF MARKETING MANAGEMENT:

A break down of marketing functions in an orgainisation will reveal the following patterns:-

(a) MARKETING RESEARCH:

(I) Pure Market Research

(ii) Consumer Research

(b) COMMUNICATION:

(I) Advertising

(ii) Sales promotion

(iii) Public Relationship / Publicity

(iv) Personal Selling

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(c) **DISTRIBUTION:**

(I) Supply

(ii) Follow up

(iii) After Sales Service

2.2 MARKET RESEARCH:

Market research is concerned with the systematic and continuous investigations on consumer needs and wants. The main purpose of market research is to close or narrow the gap between manufacturer and consumer. It is a technique used for the collection of information about the market and the consumers.

SCOPE

In large manufacturing firms it is more appropriate to divide the market research department into separate units f domestic and foreign trade respectively. However, the scope of market research, whether in a big or small firms includes:

(a) **CONSUMER RESEARCH:**

Monitoring of consumers idiosyncrasies through consumer research. Consumer research is usually more important in the domestic market as most essential aspects of pure market research is already established.

(b) **MARKET RESEARCH:**

This involves obtaining facts to market potentials and prospects. Market research is used in both domestic and foreign trade. It is particularly most essential for the latter,

as the facts relating to a foreign market must be studied before the preferences of the consumers can be taken into account.

METHODS:

Information about a market and its customers can be gathered in any of the following ways:-

(a) Government publications and other public data can be used to obtain information about a market.

(b) The detailed study of a product often provides a useful starting point for any market research. A study of the product as regards its costs, design and materials, and a consequent reduction of cost, improvement of design or use of alternative materials, may result in the production of a more superior product.

(c) Sample Surveys; A market or a prospective market can be surveyed through " Sampling after which the information thus obtained is analysed and interpreted.

INFORMATION SOUGHT:

In a research concerning the advisability of entering into, or development of, an overseas market, the following information may be sought:

(a) **ADVERTISING**

The extent to which advertising is used, and which methods may prove most effective?

(b) **AGENTS**

Are reliable agents available? If no what will the firm do? For example, open a foreign branch office?

(c) **BRAND NAME**

How popular is the firms brand name? Are they know to the prospective consumers? Are the brands from competition better or less known?

(d) **COMPETITION**

Who are the competitors in the foreign market?

(e) **CONSUMER BUYING BEHAVIOURS**

When and in what quantities and / or sizes are the Prospective consumers buying similar products (if any) from competitors?

(f) **EXPORT SERVICES BRANCH**

In what ways can the department or trade's exports service branch assist?

(g) **EXPORT RESTRICTIONS**

What facts relating to export restrictions are applicable to the country under investigation?

(h) **FOREIGN EXCHANGE**

What is the exchange position between the country of export and that of import?

(I) **MARKET STRUCTURE**

What is or what is likely to be, the composition of market under investigation, for example, what is the ratio of commercials and trade customers to provide customers?

(j) **MOTIVATION**

What are the motivational factors which encourages. Or likely to encourage customers to buy the products?

(k) **PRICE**

How does the envisaged price compare with those of competitors for comparable products or services?

(l) **DEMAND STABILITY**

Are demands stable or fluctuating, such as seasonal demands occur?

(m) SERVING

Is there a need to operate a service unit? And might this enhance the performance of the products to be offered?

(n) STATISTICS

The extent to which statistics are available concerning the country (or countries) under investigation? Especially on:

(I) Actual needs of the market.

(ii) Climate and its effects on the product

(iii) The accuracy and rates of exchange

(iv) Costs of freight, insurance and warehousing.

(v) The distribution of income and its likely effects on sales.

(vi) How the state subsidies local industries.

(vii) Local manufacturers and other alternative suppliers.

(viii) Location of markets.

(ix) Main products.

(x) Population and population density.

(xi) Ports of entry.

(xii) Tastes, habits, prejudices of prospective consumers.

(xii) Weight and measures.

2.3 ADVERTISING

promoting is a motivational aspects of marketing. It performs the functions of and assists the sales persons in the effort to inform, persuade, convince and remind the consumer to either purchase a product or repeat a purchase.

Advertising has developed in size and importance to such an extent that it merits a place among the divisions of commerce in its own right.

The primary function of advertising is communication. There is no gain saying that consumers have to be told of products and their uses. Advertising along with research and public relations / publicity aim to achieve a common goal namely the marketing and distribution of goods produced.

The functions of advertising are as follows:-

(I) Promotion products, services and institutions.

(ii) Stimulating demand.

(iii) Offsetting competitors advertising.

(iv) Reminding and reinforcing customers.

THE MEDIA OF ADVERTISING

Advertising are conveyed to the audience through the media of newspapers, television, magazines etc . In addition, other methods of advertising include: Branding and Pre - packaging of goods, Cinema screen, Circulars and Catalogues, Door to Door Canvassing, Exhibitions Mechanical Advertising, Electric Signs etc, posters e.g. on walls, in public transport vehicles.

ECONOMIC AND SOCIAL ASPECTS OF ADVERTISING

The power of advertising lies in its ability to encourage mass consumption through persuasion and information. There is the argument in its favour that advertising helps to decrease the cost of goods to the ultimate consumer because when used properly advertising increases demands, increased demand leads to increased production, which enables the manufacturer to produce more cheaply and to supply the goods more cheaply to the consumer.

Secondly, advertising has made mass - production possible and this has cheapened production costs for example, by the spreading of overhead expenses over a greater output, so that goods otherwise beyond the purse of the average man are now within

his reach. However, other critics point on the fact that enormous sums are spent on advertising each year, and this is additional expenses which the producer must pass on to consumer. It is further argued that, large - scale production does not necessarily mean reduced net - cost to the consumer because the amount by which the production cost falls may be surpassed by the cost of advertising.

Socially, advertisements have created more problems than the economic gains they brought. For example, consumer group in the U.S.A. have been white - washing bill boards advertising products because they believe such advertising are so many that renowned scholar like J.K. Galbraith described advertising as an industry which leads to ' competition fraud'.

Advertising therefore raises ethical issues. To tackle the social problems which are concomitants of the bad side of advertising many laws in several countries including Nigeria have been enacted.

SUCCESSFUL ADVERTISING

Advertising does bot operate or become successful on its own. Certain factors helps it to achieve its aims. If high expenditure on advertising have to be justified, the following conditions must exist before advertising is likely to succeed.

(a) ECONOMIC CONDITION

The prevailing economic condition must be conducive to the expenditure which the consumer is persuaded to commit through advertisements. This assertion is especially

so in the advertising of luxury goods. Luxury goods can only sell well in a booming economy, but not in times of recession, nor when a country is in a state of war.

(b) Advertising can sell a bad product only once. The consumer has the power to apply sanction against any misleading claims or false claims made by advertisement. For an advertisement to be enduring, it must be used to sell a good product or service.

(c) **MEDIA OF ADVERTISING**

Media for advertising are available in a wide variety, but the choice of a particular medium or media depends on the effectiveness of such a media. In this regard media planners would consider the types and the sizes of audiences that specific media reach, the cost of each media and the best coverage possible.

The television medium has the power of demonstration, vision and sound. The radio had demonstrative abilities and sound. The print media (Newspaper, Magazines and journals) have neither sound or demonstrative abilities but they are very important for products that require detailed information.

2.4 **SALES PROMOTION**

Sales promotion is different from advertising. First, it is known as " below the line promotion", while advertising is called " above the line promotion". This difference was established by the fact that sales promotion does not involve outsiders such as the advertising agency and the media, but rather it is under the

control of the organisation sponsoring the sales promotion.

Secondly, sales promotion has only a short term duration in contrast to advertising which may go on for a long time.

Sales promotion is an activity or materials or both that act as a direct endowments offering added value or incentive to buy the products to resellers, sales persons or consumers.

A sales promotions has only three targets and two modes. The targets are the trade, the consumer and company employees (particularly sales men). The modes are the immediate incentive and the delayed incentives to purchaser.

Immediate incentives are those incentives which can be obtained concurrently with purchase and straight price cuts are the simplest example.

Delayed incentives occur when the purchaser has to take additional action like mailing in an application leaflets.

The role of promotion is to encourage purchase by temporarily improving the value of a brand. It is part of the overall advertising mix, and ties with advertising, product performance and pricing.

In general, the purpose of advertising and sales promotion differ. The purpose of advertising is to improve attitudes to a brand, while the objectives of sales promotion is to translate favourable attitudes into actual purchase.

Advertising can not close a sale, because its impact is too far from the point of purchase but promotion can and does.

SALES PROMOTION TASKS.

Sales promotion encourages dealers to stock: most dealers feel they already have enough stocks and many different products. Adding new ones means capital locked up in stock. So they need considerable persuasion to take in a new line. Sales promotion activities can be used here to convince dealers to stock. Firms also use sales promotion in encouraging customers to sample in the case of food products, confectioners etc., for example, it is often crucial that customers try the new product they are almost certainly already buying an alternative they find reasonably satisfactory. They must be given an incentive to try something new. A special price offer, a " two for one" or even an exciting display may tempt them sufficiently to make the test. Other uses of sales promotions include combating competition improving distribution and adding excitement to a well established and familiar product.

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ADVANTAGES AND LIMITATIONS

Sales promotion can increase sales by providing an extra incentives to purchase. There are many opportunities to motivate consumers, resellers and sales people to take a desired action. However, it is important that marketers ensure that at all times sales promotions objectives are consistent with the organisations overall objectives. Although sales promotion can support a brand image, excessive price reductions for example can affect the merits of the promotion. Therefore, companies should decide between short terms sales increases and the long run need for a desired reputation and brand image.

2.5 METHODS OF SALES PROMOTIONS

1. GIVE AWAY

These may be stuck on the pack of a product, put inside the pack or mailed to the consumer in return for labels or packet tops. Give away can be highly effective but they must be very inexpensive items since you can not afford to give N100.00 gift for example with a pack of N45.00 detergent.

2. SELF LIQUIDATING PREMIUMS

These are goods which the consumer obtains at an especially low price in return for sending in money plus labels or packet tops. They are called self liquidating because the promotion does not actually cost the company anything. The company acquires the goods in bulk at a low price and simply sells them at cost.

3. **PRICE COMPETITIONS**

In this case extremely expensive, attractive first price backed by many smaller prices are used, so that as many entrants as possible win something.

4. **GIFT COUPONS**

Gift coupons are one of the oldest forms of promotion and highly effective. It is however successful where the products or services are obtained sufficiently for the coupons to build up reasonably quickly.

CASH VOUCHERS

Vouchers worth a cash sum redeemable against the purchase of the product from a retailer is used here. Cash vouchers are extremely useful for encouraging trial of a product, and therefore mostly used with new products. They are distributed door - to - door, included in a Newspaper advertisement or on another pack.

6. **MULTI - PACKS**

In this case two or three packs are banded together at a special reduced price. This can be extremely effective, especially for products where market research has shown that consumers frequently buy more than one pack at a time.

7. **FREE SAMPLES**

This is the best way of introducing a product to potential new users. It is ideal for situations where market research has proved that the consumers clearly

perceive the product is superior to its competitors once they try it. It is dangerous when the converse is true.

8. **FLASH - PACKS AND MONEY - OFFS**

This method remains the best way to increase sales. The dangers in lowering in prices include: flash packs can cheapen the appearance and quality of brand; repeated money offs quickly lead to lowering of perceived quality of a product and they can work out highly expensive, because you are giving away money to the customers who would have bought the brand any way.

9. **DISPLAY AND MERCHANDIZING MATERIAL**

These include show cards, posters, hanging signs etc.

10. **MINI MEDIA**

This include all those special little advertising media, match boxes, promotional ball pens and other give away, Theatre programmes, exhibitions, trade fairs, balloons, T-shirt etc.

DIRECT MAIL

Direct mail like sales promotion is considered " below the line" promotional activity. Direct mail is especially useful in industrial and technical marketing and is also used at times by consumers goods marketers.

Specialist direct mail companies holds lists of hundreds of thousand of individuals on computers and the lists details their full names, addresses and jobs. The ownership of a good list of would be customers can be a valuable asset for a company which has proved that it can generate sales via direct mail.

Packaging is a promotional tool in its own right. In days gone by, the purpose of packaging was to protect the packaging contents. However, it is now a promotional tool and it is used to create impact for the brand on the shelf and to make the product appear attractive to the consumer. It is an appropriate and inexpensive device for carrying promotional messages.

A new dimension to packaging is being added to the value of packages. Some companies are making it an inseparable part of a products performance, for example Davidson (1972) gave an example!

'SHAKE AND BAKE'

> A new kind of product. It is consisted of a conventional cardboard box. Inside the box was a plastic bag, and a packet of seasoned bread crumbs. To use the product, the consumer would place the crumbs and piece of meat or fish into the bag, shake them together until the meat or fish was evenly coated with crumbs, and then just bake in the oven... The packaging played an important role in product preparation , by providing extra convenience, an even

spread crumbs on the meat and less cleaning up after wards!

2.6 PUBLIC RELATIONS/ PUBLICITY

Public relations is defined as " the planned and sustained effort to establish and maintain good will and mutual understanding between an organisation and its public". While publicity is the result of various relations efforts.

An organisations products and / or services can come to the attention of the public through being newsworthy. The marketer pays nothing for publicity in contrast to advertising.

Because of the sales potential of a good publicity, many a marketers gears up to make a deliberate use of publicity or " free advertising". This means preparing company product standard new stories and features, and trying to interest the press in using them. Companies have realised that special skills are required to write good publicity and " reach" the press and they have turned this job over to professional public relation men. However, due to the costs involved in involving public relations people, publicity may not be "free advertising" after all. Publicity has some distinctive qualities:-

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(a) HIGH VERACITY

News stories and features seem to most readers to be authentic, media originated reports. Therefore are likely to regard new stories about products

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and companies as having a higher degree of veracity than if they came across as sponsored by a seller.

(b) **OFF - GUARD**

Publicity can reach many potential buyers who otherwise avoid salesmen and advertisements. This is because the message is packed in a way that gets to him as news rather than as a sales directed communication.

(c) **DRAMATISATION**

Publicity has, like advertising a potential for dramatising a company product.

2.7 PERSONAL SELLING

According to Philip Kotler: " Personal selling could be describe as all efforts by employees or agents of a company to inform personally and persuade actual and potential customers to make purchases from the company.

The type of selling this study is concerned with is the selling carried out by those employed to do full selling or the field sales force and these would include - order takers who sit at a phone and solicit or take phone orders. It includes retail personnel who sell merchandize to shoppers. It includes salesmen who travel to different customers on a regular basis to communicate product information and take orders. Field selling can be used for many purpose, such as creating product awareness, negotiating prices and other

terms, c losing a sale and providing post transactional reinforcement.

Personal selling has some unique and important attributes which other form of promotion lack:

(a) Personal selling can deal with the whole of the selling process from making initial contact with a customer to closing the deal and making the money, other forms of promotion rarely can;

(b) The person to person situation is far more flexible than other forms of promotion. For example an advertisement can only deliver a standard message to the average customer, but a trained salesman can establish each customer's individual needs and frequently can help to shape the product to fit these needs.

(C) Cultivation: Personal selling permits all kinds of relationships to sprout. Besides a matter of fact selling relationship to a deep personal friendship. In most cases, the salesman will, be in a differential position to the buyer, he must be skilled to woo him.

(d) Response: Personal selling, in contrast with advertising for example, makes the buyer feels under some obligation for having listened to the talk or using up the salesman's time. He has greater need to attend and respond, even if the response is a polite " thank you".

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2.8 THE MARKETING DEPARTMENT

Marketing as a unit in an organisational set up varies from one organisation to another. The organisation and constitution of the marketing group does not follow any standard pattern. For example, not all companies favour the idea of having their own research departments; many put their research into the hands of professional research consultants, and the same may be fate of both public relations / publicity and advertising. Larger companies can have there functions under their control. An organisation chart of such a company is shown in the below figure . It illustrate the relationship between advertising, marketing research, sales, sales promotion and public relation managers.

THE SALES MANAGER

The sales manager's function include:

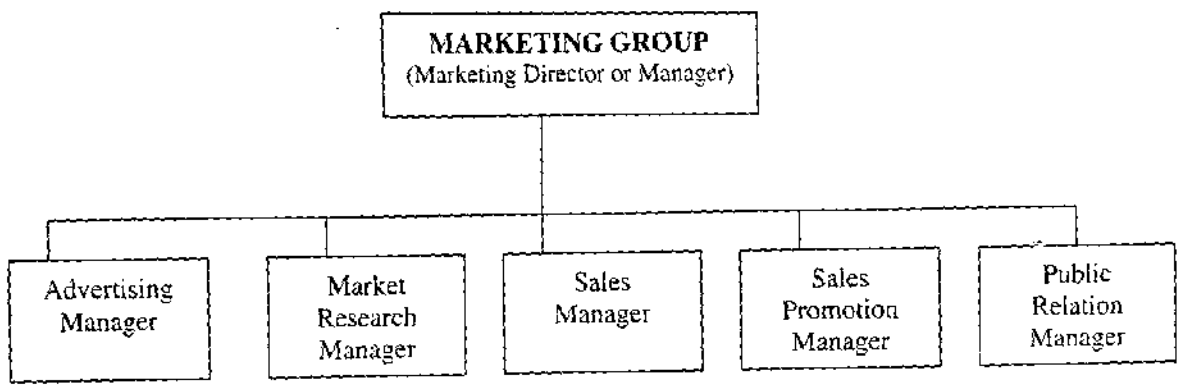


Fig. 1

(a) Exerts some influence on the size of the sales force and their budget.

(b) He is responsible for territorial organisation, policies on: sales call norms, presentation materials and messages.

The sales manager must posses some qualities in high degree and these include:

(a) **LEADERSHIP**: He must have the ability to led and inspire his staff.

(b) **ORGANISING ABILITY**: His ability to delegate work to his subordinates and to organise his staff is of vital importance.

(C) **INITIATIVE:**His drive and initiative must be such as to serve as an example for his team follow.

(d) **FORESIGHT**: He must have the ability to assess the market, to foresee the ability of changing demands and he must have a thorough grasp of business in general.

(e) Other qualities of a good sales manager include, sound judgement, sound knowledge of his products and markets, the ability to seek and use the advice of both his subordinates and bosses.

RESPONSIBILITIES

A sales managers responsibilities depends on how a company assigns him duties and responsibilities. The following are most of the time responsibilities

of a sales manager.

(a) Interpretation: The sales managers major duty is the interpretation of the sales enunciated by the company's board. All other duties are corollaries to the implementation of the sales set by those above his head.

(b) Organisation: He has an overall responsibility for the organisation, planning and control of his department and its activities.

(C) Communication: He must communicate effectively with his staff, in issuing instructions to them, passing on information which they are entitled to, and in ensuring that all members of his department understand the company's sales policy. He must also extend his communication responsibilities by passing on information to other departments and upward to the board when required.

(d) Cooperation: he is responsible for the selection and posting of staff in his department. In addition he decides the training and development of the staff, unless where this is exclusively the responsibility of the personnel manager.

(e) Records: He must ensure that adequate records of the company's sales activities are maintained, and where this is exclusively the responsibility of the personnel manager.

(f) Records: He must ensure that adequate records of the company's sales activities are maintained, and where necessary suitably analysed.

(g) Forecasting: He should be some one with abilities to forecast trends in the relevant market places, which will effect the success or failure of his company's business.

(h) Budgeting: The sales manager prepares the sales budget which will form a part of the company's overall budget. In addition he is responsible for controlling expenditures relating to sales and sales related activities in his department.

(I) Stock Control: He should exercise control over stock levels, and set up adequate security measures for all the company's branches and warehouses.

(j) Territory Planning; He is responsible for territory planning, planning sales boundaries, fixing quotas and organizing sales drives.

(k) Contact with Salesmen: He is responsible for handling contacts with salesmen in the home trade and, where applicable with overseas agents.

(I) Distribution: He should design a method for fixing the mode of distribution and channel control; within the boards stated sales policy.

(m) Services: After sales service must be catered for by the sales manager. He must ensure adequate follow - up.

(n) Market Information: He should gather, analyse and interpret necessary market information for both his departmental and the boards needs.

(n) Meetings: It is necessary that he organise sales meetings occasionally for the purpose of discussion plans and sorting our problems with his salesmen.

(p) Being Current: The sales manager must be polished and up to date with sales techniques and on new development in materials and design likely to influence the supply and demand position. He should also supply and demand position. He should also ensure that his departmental staff keep abreast with the times.

(q) The sales manager has also go routine departmental responsibilities such as

I. Handling daily correspondence.

ii. Dealing with complaints.

iii. Preparation of tenders and quotations.

٢.٩ THE SALES PROMOTION MANAGER

Sales promotion as stated elsewhere in this write up is "barely distinguishable from advertising". It has no uniform, however, in most cases it leans on the side of the practical selling activities.

In trying to establish the responsibilities of the sales promotions manager, the wider interpretation of the term " sales promotion" is applicable. The following can be said to be the responsibilities of the sales promotions manager:-

(a) Interpretation of the bards policy as it affects the department.

(b) He is responsible for selecting , placing and training of his staff.

(c) He administers the planning and control of his department.

(d) He budgets and controls the expenditure of his department.

(e) He organises special promotion schemes such as: gift schemes, demonstrations, broadcasting, films etc.

(f) Liaison with wholesalers and retailers providing an essential for them in the form of information, display material, advice on improved techniques at the point of sales etc.

(g) He provides salesmen with sufficient information and assistance, for example to condition them for special publicity schemes.

(I) As other managers in the marketing department, he must keep up to date, and encourage his staff to do same as regards new methods and improved techniques.

SUMMARY

This chapter has gone thus far in order to establish the theoretical basis for the study. An attempt is made to highlight the importance of marketing to a company's business operations. Secondly, the functional components of marketing are explained. The functions of the sales department manager and sales promotion department manager are discussed to give a precise comprehension of important issues involved in this study.

CHAPTER THREE

METHODOLOGY

The aim of this study is to unearth facts relating to the effects of promotion on marketing in Nigeria, with Paterson Zochonis Industries Plc. a case focus.

This work being a special survey does not claim to, nor can it be able to make a complete census of the study population. It is pertinent here also to mention the fact that, in contrast to laboratory experimental studies where the natural sciences often involves setting up experimental situations in the laboratory, and the seeing what happens confirms or disproves hypothesis previously formulated, social scientists can not usually test their hypotheses about human institutions in quite this way. Their laboratory is society itself, and where one is dealing with human beings, other considerations besides the desire for knowledge, such as the general well being, legal and moral standards, the national interest, must hold sway. For this reason it is rarely feasible in social science to set up experimental situations on the natural science model. This facts not withstanding, it is to the credit of social scientists that they have developed some near accurate methods of conducting social research and drawing generalisations thence. With this trend being the norm in a social survey, this study will focus on investigating a cross section of the population or sampled respondents.

The quasi - research design is chosen here. This method is most appropriate for subjects which are sociological in nature as this study involves a similar situations. Questionnaires, personal interviews and desk research are employed to elicit information from individual respondents.

Desk research on which current promotion, and documents relating to the past promotional activities of the company will be conducted. In addition questionnaires were administered in obtaining information from the company's executive in Sokoto (Area Sales Manager).

The next stage involves interviewer administered questionnaires specifically drawn for the company's wholesalers, retailers and final consumers.

3.1 SAMPLING METHOD

Stratified Random Sampling will be used in conducting this study amongst the company's wholesalers and retailers. According to Margaret J. Clark (1983) " Stratified sample divides the population into strata or subgroups that shares a common characteristics".

For example, respondents in a city, under stratified random sampling we might subdivide the population by location, by size etc. The size of the subgroup samples depend on the proportionate representation of the subgroups in the total population.

In the case of PZ Industries its outlets are fairly distributed all over the Sokoto metropolis.

A pilot survey showed that the outlets consist of wholesalers (40%) and retailers (60%) . Hence out of 30 respondents (distributors) the following will be the make up.

(1)	Wholesalers	12	Or	40%
(2)	Retailers	18	Or	60%
	TOTALS	**30**	**OR**	**100%**

MALL INTERCEPT

In the case of the consumers, their number is so enormous, therefore a mall intercept is used to collect data. In this method some supermakets (4 in number) were chosen. An interviewer waits at the entrance and interviews any customer that picks up a P.Z product. The respondents to be interviewed using this method are twenty (20) in number or five for each supermarket.

3.2 INSTRUMENT USED

Questionnaires were designed for this study. The questionnaires were administered in both cases - distributors and consumers. At the end of the interviews the questionnaires were collated, analysed and interpreted in line with the different responses.

3.3 STATISTICAL TECHNIQUES USED

In a quantitative study of this nature analysis of data is most often through statistical percentages. Percentages as a whole were used and weighted percentages was also applied. This enables comparison and grouping respondents with similar reactions to a particular question so as to know whether to accept or reject a hypotheses.

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

As indicated in the methodology chapter, the data collected from the field is presented and analysed as below. Simple statistical presentation techniques - percentages and tables are used in the analysis.

From the analysis the findings will be highlighted, conclusions drawn and suggested proffered.

The respondents on whom questionnaires were administered include the following:

(a) Area Manager P.Z. Industries Plc. in Sokoto.

(b) P.Z. Industries Plc. distributors in Sokoto.

(c) The Consumers.

4.1 DISTRIBUTORS SURVEY

Thirty questionnaires were administered on distributors, fifteen wholesalers and fifteen retailers. The response rate was 100%. Each questionnaire contained twenty questions and the following results were recorded.

Table I. Question 2

Number of years spent in the Distribution Business:-

YEARS	NO. OF RESPONDENTS	WEIGHTED PERCENTAGES
1 - 5 Years	10	33.3%
5 - 10 Years	12	40%
6yrs and above	8	26.7%
TOTAL	**30**	**100%**

Source: Compiled - Data from Questionnaire.

Table II. Question 4

Distributors who distribute only PZ Plc's products and those distributing PZ's and competitors:

Category	No. Of Respondents	Weighted Percentages
PZ only	11	33.3%
PZ and others	19	40%
	8	26.7%
TOTAL	**30**	**100%**

Sourced: Compiled Data from Questionnaire.

Table III. Question 7

Assessment of Sales performance:

Comment	No. Of Respondents	Weighted Percentages
Improving	-	-
Declining	30	100%
TOTAL	**30**	**100%**

Source: Compiled Data from Questionnaire.

Table IV: Question 13

Distributors perception of PZ's Salesmen

Perception	No. Of Respondents	Weighted Percentages
Effective	4	13.3%
Ineffective	26	86.7%
TOTAL	**30**	**100%**

Source: Compiled Data from Questionnaire

Table IV: Question 18

Distributors participation in decisions concerning promotions at PZ Plc.:

Perception	No. Of Respondents	Weighted Percentages
Yes	15	50%
No	15	50%
TOTAL	**30**	**100%**

DISTRIBUTORS RESPONSE: AN OVERVIEW

The tables above shows the most relevant inputs concerning the results of the distributors survey.

An exhaustive analysis of the response from distributors as recorded in the questionnaire reveal:- 33.3% of distributors have 5 or less years of distribution experience. 40% have 5 - 10 years experience and 26.7% have more than 10 years experience.

Those distributors who distribute only PZ's products constitute 36.7%, while those whose devotion is divide between the company's products and

competitors products constitute 63.3%.

The response further revealed that those distributors who sell other products besides PZ's are selling products principally from PZ's major competitors such as Lever Brothers Plc., and Beecham/Smitkline.

Distributors also revealed the declining sales of the company's products in the last three years. The decline in sales are caused by the following:

(a) Declining consumer purchasing power as a result of the declining performance of the macro economy.

(b) The low - value of the Nigerian Naira compared to the currencies of Niger and Benin Republic - Traders from these two countries make a very significant portions of those who lift goods from distributors in Sokoto.

(c) During the Rains most distributors especially in the Rural areas and including a Large proportion in the Urban Centres devote more time to farming than Trading.

Other outcomes of the distributors responses centre on the inadequate stocks. In this case all distributors receive unsteady supplies from PZ. They further explain the declining sales as the direct consequence of the economic crunch

in the country.

Their (Distributors) complains about the company inlcude the refusal of the company to withdraw damaged stocks from them and give them fresh ones. The refusal is resulting into a huge loss to distributors. They (Distibutors) also showed their discontent with the continuing upward revision of the company's price.

Distributors have a generally positive impressions about the company's promotion efforts and the way they benefit from these efforts. However, Distributors are not impressed with the performance of the company's sales force. They complained especially of the salesmen having non chalent attitudes in executing their jobs.

Some Brands from the company are perceived by the distributors as unpopular with consumers and therefore can not withstand competition. Such brands include: Duck (Tabs) 350G, Tempo 2kg x 6, Elephant Economy 1000 G, Carbolic cream, Nigeria Baby Jelly and Jet Hair Dye. Distributors believed the products were overpriced. Competing similar products are lower in price. Also, the distributors are not contented with the credit facilities extended to them. They said they are too small to the magnitude of business they are doing with P.Z.



Lastly distributors unanimously have an appreciation of the company's marketing efforts in most aspects of its business inspite of the various problems the company has created for itself or the operating environment has created.

4.2 CONSUMERS SURVEY

Consumer survey was carried out with the aim of ascertaining consumer's behaviourtowards PZ Industries Plc as a company and the level of loyalty they have for its products. Twenty questionnaire were administerd and the rate of responses was 100%. Highlights of the consumer survey are as follows:

Tables VI: Question 1

The company with the most consumer layalty:-

Company	No. Of Respondents	Weighted Percentages
PZ Industries Plc	5	25%
Level Brothers Plc	8	40%
Nasco Plc	4	20%
Others	3	15%
TOTAL	**20**	**100%**

Source: Compiled - Data on Questionnaire.

Table VII: Question 3

Factors influencing consumer preference for products:

Company	No. Of Respondents	Weighted Percentages
Promotion	6	30%
Quality	7	35%
Pricers	7	35%
TOTAL	**20**	**100%**

Table VIII: Question 6

Consumer attitude to discounts;

Company	No. Of Respondents	Weighted Percentages
Favourable	16	80%
Unfavourable	-	-
Neutral	4	20%
TOTAL	**20**	**100%**

Source: Compiled Data on Questionnaire.

Table IX: Question 7

Sufficiency of Consumer disposal income:

Sufficient	No. Of Respondents	Weighted Percentages
Yes	3	15%
No	17	85%
TOTAL	**20**	**100%**

Source: Compiled Data on Questionnaire.

Table X: Question 8

Reaction	No. Of Respondents	Weighted Percentages
Purchase more	12	60%
Normal	8	40%
TOTAL	**20**	**100%**

Source: Compiled on Questionnaire.

Table XI: Question 9

Consumer exposure on Television Comm ercials:

Response	No. Of Respondents	Weighted Percentages
Yes	20	100%
No	-	-
TOTAL	**20**	**100%**

Source: Compiled Data on Questionnaire.

Table XII:Question 13

Consumer preferred detergent:

Detergent	No. Of Respondents	Weighted Percentages
Omo	17	40%
Elephant	1	35%
Ariel	-	10%
Bonus	2	10%
No	-	5
TOTAL	**20**	**100%**

Source: Compiled Data on Questionnaire.

Table XIII: Question 14

Consumer preferred Toilet Soap:

Total Soaps	No. Of Respondents	Weighted Percentages
Joy	6	30%
Lux	6	30%
Others	8	40%
TOTAL	**20**	**100%**

Source: Compiled Data Questionnaire.

Table XIV: Question 15

The most Petroleum Jelly amongst consumers:

Petroleum Jelly	No. Of Respondents	Weighted Percentages
Hacoleen	-	-
Vaseline	17	85%
Jaleen	-	-
Johnson	3	15%
TOTAL	**20**	**100%**

Source: Compiled Data on Questionnaire.

CONSUMERS RESPONSES: AN OVERVIEW

The foregoing analysis tries to establish consumer attitudes to both PZ's products and the products of its competitors. What emerged are as discussed below.

The most popular consumer goods manufacturing company among consumers is P.Z. Industries , followed by LBN Plc and then others.

Amongst the marketing mix variables,price and product quality are more appealing to consumers compared to promotion as shown on Table VII. Most consumers are disposed favourably to discounts as a means of wooing them to buy.

As expected in this hard economic environment consumers (85%) believe they don't have enough disposal income. This situation makes consumers very much attracted by price cuts, but there are others to whom price cuts mean little.

Most consumers watch Television Commercial and from this attitude it can be included that advertisements on PZ products appearing on Television are watched by the audience.

The popularity of PZ's products and those of its competitors were gauged, and respondents preferred the Omo brand of detergents produced by Lever Brothers as aganst PZ's Elephant detergent or other detergents in the market.

The "Joy" toilet soap produced by PZ Plc., is as popular as the "Lux" brand of toilet soap produced by Lever Brothers. The two soaps are the market leaders.

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In case of skin care products, " Vaseline' brand" of petroleum jelly made by Lever Brothers Plc. is the most appealing to consumers, 85 % of consumers would prefer "Vaseline' to any other brand in the market.

As an adjunct to the foregoing analysis, the results explain the behavioural patterns of consumers. With these analysis of distributors and consumers, the next stage of field work analysis is the company itself. The PZ Industries Plc. Area Manager in Sokoto was interviewed through a questionnaire. In addition desk research was made to sift relevant information concerning the study.

It needs little emphasis that obtaining information from private organisations can be an ardous task. Inspite of this problem this investigator was able to get useful information from the company.

4.3 ORGANIZATION OF THE COMPANY'S MARKETING DEPARTMENT

The Marketing Department in the company carried the functions of sales, distribution, research and product development of the company. The marketing department is as represented in the organizational chart below:-

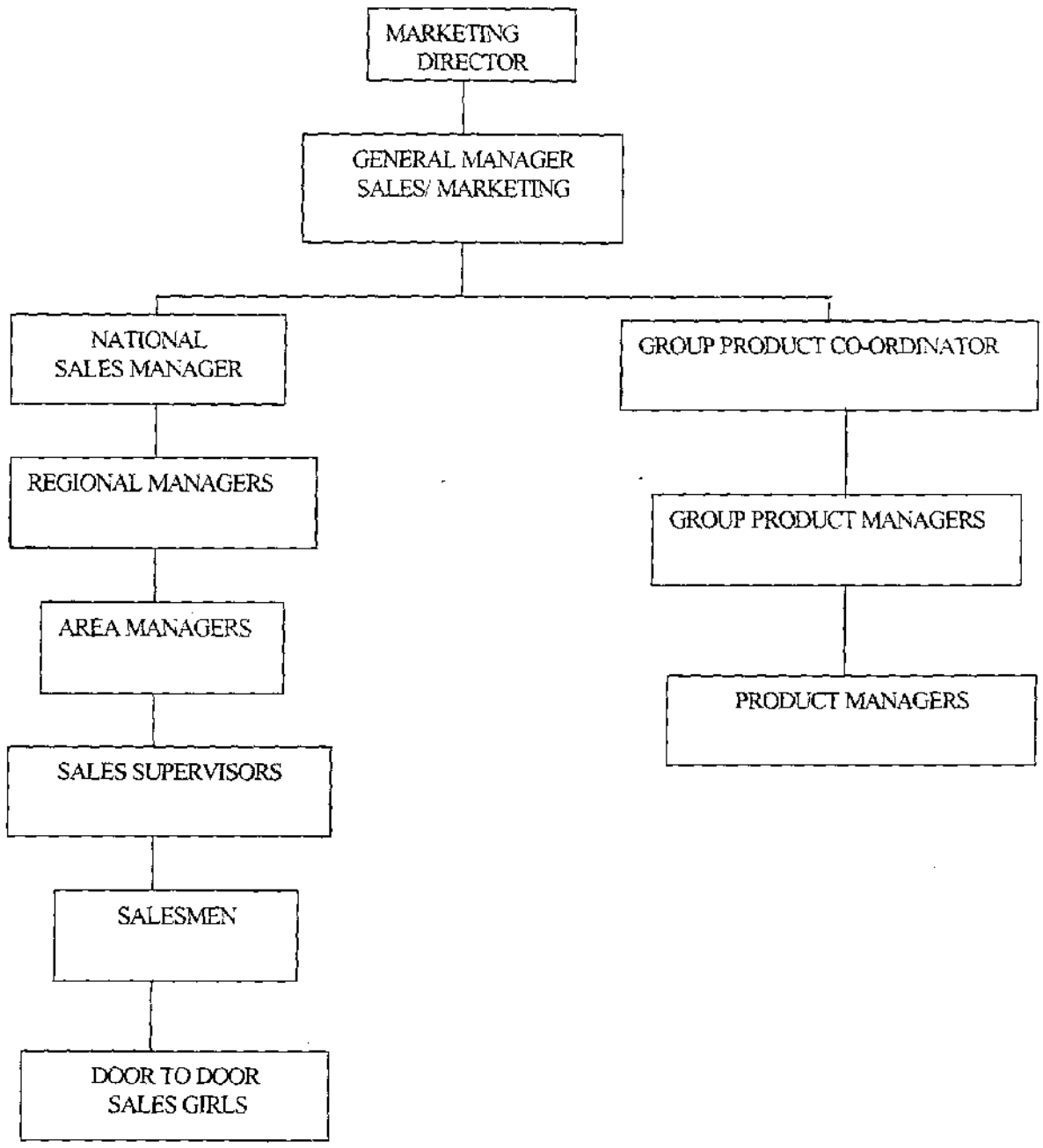

MARKETING DIRECTOR
GENERAL MANAGER SALES/ MARKETING
NATIONAL SALES MANAGER
GROUP PRODUCT CO-ORDINATOR
REGIONAL MANAGERS
GROUP PRODUCT MANAGERS
AREA MANAGERS
PRODUCT MANAGERS
SALES SUPERVISORS
SALESMEN
DOOR TO DOOR SALES GIRLS

Fig:II

At the Head of the chart is the Marketing Director, below whom is a General Manager for sales and marketing who has the National Sales Manager and the Group Product Co- ordinators directly under him and working with him at the Head Officve of the company at Illupeju - Lagos.

The National Sales Manager heads, the Regional Managers, Area Managers, Sales Supervisors, Salesmen and Door to Door Sales Girls spread across the country.

The Group Product Co-ordinator heads the Group Managers and Product Managers and all of them are at the Head Office.s

4.4 SALES AREAS OF THE COMPANY

The country is divided into three regions. North, East and West regions. Each region is headed by a Regional Sales Manager, who has Area sales Manager under him. The Area Sales Managers head the sale force in their various locations.

Regional Offices are located at Kano - for the North, Aba for the East and Ibadan for the West. Area Offices in the North are located at Kano, Maiduguri, Sokoto, Kaduna, jos, Yola and Abuja.

In the east Area Offices are found at Aba and Port - Harcour. In the West Ibadan, Lagos, Benin and Akure are each having an Area Office.

4.5. REVIEW OF THE COMPANY'S SALES PERFORMANCE

The depressed Nigerian Economy, and the liquidity problems makes business success a Herculean task. The story of unsold stocks and underutilization of capacity are other features in the economy that mitigate business performance. Nevertheless, inspite of these problems the company has been able to keep and improve upon its leading position in its own areas of specilaisation.

An eloquent testimony to this assertion is the company's persistent dominant position on the stock market. PZ Industries Plc. has continued to improve on the desire to satisfy the ever changing needs of consumers as dictated by the changing times. In this regard it has developed lots of strategies to suit the adjustments needed by a depressed and largely a stagnant economy. In this context " Imperial Leather" and "Joy" brands of toilet soaps were relaunched in all the company's sales areas within the last two years.

The following table illustrate the sales position of PZ's product in Sokoto in different quarters of the year 1998.

TAB LE XV

PERIOD	TURNOVER 1998
1st Quarter	₦180,460,480.00
2nd Quarter	₦45,882,260.00
3rd Quarter	₦216,550,220.00
4th Quarter	₦108,450,110.00

Source: Data Compiled from Desk Research

A comparative sales of the company's products in Sokoto for three years are as follows:

1996 ₦298,486,222.00

1997 ₦424,343,070.00

1998 ₦551,343,070.00

The Following charts represent the data above

Fig. II PZ Sokoto, comparative quarterly sales for 1998

Sales

₦'000,000

Source: compiled data from questionnaire.

PZ Sokoto, comparative ~~sales~~ sales for three years 1996 - 1998

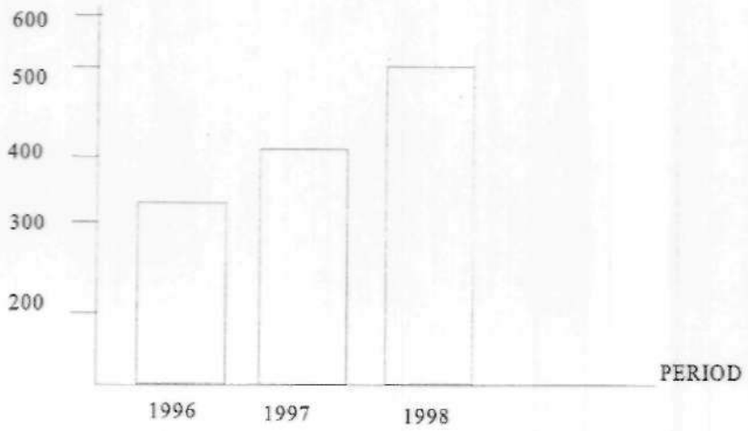


Fig. III

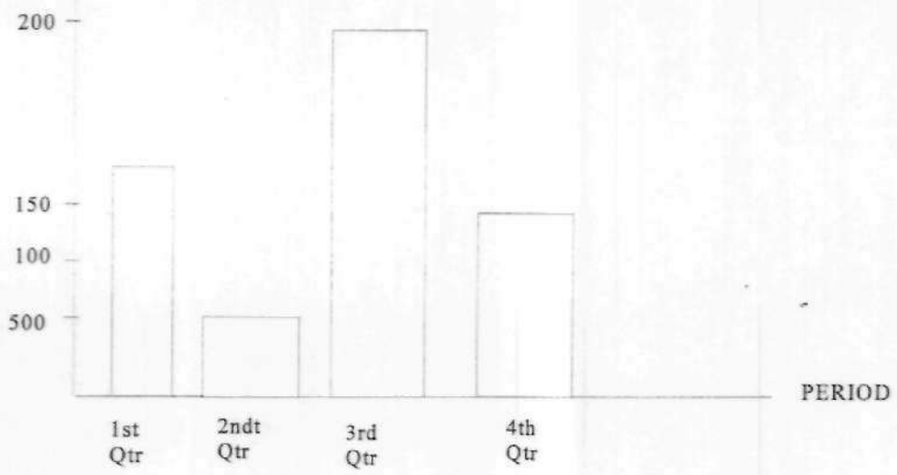


Fig. IV

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4.6 THE SALES FORCE

The Company's force have different functions. A myriad of personnel starting from the " Door to Door" sales girls to the National Sales Manager makes the sales force. At the Area, Salesmen and sales representatives workdirectly under the Area Sales Manager. The salesmen including the Area Sales manager are directly dealing with distributors.

Merchandisers specialise with point of purchase sales especially connected with sales promotion. The Door - door girls are casual employees who are employed to have direct consumer contact. The Door - Door girls report to the Area Sales Manager. The Area Sales Manager also supervises all the Salesmen and sales representatives in the Sokoto Area Office.

Among the function of the Area manager is regular visits to all the Company's distribuors in the Sokoto Area. These visits are to compliments the ones made by Junior Sales Personnel especially the Sales representatives. During these visits the Area Manager gets enlightened about distributor problems and sustains distributors confidence in PZ Industris Plc.

The Area Manager sends report to his Regional Manager based in Kano. Based on these reports the Regional Manager visits areas under his supervision to have an on the spot assessment of reported problems.

The Area Sales Managers in liason with the Regional Manager organises conferences and ad-hoc meetings with sales employees at various levels to discuss sales problems and prospects.

All sales staff of the company with the exception of the " Door to Door" girls are remunerated monthly. The " Door to Door" girls are remunerated weekly.

Besides the fixed monthly salaries given to salesmen, outstanding salesmen are compensated for attaining or selling more than their stated targets. This compensation helps in motovating salesmen to improve on sales and make them competitive.

In the area of welfare, adequate health, safety schemes are given to all PZ employees in general and salesmen in particular. Free medical care is the one of the areas the company takes care of its employees welfare.

The training of personnel, sales or otherwise is a major concern of the company where enormous resources are committed into. The company has a trainingcentre at Ilupeju - Lagos.

Employees interested in further studies are also encouraged by the company through re-imburstment of expenses and the sponsor of employees children for higher education. In addition the company's training centre runs in - house staff development courses for both management and non - management

employees. In addition management staff are often sent abroad for course.

4.7 DISTRIBUTORS OF THE COMPANY IN SOKOTO

Numerous individuals and registered companies throughout the length and breadth of Nigeria distribute the company's products. The company controls and monitors the activities of its distributors through its area and regional sales offices as mentioned earlier. Sokoto Area Office is under the Kano Regional Office. The Sokoto Area Office is located on Abdullahi Fodio Road in the commercial area of Sokoto.

The ten major distributors in the Sokoto Area Office are as follows:-

1. M. Kalambaina
2. D. Dankane
3. B. Maigona
4. A. Maiturare
5. T. Faru
6. M. Mairiga
7. A. Zamau.
8. A. Bashir
9. N. Chika
10. S. Bawa

Other distributors include Department Stores, Supermarkets, Institutions and individuals too numerous to mention.

Distributors who record a certain level of sales or above are often compensated with some commission on such sales. In addit ion various prices in cash and valuables are given to distinguished dist ributors. The pride and prestige plus material benefit associated with the compensation given for outstanding performances motivate distributors in Sokoto and elsewhere to work harder and make more sales, thereby
assuring the company or ever expanding sales performances.

4.8 COMPETITORS

A certain by - product of a depressed economy is low consumer purchasing power. Cottage indistries with less technical sophistication have the opportunity to create low quality but low priced products. This development is a major problem to PZ and other companies of its size. Some consumers can not afford the high quality and relative high priced products of PZ industries Plc. Therefore, consumers resort to buying inferior goods of the cottage industries.

In addition to this kind of competition, PZ has its traditional competitors of similar financial and technical clout. The products of companies like Lever Brothers Plc., Nasco and Global compete with PZ's Elephant Blue detergent, Premier soap, joy and Imeprial Leather.

With regards to lotions, creams and other body and skin care products. PZ is faced with "Esteem" cream / lotion, " Pears" Baby Soap, Cream and Powder,

" Antisol" Skins care soaps and host of others which serve as substitutes to similar produced by PZ Industries Plc.

4.9 PROMOTION AT PZ PLC

In the preamble to this inquiry promotion is said to include advertising, personal selling, sales promotions and public relations / publicity. In the case of PZ Industries Plc, all these activities are undertaken.

The Company advertises its products in both the print and broadcast media. It also uses local and national media for its advertisements.

Personal selling is as discussed earlier carried out by the Company's sales force. Sales promotions decisions are implemented by members of the sales force while the media is used to publicise the existence of such promotions.

Unlike advertising, sales promotions does not rely on the media entirely. Sales promotions exercises consist of incentives immediate or delayed promised to salesmen, distributors or consumers by the company.

The company's corporate affairs department operates in Lagos, and it is responsible for all relations and publicity activities. It has the responsibility of maintaining and promoting the company's image in the eyes of the public.

The Sokoto office which is the focus of this study is involved in all the promotional activities especially the sales promotion aspects which are directly executed and monitored by the sales force.

The Area Sales office plays its role in the case of advertisements by way of monitoring and regularly furnishing the Head Office on the effectiveness of such advertisements in the area. Apart from Billboards, Radio Advertisements and prints advertisements, the company sponsors general interest programmes on national Network Television with intermittent slots of the company's products advertisement. Such popular programmes as " After the Storm" , " Winds of Destiny and " Beyond our dream" are all sponsored by PZ Industries Plc.

PZ 's SALES PROMOTION

sales promotion carried out by the company include distributors scheme, sales force - sales promotions, and consumers incentives scheme.

The aims of the above schemes include:-

- make both sales force and customers become competitive and improved their productivities.
- improved performance and awareness among all categories of customers and sales - force.
- Forging team spirit. Objectives of the sales promotions incude:-

a. Lift ing sales upward through achievable targets and rewards for excellence.

b. To make possible the attainment of set targets through customer persuasion, support and interest.

c. to contain competitors on sloughts in the market.

d. to promote market dominance of the company's products through increased distribution of products in the market.

e. to awaken customers and brace them up to face competition.

f. most importantly to ensure achievement of corporate goals on sales and profits.

To practicalise the attainment of such goals the following are stressed:-

I. Special prices on nominated brand.

ii. Award and prizes for over - achievemnt of targets by all categories of customers and sales personnel.

iii. Creating customers classes through rewards to excelling customers thereby boosting the egos of those customers and hence stimulating them to purchase more.

Assesement of previous sales promotion schemes

(1996 - 1998 in million of ₦)

Average weekly turnover up to 3rd quarter.	1996 27,886,000	1997 5,552,000	1998 15,038,000
Extra Turnover due to sales promotion scheme	1,394,000	1,788,000	1,654,000
% increase achievement over weekly levels	5%	7%	11%

Source: Compiled Data from Questionnaire.

The above table demonstrate modest achievements in sales excitement, team spirit and focus on target achievement were realised.

IMPLEMENTATION OF THE COMPANY'S SALES PROMOTION

It is earlier stated that PZ Industries Plc. has three important promotion schemes. These are: Distributors scheme, Sales force oriented schemes and Consumer oriented scheme.

(i) Distributors Incentive Scheme

Brand on promotion - Elephant medium

Size - 200g x 40

offer - For ev ery 15 cartons bought by a distributon 1 caton is given free.

Duration	-	Four weeks.
Area covered	-	Sokoto, Kebbi and Zamfara States.

(ii) **Consumer Incentive Scheme**

Brand on promotion	-	Flourish gel tooth paste.
Size	-	175g large.
Offer	-	One free Jordan tooth brush in each unit of the packet bought by a consumer.
Duration	-	4 weeks.
Area covered	-	Sokoto, Kebbi and Zamfara States

(iii) **Sales Force Incentive Scheme**

The sales force incentive scheme of the company are divided into two:- These are the incentives given to mangers for target achievements and incentives given to salesmen for outstanding performances.

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(a) **Management Incentive for Target Achievement**

			Prize
(i)	Manager of the year (Sales/marketing)	-	Thermocool Refrigerator T 400.
(ii)	Best Manager of the Region (in terms of sales)	-	Thermocool Refrigerator T 250.

(b) **Incentives for Salesmen**

(i)	Best Salesman of the year- (PAN - NIGERIA)		Thermocol Refrigerator T 250.
(ii)	Best salesman in the region-		Thermocool Refrigerator T. 200
(iii)	Best salesman in an area	-	Thermocool Refrigerator T 150.

PRELUDE TO PROMOTION

In a situation of declining consumer purchasing power as experienced in the country now, sales promotion schemes will motivate consumer purchases.

Promotions, especially at self service outlets such as supermarkets are important. It is here that facilitation of point of purchase decisions are made

by consumers. Point of sales promotions are usually complemented by advertisements and publicity in leading mass read magazines. The implication is that there will be continous excitement about the product being promoted because of rewards for consumers loyalty.

OBJECTIVES OF THE PROMOTION

To stimulate consumer demand at retail outlets.

To face up to competitors challenges.

To gain enough shelf space at retail outlets.

To exploit free publicity the promotion will enjoy and hence counter advertisement wanning theme support.

OPERATION DETAILS OF CONSUMER SALES PROMOTIONS

Area Sales Manger to brief Management of retail outlets on the promotion.

Area sales manager to appoint additional outlets if the need arises, and inform marketing accordingly.

To ensure that adequate stock of the promotional pack sizes and the redemption prizes are available in all areas.

Make sure all outlets have adequate stock of the promotional items.

Mechandisers in each area to liase with the cashiers/managers of the outlets on the redemption of prizes.

to monitor sales at all promotional outlets in the area and make weekly reports.

Regional managers to set targets for the areas with listed outlets on the weekly area targets.

Area sales managers to set targets for the outlets to enable a complete analysis.

ADVANTAGES OF THE SALES PROMOTION

From the foregoing discussions the merits of promotion are apparent. However, demerits too abound.

Advantages

Customer interest is aroused as a result of the enhanced competitive atmosphere among them

All categories of customers become performance conscious owing to the benefits to be from the promotions.

Sales force members become enthusiastic to meet their targets as a results of the benefits associated to target achievements via the promotions.

The promotions made the company's overall performance in the area brighter.

The Company's shelf s pace in the outlets became increased in contrast to both competitors space and the previous space enjoyed by the company.

Competition has to a large extent been contained.

The discounts offered to consumers become an automative savings to them.

DISADVANTAGES OF THE SALES PROMOTIONS:

All kinds of sales promotions can only change the sales fortunes of a company temporarily, any long term effect is ruled out. When a sales promotion lasts long the brand loses its image as customers starts doubting its quality.

In addition when the promotions stop, distributors often find it difficult to return to the normal prices. In this way a significant number of consumers are lost.

The brand(s) under promotion tend to occupy warehouse spaces, and this is at the peril of other products not under promotion. The end result therefore is that the distributor attempts to cut prices in other products with a perceived anticipation that gains elsewhere can cover the losses, and may end up runningg the business at a loss.

A sales promotion that is wrongly timed and poorly implemented will generate losses to the company.

Some dishonest sales staff may bend the rules of the promotion to the detriment of the consumers, making the whole exercise a hoax.

Most distributors are unhappy and often get discouraged by the long delays in compensating them.

- In the same case of consumer's incentves schemes, consumers stop purchases once the offer expires.

- A sales promotion exercise makes the company to disregard competitors activities, distributors misgivings, and pay little attention to consumer research as long as the product is selling as a direct infllluence of the sales undertaken.

GENERAL PROBLEMS OF PZ SOKOTO

The general problems being experienced by the Sokoto office include the difficult business environment mainly as aresult of the low consumer purchasing power.

The problem of inferior goods produced by cottage industries and sold at lower prices, thereby affecting PZ's marketing efforts. On the whole the problems of the Sokoto office is not isolated from those of other areas, as the problems are consequences of the unfavourable economic trends the country is engulfed in for some times now.

CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

5.1 The conclusions that could be deduced from the previous chapter's analysis are the facts that problems exist with the marketing especially the promotions policies of the company, inspite of its successes.

In this instance it is pertinent to offer some suggestions which may provide possible solutions to the problems.

1. It is apparent that PZ is one of the Blue Chip manufactiring organisations in the country. This fact however, should not blind us to the fact that its main competitions especially Lever Brothers is having the upper hand in the market.

2. Distributors are particularly emphatic about their grouse with the company's salemen. Courses should be intensified for all categories of the sales force in order that they appreciate the importance of all customers including the distributors for the company to maintain and brighten its success.

3. The company's credit should be more enticing and be equally attaractive as others in the same business.

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4. Top Management and Area staff should have rapport through frequent visits by top management so that unsolved problems can be brought to them with a view to finding solutions towards them.

5. The marketing Department should double its efforts in consumer research, with a view to discover consumer preferences so that product modifications can be made to suit consumer tastes.

6. The company must wake up to face competitor's challenges. One of the ways to do this is through the formation of a strong intelligence network which will monitor competitor activities on a regular basis.

7. The management of the company should involve its distributors in the activities of some committees or sub-committees so that distributors could be made to feel a sense of belonging.

8. Discipline amongst the sales force must be maintained. In particular, dishonest salesmen who keep promotional offers to themselves should be punished.

9. An audit of the sales promotional schemes periodically is important, so that the company can detect the strengths and weaknesses of such promotions.

10. Regular meetings between management and Distributors of the company should be further encouraged in order the company remains ever furnished about its distributors problems.

11. The company should compensate its distributors promptly in order to sustain their loyalty and confidence in the company.

12. Incentive schemes to distributors should include after-sales services, especially transportation, this will save them costs and make them complain less on losses.

5.2 CONCLUSION

Facts emerging from this study shows company's sales position strengthening. This appreciation is against the back -drop of seemingly more potent competitor - Lever Brothers Plc. The question therefore is how much of success has PZ recorded in actual value terms, this is important because the quantum Naira sales of these days must not be confused with real term growth. However, this assertion is not to Jettison company's apparent successes but a suggestion for reflection.

The persisting harsh economic situation in the country, rising production costs, declining disposable incomes, coupled with the distributors hues and cry over some policies of the company especially arbitrary price increases are things that PZ Plc must pay attention to and ameliorate the situation. The

company must gird this its and brace up to face the daunting situation in order to maintain and further strengthen its leading marketing position.

To boost sales and deter competitors onslaught in the market place PZ Industries Plc Sokoto employs sales promotions to attain its goals.

Sales promotion has been mentioned as a prominent element of the promotional mix variables. However the juxtaposition of sales promotion with the other promotional mix variables to record success can not be contested.

With special reference to consumer sales promotions, the interplay of sales promotions, vis-a vis personal selling, advertising and publicity becomes even more necessary.

The suggestions made in this chapter and the conclusions drawn would provide useful guidelines for PZ to acknowledge its pit falls and correct them. This done, no doubt the promotional efforts of PZ Industries PIC. in the Sokoto Area office, and PZ Nation Wide will be enhanced.

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APPENDICES

APPENDIX I

Institute of Administration,
Department of Business,
Administration,
Ahmadu Bello University,
Zaria.
23rd June,2000

Dear Sir,

I am a post graduate student of the above Institution conducting a survey on the impact of promotion on Marketing of Consumer goods produced by PZ industries Plc.

I will be glad if you can kindly supply the information over leaf.

All information supplies will be for Academic purposes only and will be treated strictly confidential.

Your cooperation will be highly appreciated.

Thanks.

Yours Faithfully

Husseini Umaru

QUESTIONNAIRE FOR THE AREA MANAGER, PZ INDUSTRIES PLC SOKOTO.

1. a For how long has PZ Industries PLC been operating in Sokoto?
   b. What promotional tools do you use?
   c. Do you still use them?
2. a. What were the early products of the company?
   b. How did they fare in the Market compared to competitive Brands?
   c. Do they still exist?
   d. Have they been modified?
   e. What kinds of modifications and why?
3. Please state the major products PZ Industries Plc produces and Markets at the moment?
4. a. How steady has been your sales over the past three years?
   b. Can you explain the reason behind the changes in sales (if any)?
5. a. How frequent your company advertise, example in a week?
   b. What kinds of sales promotions schemes do you use?
   c. How do you implement such sales promotion schemes?
   d. Describe the various prospect and constraints of the said schemes.
6. a. What are the general problems of the company?
   b. How do you cope with it?
7. a. What functions do your salesman perform?
   b. What minimum qualifications is required of a salesman?
   c. Do you have training programmes for your salesmen?
   d. What kinds of Incentive do you have for your salesmen?

8. a. How do you appoint your distributors?

   b. What categories of distributors do you have?

   c. How many distributors do you have in Sokoto?

9. a. How do you compensate your distributors?

   b. What kinds of incentives are available for your distributors?

10. State other areas of cooperation operating between the company and its Distributors?

11. a. Name P.z. Industries Plc major and other insignificant competitors?

   b. What threats do your competitors pose?

   c. How do you handle such threats?

12. Which of the company's promotional tools are best effective:-

   a. Advertising?

   b. Sales Promotions?

   c. Personal selling?

   d. A combination or all of the above?

13. a. How much does your company spend approximately, annually on promotion?

   b. What percentages go to the following as promotions expenditures:-

      a) Advertising?

      b) Sales promotions?

      c) Personal Selling?

14. a. What (in your opinion) are the problems associated with the company's promotional efforts?

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b. What suggestions will you make as to possible solutions tp these problem?

15. How do you get feed - back from yoursales promotion?

16. How do you forecast yoursales?

17. a. Do you have set targets for your sales turnover?

b. In what ways does promotion help in meeting this target?

18. Can you name the products that contribute the biggest turnover?

19. a. Do you have problems in meeting orders requested by Distributors?

b. Do you offer sales services to your Distributors?

20. What kinds of problems do you encounter in your relationships with the following:-

a. The Government

b. The Middlemen

c. Salesmen.

APPENDIX II

Institute of Administration
Department of Business,
Administration,
Ahmadu Bello University,
Zaria.

23rd June,2000

Dear Sir/Madam.

I am a Post Graduate Student of the above Institution, conducting a survey on the impact of promotion on marketing of consumer goods produced by PZ Industries Plc, Sokoto Branch. You being a Distributor of the company are in a good position to supply some information required by this survey.

The survey is to assist me compile a relevant data for the writing of my project for the award of a Master Degree in Business Administration (MBA).

Your cooperation will be highly appreciated.

Thanks.

Yours faithfully,

HUSSEINI UMARU

QUESTIONNAIRE FOR DISTRIBUTORS PZ INDUSTRIES PLC SOKOTO

1. Name of Distributor Alhaji Mamman Kalambaina
2. For how many years, have you been a Distributor?
3. What category of Distributor are you?
4. Do you distribute for other companies besides PZ Industries Plc?
5. If yes (to Q:4) Name the brands and why must you distribute them?
6. When did you start distributing PZ industries product?
7. How do you assess the sales of consumer goods which you carry for the last three years, are they dropping or improving?
8. From your personal opinion what reasons can you attribute to either improvements or declines in sales of your answer to Q:7 above?
9. Do you receive steady allocations of products from PZ industries Plc as you might have wished?
10. What complaints do you usually hear from your own customers (Retailers)?
11. What incentives does PZ industries Plc offer you in its sales promotion schemes?
12. Do you think the incentives in Q:11 beneficial to you?
13. Do you have problems with the salesmen of PZ industries Plc? And what are these problems?
14. What are the unpopular brands from PZ industries Plc and what common reasons are responsible for their unpopularity?
15. What problems do you encounter from PZ industries competitors, who also you serve as Distributors to?

16. Do you have your own salesmen as a Distributor to increase your sales? What kinds of problems your salesmen encountered?
17. What are your opinion about PZ industries Plc's promotion efforts stating their advantages and disadvantages?
18. Do you offer advise to PZ in respect of promotion?
19. Do you think PZ Plc listens to and implements your advise/
20. Are you happy and / or proud of being PZ industries Plc distributor?

APPENDIX III

Institute of Administration
Department of Business,
Administration,
Ahmadu Bello University,
Zaria.

23rd June,2000

Dear Sir/Madam.

I am a Post Graduate Student of the above Institution, conducting a survey on the impact of promotion on marketing of consumer goods produced by PZ Industries Plc, Sokoto Branch.

This survey is to assist me compile a relevant Data for the writing of my project for the award of a Master Degree in Business Administration (MBA).

Your cooperation will be highly appreciated.

Thanks.

Yours faithfully,

HUSSEINI UMARU

QUESTIONNAIRE FOR CONSUMERS

1. Please indicate out of the following, the company whose product you use most often.

   a) PZ Industries Plc

   b) A.J. Seward Plc

   c) NASCO Plc

   d) Global Soaps and Detergents

   e) Lever Brothers Nigeria Plc

   f) Health care Product Nig. Plc.

2. Which of the following products do you use most:

   a) Detergents

   b) Bar Soaps

   c) Toilet Soaps

   d) Petroleum Jelly

   e) Skin Creams

   f) Tooth Pastes

   g) Others - Specify

3. What factor(s) influence your purchase of a company's products as against others:-

   a) Promotion

   b) Quality

   c) Packaging

d) Price

e) Availability

f) None of the above (explain)

4. Can you differentiate one company's product from another?

a) yes b). No. (Tick one)

5. Are the products you purchase commensurate to the amounts you expend on them?

a) Yes b) No c) Uncertain (Tick one)

6. Do you like discounts on the normal value of product you purchase?

a) Yes b) No c) Natural (Tick one)

7. Is your disposable income sufficient enough for your consumer goods requirements?

a) Yes b) No c) Uncertain (Tick one)

8. If there are price cuts on the products you purchase, will you purchase more than your normal purchases?

a) yes b). No. c) Normal

9. Do you watch Television Commercials?

a) Yes b) No

10. Do your decision to purchase products influenced by the commercials you watch?

a) Yes b) No

11. Amongst the following promotion mix elements which one influence your decision to buy most?

a) Personal Selling

b) Advertising

c) Publicity

d) Sales Promotion

e) None of these (State why)

12. How often do you purchase consumer goods?

a) Occasionally

b) Regularly

c) Circumstantially

13. Amongst the following detergents, which one do you use most?

a) OMO b) Elephant c) Apolo d) Jet e) Surf

14. Please indicate any one of the following toilet soaps you use regularly.

a) Joy b) Lux c) Pears d) Astral

e) Imperial leather g) Other (Specify)

15. Please state from the following brand of petroleum Jelly the one you use most frequently.

a) Hacoleen b) Vaseline c) Hacoleen

d) Johnson f) Others (Specify) e) Imperial leather

g) Other (Specify)

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