

MARKETING STRATEGIES OF SELECTED BOOK
PUBLISHERS IN NIGERIA

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DECLARATION

I hereby declare that this thesis has been written by me, and that it is a record of my own research work. No part of this thesis was previously presented for another higher degree or diploma at any other university. All sources of information quoted are acknowledged by means of references and bibliography.

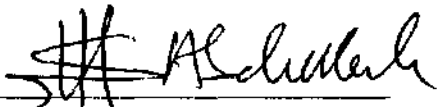
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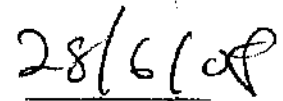
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CERTIFICATION

This thesis entitled "Marketing strategies of selected trade book publishers in Nigeria" by **Johnson Elogu AKPENA** meets the regulations governing the award of the degree of master in library and information science of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.



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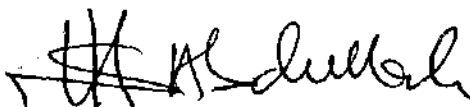
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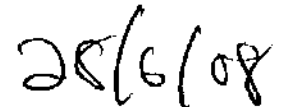
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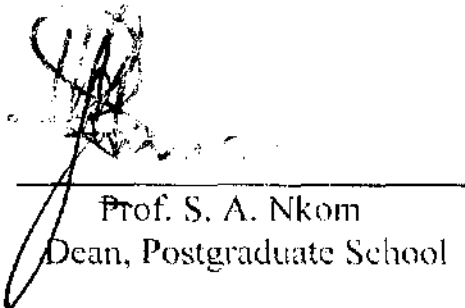
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DEDICATION

This work is dedicated to the glory of God Almighty the giver of life and sustainer of all good things and to the memory of Late Pa Patrick Kagbo Akpena.

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ABSTRACT

Marketers employ various marketing techniques to sell published books to diverse groups of customers. The study was designed to investigate the types of marketing strategies book publishers employ, in Nigeria, criteria for choice of particular marketing strategies, and the types of promotion methods and distribution channels used. The study formulated five research questions. The survey research method was adopted for the study. The subjects studied were 40 marketing managers and 60 sales representatives drawn from 26 publishing houses selected across Nigeria. The instruments used for data collection were questionnaire, interviews and documentary sources. Data gathered were analysed descriptively using tables, percentages. The study discovered that Book publishers in Nigeria employ various marketing strategies in the conduct of their business, from the responses obtained from marketing managers, 23 (83.5%) indicated that their publishing companies desire to become market leaders. On the criteria for the choice of marketing strategies, the marketing managers identified environmental factors 50.0% and marketing and sales objective 46.2% as the major determinant. The opening of more Book depots in all parts of Nigeria, the need for book publishers to pool resources together in their marketing efforts and the imperative of employing and integrating e-book selling technique by book publishers in Nigeria are some of the recommendations put forward by this research.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Book publishing has its root in three major inventions, writing, discovery of paper and development in printing. All these led to the spread of literacy. The invention of the moveable type followed by Johannes Gutenberg's invention of printing in 1450 which made mass production of printed matter possible were landmark development in human civilization.

From the mid 16th through the 18th centuries, there were virtually no technical changes in the methods of book production, but the organization of the trade moved gradually towards its modern form. Today, printing, publishing and the book trade have become big business ventures attracting huge capital investments.

Prior to the nineteenth century book publishers were not distinct from the printers and book sellers. In recent times, there has been a clear delineation of roles between the printer, the publisher and the book sellers.

Okwilagwe (2001) identified various kinds of book publishers. These include trade publishers, scholarly publishers, juvenile publishers and gender publishers. The 20th century brought the invention of audio-books, the computerization of the book production process, the growth

of the internet as a pathway for booksellers to reach reader, and confining improvements in the quality of computerized electronic books.

Improvement in technology has made electronic publishing possible. The emergence of electronic books (e-books) and the use of the internet in selling books has thrown a new challenge in the marketing of books. The use of appropriate marketing strategies to reach customers in various ways has become inevitable for any publisher in today's global market.

Book Publishing

The business of publishing involves communication as the book is an important tool for the communication of ideas from the writer to the reader. A book is a written (or printed) message of considerable length, meant for public circulation and recorded on materials that are light yet durable enough to afford comparatively easy portability.

According to Mutula and Nakitto (2002) books are not published in a vacuum. Publishing is affected directly by many social, economic, cultural and political elements and both national and international conditions and trends.

The provision of books is crucial to the educational development and growth in literacy. Benge (1978) opined that the book industry is the

backbone of a nation's literacy, educational and literary programmes.

The book is indeed an enigma.

Atbach and Arboleda (1995) sees book publishing as the activity of collecting, selecting, manufacturing, and marketing material that have been gathered in book form. Thus there are different stages in the book publishing process and each is vital to the success of the final product. Nyeko (1999).

In book publishing like any other business, each publishers' success in the market is determined by the degree of attractiveness of its offer relative to competition and how effectively the offer's superiority is communicated to potential and existing buyers.

Book Publishing Processes

Book publishing involves a lot of activities from the generation of idea to putting down these ideas in writing, and to the point where the book finally arrives in the hand of the buyer. The processes of publishing a book according to Fayose and Madu (2001) include the following stages:

1. The conceptual stage
2. The production stage
3. The marketing and distribution stage
4. The fulfilment stage.

Each of these stages is crucial to the overall success of any book in the market. The marketing and distribution stage occupies a strategic position because it goes a long way to determine whether the publisher is able to achieve set objectives. The book is a product which must be promoted in order to attract buyer's patronage. However, modern marketing calls for more than just developing a good product, pricing it attractively, and making it available to target customers. The use of appropriate marketing techniques to communicate a products quality to the consumers in order to influence purchase is therefore imperative.

Similarly, in publishing houses, the following functions are carried out:

- Collection, evaluation and selection of manuscripts
- Designing, specifying and production
- Marketing, sales and distribution.

Thus, the editorial process, the production process and the marketing process constitute the major processes in book publishing.

There are many actors that are involved in book publishing business. Publishing is a team work involving four (4) major partners each playing vital roles. These are the (i) Author (ii) the printer (iii) publisher, and (iv) the book seller/marketer. Each of them plays complimentary roles from start to the finishing of a book. The importance of the contribution of each of these cannot be over

emphasised. The advent of information and communication technology has made the book production process less cumbersome. The use of computers to aid in typesetting process became more and more common. With this development, the printing and binding process became increasingly automated. Also, mass production and various technical improvements is being made especially with the possibilities of desktop publishing.

The introduction of electronic publishing is a major development in the area of desktop publishing. It involves the process of (a) word processing, (b) typesetting, and (c) production of camera ready copies (CRC). With the new technology, book publishing is being revolutionized. However, the key driver for information technology particularly in publishing should be the market rather than the technology. This is because the end product of any technology is to produce something that satisfies the market.

Book Publishing in Nigeria

The history of book publishing in Nigeria has been traced back to the colonial era. Both Christian and Islamic missionaries were at various times involved actively in the book publishing business to propagate their religious teachings. Benge (1979) and Zell (1995). The success of missionaries in publishing were attributed to (a) religious commitment (b) heavy subsidy, and (c) an effective distribution system.

However, private commercial book publishing in Nigeria started at a slow pace. Jika (1991) reported that by the middle of 1960's, publisher's like Oxford University press (now University press), Thomas Nelson and Heinemann had started dominating the textbook market in Nigeria.

The establishment of universities and other institutions of learning boosted the setting up of University presses in Nigeria. With the establishment of the University College, Ibadan in 1948 and latter the University of Ibadan, the first university press was born. The coming up of the other Universities heralded the setting up of more presses such as Ahmadu Bello University press, Zaria, University of Nigeria press, Nsukka, University of Lagos press, and University of Ife (now Obafemi Awolowo University press, Ife).

There are various challenges facing the book publishing industry in Nigeria. These are identified by Edem (2000) Bankole (1985) Mohammed (1988) and Anguolu (1992), to include, lack of finance, out dated technology, poor transportation, absence of reputable bookshops and reliable book distribution channels, high postal rates and faulty communication.

Furthermore, Aguolu (2002) mentioned the following as problems affecting the publishing business in Nigeria.

“...Inadequate capitalisation, poor infrastructural facilities, societal lack of encouragement of intellectual efforts, absence of a good network of well-developed libraries, inefficient and ineffective distribution systems, untrained book sellers, Low per capital income, prevailing illiteracy, poor reading culture, and inadequate copyright protection of intellectual properties”

The trade book publishing industry in Nigeria have been grappling with these and other problems over the years. The increasing availability of electronic information sources which provides a lot of resources to researchers and students poses a great challenge to the book business as well.

Despite the educational boom in Nigeria resulting from the introduction of the Universal Basic Education (UBE) programme, the establishment of more Universities by state governments and private organizations and individuals, coupled with the corresponding large number of applicants entering these institutions, the book industry has not been able to satisfy the demands of the market.

The concept of marketing

The American Marketing Association (1997) defines marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that satisfy individual, services and organisational objectives.

This definition shows that marketing is a business activity with many facets and that a firm's marketing efforts should aim at satisfying consumers and the organisation.

Schewe (1987) defines marketing as strategically managing human and organisational exchange relationships so as to provide socially responsible want and need satisfaction throughout the world while meeting the marketer's expectations.

An organisation's marketing activity may not cover the whole world in the context of the definition, but a defined 'market'. Also Kotler and Armstrong (1996) looks at marketing as consisting of the concepts of needs, wants, and demands, products, value, cost and satisfaction, exchange, transaction, relationship markets, and marketers. He defined marketing as a human activity directed at satisfying needs and wants through exchange process.

In a nutshell, marketing involves the marketing plan, products or services, a defined market, exchange and the satisfaction of the consumer. From the definition above, it can clearly be seen that Marketing is happening all around us all the time. Either as a customer of a product or service, or as the promoter of goods and services. Often people sees marketing as the same thing as selling. Marketing is an all pervading activity. It is more than selling.

Marketing Strategies

Marketing strategy comprises the broad principles by which marketing management expects to achieve its business and marketing objectives in a target market. The essence of marketing strategy is to identify the target market to be served, note the amount of emphasis to be placed on each elements the marketing mix, and set overall levels of spending for each product and target market.

Kotler (1997) define marketing strategy as

“a managerial process of analysing market opportunities and taking advantageous and relevant position within the market in order to satisfy customer need and wants, and meeting the organisational objectives”.

Marketing strategy is therefore a master plan that sets the course for the entire firm. In a nutshell, market strategy can be explained as proposed action or a set of actions intended to have for reaching effect on the company's ability to achieve its marketing objectives.

Indeed a strategy provides some guidelines for competitive warfare that will direct the actual activities of the organisation. In the sphere of book marketing, a complex pattern of marketing techniques has to be evolved that best suit a particular book in line with the budget.

On the imperatives of marketing strategy Thorpe (2000) submitted that it emerged as the most important element of corporate strategy which vividly describes target customer typologies, product

offerings and delivery techniques. In short, a company's market strategy helps in defining its market vis-a-vis competitors position in the market.

Commenting on the need for increased marketing orientation by publishing firms Eyan (1996) stated that corporate strategy formulation should be focused on the market as the publishing business agenda is changing.

Nkanga (1999) stated that strategic market and therefore formal/planned marketing becomes imperative for book publishers in that it focuses on organisational strategic thinking and offers the opportunity to develop more effective bookselling.

Invariably, if publishing is going to benefit from the world experience of business organisations, then it cannot shut its eyes to the application of marketing strategies.

Marketing strategies of trade book publishers

Strategic marketing emphasis is a major determinant of a firm's long run success and differential advantage in any marketing environment. The marketing and distribution techniques a publisher employs to promote his wares goes a long way in determining the realisation of desired objectives. Marketing has become a dynamic aspect of modern business whether in manufacturing or service oriented outfits. Strategic marketing becomes important in the publishing house

toward organisational strategic thinking and planning and offers the opportunities of access into a bigger market.

Book publishers employ various promotional tools to conduct their marketing activities. Prominent among these are:

Advertising is one of the major tools book publishers employ a lot. Advertising is a sponsored message targeted at an identified audience. Book publishers advertise books through various media. These include television, Radio, Bill Boards, magazines, Newspapers, publishers, catalogue and exhibitions.

Personal selling involves the use of sales representatives selling directly to individual consumers, institutions, wholesalers, and retailers. Visit to institutions and libraries are also part of personal selling techniques employed by book sellers to reach various segments of their market.

Sales promotion is another strategic tools marketer use to push their goods into the market. Book promotion is a way of making people know what book exist. Capturing the awareness and attention of people and institutions over types of books published is a sure way of inviting their interest and goes a long way in persuading them to acquire personal copies. Discount to buyers, offering of gifts after purchase of books and provision of bibliographic information by publishers are some of the sales promotion techniques.

Public relations and publicity is used to generate a lot of good will and favourable public opinion by many business organisations. In Nigeria some book publishers donate books to selected primary and secondary schools as part of publicity. This in turn helps to generate awareness of their business activities which in the long run is expected to attract patronage of their publications.

The use of these techniques by trade book publishers in the marketing of books cannot be said to be yielding the desired result. The reason identified by Bankole (1985), include the reluctance of booksellers to promote books and the incapacity of the indigenous publisher to effectively reach its marketing or sustain a close contact with that market.

The introduction of electronic publishing and the increasing widespread access to electronic books (e-books) coupled with the selling of books over the internet poses another challenge to the marketing of trade books. Hence the need to deliberately choose a marketing strategy that is in tandem with the requirement of our time.

1.2 Statement of the problem

Book publishing is a very important business activity in the development process of any economy in general and educational sector in particular. Poor reading culture affects demand for books. Ingenuity is therefore demanded of the book marketer in order to promote books.

The advent of electronic sources of communicating information and knowledge poses a serious challenge to book marketing. The CD-ROM, desktop publishing, databases and electronic books are now competing stiffly with the printed book. (2005). Information technology is being embraced by publishers beginning with a transformation into electronic forms. This has tremendous implication for marketing and availability of books.

Bankole (1985) observed that because of policy dilemma of many publishers who seemingly cannot make up their mind on what to publish and who to publish for, there is high mortality rate among indigenous publishers in Nigeria. No wonder Ochieibi (2002) observed that unfortunately at a time when the educational industry which depends on published materials to flourish is expanding rapidly, the book publishing business continue to experience poor sales.

Poor marketing and distribution networks results from a lack of clear marketing strategies. The formulation and implementation of marketing strategies gives direction to a publisher's choice of promotional tools and distribution channel decisions.

Existing literature on publishing such as Ochebi (2002) Ifidon (1994) and Smith (1990) tends to concentrate on the printing and production aspects while paying little attention to the area of book marketing and distribution in Nigeria. Indeed Oketunti (1992) explained

that book market in Nigeria is yet to evolve the necessary channels that can play the role of serials supply agencies, book dealers and stationary dealers. Effective marketing and distribution techniques constitute the basic foundation for successful conduct of publishing business.

The study therefore set out to investigate the type of marketing strategy adopted by book publishes in Nigeria and the impact of this on book availability and accessibility, and to find out the extent to which Book Publishers in Nigeria adopt effective marketing and distribution techniques.

1.3 Research questions

To guide the course of the study the following research questions are put forward:

1. What types of marketing strategies do book publishers in Nigeria employ?
2. In what ways have the marketing strategies contributed to the achievement of the trade publisher's objectives
3. What types of promotional tools do book publishers use in Nigeria?
4. What are the distribution channels used by Nigeria book publishers to reach various segments of the market?
5. Do marketing strategies employed by book publishers in Nigeria differ?

1.4 Objectives of the Study

The main objective of this study is to identify the type of marketing strategies the book publishers employ to promote their wares, and to gain insight into the emphasis of book marketers with regards to product, price, promotion and place (distribution). Specifically, the study is being undertaken with the following aims:

1. To find out the types of marketing strategies book publishers employ in the conduct of their businesses.
2. To identify the types of promotional tools employed by book trade publishers in Nigeria.
3. To find out in what ways the marketing strategies contributed to their achievement of the publishers' objectives.
4. To find out the types of distribution channels used by book publishers in Nigeria.

1.5 Basic Assumptions

The research would be conducted based on the following assumptions:

- a. Book publishers employ marketing strategies in conducting their business.
- b. Different kinds of promotional methods and tools are used by book trade publishers.

- c. Various channels of distribution are used by trade book publishers in Nigeria.

1.6 Significance of the Study

The Book publishing industry is the backbone of a nation's literacy, educational and literary progress. Therefore findings of this study would be of immense importance to librarians, book sellers, bookshop managers and marketing managers and other stakeholders by providing additional data for the imperatives of strategic planning for the marketing of books.

The study is also significant as it would reveal the type of marketing strategies appropriate to promote trade books. This would bring into limelight the current practices in the publishing industry with a view to proffering workable and practical suggestions. The study would contribute to the literature on publishing and marketing and the relationship between the two and the impact of Book publishing on Libraries in Nigeria.

1.7 Scope of the Study

The study would be restricted to investigating the type of marketing strategies employed by book trade publishers in Nigeria. In specific terms, the study would cover marketing strategies, distribution

channels, marketing mix, promotional tools, as well as obstacles to marketing activities of selected book publisher in Nigeria.

1.8 Definition of Terms

For better understanding of the study the following terms have been defined operationally. They are:

Marketing Mix: Also known as the “four Ps” it is the combination the activities involving product, price, place, and promotion that a firm undertake in order provide satisfaction to consumers in given market. These form the basis for a firm’s marketing strategy.

Promotion Mix: It is combination of advertising, personal selling, sales promotion and publicity. It is the tactics for implementing a firm’s marketing strategy.

Market: Refers to individuals or organisations that have purchasing power and are linked with a product or service. The market is no more confined to a ‘place’ since transactions are conducted via the internet nowadays.

Marketing: Refers to business activities that involve the flow of goods and service directed at satisfying needs and wants.

Marketing Strategies: Refers to a firm’s operational plans in the conduct of its business. It involves the use of promotional tools such as

advertising personal selling, sales promotion and publicity to achieve a firm's marketing objectives.

Promotion: It is any technique that persuasively communicates favourable information about a seller's product to potential and existing buyers. It is used to inform, persuade, remind, and influence customers.

Trade Publishing: It is the commercial publishing of books for an identifying market. They are primarily produced to general consumer and are marketed through trade channels.

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CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter gives a theoretical background to the study starting with the review of relevant literature related to publishing, the book trade, the structure of the book market in Nigeria, marketing concept and marketing techniques of book publishers. It represents various perspectives on publishing and marketing.

2.1 Concept of book publishing

Publishing (to publish) is ordinarily defined as “to make known”. Mohammed (1988), Books constitute one of the most important and practical means of dissemination of knowledge. Books stand at the centre of the knowledge transfer system. The form, content and provision for production and distribution of books have varied widely during their long history, but in general it is designed to serve as an instrument of communication. The importance of books as the main source of intellectual, cultural and educational advancement has long been recognized.

According to the encyclopaedia Britannica (1998), the inventions of writing, paper and printing has had tremendous influence on book publishing. Prior to the nineteenth century, book publishers were not

distinct from the printer and bookseller. At its latter stages, the publication function was then confined to obtaining publication rights for authors, arranging advertisements and selling them to booksellers and libraries.

The functions peculiar to the publishers, that is selecting, editing, and designing the material, arranging its production and distribution; and bearing the financial risk or the responsibility for the whole operation – often merged in the past with those of the author, the printer, or the booksellers.

According to Kotei (1981) as in Europe, the beginning of the book trade in Africa was characterized by the entrepreneur who was an author, printer, bookseller, and publisher alone and at the same time. However, by the twentieth century, increasing specialization has made publishing to become a distinct occupation.

Publishing of books, according to Mohammed (1988) is a business, a profession, a gamble, or all three, and that for many people it is a vocation or calling. However, there has emerged a high level of specialisation such that today we have trade book publishers, scholarly publishers, feminist publishers etc.

Fayose and Madu (2001) identified the following stages in book publishing process:

1. The conceptual stage

2. The production stage
3. The marketing and distribution stage
4. The fulfilment stage.

All these stages are critically vital to the success of any publication. The process of publishing according to Nyeko (1999), also involves the selection of a manuscript, the editing of it, the designing of the books final appearance, the actual manufacture into book form the distribution of the book to booksellers, and ultimate purchase by readers.

2.2 Marketing of Trade Books

Published books are made 'public' through various techniques. Publishing is a complex enterprise, being both business venture and a cultural institution. The task of organising a commercial network to dispose of books has remained the constant and central preoccupation of bookselling from very start. Kotei (1981) opined that if the potential market size of a publisher is below the critical mass, either because the literate population is small or distribution is hampered owing to inadequate communication networks, his publishing house will come to a sad end. The marketing of books requires putting in place effective distribution mechanism to reach the consumers or end users.

Bankole (1985) identified two sides to the marketing of book to include the readership and the sale and distribution outlets. Thus to effectively market a book, the publisher's knowledge of what the 'market' need and efforts at satisfying the identified, not perceived needs, is required. This counters Kotei's opinion as it is the market that identifies and satisfy a market where the organisation operates.

The formulation of marketing strategy give direction to activities associated with identifying target market, choice of promotional tools, decision on distribution channels. Hence Smith (1990) described the trading aspect of the book business as the life blood of the entire book industry. This is because having successfully published a book, the marketing and distribution process is critical to its availability and at its final destination—in the hand of the user. Momoh (2006) while agreeing with Smith, submitted that the purpose of the book business is to ensure adequacy of the right materials and services in the right place, in the right quantities and at the right time. Hence, the need for marketing technique and the use of appropriate marketing tools. However, the idea of appropriate marketing and promotional tools depends on what the organisation want to achieve as what is appropriate in one place may not be appropriate in another place.

According to Osadolor (1993) the success and tenacity of the publishing business during the last five hundred years can be situated in

"Its resilience, in spite of the ups and downs of world economy, and its survival to the present stage, have to a very large extent been pivoted on its tenacious hold on the tradition of combining satisfaction of its clientele with courageously taking hard decisions as to what is to be published, how is to be introduced, how public awareness is to be generated, at what price it is to be offered, and how it is to be got into the hands of those who really need it."

This is the central focus of marketing techniques which a book publisher that desire to remain in business can only ignore at a great price. Indeed the marketing function in the publishing house is so vital that it can make or break any publishing house. This is indicative of the imperatives for book publishers to adopt workable marketing strategies in conducting their book business. Bankole (1985) identified the reluctance of book sellers to promote books, and the incapacity of indigenous publishers to effectively reach his market as one of the problems of the publishing industry in Nigeria. Marketing as an important organisational activity in the publishing house, has overall responsibility for the achievement of strategic and financial objectives of the firm.

However, Uche (1980) submitted that the much talk about concept of marketing has not achieved much in the business enterprises in Nigeria because of lack of mass production of the required goods and services especially tertiary books, journals, and other educational materials; high-level illiteracy among majority of the book business

entrepreneurs; poor market structure; planning and organisational style and poor product quality among publishers and stationary producers alike. This submission is not in tune with contemporary realities and technological development, expansion in the educational sector and the increasing level of customers sophistication has made the choice of marketing technique for trade publishers more compelling than ever.

2.3 Structure and Organisation of Trade Book Market

Every product has its market and every producer of goods has a target market. Markets are structured by the nature of the size of the market, the number of sellers and buyers, the pattern of distribution employed between these elements.

As Kotei (1981) rightly put it, 'The task of organising a commercial network to dispose of books has remained the constant and central preoccupation of bookselling from the very start. However, the absence of satisfactory book distribution channels is perhaps the weakest link in the entire chain from publishers to reader.

Despite the activities of pirates, it would appear that the local publishing firms have not established an effective machinery for distributing their wares, with the result that unnecessary delays and frustrations are being experienced by the end users.

Nnaji (1986) identified four main groups dominating the book trade in Nigeria. These are, the trader bookseller, the small Nigeria bookseller, the mission bookshops and the university presses. Some publisher are also involved in educational contracting and direct sales to libraries, schools and governments. The notable features of the structure and organisation of the trade book market in Nigeria include: (a) the concentration of book sellers in urban centres, (b) their tendency of seasonal stocking of books and (c) their seemingly poor knowledge of the book trade. That is why the focus of this study is therefore directed at investigating how appropriate marketing, promotion and distribution techniques can be employed to enhance the sale of books in Nigeria.

There are other operators in the book trade in Nigeria whose place cannot be overlooked. These according to Nnaji (1986) include book vendors, agents to publishers, individual booksellers and publishers involved in educational contracting to libraries and other institutions. While a large population does not necessary guarantee a large market, the structure of the book trade has not been able to facilitate the placing of books in the hands of the buyer when and where they are needed. Indeed, regardless of the professional efficiency of a book publisher, if he is unable to effectively present his books to a book buying public, he will soon go out of business, Smith (1990).

2.4 Market Segmentation

Marketing is a crucial management function and marketing decisions that are made by a firm determines how its marketing activities are carried out. One of the critical marketing decisions firms make has to do with defining the segment of the market to be served.

Market segmentation according to Schewe (1987) refer to a marketing strategy in which a large, heterogeneous market is broken down into small, more homogenous segments and a separate marketing programme is developed for each segment. Market segmentation thus involves breaking a large, heterogeneous market down into small, more homogenous segments. The firm's marketing efforts or activities are therefore directed at the targeted market.

Accordingly, market for published books is homogeneous, since it has different and distinctive groups of consumers. Achumba and Effiong (1998) posits that success and differential advantage in marketing could be attained when a firm can easily determine the needs, preferences and perceptions of customers and then focus its marketing efforts towards those need and preferences.

A market can be segmented on the basis of demographic variables, geographic variables and behavioural patterns of potential consumer. According to Nwosu (2000) an essential element in

establishing effective basis for competitiveness in the market place is market analysis and segmentation.

Market segmentation is necessary in order to determine the interest of a given market and feed it appropriately to the mutual benefit of the organisation and the consumer.

2.5 Marketing Mix Strategies

There are various activities that are involved in the management of marketing in an organisation. This requires that some fundamental decisions are taken to actualise the goals of marketing. Marketing management focuses on the combination of many different activities called marketing mix.

Marketing mix is defined by Schewe (1987) "as the combination of activities involving product, price, place and promotion that a firm undertakes in order to provide satisfaction to consumers in a given market". It is indeed a blueprint for making decisions directed toward the achievement of organisational goals. According to Kotler and Armstrong (1996) a firm's marketing mix is the set of controllable tactical marketing tools - product, price, place and promotion - that the firm blends to produce the response it wants in the target market.

According to Nwosu (2000) the elements of marketing mix must be understood and blended in such a manner as to make it consumer

focused and provide value-priced products and services which will optimise the opportunity. It is the function of firm's marketing team to determine the correct 'mix' or marketing formula for each product and a given market segment. That is, all the elements of the marketing mix (product, price, place and promotion) reinforce each other to create an overall effect for the firm, limit alternatives and direct market activities toward achievement of organisational goals.

2.5.1 The product

A product is more than a good or service that is designed, produced, and offered for sale. A product can be an object, service, activity, person, place, organisation or idea. The product concept is a marketing concept which state that customers would always favour high quality goods and services at moderate costs, thereby allowing them to have quality for money.

Product is 'a combination of functional and psychological features that provides form utility, and may include goods, services, idea, people and places. Schewe (1987). It also includes all the planning that precedes actual production, research and development, and all the services that accompany the product, such as installation and maintenance.

In the sphere of publishing, the product is tangible. Books are tangible and can be carried physically. A book possesses the three main features of a product, i.e. core product, formal product, and augmented product. Therefore, to attract customers to buy published products especially books the publisher should devote her energy to improving product (Books) quality.

Stanton et al. (1994) outlined the main thesis of the concept of product to include:

- i. Customers are primarily interested in the quality of the product they buy;
- ii. Customer choice of goods from among the competing brands is guided by the need to obtain quality for money.
- iii. The organisations have the obligation of improving and maintaining the quality of products so as to attract and retain customers. It therefore means that the book, like any other product should be of high quality for it to sell in the market.

Books, as revealed in the various literature sources, are unlike other products such as pen, soap or bread. They are products of man's mind and each product has to be matched with like mind. This forms the bedrock of a quality book.

2.5.2 Price and pricing

There is a complex relationship between marketing costs, sales, revenue and profitability. The price that the market is prepared to pay for product is related to its perceived value.

Price according to Schewe (1987) is that which the buyer gives up in exchange for something that provides satisfaction. Thus, price is the money or other equivalent for which any product is bought or sold. In short, any transaction can be seen as an exchange of something of value, usually money (price), for some amount of satisfaction (product).

The perceived value of published works and the price that the consumer is prepared to pay are determined to a greater extent by the price of competitive product or the price that the market is accustomed to paying' Butcher and Rowley (1995).

Price and pricing rests on costs, demand and competition. Pricing in conjunction with sales volume determines revenue. Indeed economy viability depends upon revenue exceeding costs by a sufficiently comfortable margin. For the publisher, revenue must exceed expenditure, in order to remain in business.

However, books are priceless products which implies that the perceived value of certain books goes beyond its market value (price) paid for it. Smith (1990) outlined factors influencing sales of a book to include (a) value of a book (b) the quality of the book (c) the prestige of

the author's name (d) the timeliness of the subject and (e) the attractiveness of the design. Invariably a good book sells itself.

2.5.3 Place (Distribution)

Over the years there have been efforts by publishers to adopt marketing principles and practices to boost book distribution and expand the horizon of the book trade. Distribution provides time and place utility and sets the stage for possession utility. Distribution, or "place", is the process of making sure that the product is available where and when it is wanted Schewe (1987). In a nutshell, distribution involves the movement of products in all stages of development from resource procurement through manufacturing and on to final sales.

The task of organising a commercial network to dispose of books has remained the constant and central preoccupation of bookselling from the very start up till now. In Nigeria, the land size is large and the 'book market' has great potential for expansion.

Muhammed (1988) Dipeolu (1983) identified poor distribution techniques as one of the problems that is bedevilling the acquisition of published materials in Nigeria. The absence of satisfactory book distribution channels is perhaps the weakest link in the entire chain from publishers to readers.

Ogunrombi and Adio (1993) reported that about 75 percent of the sales of secondary school textbooks in Nigeria occurs in the south. According to the study, two third of these are sold in the western states.

On the various methods of distribution of books, Smith (1990) identified the following methods

- i. individual consumers
- ii. institutions
- iii. retailer
- iv. Wholesalers.

The processes leading to placing a book in the hand of the reader need to be managed appropriately

2.5.4 Promotion

There is a symbiotic relationship between book publishing and promotional strategies of publishers to get the book to the final consumer. The business of publishing is communication oriented in nature as the book is an important tool for the communication of ideas from the writer to the reader. In the same vein, the seller employs various promotional tools to get across to the buyer.

According to Berkowitz, Kerin and Rudelus (1989) the promotional element comprises a mix of tools available for the marketer called the promotional mix which consist of advertising, personal

selling, sales promotion and publicity. Furthermore, all these elements can be used to:

- a. Inform prospective buyer about the benefits of the product,
- b. Persuade them to try it; and
- c. Remind them later about the benefits they would enjoy by using the product.

The essence of promotion is to inform, persuade and remind the potential buyer about the offer. Thus, promotion is any technique that persuasively communicate favourable information about a seller's product or service to potential buyers either directly or thorough others who can influence purchase decisions.

A key role of marketing is to influence the way a product or service is perceived, and promotion is the tool to achieve this. As Coote (1993) puts it "the continuing success of any business venture depends on its ability to attract and retain satisfied customers. And this does not just happen. So it needs to be carefully planned, structured executed, assessed-and changed if necessary. This is so because what the customers sees as a firm's total marketing activity is the outcome of its promotional activities.

From the foregoing, it is imperative that a publishing house needs to draw up a promotional strategy that would be employed to attract and

retain its customers. Adeleke (2000): suggested three processes for designing promotional strategic plans. These include:-

- a. the planning phase
- b. implementation phase, and
- c. control phase, with each made up of different steps and activities.

Also, there is need for a separate promotional budget. This is to allow for a proper blending and meticulous implementation of the promotional goal in the highly competitive publishing market. In today's publishing business the challenge is for firms to orchestrate winning formulae that would position them where they would be seen, heard and patronised in the crowded market. A perusal of the available literature points to a consensus among contributors that publishing is important to the society and that it is to be valued and promoted.

2.6 Promotional Tools in Book Selling

The key role of marketing is to influence the way a products or service is perceived. Promotional tools are employed in various ways by markets in the marketing of products and services. Smith (1990) simply divides the process of book selling into three major groups. These according to him include (i) promotion (ii) getting the orders and (iii) filling the orders and delivering the books. Promotion in the book business is the process of letting people know that the book exists, and

persuading them to buy it. Smith also posits that the vigour of the publisher's promotion campaign and the bookseller's confidence that the publisher will really do as much promotion plays important role in the volume of sales. Promotion therefore is one of the critical factors influencing sales, both directly and through its influence on booksellers.

Smith (1990) identified six items of promotion that every publisher is likely to use for every book. These include:

- The jacket or printed cover of the book itself.
- Review copies for newspapers and magazines.
- Presentation copies for selected individuals.
- Announcements to the book trade.
- Sales representatives' calls on bookshops, schools and so forth, and
- Printed advertising of some sort.

Communication with the target market can be accomplished using one or more or a blend of the following: advertising, personal selling, sales promotion and public relations/publicity

Advertising is often used to make consumers aware of a product's special quality or benefits. It is any paid form of non-personal presentation and promotion of ideas about goods and services by an identified sponsor. Kotler and Armstrong (1996) An important function of advertising is to create an image that consumers associate with a

product, known as the brand image. Consumers frequently buy books published by a known publisher or by a reknown author.

Advertising is most frequently done on television, radio, and bill boards; in newspapers, magazines, and catalogues; and through direct mail to the summers.

Promotion according to Stanton et al (1994) is an exercise of passing information or of persuasion and communication. The purpose of promotion is to inform, influence and remind consumers about the core benefits a product possess. The promotion techniques that are appropriate for use in book business include.

- i. Point of purchase promotion: this is carried out by displaying poster of good on the windows and at product locations inside the shop.
- ii. Sample: Distribution of the newly produced materials as they arrive into the market was often done in the past. Sample distribution is the most effective but expensive promotion technique because the materials involved are never returned. Steinhoff (1992), And as canvassed by Smith (1990) when a publishing house is young and the member of books it has brought out is relatively small, it is easy (though expensive) for promotion to deal separately with all the books published.

- iii. Exhibits: are done by displaying books at conferences, annual general meeting, seminars, workshop, library week or during anniversary.
- iv. Personal selling: the use of sales representative is another promotion tool book publishers use to conduct direct sales to customers. Sales people are now used primarily where the products are complete and require detailed explanation, customised application, or careful negotiation over price and payment plan (Robbs 2005). The sales person helps the customer identify problems, works out a variety of solutions, assist the buyer in making decisions. This forms the basis for what is today known as relationship marketing.
- v. Publicity: This involves building goodwill and relationship towards an organisation and its product or service. Here, a marketer may seek to retain customers by learning a customer's individual interests and then following services to meet them. Amazon. Com, for example, keeps a database of the types of books customers have ordered in the past and then recommends new books to them based on their past selections Robbs (2005).

In conclusion, in telling the word that a good new book has come into existence, the promoter is supplying a critical link in the chain that stretches from the authors writing table to the reader with a book in hand. The validity of this statement lies in the various methods publishers employs to promote books.

2.7 Channels of Distribution of Trade Books

Determining how products should move through distribution channels is a major marketing decision. Some products are marketed most effectively by direct sale from manufacturer to consumer. Others products, like books are marketed through a chain of channels. Most consumer products move from manufacturer through agents to wholesalers and then to retailers ultimately reaching the consumer.

Traditionally, trade books have been sold primarily by sales people calling on bookstores across the country taking orders for forthcoming books. Also, books are usually move from publisher to bookseller through wholesale distributors.

However, with the use of the internet for selling books, the distribution channel for trade books has assumed a new dimension. Through web sites, internet's booksellers now allow buyers to choose from an enormous selection of books. Encarta (2005), under this arrangement, once the order is placed the bookseller obtains the books

and sends it to the buyer. Amazon.com, which started business in 1995, was reported to be the first major online bookseller. Other internet booksellers soon sprang up and developed web sites. By this booksellers and publishers sell e-books over the internet in the form of computer files. That is, a reader makes a purchase, then download the text to a personal computer or a personal digital assistant (PDA) or directly to a specially designed e-book device.

However, in Nigeria book distribution is still facing a lot of challenges. Mohammed (1987) reported that book distribution remains one of the main bottle necks in the development of variable publishing industries in Nigeria. He suggested that booksellers should co-operate in promotion and advertising, and to adopt uniform discount policies and pricing policy. This has become necessary, since the acquisition of books will become easier when they are not only fully published but also distributed with greater effectiveness.

As Bengue (1979) puts it "the absence of satisfactory book distribution channels is perhaps the weakest link in the entire chain from publisher to reader. The choice of distribution channel used by a book publisher is critical to the overall success for its marketing efforts.

The major channels for the distribution of books in Nigeria include:

- Publishers: Some publishers sell directly to libraries, schools, governments and non-governmental institutions. This in most cases, involves commissioned titles or special project titles.
- Agents: Book agents are in the business to sell to wholesalers, retailers in large quantities. They establish very wide link with various segments of the market.
- Wholesaler: wholesalers are large scale carriers or buyers of books who sell to retailers, bookshops, libraries and schools. In Nigeria some established book publishers like university press, Heinemann, Longman Nig. (Plc.) to name a few sell through the above mentioned channels.

Another important channel in the distribution of trade books is the retailer. These are the merchants of many different sorts, who sell books, most frequently one by one to the actual users. The retailer normally handles a wide varieties of books not merely those of one publisher.

Bookshops are the major outlet for the sales of books especially in the urban centres in Nigeria. Bookshops operated by individuals, missionaries and universities could be found in every town in Nigeria. The bookshop buys from different Book publishers various kinds of publications and sellsto buyers with diverse interests and taste.

It is obvious that technology advances in the printing and publishing industry will drastically alter current methods of book production and distribution.

Summary of the Review

In conclusion, even though books have been described as priceless, they are not worthless. The review of related literature revealed that trade book publisher's marketing decisions are therefore critical to the sustainability of the business and the achievement of set objectives. A successful book in the market is that which publisher is capable of bringing mutual benefit to the publisher and the buyer. A planned marketing of a publisher's ware is a prerequisite to its acceptability in the market. Indeed an effective marketing programme blends all of the marketing mix elements into a coordinated programme designed to achieve the company's marketing objectives by delivering value to consumers.

Essentially, the review shows that appropriate marketing strategies and techniques, effective distribution using the relevant promotional tools are prerequisites to the success of trade book publishing business in Nigeria.

The literature on publishing in Nigeria is scanty when compared with available literature in other aspects of knowledge in the field of librarianship. As Ladele (1992) puts it, a perusal of the account on publishing as exit are mainly drawn from experiences of different writers, incipient publishers and publishing executives.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the research method employed for carrying out the study. It deals with the population of the study, sample and sampling method, research instruments used for the study, and data collection and data analysis procedures.

3.1 Research Method Adopted

Survey research method was adopted to carry out the study. The survey research method according to Osuala (2005) is the one in which a phenomenon, group of people or items are studied by collecting and analysing data from a sample considered to be representative of the entire group under study. Furthermore, survey research, studies both large and small populations by selecting and studying samples chosen from the populations to discover the relative incidence, distribution and interrelations of sociological and psychological variables. This method as observed by Osuala (2005), offers flexibility and versatility

3.2 Population of the study

The population of the study comprises of trade book publishing houses in Nigeria. The book publishing houses that constitute the

population of study are selected from different parts of Nigeria. According to Amali (1999) by 1986, there were (53) trade book publishing houses in Nigeria. Also Oladele (1992) identified 131 publishers in Nigeria as at 1992.

Therefore, twenty six selected trade book publishers constitute the population of the study.

3.3 Sample size and Sampling Procedure

A sample size of forty (40) trade book publishing houses in Nigeria is was taken for this study. Using the purposive sampling technique forty (40) trade book publishing houses were selected from towns located in the Northern and Southern parts of Nigeria. The respondents for this study consisted of marketing managers, branch managers sales representatives of selected trade book publishing house in Nigeria.

3.4 Instruments for Data Collection

The instruments used to gather relevant data and information include documentary sources, questionnaire, observations and interviews. The primary instruments used to collect data are documentary sources and questionnaire. Interviews and direct observation were used to augment questionnaire and documentary

sources. According to Osuala (2005) surveys can be conveniently classified by the following method of obtaining information: personal interview, mail questionnaire, panel, telephone and a controlled observation. While documentary sources provided background information, the questionnaire would be used because it offers the ability to provide a uniform type of data from all the respondents. The use of unstructured interview was to solicit for additional information and authenticate data to be gathered through questionnaire. On site visits to selected book publishing houses was embarked on to get a first hand information.

3.4.1 Questionnaire

Two sets of questionnaires were designed for collecting the data for this study. These contain both unstructured and structured questions. The first questionnaire was meant for marketing managers and it is designed to solicit for general information, the book market, marketing strategies of book publishers, structure of the book market and marketing mix strategies. The last part of the questionnaire requested the book publishers to state their opinion on the marketing techniques, promotional tools and distribution channels being used and the responses of the Nigerian book market to their marketing efforts. The questionnaire was divided into three main sections. A part of the

question requested to know the opinion of respondents on how effective the marketing techniques of trade book publisher have been able to facilitate book availability and accessibility in the market.

The second questionnaire was meant for branch managers or sales representatives. It would covered general information on the respondents. It also solicited their opinions on current marketing strategies being employed by book publishing houses in Nigeria. The unstructured interview was used to elicit additional and authentic information which may not be provided through questionnaire. This threw more light and offer clearer explanation on some of the questions contained in the questionnaire.

3.5 Procedure for Data Collection

Questionnaires were administered on the marketing managers of the forty (40) book publishing houses spread across Nigeria. Research were engaged to distribute questionnaires to some of the respondents while the researcher personally administered some to majority of the respondents. The method used in distributing the questionnaires provided the researcher with the opportunity to establish rapport with respondents and to clarify certain issues on the study.

3.6 Procedure for data Analysis

The data gathered were analysed descriptively. Descriptive statistics such as percentages, tables were employed to analyse the data collected.

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CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter presents the data collected from the publishing companies and their sales personnel from different branches within the country. The two sets of data were presented together where they have common variables. The structure of the chapter consist of the demographic characteristics of the marketing managers and the sales representatives and branch managers of the publishing companies. These are presented in tables of frequencies and percentages. The other sections consisted of the analysis of the variables relating to the marketing strategies adopted by the publishing companies towards addressing the objectives of the study. The analysis and discussion are done in line with the research questions raised in the study.

4.2 Response Rate

Out of the 100 number of questionnaire distributed in the ratio of 40 to marketing managers/executives and 60 to sales representatives or marketing officers respectively, 26 (65%) and 43 (71.6%) were returned duly completed. The response rate is presented in Table 4.1 below.

Table 4.1: Response Rate

Respondents	No. of questionnaire administered	No. of responses	Percentage
Marketing Mangers	40	26	65
Sales Representatives	60	43	71.6
Total	100	69	69

From Table 4.1 above, it can clearly be seen that out of the 100 copies of questionnaire administered to the respondents, 69 were returned as duly completed. This represents 69% response rate. The high responses obtained were because the researcher painstakingly administered the questionnaires personally to the respondents.

4.3 Data Analysis

In this section, data collected for the study is analysed descriptively using frequency tables and percentages.

4.3.1 Descriptive Analysis

This section of data analysis presents the analysis and discussion of data collected from the research questions raised in the study.

4.3.2 Types of Marketing Strategies Employed by Book Publishers in Nigeria

One of the major question this study sets out to provide answer to is the identification of the type of marketing strategies employed by book publishers in Nigeria. In providing the answer to this question, the companies were simply asked to indicate the strategy they adopt as a policy. Furthermore, the opinion of managers and sales personnel working in these companies were sought as to the appropriateness of the strategy.

A variety of strategic options are available to a firm. Schewe (1987) identified the low-cost strategy, differentiation and focus strategy as the three generic strategies. However, he explained four other specific strategies each with its unique features.

Market leader strategies: A market leader is the firm with a dominant market share that sets the pace for the other firms in that market or line of business. The dominant firm's goal is to stay on top. Majority of the book publishing companies in Nigeria indicated that they desire to be at the top hence they employ this marketing strategy.

Challenger strategies: Firms that strive to take away some portion of the market leader's share are challengers. They employ direct attack or backdoor strategies to penetrate the market. For example, coca-cola, Pepsi experience in the soft drink market is being pursued in the

marketing of other products like books. In the Nigerian book publishing industry, the few new entrants into the market employ this strategy in order to have a good share of the market leader's customers to patronize them.

Follower strategies: This marketing strategy also referred to as "me too" strategy. According to Schewe (1987) where the firm's product is standardized, and when there is little opportunity to differentiate among competitors' products, or when consumers are highly sensitive to price, this strategy is adopted. Market positioning is appropriate in this kind of situation for a firm that desire to remain in business.

Market Nicher strategies: In almost every industry, there are a number of small firms that avoid direct dashes with larger competitors. These firms (sometimes called "nichers", from "market niche") use the focus strategy. Thus a nicher serves a market segment that has good growth prospects and in which the nicher's special talents provide some degree of competitive advantage. Nichers focus on quality product and low price to attract customers. In publishing, some publishers in India for instance employ this strategy to gain acceptability in the market.

Table 4.2 below shows the various marketing strategies adopted by book publishing houses in Nigeria.

Table 4.2: Types of Marketing Strategies Employed by Various Book Publishers in Nigeria

S/No.	Name of Publishers	Market Strategies			
		Market leader strategy	Market challenger	Market follower	Market niche strategy
1	University Press Plc, Ibadan	✓	-	-	-
2.	Macmillan Nig. Publishers Ltd, Lagos	✓	-	-	-
3.	Evans Brothers (Nig. Publishers) Ltd, Ibadan	✓	-	-	-
4.	African First (Nig) Ltd, Onisha	✓	-	-	-
5.	Bounty Press Ltd, Ibadan	✓	-	✓	-
6.	Delta Publications Nig. Ltd, Enugu	-	✓	✓	-
7.	Heinemann Educ. Books (Nig)	✓	-	-	-
8.	Gaskiya Corporation Ltd, Zaria	-	✓	✓	-
9.	Onibonoje Publishers Nig. Ltd, Ibadan	✓	-	-	-
10.	Spectrum Books Ltd, Ibadan	✓	-	-	-
11.	African University Press Ltd, Ibadan	✓	-	-	-
12.	Northern Nigerian Pub. Co. Ltd, Zaria	✓	-	-	✓
13.	Malthouse Press Ltd, Lagos	✓	✓	✓	✓
14.	Nelson Publishers Ltd, Lagos	-	✓	-	-
15.	Literamed Pub. Ltd, Lagos	✓	-	-	✓
16.	Longman Nig Plc, Lagos	✓	-	-	✓
17.	Pacific Publishers, Enugu	✓	-	-	-
18.	Fourth Dimensions Pub. Co. Ltd, Enugu	✓	-	-	-
19.	Gabelks Publishers Ltd, Ibadan	✓	-	-	✓
20.	Ahmadu Bello University Press, Zaria	-	✓	-	-
21.	Paramount Publishers, Benin City	-	✓	-	-
22.	Bells Publication, Yola	✓	✓	✓	✓
23.	Academic Press Ltd, Lagos	✓	✓	-	-
24.	Topdam Educ. Publishers Ltd, Abeokuta	✓	✓	-	✓
25.	Abic Books and Equipment, Enugu	-	-	✓	-
26.	Ethiope Publishing Corporation, Benin City	-	-	-	-
	Total	19	9	6	7

A company's marketing strategy is a plan which shows where the company is heading and how it is moving towards achieving set objectives. It specifies series of manoeuvres designed to obtain desired results. Findings in this study as shown in Table 4.2 above confirms the

prominent place that book publishers in Nigeria give to the choice and application of marketing strategies as competitive weapon. It was revealed that majority of the book publishers 19 (73%) desire to be the market leader in the Nigeria book market. The implication of this, is that this would engender innovativeness that is required to reposition the industry towards meeting the high national book demand.

This explains the intense competition among book publishers in the Nigerian book market as each tries to have an edge over the other. Interestingly the competition in the book publishing industry has made the search for new markets more challenging. The implication of this is the desire of each of the book publishers to adopt winning marketing strategies.

Having identified the types of marketing strategies adopted by each of the respondents, the study went further to identify the marketing strategies.

4.4 Reasons for Choice of Marketing Strategies by Book Publishers

The choice a company makes and the reason for such choice is a critical factor for success in the marketing of any product. The adoption of marketing strategy is determined by so many reasons. Among these reasons are the environmental factors, sales objectives and strategies

adopted by other competitors in the market. Others include the need to increase market share and the penetration into new markets. Table 4.4 below presents the reasons that determine the choice of marketing strategies by marketing managers of book publishing houses in Nigeria.

Table 4.3: Reasons for the Choice of Marketing Strategies by Marketing Managers

S/No	Reasons for choice of strategies	Strongly agreed %	Agreed %	Undecided %	Disagreed %	Strongly disagreed %
1.	Environmental factors	13(50.0)	6(23.1)	3(11.5)	1(3.8)	3(11.5)
2.	Marketing and sales objectives	12(46.2)	10(38.5)	-	4(15.4)	-
3.	Competitors' strategies	8(30.8)	8(30.8)	2(7.6)	3(11.5)	5(19.2)
4.	Increasing market shares	9(34.6)	6(23.1)	-	-	11(42.3)
5.	Penetration into new market	11(42.3)	8(30.8)	-	7(26.9)	-

As observed in the above Table, 22(84.7%) of the publishers were of the opinion that marketing and sales objectives are high in their criteria for selecting their strategies. This implies that the companies use the marketing and sales objectives to determine the strategies they employ in the execution of their businesses. A company's marketing strategy provides some guidelines for competitive warfare that will direct the actual activities of the organization. Environmental factors also has a high score of 19(73.1%) among these criteria. The advent of audio-books, electronic publishing and sales of books via the internet

4.5. Factors Determining the Choice of Marketing Strategies

The researcher tried to find out the factors determining the choice of marketing strategies by book publishing companies in Nigeria. In this light, the responses of marketing managers on factors determining the choice and adoption of marketing strategies by book publishing companies in Nigeria are presented in Table 4.4 below.

Table 4.4: Factors Determining Choice of Marketing Strategies

Factors	Strongly agreed %	Agreed %	Undecided %	Disagreed %	Strongly disagreed %
General company objectives	22(84.6)	2(4.7)	1(2.3)	1(2.3)	-
Competitors marketing strategies	20(76.2)	4(9.3)	-	1(2.3)	1(2.3)
Marketing tactics	18(96.2)	4(9.3)	4(9.4)	-	1(2.3)
Increasing profitability	23(88.4)	1(2.3)	-	1(2.3)	3(7.0)
Attracting and retaining new customers	14(53.8)	7(26.9)	1(2.3)	1(2.3)	3(7.0)

As would be expected, majority of the respondents felt that general company objectives 24 (92.2%) and increasing profitability 24 (92.2%) are the main factors guiding the strategies adopted by the publishing companies in the execution of their business. Similarly, as shown in the table above, 21 (80.7%) of the respondents equally rated highly the factor of attracting and retaining new customers as one of the major considerations behind the strategies adopted by the publishing companies.

Since strategies chart the way that business outfits conduct their businesses, it is imperative to identify the factors which has impact on the realisation or achievement of set objectives. An understanding of the symbiotic relationship between marketing strategies company objectives and competitors marketing strategies is necessary in this respect.

This outcome is not surprising as the general company objectives should provide the basis for the choice and application of marketing strategies aimed at achieving set objectives.

4.6 Types of Promotional Methods Employed by Book Publishers in Nigeria

The type of promotional method employed by a firm to inform, persuade and remind buyers of a given product plays significant role in the performance of the product in the market. As a strategic choice and tactical decision, various promotional methods are employed by book publishers.

Companies employ various promotional methods to create awareness, inform and persuade buyers to purchase their products. In the book publishing business, especially in the area of marketing books, employing the appropriate promotional method to reach different kinds

of customers is as challenging as making a book appealing to the market.

Essentially, there are promotional methods which book sellers has always employed to announce the arrival of new and old titles. It is interesting to note that even with the advent of information and communication technology, these promotional methods are still relevant to the marketing of books in Nigeria.

Table 4.5 below shows the rating of the promotional methods adopted by book publishers in Nigeria.

Table 4.5: Types of Promotional Methods Employed by Book Publishers

S/N	Name of Publishers	Promotional Methods									
		Media reviews	Exhibition/book fair	New arrival list	Trade announcements	Sales representative calls	Direct mail advertising	Complimentary copies	Window/shop display	Radio/television	Posters/publishers catalogue
1	University Press Plc, Ibadan	√	√	√	-	√	√	√	√	-	√
2.	Macmillan Nig. Publishers Ltd, Lagos	√	√	√	√	√	√	√	√	-	√
3.	Evans Brothers (Nig. Publishers) Ltd, Ibadan	√	√	-	√	√	-	√	√	√	√
4.	African First (Nig) Ltd, Onitsha	-	√	√	√	√	√	√	√	√	-
5.	Bounty Press Ltd, Ibadan	-	-	-	-	√	-	√	-	√	√
6.	Delta Publications Nig. Ltd, Enugu	√	-	-	-	√	√	√	-	-	√
7.	Heinemann Educ. Books (Nig)	-	√	√	-	√	-	-	√	√	√
8.	Gaskiya Corporation Ltd, Zaria	-	-	-	-	-	-	√	-	-	√
9.	Onibonaje Publishers Nig. Ltd, Ibadan	-	-	-	-	√	√	-	√	√	√
10.	Spectrum Books Ltd, Ibadan	√	√	√	√	√	√	-	-	-	√
11.	African University Press Ltd, Ibadan	-	√	√	-	√	-	-	√	-	√
12.	Northern Nigerian Pub. Co. Ltd., Zaria	-	-	-	-	√	-	√	-	-	-
13.	Malthouse Press Ltd, Lagos	√	-	√	-	√	√	√	√	√	√
14.	Nelson Publishers Ltd, Lagos	-	-	√	-	√	√	-	-	-	√
15.	Literamed Pub. Ltd, Lagos	-	√	-	-	√	-	-	√	√	√
16.	Longman Nig Plc, Lagos	√	√	√	√	√	-	√	√	-	√
17.	Pacific Publishers, Enugu	-	-	√	-	√	√	-	√	√	√
18.	Fourth Dimensions Pub. Co. Ltd, Enugu	√	√	-	√	√	-	-	√	√	√
19.	Gabelks Publishers Ltd, Ibadan	-	-	√	-	-	√	√	√	-	√
20.	Ahmadu Bello University Press, Zaria	-	-	√	-	√	-	√	√	-	√
21.	Paramount Publishers, Benin City	-	√	√	-	√	√	√	√	-	-
22.	Bells Publication, Yola	-	-	-	-	√	-	√	√	-	-
23.	Academic Press Ltd, Lagos	√	√	-	√	√	-	√	√	√	√
24.	Topdam Educ. Publishers Ltd, Abeokuta	-	-	-	-	√	-	-	√	-	-
25.	Abic Books and Equipment, Enugu	√	-	-	-	√	√	-	-	√	-
26.	Ethiope Publishing Corporation, Benin City	√	√	√	√	-	√	√	-	-	√
	Total	11	13	14	8	23	13	16	18	11	20

Finding on the various promotional methods employed by book publishers as indicated in Table 4.5 above shows that 23 (88.5%) of the companies studies see sales Representative calls as one of the most popular method of promotion. The use of publishers catalogue 20 (76.9%) and Window/shop display 18 (69.2%) were equally identified among the highly rated method of promotion employed by book publishers in Nigeria.

The findings here conforms the researcher's observation on the field of the high level of involvement of sale representatives in the book promotion chain in the Nigeria book market. However, the high cost associated with this method has implication for the final price of books in the market. But as Amanda (2006) observed, the publishing business has changed over the years and it has become more important for publisher to communicate with their existing and potential market through sale representation (various promotional methods).

4.7 Promotional Tools Employed by Book Publishers in Nigeria

With regard to the choice and application of promotional tools employed by the book publishing companies, the opinions of sales representatives were sought. Being the operatives on the field, they are in the best position to assess the effectiveness or otherwise of these

tools. The opinions of the sales personnel are presented in Table 4.6 below.

Table 4.6: Sale Personnel's Opinions on the Promotional Tools Employed by the Book Publishers

S/No	Promotional tools	Most Useful %	Useful %	Undecided %	Not Useful %	Not Useful at all %
1.	Personal selling	30(69.8)	11(25.6)	-	2(4.7)	-
2.	Advertising	2(4.7)	24(55.8)	4(9.4)	13(30.2)	-
3.	Sales promotion	2(4.7)	24(55.8)	-	11(25.5)	6(13.9)
4.	Publicity	1(2.3)	12(27.9)	3(6.9)	27(62.7)	-

As shown in the above table, personal sales 41 (95.4%) of publications was ranked as the most useful tool of promoting books. This position is in agreement with earlier responses on the promotional methods obtained from the marketing managers as discussed in table 4.5. The high score obtained under personal selling has justified the use of sales representatives to reach out to customers. This indicates that at the level of execution, the appropriate tool is being employed to achieve the objectives of the chosen promotional method.

It is not surprising that personal selling, which involves the use of sales personnel to sell books is the predominant tool being used to dispose of published books. When this is related to the findings on the promotion methods as reported in Table 4.5 where it was discovered that

the use of sales representatives was considered above other methods, it has become glaring that most book publishers in Nigeria still use the traditional methods of selling books. It is anticipated that as more book publisher begin to embrace e-publishing, the use of the internet for book selling would become acceptable.

However, the implication of this is that the cost of selling books becomes high as a result of the high personnel costs associated with engaging many sales representatives. This cost is eventually transferred to the buyer. Invariably, this contributes to the high cost of books in the Nigeria market. Since a company's marketing strategy also focuses on the choice of appropriate pricing strategy, book publishers in Nigeria cannot overlook the aspect of book pricing and cost and their implication for higher patronage by buyers.

4.8 Contribution of Marketing Strategies to the Achievement of Marketing Objectives

The third objective was to identify the various ways that the chosen marketing strategy contributed to the achievement of marketing objectives. To achieve this, the opinion of marketing managers and sales representatives were sought. Table 4.7 below presents the data collected.

Table 4.7: Analysis of the Opinions of Marketing Managers and Sales Representatives on the Contributions of Marketing Strategies Towards the Achievement of Publisher's Objectives

S/No	Marketing Strategies	Respondents									
		Marketing Managers					Sales Representatives				
		SA%	A%	UD%	D%	SD%	SA%	A%	UD%	D%	SD%
1.	Points the direction to marketing efforts	16(61.5)	7(26.9)	2(7.7)	1(3.8)	-	24(55.8)	13(30.2)	3(7.0)	3(7.0)	-
2.	Facilitates choice of tactics	12(46.2)	10(38.5)	3(11.5)	1(3.8)	3(11.5)	12(27.9)	22(51.2)	-	1(2.3)	8(18.6)
3.	Keeps us ahead of competitors	16(61.5)	6(23.1)	-	1(3.8)	3(11.5)	26(60.5)	11(25.6)	-	6(14.0)	-
4.	Ensures effective book distribution	12(46.2)	9(34.6)	-	2(7.7)	-	21(48.8)	18(41.9)	-	1(2.3)	3(7.0)
5.	Ensures effective promotion of books	13(50.0)	8(30.8)	-	2(7.7)	3(11.5)	18(41.9)	19(44.2)	-	2(4.7)	4(9.3)
6.	Facilitates the choice of marketing mix	10(38.5)	11(42.3)	-	1(3.8)	4(15.4)	20(46.5)	16(37.2)	2(4.6)	5(11.6)	-
7.	Facilitates execution of marketing activities	14(53.8)	10(38.5)	-	2(7.7)	3(11.5)	20(46.5)	19(44.2)	-	-	4(9.3)
8.	Facilitates in the coordination of marketing activities	10(38.5)	11(42.3)	-	1(3.8)	4(15.4)	23(53.5)	15(34.9)	-	5(11.6)	-
9.	Ensures the identification of marketing segment to penetrate	9(34.6)	11(42.3)	2(7.7)	1(3.8)	3(11.5)	23(53.5)	14(32.6)	3(7.0)	1(2.3)	2(4.6)
10.	Facilitates market positioning	9(34.6)	11(42.3)	-	3(3.8)	5(19.2)	19(44.2)	18(41.9)	-	6(14.0)	-

Essentially, a company's choice and application of marketing strategies is done to facilitate the achievement of set objectives, from the table above, 23 (68.4%) of the marketing managers and 37 (86%) of the sales representatives opined that the marketing strategies adopted by the book publisher points the direction to marketing efforts.

With regards to how the application of marketing strategies ensures effective promotion of books, 13 (50.0%) of the marketing managers and 18 (41.9%) of the sales representatives were of the opinion that effective promotion is ensured by the marketing strategies adopted by the companies. This goes to show that not matter the quality of a book, it has to be promoted. And this activity is guided by a company's choice and application of promotion method and tools which have strategic implications.

Concerning the execution of marketing activities 14 (53.5%) of the marketing managers and 20 (46.5%) sales representatives respectively opined that the application of the marketing strategies chosen by their companies facilitates the execution of marketing activities, a given marketing strategy and executing same toward a desired end.

The implication of the findings here is that the two groups of respondents e.g. the marketing managers and the sales representatives agreed about how the application of marketing strategies goes to ensure

the achievement of set objectives. Achumba and Effiong (1998) affirmed that strategic marketing emphasis is a major determinant of a firm's long run success and differential advantage in any marketing environment. This is more germane to the book publishing business where competition is intense. This is because the basis for a firm's choice and application of any marketing strategy is to achieve success and obtain differential advantage in marketing.

4.9 The Distribution Channels Used by Book Publishers to Reach the Market

The fourth objective of this study was to identify the types of distribution channels used by the book publishers to distribute books to various segment of the market in Nigeria. In line with this, the marketing managers of book publishing companies were asked to indicate the frequently used distribution channels as well as their opinion as to the suitability of the channels. Table 4.8 below shows the responses.

Table 4.8: Analysis of the Opinions of Marketing Managers and Sales Representatives on the Usefulness of Distribution Channels

S.No	Distribution Channels	Marketing Managers					Sales Representatives				
		Most useful %	Useful %	Undecided %	Not useful %	Not useful at all %	Most useful %	Useful %	Undecided %	Not useful %	Not useful at all %
1.	Wholesaler	10(38.5)	9(34.6)	3(11.5)	4(15.3)	-	9(20.9)	16(37.2)	-	16(37.2)	2(4.6)
2.	Retailer	8(30.8)	11(42.3)	-	7(26.9)	-	9(20.9)	21(48.8)	-	13(30.2)	-
3.	Bookshops	15(57.7)	10(38.5)	-	1(3.8)	-	24(55.8)	18(41.9)	-	1(2.3)	-
4.	Libraries	13(50.0)	8(30.8)	2(7.7)	3(11.5)	-	12(27.9)	20(46.5)	4(9.3)	9(20.9)	-
5.	Agents	14(53.8)	6(23.1)	-	3(11.5)	3(11.5)	15(34.9)	13(30.2)	-	7(16.3)	5(18.6)
6.	Schools	17(65.4)	6(23.1)	1(3.8)	2(7.7)	-	26(60.5)	13(30.2)	-	4(9.3)	-
7.	Book coordinator	2(7.7)	2(7.7)	-	16(61.5)	6(23.1)	9(20.9)	18(41.9)	-	10(23.2)	6(13.9)
8.	Mass distribution companies	9(34.6)	4(15.4)	-	9(34.6)	4(15.4)	4(9.3)	10(23.2)	5(11.6)	24(55.8)	-
9.	Mobile booksellers	2(7.7)	15(57.7)	-	6(23.8)	3(11.5)	7(16.3)	18(41.9)	-	18(41.9)	-
10.	Direct sales to individuals	8(30.8)	13(50.0)	-	5(19.2)	-	16(37.2)	16(37.2)	-	11(25.6)	-

From the Table 4.8 above, it can be seen that book publishers employs various distribution channels to get books to the customers. According to the opinions of the marketing managers, bookshops 25 (96.2%) and schools 26 (88.5%) stands out as the most useful distribution channels used by book publishers in Nigeria. In the same vein, the opinion of sales representatives on the usefulness of the distribution channels being used by book publishers in Nigeria indicate that Bookshops 42 (97.7%) and schools 39 (90.7%) ranked as the most useful channels.

The findings above correlate with an earlier finding by Momoh (2006) in which he revealed that Bookshops and schools are the two most useful outlets for the distribution of books in Nigeria.

These were closely followed by distribution through libraries 21 (80.8%) and 32 (74.4%) and Direct sales to individuals 21 (80.8%) and 32 (80.4%) as indicated by marketing managers and sales representatives respectively.

The implication of this finding is that even though the book market in Nigeria is large, the distribution outlets are not evenly spread across the country. Coupled with the fact that most of the Book publishing companies are concentrated in the southern part of the country than in the northern part, the imperative is to employ aggressive distribution methods to each customer located far away from the point of publication.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter contains the summaries of the study and major findings resulting from the data analysed. Conclusion is drawn and recommendations are also made based on the findings of the study.

5.2 Summary of the Study

The study essentially, investigated the type of marketing strategies employed by book publishers in Nigeria, and to determine whether there are differences in the marketing strategies of book publishers in Nigeria. Also, investigated was the marketers' criteria for the choice of marketing strategies and the ways in which chosen strategies facilitates the achievement of company objectives.

In order to achieve the objectives of the study, five research questions were stated. Furthermore, the study adopted survey research method. Questionnaire, oral interview, direct observation and documentary sources are the instruments used for data collection.

The population of the study was made up of selected book publishers in Nigeria. The subjects of study were the marketing managers and sales executives of selected book publishing companies in Nigeria. Purposeful sampling technique was adopted for determining

the choice of marketing strategies of each of the forty marketing managers and sixty sales representatives drawn from twenty six (26) book publishing firms in Nigeria.

The marketing manager's questionnaire was patterned after the five research questions which sought to identify the type of marketing strategies employed by book publishers in Nigeria, find out ways in which marketing strategies contributed to the achievement of company objectives, types of promotional methods and tools employed, how the distribution channels are used by the publishers to reach variably segments of the market and the effect of marketing strategies on the achievement of company objectives.

The second questionnaires were for the sales representatives selected from book publishers across Nigeria. The questionnaire sought to elicit responses on the degree of emphasis the publishing companies place on the application of marketing strategies, how marketing strategies contributed to the achievement of se objectives. Oral interviews were also held with the marketing managers and sales representatives. In addition, official documentary sources of the book publishing houses were consulted for additional information to complement the responses to the questionnaire and interviews.

Also, the questionnaires that were returned by the marketing managers and sales representatives were analysed descriptively. The

first part of the analysis of the responses by the marketing managers and sales representatives has to do with frequency distribution, and this was done descriptively.

5.3 Summary of Findings

The following are the summary of the major findings of the study:

1. The study revealed that book publishers in Nigeria employ various marketing strategies in the conduct of their business. However, the study discovered that 19 (73.1%) and 9 (34.6%) companies aspire to be in the position of marketing leader and challenger respectively.
2. The opinions of sales representatives and that of marketing managers were along the same direction as 69.7% of the sales representatives agree with marketing managers on the marketing strategies adopted by their companies.
3. On the criteria for the choice of marketing strategies, the marketing managers identified marketing and sales objectives 22 (84.7%) and environmental factors 19 (73.1%) as the major determinants. This is not surprising, since a company's internal and external environmental factors impact on the direction of its activities especially marketing and sales functions.

4. Concerning the level of emphasis placed on marketing strategies by book publishing houses in Nigeria, the study revealed that general company objective attracting a response of 24 (92.2%) and the need to increase profitability and retain new ones ranked top.
5. The findings on the usefulness of promotional tools used by the publishers showed that personal selling accounts for the most useful tool. This is why the book publishing companies engage sales representatives a lot.
6. With regards to the types of promotional methods used by the publishing companies, it was discovered that the use of sales representatives was ranked high by marketing managers.
7. The opinion of marketing managers and sales representatives on the contribution of marketing strategies on the company's achievement of set objectives indicate that majority of the respondents 61.5% agreed that it gives directions to marketing efforts and kept them ahead of competitors. The opinions of the marketing managers and sales representatives were unanimous on this.
8. Findings on the effectiveness of distribution channels used by book publishers shows that respondents consider Bookshops and Schools as the most effective. Coincidentally, the

opinions of marketing managers and sales representatives on this aspect is not different.

9. The study found out that the views and opinions of marketing managers and those of sales representatives on the marketing, promotion and distribution strategies of book publishers in Nigeria were generally in agreement.

5.4 Conclusion

From the findings of the study, the following conclusions were drawn:

In a nutshell, it has been discovered that book publishers in Nigeria employs various marketing strategies such as market leader strategy, market challenger strategy, market follower strategy and market niche strategy.

The analysis of the opinions of marketing managers and sales representatives on the criteria and appropriateness of chosen marketing strategies shows a high level of agreement.

With regards to the usefulness of promotional tools used and types of promotional methods employed by the publishers, personal selling and the use of sales representatives were considered most useful by both the managers and sales representatives respectively.

On the contribution of chosen marketing strategies to the achievement of company objectives, 61.5% of the respondents agreed that it gives direction to marketing activities and keep them ahead of competitors.

The opinions of marketing managers and sales representatives on the usefulness of distribution channels employed by bok publishers were generally unanimous.

5.5 Recommendations

On the basis of the findings of this study and the conclusions drawn, the following recommendations are put forward:

1. For more effective distribution of books, publishers should open book depots in all parts of Nigeria. This would ease access and go a long way to improve availability of books.
2. Publishers and printers in Nigeria should pool resources together to stimulate and expand the marketing and distribution of published books. This would bring about brighter prospects for book publishers in Nigeria.
3. By size, the Nigeria book market is large, and to satisfy the market, book sellers should be more coordinated and aggressive in pushing books to all parts of the country.

4. To improve availability and access to published books, publishers in Nigeria should integrate information and communication technology to their activities. They should explore electronic publishing and the marketing of books via the internet.
5. On the part of the government, the paper manufacturing companies at Jebba, Iwoopin and Oku-Iboku should be reactivated to ensure sustainable production to feed local printing and publishing industries. This would go along way to reduce cost of publishing and make books affordable to the people.
6. The National book development commission should be given the mandate to work with other stakeholders. Legal backing should be given to the National book policy to ensure quality and standard. This would go along way to checking the criminal activities of pirates and copyright offenders.

5.6 Suggestions for Further Study

Further investigation into the following areas is needed.

In the course of carrying out this study, interaction with marketing managers revealed that the consumers see books produced in Nigeria as being priced above what they can afford. It is therefore necessary to

investigate the pricing strategies of Book Publishing Companies in Nigeria and its implication for patronage of books published in Nigeria.

The nefarious activity of book pirates is another major concern expressed by marketing operatives in the book publishing houses. A study on the techniques of curtailing and preventing piracy in Nigeria is suggested for further investigation as well.

Also, inability to embrace electronic publishing and the challenges this poses to book publishing firms in Nigeria is worthy of further investigation.

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APPENDIX I
QUESTIONNAIRE

Dept. of Library & Information,
Ahmadu Bello University,
Zaria.
5th October, 2006.

**QUESTIONNAIRE ON “MARKETING STRATEGIES OF
SELECTED BOOK PUBLISHERS IN NIGERIA”**

Dear Sir/Madam,

I am a postgraduate student of the above mentioned institution conducting a research on the “Marketing Strategies of selected book publishers in Nigeria”.

Kindly spare sometime to fill the questionnaire which has been designed to collect data for the study.

This exercise is purely academic and data collected shall be treated with strict confidentiality.

Thank you for your co-operation.

Yours faithfully,

Johnson E. Akpena
M.L.S Research student

**QUESTIONNAIRE FOR BRANCH MANAGERS/SALES
REPRESENTATIVES ON THE STUDY OF MARKETING
STRATEGIES OF SELECTED BOOK PUBLISHERS IN
NIGERIA**

SECTION A: BACKGROUND INFORMATION

1. Gender: Male [] Female []
2. Rank of respondent
3. Qualification (please tick [] your highest qualification)
 - i. OND/NCE/HND []
 - ii. B.A/B.Sc/B.ED []
 - iii. M.A/M.Sc/M.ed []
 - iv. Ph.D/D.Sc []
4. For how long have you been working with the company?
 - a. 1 - 5 years []
 - b. 6 - 10 years []
 - c. 11 - 15 years []
 - d. 16 - 20 years []
 - e. Above 20 years []
5. Name of publishing house.....
6. Location of head office of the Company.....

SECTION B: MARKETING STRATEGIES

7. Which of these best describes your company's marketing strategy.

Please tick Yes or No accordingly.

	Marketing Strategies	Response	
		Yes	No
A.	To become a market leader		
B.	To challenge the market leader.		
C.	To become a market follower		
D.	To create a niche in the market		

8. What are the factors determining choice of marketing strategies?

	Factors	Very high	High	Undecided	Low	Very low
a.	General company objectives					
b.	Marketing strategies					
c.	Marketing tactics					
d.	Increased profitability					
e.	Attracting and retaining new customers					

9. Express your level of agreement on the statement of items below

Statement on ways that marketing strategies contributed to the achievement of book publisher's objectives						
	Marketing strategies	SA	A	UD	D	SD
1.	Points the direction to marketing effort.					
2.	Facilities choices of tactics.					
3.	Keeps us ahead of competitors.					
4.	Ensures effective distribution of books.					
5.	Ensures effective promotion of books.					
6.	Facilitates the choice of marketing mix.					
7.	Facilitates planning and implementing of marketing activities.					
8.	Facilitates the coordination of marketing activities.					
9.	Ensures the identification of market segment to operate.					
10.	It facilitates marketing positioning.					

10. By your own assessment, do you consider your company's marketing strategies as appropriate? Yes [] No []

SECTION C: GENERAL COMMENTS AND SUGGESTIONS

11. In your own assessment, how would you rate the level of application of marketing strategies by your publishing house?

12. What are the problems associated with marketing, promotion and distribution of books in Nigeria?

14. General comments:-----

QUESTIONNAIRE FOR BOOK PUBLISHING MANAGER

SECTION A: BACKGROUND INFORMATION

1. Name of publishing company.....
2. Location of head office of the company.....
3. Does the company have branches? Yes [] No []
4. If yes, please give the number of branches.....
5. Gives number of titles published in a year.....
6. Designation of respondent. Please tick [] appropriately
 - a. Marketing Manager []
 - b. Sales Manager []
 - c. Depot Manager []
 - d. Distribution Manager []
 - e. Marketing Executive []

SECTION B: MARKETING STRATEGIES

7. Which of these best describes your company's marketing strategy.
- Please tick Yes or No accordingly.

Marketing Strategies		Yes	No
A.	To become a market leader.		
B.	To challenge the market leader.		
C.	To become a market follower.		
D.	To create a niche in the market.		

8. What are the reasons for the choice of marketing strategies? Please rate accordingly

	Reasons for choice of strategies	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
a.	Environmental factors.					
b.	Marketing and sales objectives.					
c.	Competitors strategies.					
d.	Increasing market share					
e.	Penetration into new market.					

9. Express your level of agreement on the statement of items below

Statement on ways that marketing strategies contributed to the achievement of book publisher's objectives						
	Marketing strategies	SA	A	UD	D	SD
1.	Have better direction to marketing efforts					
2.	Facilitates choices of tactics.					
3.	Keeps us ahead of competitors.					
4.	Ensures effective distribution of books.					
5.	Ensures effective promotion of books.					
6.	Ensure facilitate choice of marketing mix					
7.	Facilitates planning and implementing of marketing activities.					
8.	Facilitates the coordination of marketing activities.					

9.	Ensures the identification of market segment to operate.					
10.	It facilitates marketing positioning.					

10. Please tick appropriately against the following promotional method you use to create awareness of your published titles.

	Promotional methods	Most Useful	Useful	Undecided	Not Useful	Not Useful at all
1.	Media review					
2.	Exhibition/book					
3.	New arrival list					
4.	Trade announcement					
5.	Sales representative calls					
6.	Direct mail advertising					
7.	Sample/complimentary copies					
8.	Window/shop display					
9.	Radio/television advertising					
10	Posters publisher					

.	catalogues					
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11. How would you rate the usefulness of the following distribution channels?

	Distribution channels	Most Useful	Useful	Undecided	Not Useful	Not Useful at all
1.	Wholesalers					
2.	Retailers					
3.	Bookshops					
4.	Libraries					
5.	Agents					
6.	Schools					
7.	Subscription					
8.	Mass distribution companies					
9.	Mobile booksellers					
10.	Direct sales to individual					

12. Which of these promotional tools is most useful in your promotional campaign?

	Promotional tools	Most Useful	Useful	Undecided	Not Useful	Not Useful at all
1.	Personal selling					
2.	Advertising					
3.	Sales					
4.	Publicity					

13. Which of the following factors determine the company's choice of mass media for promotional activities?

		Cost	Reach	availability	Performance	convenience
1.	Radio					
2.	Television					
3.	Newspaper					
4.	Journal/magazine					

14. Do you use distribution channels to get books to consumers?

Yes [] No []

15. How could you rate the usefulness of the following distribution channels?

	Distribution channels	Most Useful	Useful	Undecided	Not Useful	Not Useful at all
1.	Wholesalers					
2.	Retailers					
3.	Bookshops					
4.	Libraries					
5.	Agents					
6.	Schools					
7.	Subscription					
8.	Mass distribution companies					
9.	Mobile booksellers					
10.	Direct sales to individual					

SECTION C: GENERAL COMMENTS AND SUGGESTION

16. What are the problems associated with the marketing, promotion and distribution of books in Nigeria?.....

.....

.....

17. General comments:.....

.....

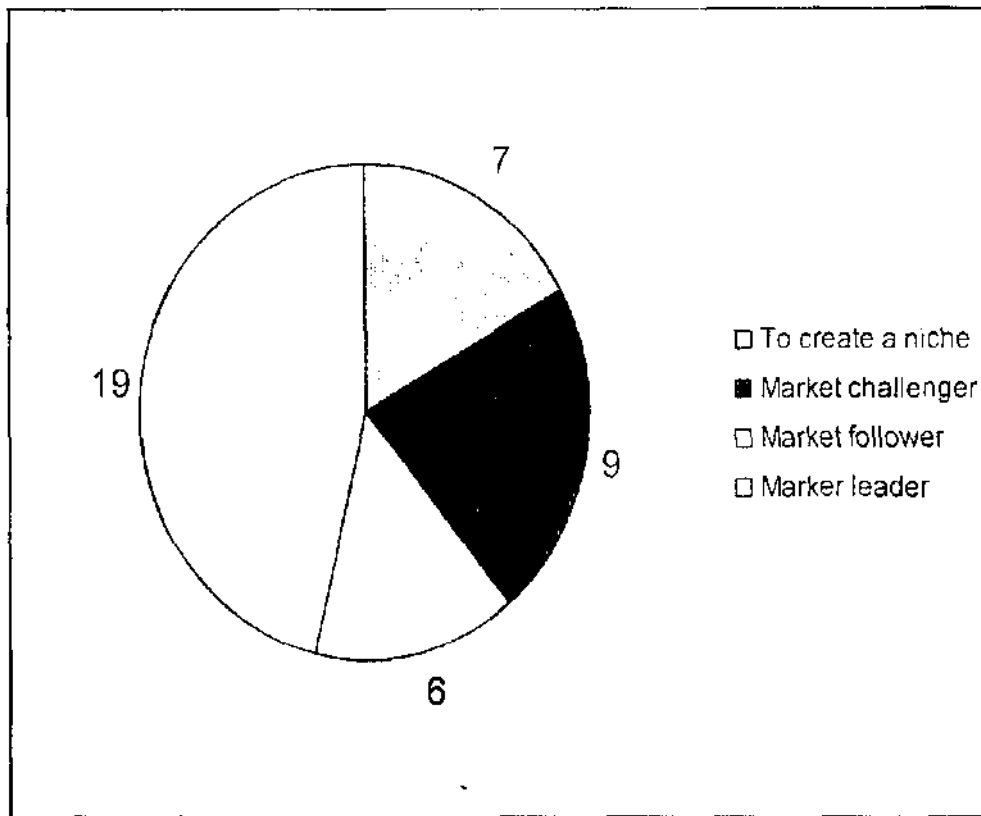


Fig. 1: Type of marketing strategies adopted by the book publishers

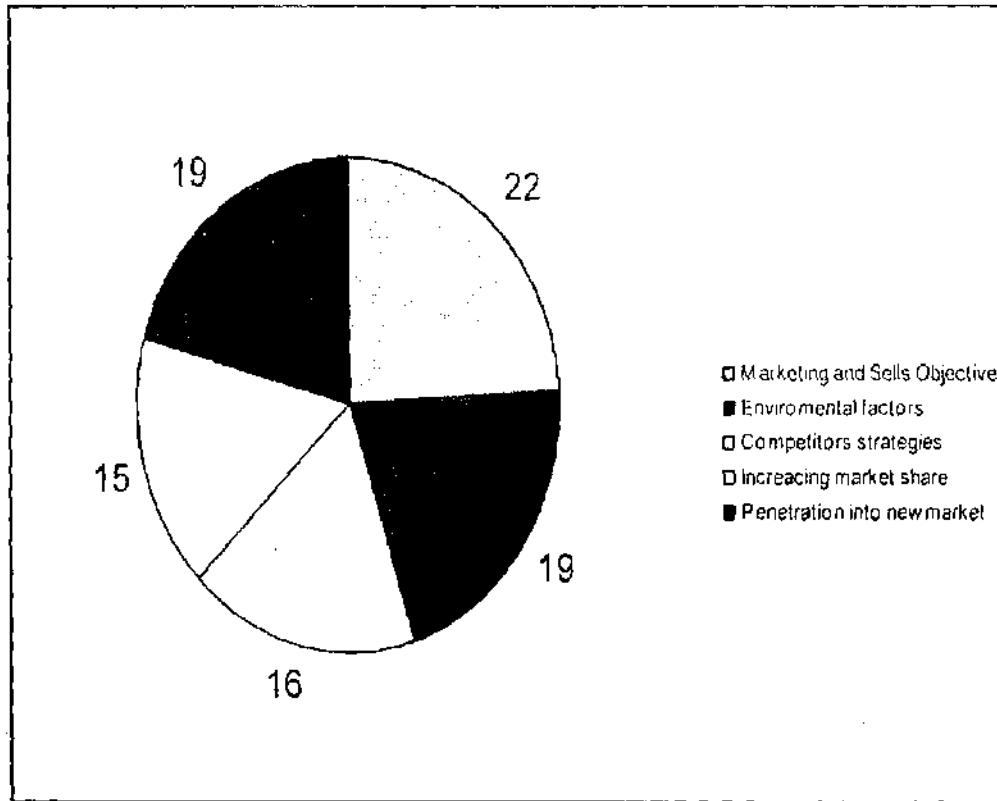


Fig. 2: Reasons for the choice of marketing strategies by book publishers

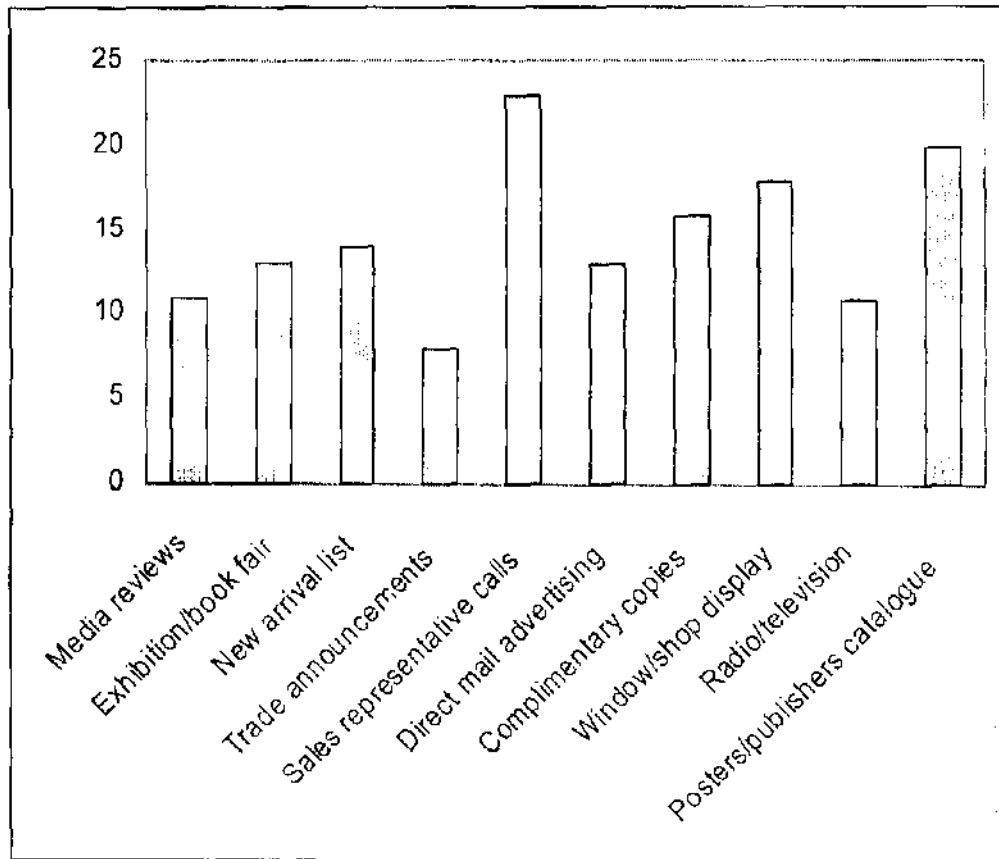


Fig. 3: Promotional Methods employed by Book Publishers to create awareness of their published titles

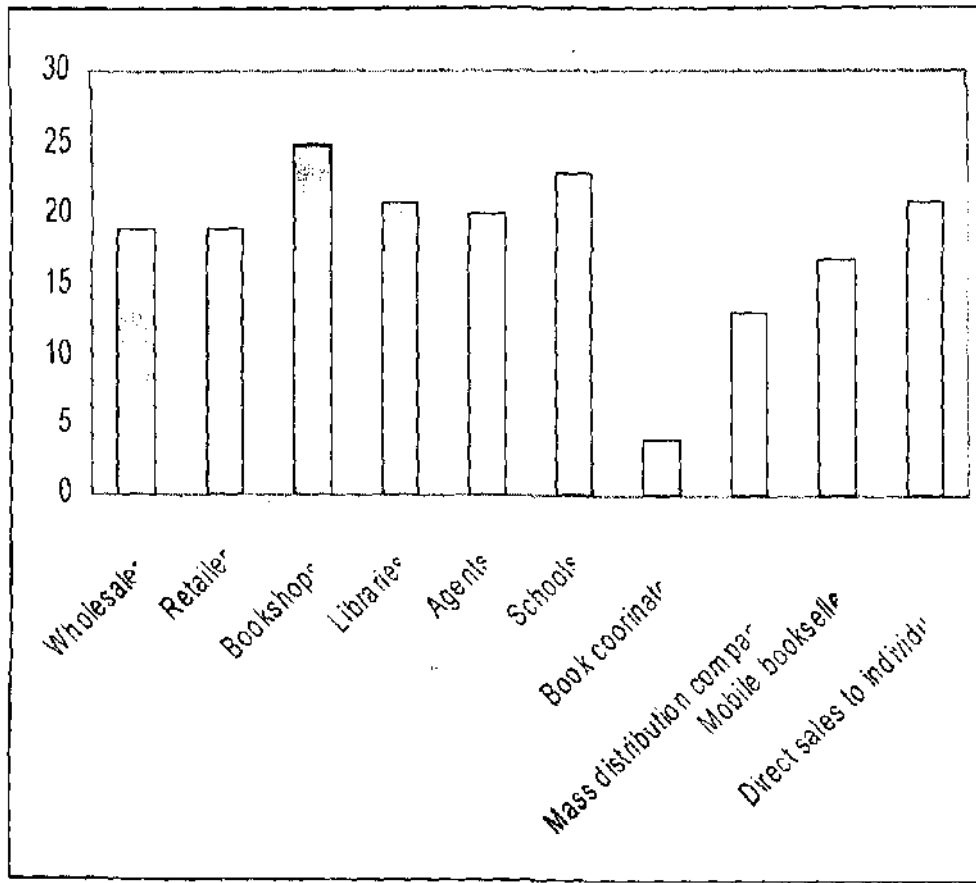


Fig. 4: Usefulness of Channels of Distribution used by the Book Publishers