TITLE PAGE

COMMUNICATION IN MARKETING PROMOTION:

A CASE STUDY OF KUDENDA INDUSTRIAL LAYOUT, KADUNA SOUTH, KADUNA

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BEING A PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOE, AHMADU BELLO UNIVERSITY, ZARIA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA)

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF ADMINISTRATION
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OCTOBER, 1998

DECLARATION

I hereby declare that this project is the product of my own efforts and that all various sources of information not original to the study have been duly acknowledged in the footnotes and references.

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15-10-1999
Signature & Date

CERTIFICATION

This project entitled "Communication in Marketing Promotion – a case study of Kudenda Industrial Layout, Kaduna South, Kaduna" by Babatunde Alokan meets the regulations governing the award of Master of Business Administration (M.B.A) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literacy presentation.

Supervisor	Signature & Date
Professor Usman A. Zahradeen External Examiner	17/07/2002 Signature & Date
Head of Department	18/4/00 Signature & Date
Dean, Post Graduate School	06/02/03 Signature & Date

DEDICATION

TO:

- The entire Alokans,

- Olabisi

and

- Generations Unborn.

ACKNOWLEDGEMENT

This work would not have been possible without the grace of God. His mercy and blessings cannot be equaled.

I appreciate the co-operation, advice and guidance of my Supervisor, Mallam – M. Y. Abubakar for painstakingly going through the draft with constructive suggestions. I disturbed him both in the office and at his residence, he never complained, I really appreciate his support. Mohammed Zubair (Alhaji Baba), you have been a wonderful friend and brother!

I am highly indebted to my parents: Pastor (Dr.) and Mrs J. A. Alokan and my brothers for their unflinching moral and financial support especially when 'all chips were down' during the unusual five and a half years duration of the programme. You are just wonderful.

My wife - Olabisi, whom I met in the course of the programme is a blessing that cannot be quantified. To God be the Glory!

My thanks to Mr. Olufemi O. Adewumi, the Permanent Secretary, Ekiti State Government Liaison Office, Abuja, who has been more than a boss. You are indeed a great inspiration! To all the members of staff of the Ekiti State Government Liaison Office Abuja, I appreciate your support.

I am also indebted to Mrs. S. A. Olatunbosun; Scholar Odimba; Hannah Ajayi; Ismailla El-Hassan; Mr & Mrs. John Oke; Mr & Mrs Idowu; Abdullahi Mohammed; Isaac Eni; and my other Friends in Zaria, Kaduna and Abuja. All these wonderful people have contributed in no small measure in making this project a reality. Finally, I appreciate the support and brotherliness of Mr. Soji Adewumi, Kunle Adetoro, and all members of staff of CCBC Limited, Abuja for a job well done.

May the good Lord bless you all.

ABSTRACT

As a result of the undefined gap in today's marketing structure amongst participants (Manufacturers, Middlemen and Consumer), it has become necessary to examine trie cause(s) of this gap and proffer probable solution at enhancing better level of communication flow between manufacturers and consumers and vice-versa. Tnis will no doubt ensure the basis of tbe entire marketing environment, reigns supreme.

In studying tbis problem, empbasis were placed on research methodology viz:- literature review of the subject, the general understanding of the concepts of promotion and communication, data presentation including personal interview and Questionnaire of some three selected manufacturing firms in Kudenda Industrial Layout in Kaduna South, Kaduna.

This study will no doubt assist marketers in the improvement of their products as well as increase the profit turnover rate of various firms.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Communication plays very vital role in the development of any Nation/Community, especially in the strength of its industrial sectors, societal development and marketing promotions. The survival, growth and profitability of any organisation – be it manufacturing or service industry is based on adequate and effective communication to channel information to the customers and outsiders dealing with the organisation. Communication then is a means of securing good marketing environment. Product planning, pricing and distribution are marketing activities that are performed mainly within the marketing structure/environment. Essentially an organisation, in its promotional activities cannot but communicate with its potential consumers on its production of goods & services.

Promotion is basically an exercise in communication. Executives who understand and grasp fully the concept of communication would, ipso-facto, manage credibly their firms promotional programs.

The word communication is derived from the Latin word 'communis', meaning 'common'. Thus when a person communicates, he is trying to establish a "commoness" with another person.

The chambers English Dictionary defined it as "a connecting passage; a channel of having something in, common with another, a means of

conveying one's meaning to others and exchanging information and ideas"[1]. This connotes the concept as an act of reaching out to others with the ultimate view of exchanging useful and constructive ideas for enhancement of skills.

The source, through the use of verbal or non-verbal symbols, sends a message through a channel to a receiver. Fundamentally, the communication process requires only four elements viz.:- a message, a sources of this; message, a communication channel; and a receiver. However, in practice, additional elements come into play. The information the sending sources wants to share must first be encoded into transmittable form, transmitted and then decoded by the receiver. Another element to be reckoned with is noise which is anything that tends to distort the message at any stage in the system.

The final element in the process – feedback – tells the sender whether the message was received and how it was perceived by the target. The feedback is also the basis for planning ahead. The sender learns how the communication may be improved by determining how well the message was received.

Basically, promotion in Nigeria is an exercise in information, persuasion and communication. These three are interwoven in the sense that to inform is to persuade and conversely a person who is persuaded is also being informed. More importantly, persuasion and information become more effective through some form of communication.

[1] The Chamber English Dictionary, W & R Chamber Limited Edinburgh, 1990, P.289

In line with systems approach, an organisation should treat all its promotional efforts as a complete sub-system within the total marketing system. This means co-ordinating sales forces activities advertising programs and other promotional efforts. Unfortunately, today's many Nigerian firms cannot boast along this line. These aforementioned activities are fragmented, as Advertising Managers and Sales force Managers are often in conflicts.

Essentially, for an effective marketing programme, the total promotional efforts must be co-ordinated to align with the product planning, pricing and distribution sub-system in a firm.

1.2 Statement of the Problem

The statement – "Nothing happens until somebody sells something" – expresses rather well the place of promotional activities in today's business scenes. Yet promotion is the most criticised of all the marketing activities –and perhaps deservedly so.

Without question. Some advertisement are misleading and salesmen act in poor taste of communication and promotion. However, we should not confuse the tool with the user. Misuses are not fault of promotion as a tool but of the people who use it improperly. Unfortunately, human beings by our very nature, blame the tool ourselves. A person who hammers a nail wrongly will blame the poor quality of the nail, or hits a finger and shifts the blame on the hammer. In as much as we don't just throw away the hammer having injured the fingers, so also should we realise the indisputable fact that we cannot discard marketing promotion and communication because some unscrupulous elements abused it in the Nigerian context.

Ordinarily, some factors are just assumed irrelevant and are thus not taken into cognisance in the course of producing and marketing some products. This has constituted in no small measure some unidentified gaps that cannot be bridged very easily unless certain hindering problems are addressed both by the manufactures and the ultimate consumers.

The problems statement of this project are as follows:-

(i) Do we have enough communication flow from producer to the consumer and vice-versa?

(ii) How effectively does an average organisation disseminates information to its ultimate consumers and also receives information from them?

(iii) Who and whom are the channels involved in getting products down from the manufactures to the consumers?

(iv) How effectively does an organisation seek to implement the basic marketing concept of satisfaction?

(v) What benefits, if any, do marketers derive from communicating with themselves?

These are the statement problems and are as well the crucial issues which must be addressed in this study.

1.3 The Purpose (Objective) of the Study

The primary purpose of the study is to encourage investors in any business to make profits through effective communication in marketing promotion It also aims to expand and maintain the level of growth or maturity in the midst of competitive factors within the marketing environment.

The purpose of this research is to promote communication between the organisation and customers (effective customer relationship in transaction of business). Hence, I have in the course of this research, analysed the concepts of Promotion and Communication; appraise various promotional communication strategies using a case study to buttress my point of view and identified some basic factors influencing promotional methods in Nigerian firms.

Communication and promotion boast the goodwill of organisations through media and advertising agents in order to promote their products. This is another purpose of this research, - to promote the level of communication in the Nigerian marketing promotion. Communication then serves as the tool for passing messages across all parties involved in the marketing process. It is indeed a desired means to an end (getting satisfied).

The objective of this research is to promote the level of communication in the Nigerian marketing promotion and efficient ways of improving communication in marketing promotion which the investors, individuals, organisations, Advertising Agencies and Customers will benefit with the sole aim of promoting the level of investment on the long-run, (future years in Nigeria).

1.4 Significance of the Study

It is no gain saying that this research work will be highly beneficial to marketers i.e. – Manufacturers; all those involved in the chain of distribution of products (middlemen); as well as the ultimate consumers. This study is also of utmost importance to prospective investors in any business venture, as any impediment, in form of communication barriers, would easily be avoided.

1.5 Scope and Limitation of the Study:

The scope of the study is to examine and investigate the level of communication in Nigeria marketing promotion and determine to what extent has enough communication flow from producer to customers and vice-versa? How effectively does organisations seek to implement the basic marketing concept of 'satisfaction'? This study also aims at finding solutions to the multifaceted marketing promotional problems which beset most organisations in the nation's marketing environment.

Suffice to mention here that the primary aim of investing in a business venture is to maximise profit and minimise cost; expand and maintain the level of growth or maturity in the midst of competitive factors within the marketing structure. Hence the topic of this study justifies its scope. Specifically, the scope of the study has been limited to three organisations in Kudenda Industrial layout, Kaduna South, Kaduna.

CHAPTER TWO

LITERATURE REVIEW

2.1 An Appraisal

Communication enhances all forms of business activities in the sense that all categories of people involved in the production and distribution of goods and services must interact and share information among themselves. Through effective communication, marketing promotion can be developed in Nigeria. Promotion of any product is through advertisement which involved sales promotion, public relations and publicity.

Several factors point out the need for marketing promotion today. In the first place, as the distance between producers and consumers increase, and as the number of potential customer grows, the problem of marketing communication becomes significant.

As long as middlemen are introduced into a marketing pattern, it is enough for producer to communicate only with the ultimate consumers or industrial users. It becomes essential that the middlemen too, be informed about products. In other words, even the most useful and most demanding products will be a marketing failure if no one knows its availability.

At this juncture, it become highly imperative to analysis succinctly theories postulated by various scholars of marketing management in their pursuits to define marketing along the concept of communication.

The U.K. Institute of Marketing: defined it as "the management process responsible for identifying customer requirement profitably."[1]

A. R Modern; defined it as "an activity , directed at satisfying customer needs and wants through exchange transactions in the market"[2]

Pride and Ferrel: conceive marketing as "the process of planning, organizing, implementing and controlling marketing activities in order to facilitate and expedite effectively and efficiently"[3]. Effectively refers to the degree to which exchange helps to achieve a firm's objectives while efficiently refers to the minimization of resources which an organization must spent to achieve a specific level of desired exchanges.

Boyd and Massy: defined Marketing Management as 'those activities that have to do with implementing marketing concept (satisfaction)"[4]

The American Marketing Association: defined it as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange having individual and organisational objectives."[5]

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[1] Journal on Marketing-Institute of Marketing, London.

[2] Modern A. R.- **Element of Marketing**, Second Edition, London: D.P. Publication Limitd, 1991, P.3

[3] Pride, W. M & Ferrell, O. C. **Basic Concepts and Decisions** Boston: Houghton Miffin Company, 1980, p.7

[4] Mckitterick J. B. – **The Frontiers of Marketing Thought and Action**, Chicago: American Marketing Association 1957, pp.69 & 70

[5] Baker, M.J.-**Marketing: An Introduction Text, London:** ELBS/Macmillan, 1985, pp. 10-11

The marketing definition as accepted by the Committee on Definition States: "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user".[6]

From all these definitions/concepts of marketing, certain basic things pertaining to marketing can be deduced. First, marketing consists of many activities performed by the producers, some by the middlemen while some are performed by individuals and organisations. Secondly, it facilitates exchange, that is, both the buyers and sellers are involved in exchange. It means each of them has something of value that is wanted by the other and each is willing to give up its "something of value" in order to obtain what the other has. Lastly, marketing is performed in a dynamic environment.

This connote that marketers perform their activities in constantly changing environmental forces such as changes in economic conditions, laws and regulation actions of politicians and civil servants, pressures from consumers as well as the society at large, and technological advancement. All these force influence the effectiveness of marketing activities. By and large, the basis for the aforementioned is 'communication'.

[6] Committee on Definitions: Marketing Definitions; A Glossary of Marketing Terms Chicago: American Market Association, 1960.

2.2 The concept of communication in marketing promotion defi

Promotion by its very nature entails information, persuasion, and communication. These three are related, because to inform is to persuade, and conversely, a person who is persuaded is also being informed. Persuasion and information become effective through some form of communication and information.

The persuasive nature of information (influence in our socio-economic system) cannot be under-estimated moreso that the use of influence in commercial relations is one of the attributes of a free society, just as persuasion and counter-persuasion are exercised freely in many walks of life in our society-in the home, in the press, and in classroom, on the pulpit, in the courts, in the political forum, in legislative halls, and in government agencies for information.

In line with the system approach, a company should treat all its promotional efforts as a complete sub-system within the total promotional efforts. Unfortunately, today in many firms, these activities are fragmented, as most advertising managers and sales force managers are often in conflicts.

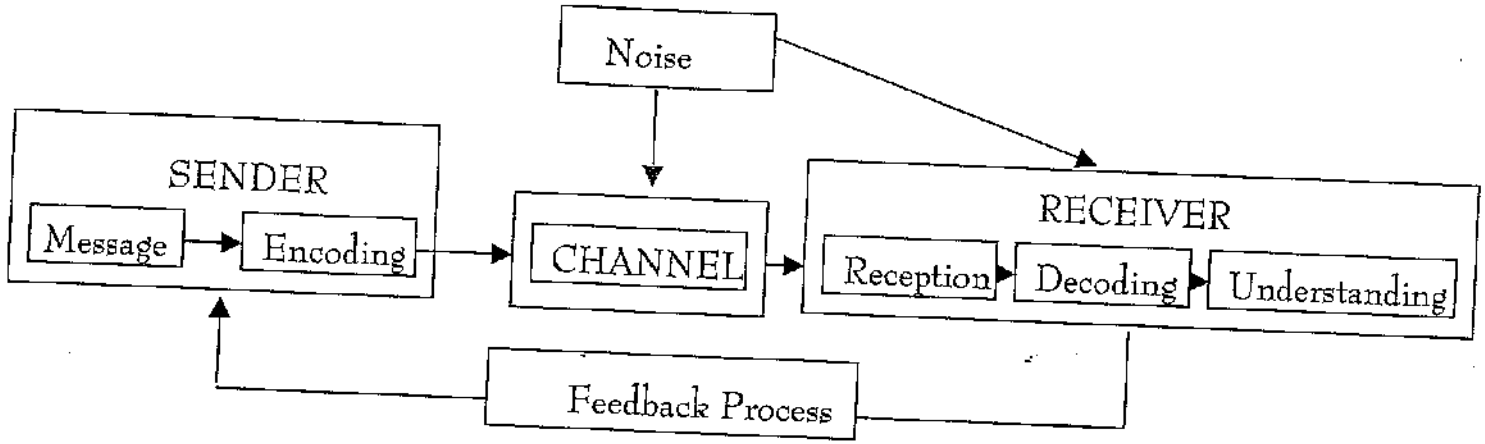
Suffice it to state once more than an effective programme involves the total promotional efforts viz: product planning, pricing, marketing mix, promotional mix, distribution channels/systems, marketing functions, marketing information systems, marketing environment variables and marketing research, amongst others.

Some of these aforementioned promotional efforts would be extensively discussed in preceding chapters.

All promotional activities are forms of marketing communication. Consequently, the concept of marketing will form the basis of our concept for communication. Marketing concept assumes that the consumer must be placed at the beginning by the producers of any production process. The marketer must carry out research(es) to know the needs of the consumers. This is necessary because he produces to sell and, will from the sales, make his profit(s); otherwise the company will be forced to close down. The concept indicates that the customer is the central theme of any business. Without the support of the consumer. business would inevitable fail. The concept actively involves in the marketing operations all those concerned with research development, design, production, finance, distribution, after-sales service as well as the labour force itself. More importantly, this concept brings the product/service to the market through the media of advertising promotion and distribution of this product/service to the consumer.

The concept "Communication" attempts to use messages (i.e. transmit information) to create awareness and understanding on the part of someone who is receiving the massage. Conventional communication theory shows communication in terms of a standard communication process. The concept of communication thus include various elements constituting a general communication system. The aforementioned are conceptualized in fig 2.1.

FIGURE 2.1: THE COMMUNICATION PROCESS MODEL



Source: Modern, A. R. – **Elements of Marketing**, Second Edition, London: D.P. Publication Limited, 1991, P.30

The information sources may be a person with ideas to communicate. The person will encode the ideas into transmittable form by putting them into written or spoken words or perhaps the sender uses a gesture of some sort (waving the arms of dimming bright lights – the coded channel) to the destination – an individual, a church audience, or university class, for example. Receivers decode (interpret) messages in light of their individual experiences or frame of reference. The closer the decoded message is to its encoded form (assuming it was encoded fully and accurately), the more effective the communication will be. By evaluating the receivers' words or action, the sender can judge how well the messages go through. This same model, as adapted to the promotional activities in a companys' marketing program, is illustrated in fig. 2.2. This process is further illustrated with a marketing example.- An executive intends to communicate a selling message to its consumers. The message is encoded into a radio commercial, transmitted to the consumers through a radio programme into a receiving set. The consumers receive the commercial and interprets it. Through marketing research feedback, the sender tries to determine how effective the message came through and how much it moves the consumer to action. The message flows as information through the various stages of the model until it reaches the receiver. There is no guarantee, however, that the receiver will get the full message or understand it. This is because the communication process is subject to "interference". Thus interference takes the form of 'barriers' and 'impediments' to the smooth flow of information. Barriers and impediments can occur at any of the stages within the communication process model, and reduce the chances of the receiver to fully grasp the message transmitted to him.

ARCHIVE IBRAH

Interference can take any (or all) of the following

- Barriers such as:- physical distance; language and cultural differences; wrong channel of communication;
- Filtering of message content such that some of the original message is removed;
- Distortion of message content which can change the meaning of the original message before it gets to the receiver.
- Noise which comprises irrelevant messages mixing up with the original message thereby confusing it.

Despite all these odds, the communicator can improve the chances of achieving successful marketing communication by:-

i). Repeating the message, rather than relying only on one transmission.

ii). Making use of variety of channels which will counter the incident of interference in any one channel.

Therefore, an advertising campaign can take simultaneous use of each media channels as commercial television, newspapers, magazines and outdoor posters.

However below are presented fifteen conceptual components, accompanied by definitions on the concept of 'communication'.

i. Symbols/Verbal/Speech: Communication is the verbal inter – change of thought or idea (Hoben, 1954 p.77).

ii. Understanding communication is the process of understanding others and in turn endeavour to be understood by them. It is dynamic, constantly changing and shifting response to the total situation (Anderson, 1959).

iii. Interaction/relationship/social process: Interaction, even on the biological level, is a kind of communication, otherwise, common acts could not occur (Mead, 1963 p. 107).

iv. Reduction of uncertainty: communication arises out of the need to reduce uncertainty, to act effectively, to defend or strengthen the ego Barnlund 1964 p.200).

v. Process: "Communication" the transmission of information, ideas, emotions, skills etc. by the use of symbols – words, pictures, figures, graphs etc. it is the act or process of transmission that is usually called Communication(Berelson and Steiner, 1964 p. 254).

vi. Transfer/transmission/interchange.....the connecting thread appears to be the idea of some messages being transferred from one person to another. We use the word 'Communication' sometimes to refer to what is so transferred, sometimes to the means by which it's transferred, sometimes to be the whole process. In many cases, what is transferred this way continues to be shared. Accordingly, the word 'communication' acquires also the sense of participation. It is in this sense, for example, that religious worshippers often communicate (Ayer, 1955 p.12).

vii. Linking/binding: Communication is the process that links discontinuous parts of the living world to one another (Ruesch, 1957p.462).

viii. Commonality: it (communication)is a process that makes common to two or several what was the monopoly of one or some (Gode, 1959).

ix. Channel/carrier/means route: `(P1.)..... the means of sending military message, order etc as by telephone, telegraph, radio, couriers` (American College Dictionary, 1964p.244).

x. Replicating memories: Communication is the process of conducting the attention of another person for the purpose of replicating memories` (Cartier and Harnwood, 1953p.73).

xi. Discriminative response/behaviour modifying/ response/change: Communications is the discriminatory response of an organism to a stimulus (Stevens, 1950p.689). So communication between two animals is said to occur when one animal (signal) influences the behaviour of another...(frings, 1967p.297),

xii. Stimuli: "Every communication act is viewed as a transmission of information, consisting of a discriminative stimuli, from a source to a recipient` (New Comb, 1966p.66)

xiii. Intentional in the main, communication has as its central interest in those behavioural situations in which a source transmits a message to a receiver with conscious intent to affect the latter`s behaviours (miller 1966.p148)

Xiv. Time/situation: the communication process is one of transition from one structured situation as a whole to another, in preferred design` (Sondel, 1956 p. 148).

xv. Power:..... communication is the mechanism by which power is exerted` (Schacter, 1951, p. 191).

Among these fifteen conceptual components there are three upon which the definitions rather critically divide. These three points of critical conceptual differentiation provide points upon which the definitions split.

Given that definitions are descriptions of concepts, definitional split reflects conceptual split and conceptual splits alters the behavioural field to which the concepts direct us, thus substantively affecting the theories drawn from these conceptual beginnings. The three points of

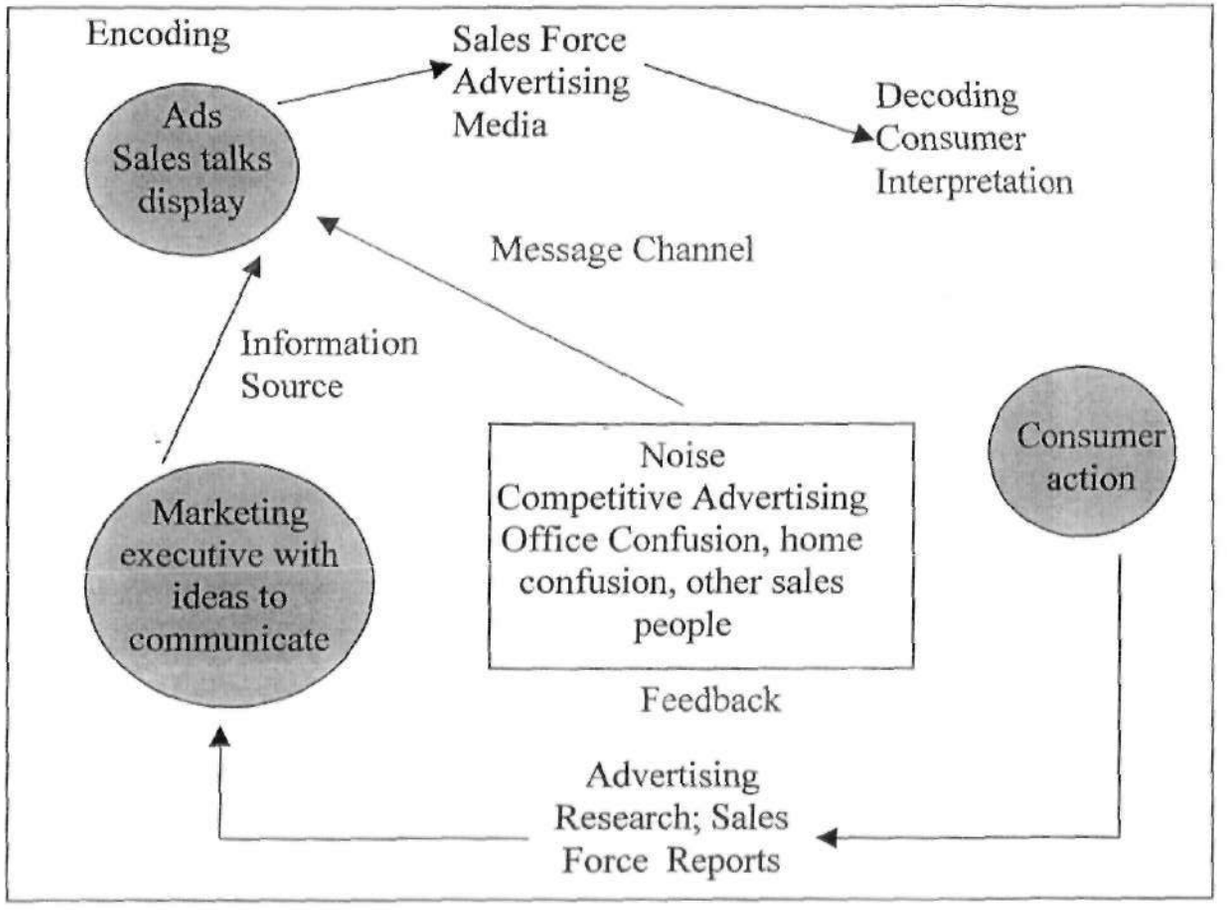
conceptual cleavages are:(1) the level of observation; (2) the absence of intent on the part of the sender; and (3) the normative judgement (goodness-badness/successful-unsuccessful) of the act.

1) The level of observation: if we choose to examine all animate matters we accept a task far broader than if we narrow our observational field to include only human beings. The definitions of communication reflect fields at almost every conceivable level ranging from all behaviours to meaningful, purposive behaviours of human beings in conscious interactions In addition, some definitions center on themes (such as "process") which cut vertically through all levels. Obviously the theories needed and theories predicated will differ greatly, depending upon the level of observation. The definitions reflect interests in different levels of systems and yet distinct system levels will include wide variations in behavioural fields and probably in the number and interpretation of observations and resultant theory construction.

2) The conceptual component of `intentionality` markedly reduces the behavioural field and substantially alters a theory`s range and power. The concept of ``Intentionality` is one of those instances in which experience and reality seem to object to the conceptual components. If one chooses to include only acts which are characterized by sender intent as communication, then how does one classify acts wherein there is manifest deception, or accident, but which result in the acquisition of information or the altering of behaviour on the part of one organism as a result of the behaviour (including verbal messages) of another organism?

3) Even more selective is the conceptual component of normative judgement. If we choose only to include successful interaction (defined as that kind of interaction in which the intent of the sender is achieved as a result of the communicative event) as representative of communication, then our behavioural field and the resultant observations as well as the final theory is crippling restricted.

FIGURE 2.2 A MARKETING COMMUNICATION SYSTEM ILLUSTRATING ACTIVITIES IN PROMOTIONAL PROGRAM



Source: Kotler, Philip. - Marketing Management Analysis, Planning & Control Prentice Hall, New Jersey, 1990 p.589

2.3 Patterns And Types of Communication

Some years ago a series of studies was begun whose purpose was to isolate and study certain general properties of information handling systems. The first phase of this research program is directed at a basic property of all communication system, that of connections or who can talk to them. This property of connection can be conveniently expressed by diagrams. The meaning of the picture in the Figure 2.3 is obvious. Individual A and B can send messages to C but they can receive messages from no one; C and D can exchange messages; E can receive message from D, but he can send messages to no one. The pattern shown in figure 2.3 however, is only one of the many that are possible.

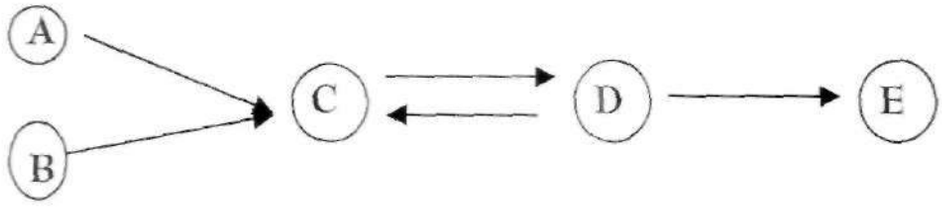


Figure 2.3

An examination of these patterns will show that are grouped they into two classes, separated by a very important difference. Any pair of individual in each of the patterns C and D can exchange messages either directly or indirectly over some routes. No pair of individuals in each of the patterns A, B and C can exchange messages. Patterns like A, B and E obviously make any co-ordination of thought or action virtually impossible; we will be concerned from this point on only with pattern like C and D.

Since the individual in any connected pattern [illegible]

ideas completely, should we expect that the effectiveness of individual in performing group tasks or solving group problems would be the same in this group. Except for differences in ability, knowledge, and personality? Should we expect difference in quality and speed of performance? Is it likely that the individuals working in one pattern would show significantly better morale than the individuals working in different pattern?

Types of communication, and the primary influences on information includes, among others:-

1. Interpersonal: the type of communication dealing with independence of the organisation with influence on cognitive phenomena, and social roles and norms.
2. Inter-Unit: this type of communication within the organisation that has influence on inter-departmental relations, aggregate effects of information exchanged.
3. Inter-Organisational: relations among organisations or organisational environmental. See table 2.1 overleaf::

Table 2.1: Communication context, type of communication, and primary influences on information transmission.

Context for Communication	Type of Communication (Level of Analysis)	Primary Influences on Information Transmission
Independent of the organization	a) Inter-personal	a) Cognitive phenomena, and social roles and norms
Within the organization	a) Inter-personal	b) organisation roles and norms plus applicable social norms
	b) Inter-unit	b) Inter-departmental relations, aggregate effects of information exchange.
External to the individual organisation	a) Inter-organization	a) Relations among organisations.
	b) Organisational environmental	b) Environmental components

Source: Kotler, Philip- Principles of Marketing, Prentice – Hall International, New Jersey, 1976, p.315

However, communications that relate with organizational environmental and inter-organization help in promoting marketing in any organization because one is dealing with outsiders through publicity and media means which will promote public confidence in a particular type of products to be marketed.

CHAPTER THREE

A CASE STUDY OF THREE SELECTED FIRMS IN KUDENDA INDUSTRIAL LAYOUT, KADUNA SOUTH, KADUNA.

3.1 Historical Development of Communication in Nigeria:

In the olden days people live in fear because of the tribal wars, the slave trade and the menace of dangerous animals. It was therefore necessary to summon the people in times of danger when there was a threat to life and property. People also had to be summoned when communal work such as the clearing of market squares, streams and paths to the farms and neighbourhoods needed to be done. Apart from these occasions, there was the need for the people of friendly neighbouring towns and villages to meet regularly and interact. Such meetings facilitated immediate solutions to their common problems. Thus, there arose the unavoidable need for communication in the olden days. Communication at that time was based on the existing level of development. Some traditional means and methods of communication involved the use of wooden drums and flutes. The British introduced the post and telegraph communications which eventually developed into present-day communication systems, in Nigeria.

Wooden Drum: is made of a hewn piece of wood with a carved-out groove in the middle. It is knocked with two woodens sticks to produce different sounds – a deep, heavy sound and sharp shallow one. The beating of these drums is used to communicate messages and information within the community, and to the nearby towns and

villages. This takes place at night or very early in the morning if the information is outside consumption. This is because it is more quiet at these times, hence, the sound will be clearer. Each type of sound conveys a message to those for whom it is intended. Communication by means of drumming was then and even now, common in the Benue State and in the Southern States of Nigeria.

Metal Gong: pair of hollow metal known as the gong is also used as means of communication. It has two combination of sounds for meaningful communication. The sound of the gong does not go far like that of the wooden drum. For this reason it is used for local communication only. It is either beaten in the Village Square or in the market. The person passing information usually go round the village at night to make his announcements. He first beat the gong to attract the attention of people, after that, he makes the intended announcement. The metal gong is widely used in the south and among the Igala people and today hawkers, salmon normally used metal gong inside the market to attract the attention of people so as to promote their sales or marketing promotion. Message carriers were carried on foot by special messengers within the villages and horseback for distant routes, especially in the Northern states. In Kaduna State, messengers who go on foot within the villages had special sticks on which were affixed the letters or messages which they have to deliver.

Talking Drum: the use of the talking drum for communication purposes is common in Yoruba land and also in some Northern States. The drum is made up of a hollow cone, with both ends covered with

animals skin. Strings are used to fasten both ends of the drum. By applying varied pressures on the strings and beating the talking drum, different sounds are produced. These sounds are used to convey different messages to people.

Flute: a flute is made up of a cow horn with an opening in the middle from where it is blown. The sound does not travel very far. It is used for communication at the market squares and within the community. The blowing requires energy and strength, and for this reason, the blowing is done by strong men.

However, early post and telegraph communication was developed by the British in Nigeria in the year 1851. The Nigeria Post Office was established in Lagos in 1851 as an arm of the British Post Office, and part of what was then the post and telegraph department. It was established to handle correspondences and remittances between the personnel of both the British Armed Forces and Consulates in Lagos and the Benin Delta Areas on the one hand, and their home government and people in Britain on the other. As a result of the development and growth of religious and commercial interest in these and other areas in Nigeria, there was a need for a post office to cater for correspondences that affected these activities. The need became more acute especially that the establishments had to communicate with their headquarters in Lagos.

Finally, with the establishment of a firm British Colony in Nigeria, the post offices expanded to cater for the local administration. Up till now, the post office and telecommunication services in Nigeria contribute immensely to the communication services in the country.

3.2 Research Methodology

The major aim of this research is to evaluate the procedures and approaches adopted in determining the role of communication in Nigerian marketing promotion. This necessarily entails the uses of data collection. In this vein, efforts had been made to discuss the techniques applied in the analysis of the data obtained.

3.2.1 Research Methods

There are three major types of Research methods Viz: Historical, Descriptive and Experimental research methods.

- Historical research deals with determination, evaluation and explanation of the past events essentially for the purpose of gathering a better and clear understanding of the present and making more reliable prediction of future.

- Description research is concerned with the collection of data for the purpose of describing and interpreting existing conditions. The three ways of presenting descriptive research consist, general description, analysis and classification. There are five types of descriptive research consist, general description, analysis and classification. There are five types of descriptive research namely:-

    a. Case study
    b. Sample survey study
    c. Correlation study
    d. Cross-section and
    e. Longitudetional

Case study is the detailed description and analysis of everything that is in the history of development of a single person, communicating, event or institution for purpose of understanding the life cycle of each or a particular unit.

Sample survey involves large number of persons and the description of population, characteristics through the selection of unbias sample.

Correlation study is concerned with measuring the degree of relationship between two or more variables for the purpose of making predictions about variables.

Cross-sectional is concerned with gathering data about different subgroups; at one point in time.

- The third method of research is the experimental research. This is a systematic and logical procedure of identifying and evaluating the relationship between variable that creates a particular state of affairs under controlled conditions.

This study therefore, is basically a descriptive research. It is descriptive because it is concerned with the collection of data for purposes of describing and interpreting existing role of Communication in Marketing promotion. For the purpose of this research therefore, particular attention would be focussed on the descriptive approach especially the case study method.

3.2.2 Sources and Methods of Data Collection

The source and collection of data was approached from different angles. Basically sources used include the use of questionnaire and interview documentations.

3.2.3 Justification of Research Technique

The information and data gathered by personal interview questionnaire are presented in figures attached to the project as Appendix 'A' and 'B' respectively. The data gathered are also analysed in Chapter 4.

3.2.4 Justification of Method Used

Personal interview were conducted with some organisations and individuals on the effectiveness of communication in marketing promotions: some of the respondents failed to provide all detailed information and refused to disclose some information because doing so will amount to leakage of existing classified information to other competitors with the same structure.

3.3 A Case Study

As I had earlier mentioned, my focus shall be on the following three organizations:-

Nigeria Breweries Limited, Kaduna, Kaduna is a branch (plant) of Nigerian Breweries Limited nationwide with its head office situated in Lagos and three other branches including the Kaduna branch established in 1964. The organization's main objective is to produce beverages (Beers and malt drinks) for sales with a production capacity of 200,000 Crates/Cartons per 24 hours and a staff strength of about 2,000. (*See Appendix 'C'*)

Ideal Flour Mill, Kaduna was established in 1979 as a flour producing mill that diversifies into the production and marketing of other products. It produces the following products: flour, semovita, bran, grit and maizolina with a recorded production capacity of 500 tons per 24 hours. With the headquarters in Kaduna and corporate office in Lagos, the organization has two other similar mills viz; Nigeria Eagle Flour Mills Limited Ibadan, Oyo State and Port-Harcourt Mill, Port-Harcourt, Rivers State. The Ideal Flour Mills, Kaduna has a staff strength of over 500 workers. Its major customers are dealers, distributors and bakers. (*See Appendix 'D'*)

United Nigeria Textiles Limited PLC (UNTL) however is a textile industry established in 1982 and produces different textiles materials like Real Wax Yearn, Dyed products such as shirting, batique, gaval prints, guinea bracade etc. The staff strength is about 5,000 workers. The organization has its overall corporate headquarters in China. The

Kaduna factory is however the headquarters within the West-African sub-region of Ghana, Togo and Nigeria. In Nigeria alone, the organization has other branches in Lagos, Onitsha and Kano.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Communication Channels in Marketing Promotion

Modern marketing calls for more than just developing a good product, pricing it attractively and making it available to target customers. Organisations have realised the utmost need to communicate effectively with their consumers to enhance market viability.

The marketing promotion calls for paying increasing attention to the physical distribution concept. Distribution, as an element of the marketing mix, includes other activities known as logistics. These consist of agencies accompanying the physical movement of products from the manufacturer to the final buyers, such as transportation, handling and storage, choice of production location, physical supply and order processing.

Guirdham expressed that "--- spatial gaps between sellers and buyers are closed by distribution; temporal gaps by storage...."[1]

Bucklin defined a channel of distribution (communication) as"... a set of institutions which perform all the activities/functions utilised to move a product and its title from production to consumption..."[2]

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[1] Guirdham, M – **Marketing:- The Management of Distribution**, Channels Oxford: Pergamon 1972, p.41

[2] Bucklin, L. P. – **A Theory of Distribution Channel Structure,** Berkeley: Institute of Business and Economic Research, University of California, 1966, p.78

Stanton also defined it as "..the route taken by the title to the goods as they move from the producer to the ultimate consumer or industrial user"[3]
Distribution channel from the above is just the communicate channel of getting products across from the producer to the consumer.
Distribution channel can either be direct or indirect.

A direct channel method is where the producer sells directly to the consumers. This channel is basically a system when the producer/manufacturer would prefer to handle the whole distribution system by himself, either through the manufacturers' own retail shops or by direct canvassing with potential buyers or users.

The indirect distribution channel is the one that engages various types of middlemen in the distribution process of goods and services.
The indirect channel might take any of the following forms:

(i) A one- level channel
(short channel) (manufacturers ⟶ consumers)

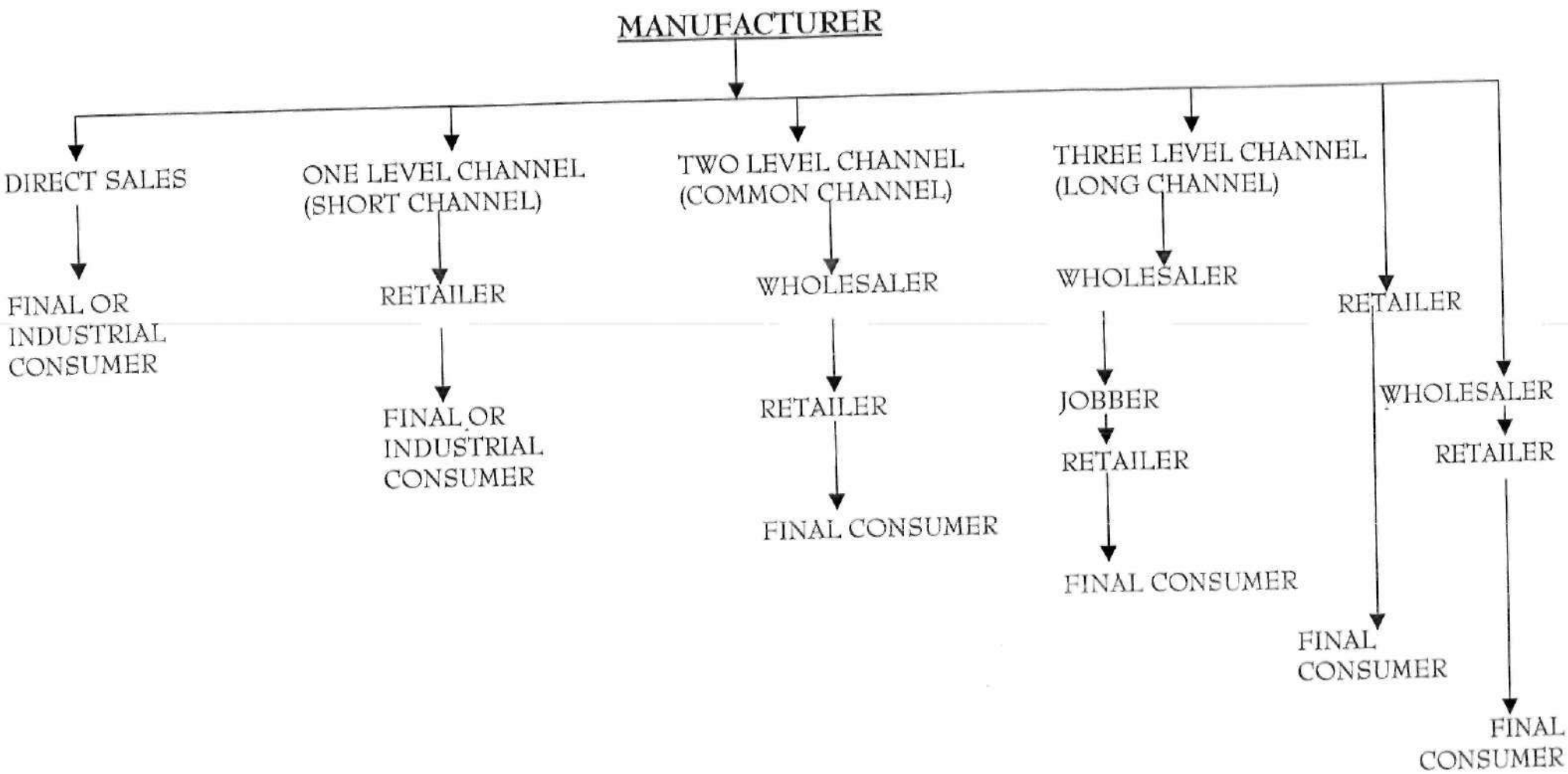
(ii) A two – level channel (manufacturers ⟶ Wholesalers ⟶ Common Channel) ⟶ consumers)

(iii) A three-level channel (manufactures ⟶ Wholesalers ⟶ Retailers ⟶ Final consumers)

3 Stanton, W.J. –Fundamental of Marketing, Mc Graw Hill, New York, 1978, p.108

Sometimes an ambivalent structure occurs when the manufacturer sells to both the wholesalers and retailers .For more details see fig. 4.1 For the purpose of this project, the paramount objective of the manufacturer is the ability of the distribution system to perform the specific functions – to communicate effectively to and fro the ultimate consumers. Therefore, the choice of the channel to be used is determined by the producer as any middleman who perform satisfactorily by making the products available to the consumers at the right time, place and price will definitely be the choice of channel chosen by the manufacturer. As far as the customer is concerned, the performance of these functions by the middlemen makes for convenience through the provision of time and place utility which is the fundamental purpose of the distribution system.

FIGURE 4.1: TYPES OF DISTRIBUTION CHANNELS



Source : Bamgboye, E. D – **Marketing Basic Concepts and Decisions,** Delbe Publishers, Lagos, 1995, P.141

4.2 Appraising Various Promotional Communication Strategies.

The basic posers for the purpose of this study are these:- How can organisations communicate effectively with their consumers? What methods and ways can successfully assure the ultimate consumers of continous patronage of some specific products? How can an organisation be assured that its products, employees and actions all communicate meaningful ideas to the consumers?

Obviously, organisations promote their products to the market with the sole aim of communicating and persuading the target recipients to patronise such products. These promotional activities are used by both profit and non-profit organisations and undertaken by commercial companies, trade associations, political parties, educational institutions, government bodies, health advisory councils, charities etc.

Essentially however, all promotional activities are forms of marketing communication. An organisation's total marketing communication program-called its promotional mix- consists of the specific blend of advertising, personal selling, sales promotion and public relations tools that the organisation uses to pursue its advertising and marketing objectives. Each of these strategies would be discussed as follows:-

1. Advertising:

   This is a purchased non-personal communication strategy through various mass media. It is any paid form of non-personal presentation and promotion of ideas, goods or services by specific sponsor(s). The media of advertising include amongst others:- symbols and logos, Billboards, Display signs, print and broadcast ads, packaging of products, labelling of products, audiovisual materials, posters, directories, Booklets and Brochures, Reprint of ads. Advertising does not sell a product by itself. It enhances potential buyers' responses to the products.

   Advertising achieves the following:-

(i) creating awareness as well as persuade customers to buy the product(s) in question.
(ii) Ensuring some certain exposures for the advertised products(s) or service (s).
(iii) Improving customers attitude towards the product
(iv) Increases sales.

The communication effectiveness of an organisation advertisement is evaluated by copy testing (communication impact/responses) otherwise known as recognition tests method. Interestingly, organisations in Nigeria have discovered the intrinsic values for advertising and have come out with different communication languages – indicating the seriousness of purposes (s) and the nature of values attached to their products.

This in essence bring out the selling skills programme in these organisations with a view of achieving a customer/client service excellence. I present below some of these slogans:-

S/NO	NAME OF ORGANISATION	SERVICES RENDERED OR PRODUCT MANUFACTURED	ADVERTISEMENT SLOGANS
1	Nigeria Telecommunication Limited (NITEL)	Communication Services	Your link to the world
2	Nigerian Mobile Telecommunications Limited (M-Tel)	"	Bridging Communication gaps
3	Union Bank Nigeria Limited	Financial transactions / Banking services	Big , Strong & Reliable.
4	Owena Bank Nigeria Limited	"	The strength of change
5	Corporate Affairs Commission (CAC)	Registration of Business premises	We are at your service
6	Nigerian Shippers Council	Imports and Exports services	Protecting the interests of Nigerian shippers
7	Nigeria Agricultural Insurance Corporation (NAIC)	Insurance services	Ploughs you back to prosperity
8	Leventies superstores	Product retail services	Come to us and get value for money!
9	Royal Ceramic	Manufacturing ceramic products	Building Nigeria
10	Nigeria Airways	Airline services	The customer is king.

Table 4:1 Organisations selling skills programme/communication languages.

2. Sales promotion

This is a form of short-term incentives to encourage purchase or sales of product or services.

An organisation making use of sales promotion as a communication strategy should make use of the following decisions:-

1 Establish the sales promotion objectives as specific objectives set for sales promotion always vary with the type of target market.

2 Select the sales promotion tools. A suitable tool(s) can only be chosen if the organisation in question takes into consideration the sales promotion objectives, the type of market in which the organisation is operating, the competitive conditions and the cost effectiveness of the tool to be selected.

3 Develop the sales promotion programme by taking into cognisance the size of the incentive, conditions for participating in the programme, the distribution vehicle for promotion, the duration of promotion, the timing of the promotion and the overall budget of the promotion.

4 Pretest the sales promotion programme to enable the organisation determine if the tools selected are appropriate, if the size of the incentives are optimal and know if the method of presentation is effective.

5 Implement and control the sales promotion programme which must cover two critical time factors-lead time and the sell-off time. This indicates the date of release and the time the customers acknowledge the products).

- Evaluate the sales promotion results by measuring the sales promotion effectiveness. This assists in no small measure, in comparing sales performance movement before and after a promotion.

The sales promotion tools include amongst others:-
Trade fairs/ shows, exhibitions, contests /games, samplings entertainments, demonstrations, etc.

3 Publicity

This strategy is a non-personal stimulation of demand for a product by obtaining favourable commercial news about it in various mass media but not paid for by the sponsor. Organisations using this strategy must set the publicity objectives and determine if there are interesting stories to tell about the product.

Evaluation of the publicity results might sometimes be difficult as publicity is often used with other marketing communication tools. For clarity of purpose however, publicity involves the following:-

Speeches, seminars, Annual, reports, charitable donations, public relation etc. The objective of publicity in any organisation include exposure, awareness, attitude change and sales.

4. Personal selling

This method is the physical presentation of agents of the organisation concerned engaging in oral conversation with one or more prospective consumers of the product in question. Personal selling essentially is

"TO MAKE THE SALE" especially that the salesman concerned are practically responsible for the final act of making the sales.

Consequently, we have to view the concept of personal selling as a means of:-changing personal attitudes towards the product;

- changing personal attitudes and inclination towards patronising the product;
- Establishing conviction in the minds of the potential consumer;
- Ensuring and facilitating the actual purchase decision and action;
- re-assuring the customer that a right decision had been made.

Marketing management has postulated that personal selling for resultant effect, must be co-ordinated and integrated with the rest of the promotional mix because personal selling is a relatively expensive activity and needs to be cost effective in terms or achieving sales as a promotion of the number of potential customers reached.

Essentially personal selling entails:- fairs and trade shows, sales presentations, sales meetings, telemarketing, incentive programmes, salesmen samples. The sales techniques used also include:- obtaining the selling opportunities; formulating the sales pitch; overcoming customer objections; negotiating technique making use of sales aids; and closing the sales.

5. <u>The use of marketing mix (price, product, place and promotion)</u>

As a matter of fact, communication between manufacturers and consumers do come through the price affixed to the product, the product itself (aesthetic values), the distribution patterns as earlier discussed and promotion itself.

4.3 Marketing strategies / communication through promotion in Kudenda Industrial Layout, Kaduna South, Kaduna.

Though particular emphasis would be focussed on three of the organisations in Kudenda Industrial Layout, it is however pertinent to mention a few of the organisation within this layout. They are Kaduna Textiles, Arewa Textiles, Nigerian Breweries Limited Plc, Critall-Hope, Sander Feed Mills, (SPEEC Nigeria Limited) United Textilles Nigeria Limited (UNTL) PLC, Peugeot Automobile Nigerian Limited (PAN), Ideal Flour Mills, ROOFCO Nigeria Limited ,Queensway Aluminium, amongst others.

Emphasis have however be concentrated on three organisation having similar marketing strategies .These are:-

1 Nigeria Breweries Limited (NBL)

2 Ideal Flour Mills, and

3 United Nigeria Textile Limited PLC (UNTL)

Before going further on these selected organisations some factors and changes in today's marketing communication cannot but be analysed. Decades ago, Organisations around the world have perfected the art of mass- marketing- selling highly standardised products en mass to ultimate consumers. In doing this, they did develop effective mass media advertising techniques to support their mass marketing strategies. These companies routinely invest several millions of dollars in the mass media, reaching tens of millions of customers with a single advertisement.

However as we move towards the twenty first century, marketing managers are faced with some new marketing communication strategies for serious consideration.

The first factor is the gradual awareness of focussed marketing. As mass markets have fragmented, marketers are now shifting away from mass marketing. More and more, attention and development are now focussed on marketing programmes designed to build closer relationships with customers in more narrowly defined micro- markets.

The second factor is the unprecedented and vast improvements in computer and information technology which has tremendously assisted marketers to keep closer track of customer's needs. With this approach, more information about the ultimate consumers at the individual and house hold levels are available than ever before as new communication avenue with more tailored messages are used to reach out to the smaller customer segments.

This pronounced shift from mass marketing to regimented marketing has had a dramatic impact on marketing communication. A new generation of more specialized and highly targeted communication efforts had sprang up. More and more, Advertising which had hitherto dominated the promotional mix of consumer product companies, appears to be giving way to other elements of the promotional mix. In the glory days of mass marketing, consumer product organisations spend the lion's share of their promotional budget on mass media advertising. Today, the story is different as media advertising captures only about 25% of total promotional expenses.

The rest goes to various sales promotion activities which can be focussed more effectively on individual consumer and trade segments.
In a nutshell, organisation are embarking on less broadcasting and more narrowcasting. They are using a richer variety of focussed communication tools in an effort to reach their many and diverse target markets. In fact, some observers envision a future in which today advertising supported mass marketing media such as on- line computer services and two-way television.

The afore-mentioned organisations are presently adopting the Direct marketing strategy/communication. Direct in the sense that they reflect the trends towards targeted one-on-one market communication. The direct market entails a direct communication with carefully targeted consumers to obtain an immediate response. Also in this kind of market, sellers can closely match their marketing offers and communications to the need of narrowly defined segments.
This method is broadly used by all in the marketing structure-producers, wholesalers, retailers, nonprofit organisations and government agencies. Direct marketers employ a variety of communication tools. In addition to old favourite such as television, direct mail and telephone marketing, direct marketers employ powerful new forms of telecommunications and computer-based media which are the main sources of the marketing strategies amongst the three companies in question (NBL, IFML, and UNTL PLC). These tools are often used as communication tools which assist the customer to progress from the initial awareness of an offer to purchase and an after sale service.

N.B.L., Ideal FlourMills and UNTL PLC use four major types of direct marketing strategies. These would be succinctly analysed as follows:-

(i) Direct – Mail and Catalog Marketing

Direct – mail marketing involves mailing of letters, advertisement, samples, foldouts to prospects on mailing lists. The mailing lists are developed from customer lists. Direct mails permits high target market selectivity, can be personalized, is flexible and allow easy measurement of results. Where the cost per thousand people reached is higher than mass media such as Nigerian Television Authority, Business Magazines, International Business Magazines, the people who are reached have better prospects. Direct. Direct mail has proved very successfully in sales promotions in the three organisations under review. As a matter of fact, the method appears to be the fastest growing form of marketing strategy in Kudenda Industrial Layout, kaduna South, Kaduna. Nigeria Breweries limited account for about 25 percent of all direct-mail revenues.

Catalog Marketing involves selling through catalog mailed to a selected list of customers or made available in stores , sale points, sales centres. Some huge general – merchandise retailers-such as GBO Merchandise in Nigeria has tremendously assisted the Nigeria Breweries Limited (PLC) to distribute NBL marketing Catalogues to customer thereby promoting NBL's sales in such ways that the ultimate consumers are aware and assured of patronising its products.

In Nigeria marketing communication approach, many business to business marketers also rely heavily on catalogs. Catalogs-either in the form of a simple brochure, three-ring or book or encoded on Video tapes or Computer disks, have remained one of todays hardest – working sales tools. Infact, most Nigerian organisations have adopted the usage of catalogs to replace the role of sales representatives.

ii. Telemarketing:

Telemarketing is the act of using the telephone means of communication to sell directly to consumers. This has become the major direct-marketing communication tool in various organisations. Marketers use out-bound telephone marketing to sell directly to consumers and businesses. For example NBL and Ideals Flour Mills always make use of telephone communication to inform their dealers and distributors on marketing information i.e. sell directly to the consumers, NBL Plc has some special telephone lines to receive and make calls to transact business with major consumers and consumers. Fax machines are also available to send price lists to their customers and also to receives order from any customer who place order for supplies direct from these three (3) selected organisations. Most consumers, distributors and dealers appreciate many of the offer they receive by this marketing strategy.

Properly designed and targeted telemarketing provides many benefits including purchasing convenience and increased product and service information.

iii. Television Marketing

Television marketing takes one or two major forms. The first is direct – response advertising. Nigeria Breweries Limited Plc and UNTL Plc use direct marketers air television sports, often 60 or 120 seconds long, which persuasively describes its products and give customer a tool-free number for ordering such. Television marketing is normally conducted Nationwide through Nigeria Television Authority or Private and States Television stations. Sometimes during Sales Promotion of a particular brand of beer say Gulder or Maltina, Television viewer often encounter 30-minutes or more than one hour advertising programmes.

Such direct-response advertising works well for magazines, books, electronic appliances, tape and CDs collectibles, as well as many other products.

Along this type of marketing is also audio-vision marketing. This consists of both the use of Radio stations and Television stations to reach out to a company's target audience. These three organisations in question practically make use of audio-vision marketing through the following channels: (a) F.M and FRCN, Kaduna (b) State F. M. station and A.M station in Kaduna (c) D.I.T.V., Kaduna (d) K.S.T.V., Kaduna (e) N. T. A Kaduna (f) ABG Satellite station, Kaduna and (g) M.G. Satellite station, Kaduna.

Of course, all the aforementioned channels use the advertisement opportunities to generate huge revenues for their sustainance in the market structure as a slot of paid advertisement in NTA, Kaduna goes for almost N30,000.00.

Finally, Nigeria Breweries make use of direct marketing campaign which involves using multiple-vehicles and multiple-stage campaigns. Such campaign can greatly improve response from targeted audience.

Direct marketing campaign can be used in a more elaborate manner through campaign approaches:

Paid advertisement)⟶Direct ⟶Outbound ⟶Face to face

With a response channel)⟶ Mail ⟶Telemarketing ⟶Sales call

Here, the paid advertisement creates product awareness and stimulates inquires. The Nigerian Breweries Limited Plc immediately send direct mail to those who enquire and follows up with a phone call seeking an order. Some products are ordered by phone while others might request a face-to-face sales call. In such a campaign, the marketer seeks to improve response rates and profits by adding media and stages that contribute more to additional sales than to additional costs.

iv. <u>On-line shopping</u>

On-line Computer shopping is conducted through interactive on-line Computer service, two way systems that links consumer with UNTL, IFML and NBL Kaduna electronically.

These services create computerised catalogs of products and services by producers, retailers, banks, travel organisations and others. Through on-line computer, these three organisations were able to analyse the number of current major customers and distributors.

4.4 Analysis of Findings

Two different types of Questionnaires were prepared –one, for the manufacturers and the other for the final consumers of the products in question. The Questionnaires were prepared both in the open-ended and closed-ended forms to enable me obtain unbiased and objective facts about the firms under study.

- The first questionnaire comprised of twelve different questions meant for each of the organisations under the study. These questions covered the organisation's production capacity, promotional means and strategies, staff welfare, products modification, relationship with competitors within the same marketing structure, basic constraints confronted and the firm's rating and performances (*See Appendix 'A'*)

I have however randomly selected six of these questions for analysis:-

	Q3	Q1	Q5	Q8	Q9	Q6
Company	Means of Communication	Product Capacity	Basic Promotional Strategies	Relationship with Competitors	Staff Welfare Packages	Product Modification & Quality Control
IFML [A]	Average	500 tons/24 hrs.	Commendable	A little	Above Average	Commendable
NBL [B]	Above Average	200,000 Crates & Cartons/ 24 hrs	" "	Good	Average	" "
UNTL [C]	Average	Not stated	" "	A little	Average	Average

Table 4.2 A data analysis of responses to appendix 'A'

From the oral interviews and the Questionnaire conducted, it can be validly inferred that these three organisations under study aim at creating awareness through various marketing channels and using available marketing functions to the ultimate consumers. What is more, the response is greatly felt by these organization through levels of rates (in terms of production capacities as well as profit levels). The storage facility practised by these organisations are commendable. In the case of Ideal Flour Mills, Kaduna, the silos meant for storage are properly done and concentrated in Funtua, Kastina State. The distribution model channels are worthwhile. The transportation facilities in these organisations are above average as all the three under study ensure that their products are taken to the doorsteps of the ultimate consumers through both direct and indirect methods. The mode of selling and buying are also worthy of note. NBL mostly make use of sales representatives distributed all over the nations with various souvenirs and pamphlets enlightening the public more about its products. Of course, the branding and packaging of the products of these organisations are excellent.

More significantly is the quality control of products and products modification and improvement carried out day-in-day-out by these organisations. This in essence indicates a day-to-day improvement of these products even before the buyers could raise any flaw in them.

Be it as it may, I was able to identify some little communication lapses from the various interviews conducted viz:

The Ideal Flour Mills Limited has concentrated too much on the services of middlemen (distributors), even though the organization at times do embark on direct sales of sizeable quantity of its products. From the interview conducted, considerable users of the products felt that more can be achieved if there are more opportunities for direct marketing. With this, a lot of criticisms and constructive suggestions would be received on the quality and quantity of finished products as well as the time and place of delivery. On several occasions, these distributors could not reach some agitated consumers due to either the bad state of our roads or the poor telecommunication network especially to rural areas. Also, the ultimate consumers might not be adequately informed of situations when changes in governmental policies might adversely affect the production or quality of any of the firm's products. This is a form of interference/impediments as highlighted on pages 13 & 14 of the thesis.

In the case of the Nigeria Breweries Limited, there is the utmost need to further motivate its Sales Representatives to enable them reach out more to consumers in the rural areas. This is in the form of increament in the current allowances paid and also the recruitment of motor drivers to assist these Sales Agents drive the company vehicles allocated for marketing activities. Doing this will no doubt enhance more patronage as the Sales Representatives will be motivated to penetrate the market aggressively and achieve more results than presently recorded.

The United Nigeria Textiles Limited was however not too willing to reveal some vital data required from it. The Assistant Sales Manager interviewed did not give full details of the firm's production capacity as

well as its Quality Control Department. He however admitted the existence of some communication lapses especially in passing some useful information to the final consumers even though it fully engages the services of middlemen in the distribution of its products. Efforts to bridge there gaps were presently in top gear within the top management of the organisation, he further informed.

- The Second aspect of the questionnaire prepared was directed mainly to the ultimate consumers of these three selected firms. Ten consumers of each organisation's products were interviewed and opinion were sampled on various promotional issues. The total number of consumers interviewed therefore equals thirty. I present below the details of the Questionnaire and the percentage scored by each organization:-

Name of Company	Awarene ss of the Product	Produc t satisfac tion	Time and Place Utility	Improve ment on the product	Promoti on of the Product	Total Score	Percentage
IFML [A]	55%	50%	48%	65%	70%	288	57.6%
NBL [B]	60%	50%	55%	64%	70%	299	59.8%
UNTL [C]	55%	50%	50%	62%	60%	277	55.4%

Table . 4.3 A data analysis of responses to appendix 'B'

The foregoing data speaks for itself. One can infer that even though the Ideal Flour Mills Limited (A) and the United Nigeria Textiles Limited (c) communicate very well with their ultimate consumers, apparently the Nigeria Breweries Limited (B) has a more effective means of reaching out to its final consumers.

It is pertinent to note that these three organisations are leaders in their respective marketing structures. I would therefore want to implore other organisations that are just springing up within similar marketing environment to emulate and improve on these selected firms under research.

CHAPTER FIVE

FACTORS INFLUENCING PROMOTIONAL METHODS IN THE NIGERIAN MARKETING STRUCTURE.

i Lack of Adequate Funds.

Organisations in Nigeria are confronted with shortage of resources to adequately make effective use of their promotional programmes. Regardless of what may be an organisations promotional mix the amount of money available for such promotion becomes a determinant factor . A business with complete fund can make effective use of all promotional and marketing mix than the one with limited or lean financial resources.

As a matter of fact, organisations in Nigeria rely wholly on personal selling and some forms of publicity. Funny enough, most of the sales representatives used cannot convey proper messages of the organisations they represent especially that these sales representatives have little or no choice on the nature of their jobs and can move to greener pasture at the slightest opportunity available. This is an economic impasse! The end result has always been a communication breakdown between organisations and consumers of such products.

On another look, some organisations find it really difficult to allocate funds for promotional programmes. Such firms always concentrate on achieving break-even levels disregarding any promotional programme Such firms cannot just afford funds for standard promotions through advertising, sales promotion and other expensive forms of making

themselves known. An instance is a typical one-man business firm which essentially believes that advertising is a waste.

ii Testing Grading and Standardization of Products

Nigerian firms cannot successfully boast of using proper or standardized forms of testing their products. In fact few companies make use of this approach as others completely ignore such mode of specification The Nigerian Government has to this effect, established various Boards and Corporations to mainly address this disturbing non-chalant attitude of Nigerian firms. Such bodies include among others Standard Organization of Nigerian (SON), National Agency for Food Drugs and Administration Control (NAFDAC). These bodies have tried in ensuring that products are manufactured according to specifications. But Organisations always find one way or the other to manipulate to their whims and caprices. Little wonder that consumers regularly come across expired products at various supermarkets, including other inferior products.

Same applies to the branding, labelling and packaging of our various products. Even though East or West, North or South- home is the best, yet consumers in the country sometimes preferred imported products. This is a major communication lapse that should be fastly addressed and seriously too.

iii Transportation and Distribution Problems

It is an obvious fact that the distribution mode of products in many Nigerian organisations to the ultimate consumers are far below expectations. In the first instance, the transportation mode of conveying such desirable goods to consumers are not effective.

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Sometimes problems to this effect might be as a result of lack of gasoline or petroleum products to power the means of transportation (trains, lorries, ships, aircrafts, etc) of conveying these products. The basic factor underlying this problem therefore is the terrible state of our economy. On another look, the distribution problem might be as a result of an organisations lack of proper management. In such a case, failures are bound to happen. All the above, point to the fact the communication between the consumers and the manufacturers cannot but breakdown. The channels of distribution in most Nigerian organisations are faulty as most middlemen engaged for such activities rarely communicate as effectively expected. They leave enough communication gap to discourage consumers from patronizing such products as well as discourage manufacturers from improving on their existing products. Middlemen sometimes do engage in fraudulent acts of hoarding products to create artificial scarcity especially if the demand for such products are on the high side so that they can increase prices or sell them arbitrarily. An instance is the persistent current artificial scarcity of petroleum products in the country.

iv Government Policies.

The Nigerian Government has not helped much in terms of fiscal policies on various manufacturers and other corporate Organizations. Year in Year, various conflicting policies are promulgated -some on taxation like Value Added Taxes (VAT) other percentage deductions. The resultant effects will automatically affect the firms, all channels of distribution of products as well as the ultimate consumers. No wonder there are some products of low quality but forted down the throats of the general populace.

Other policies include those on importation duties on machinery products, high custom excise duties as well as other imposed policies in the Government budgetary matters.

There are other governmental policies concentrating on promotional programs on firms and other corporate organisations. Advertising therefore become impossible tasks especially to smaller firms just springing up in marketing structure.

v Distortions in Passing Messages Across the Marketing Structure.

Another problem of communication in our marketing promotion is "interference". There is no guarantee, however that the consumers will get the full message or understand it . This is because the communication process is subject to "interference" This interference takes the form of 'barriers" and impediments to the smooth flow of information. Barriers and impediments can occur at any of the stages within the communication process model thereby reducing the chances of the consumers (receivers) to fully grasp the message transmitted to him concerning some particular products. Interference can take any of the following forms.

Barriers: such as physical distance, language and cultural differences, wrong channels of communication

Filtering of Message Content such that some of the original message is removed..

Distortion of Message content. This can change the meaning of the original message before it gets to the receiver.

Noise comprises of irrelevant messages mixing up with the original message thereby confusing it.

vi Research and Developmental Activities.

Research and Development products are vital factors in the manufacturing and selling of products by any viable Organisation.

The Nigerian context is fast progressing on this, but there is still the utmost need to address ourselves on the necessary need to update our firms to this inevitable and laudable approach. The more our manufacturers delve into researches and development activities the better the quality of products the consumers will consume.

Nigerian Organisations however find it extremely difficult to expend much on the R&D activities. To them as long as their ultimate consumers are not complaining out loud, then everything is well. What they have however failed to realise is that the concept of satisfaction in the Nigerian marketing structure can never be achieved if considerable attention is not focused on the development of products, as the more a firm develops on its products the more the level of patronage given to it by the final consumers.

Research and Development therefore becomes an assidious task that should be achieved by all Nigerian Manufacturers and Organisatons. This fact is more pronounced as a firm that makes use of R&D will definitely modify its products and innovate new ideas on its quality as well as come out with fresh concepts on its branding and packaging.

vii The Nature of the Market and Product

The Nigerian marketing promotional mix will be greatly influenced by the nature of the market in the following ways:

(a) The geographical scope of the market highly influences the promotional programmes in the sense that some small local markets might make use of personal selling as their main promotional method while broader markets place greater attention an advertising. Therefore it becomes highly imperative for a firm to carefully study the geographical scope within its operational marketing environment with the aim of applying the appropriate promotional programme desired for such purposes.

(b) An organisations promotional strategy is also influenced by the nature of its consumers. These consumers might be household consumers, industrial consumers, non-profit organisations /charitable homes or middlemen. To illustrate further, a promotional campaign aimed at retailers will probably include more personal selling than a program designed to attract household consumers. In many situations, the middlemen may strongly influence the promotional strategy used by a manufacturer to do a certain amount of advertising. A market with only one type of consumers will call for a different promotional mix from a market with many consumer groups.

(c) The nature of the product also influences the promotional strategies. This is so because consumer goods and industrial good require different strategies. In the case of consumer goods, the promotional mix is influenced by whether the product is considered a convenience, shopping or specialty item. Firms

marketing consumer goods rely heavily on manufacturers advertising in addition to dealers display. This is so because the products are widely distributed and need no special demonstration or explanation. On the side of industrial goods, the promotional strategy behind their installations emphasise heavily on personal selling. This is so because products are often made to the customers specification and considerable pre-sale and post-sale services are necessary.

CHAPTER SIX

SUMMARY, CONCLUSION & RECOMMENDATIONS

6.1 Summary

By and large the role of communication in the Nigerian Marketing Promotion had been extensively examined. To communicate is to create awareness and stimulate interest within a particular set of framework. Both the profit and non-profit making organisations do communicate and persuade target recipients to avail themselves of the product or services on offer.

This study has basically informed us that 'communication' as the catalystic tool for all marketing promotions actually assist tremendously in the following dimensions:-

i. It helps to identify market opportunity by identifying and forecasting:-
   - trend in the demand pattern for existing products
   - market opportunities for new products
   - detailed needs for new product development that the concerned organisation should undertake.

ii. Communication also assists in managing products by monitoring the rate of supply and distribution of the organisation's existing products.

iii. It aids in choosing and motivating the channels of distribution of products to the ultimate consumers.

iv. Communication is simply the basis for all promotion and adverstising tools.

v. Communication assists in planning the entire marketing activities of an organisation/firm.

The study, in addition to the afore-mentioned, brought out a brief overview of the Nigerian Marketing Structure with detailed appraisal of the level of Buyer/Seller relationship in the system including an evaluation of the Nigerian Marketing efforts.

This study has been specifically divided into Six Chapter.
Chapter One deals with the general introduction and definition of relevant terms.

A review of Literature was done in Chapter Two, indication how promotion and communication evolved and the relationship of both concepts in marketing.

Chapter Three specifically analysed the methodology employed in carrying out the research work as well as a brief historical background of the three selected firms used for the study viz:- Ideal Flour Mills Limited; the Nigeria Breweries Limited; and the United Nigeria Textiles Limited PLC (Kaduna).

Data presentation and Analysis was done in Chapter Four.

Chapter Five analysed in details the factors influencing promotional methods in the Nigerian Marketing environment.

Finally, Chapter Six concludes the study with the summary of the project and adequate recommendations on various problems identified during the course of the research work.

6.2 Conclusion

The consumer apparently remains the central theme of any business in Nigeria. Be that as it may, posers on the attention given to consumer rights and protection would continue to arise. The long and short of the Nigerian Marketing concept is the indisputable fact that most Nigerian firms only pay lip service to the notion of consumer satisfaction in the marketing context. Apparently, consumer rights, privileges and protection are not given adequate attention as is given to 'politics' in Nigeria. Most consumers could hardly protest against unnecessary abuses of some manufacturer unlike in other developed Nations where consumer courts are established for the sole responsibility of protecting consumer rights in the society.

This then is a serious challenge to manufacturing firms in Nigeria. Organisation must strive to work harder in communicating openly, honestly and aggreably with their customers and all those in the distribution of products offered.

Mr. Danladi Yerima, the Manager of Ideal Flour Mils, Kaduna (One of the organisation used for the case study in chapter four) was of the same view with the above when he emphasised that bad marketing promotion communication strategy can destroy the credibility and reputation of any organisation. This, he further said, can have a dramatic impact on the entire marketing environment.

To this effect, integrated efforts should be further encouraged amongst the various Department/Sections within Specific Organisations.

Moreover, the Research and Development Department should be given more open hands to operate, with adequate funding. The marketing Section should also be properly co-ordinated to reflect the true image of the organisation in question.

Consequently, I wish to assure all Manufacturing firms, Government, Individuals, Investors, Marketers and Researchers that this research work will no doubt benefit and tremendously assist marketers in the improvement of products/goods within the society. This therefore will, in no small measure, aid in ensuring that the concept of satisfaction reigns supreme in the marketing environment.

6.3 Recommendations

Having stated the aforementioned problems encountered by various firms in the Nigerian marketing promotional programmes, it becomes highly imperative to proffer constructive solutions that can guide in restructuring these organisations to greater heights.

1. Organisations should strive in ensuring that sources of generating revenue are increased to make room for sufficient flow of funds for promotional programmes. Managements in various organisations should also be properly briefed on the utmost need to regularly embark on promotional programmes for reciprocal patronage from the ultimate consumer.

2. The Nigerian Government should also encourage investors/manufacturers through reasonable policies especially those that concern importation of factory machineries and production of raw materials for onward consumption.

3. It is an obvious fact that the Nigerian economy is fast declining, Government should therefore encourage various organisations by reducing excessive taxation on products so that the products can easily get to the final consumers without much hindrances.

4. The Nigerian middlemen involved in the channels of distribution of these products should also be advised to be more up right in transacting businesses between manufacturers and consumers. Adequate information and education should be passed to potential customers of specific products. At this stage, the seller must stimulate primary demand as contrasted with selective demand. Heavy emphasis should be placed on all promotional strategies especially the one that fits accurately, in a particular marketing environment. (advertising publicity, personal selling, sales promotion etc).The middlemen involved should also inform the manufacturers in accurate manner, various modifications that the consumers really want in these products.

5. From the foregoing, manufacturers are faced with the challenges of testing, grading and standardizing their products to specifications. Of course, the research and development department in various organisations have constant challenges to face. Products should be improved upon day-in- day-out, even before the final consumers request for such; moreso that we are in the jet age- the 21st century where constant innovation is the "order of the day."

6. Companies should be encouraged to adopt the concept of integrated marketing communications. Here the company carefully integrates/coordinates its many communications channels- mass media, advertising, personal selling, sales promotion, public relations,

direct marketing, packaging etc to deliver clear, consistent and compelling messages about the organisation and its products.

7. It is also important for organisations to keep track of its promotional expenditures by product promotional tools, product life cycle stage, nature of the products and observe effects in order to improve future use of promotion mix tools. These companies must prepare adequate promotion budgets that will take care of all their promotional expenditure and help improve sales of their products.

8. Management control and co-ordination should be strictly emphasised on communication in marketing promotion, so as to avoid communication interference (barriers). Finally, companies must work hard at communicating openly, transparently and agreeably with their customers and middlemen.

9. More Marketing seminars, conferences and programmes should be constantly organised amongst Nigerian firms in order to enhance marketing and selling skills / programmes as well as improve on customer service excellence. Also, these seminars should be affordable to interested participants in terms of fees charged, though commendable efforts had been achieved on this aspect, yet more laudable goals, can be attained through many more of these organised programmes/seminars *(See Appendix 'E')*

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APPENDIX 'A'

RESEARCH PROJECT

TOPIC: COMMUNICATION IN MARKETING PROMOTION

A CASE STUDY OF .....

QUESTIONNAIRE

The design of this questionnaire is for data collection for the above research project only. You are kindly requested to read each question carefully and answer accordingly.

A. **PERSONAL DATA OF RESPONDENT**

(1) Department _____

(2) Position _____

B. **QUESTIONS**

(1) What do you produce and what is your production capacity?

_____

_____

(2) How does your ultimate consumers receive their products?

_____

_____

(3) With what means do you reach out to your customers?

_____

_____

(4) Do you always request for comments, criticisms and commendations from your consumers on your organisation's product(s) ? If so, state details?

_____

_____

(5) What are your organisation's basic promotional methods/strategies?

_____

_____

(6) How do you continously modify and improve the standard of your firm's products?

_____

_____

(7) How can you assess the service of middlemen in getting your products across to the ultimate consumers?

_____

_____

(8) Do your relate closely with your competitors within the same marketing structure?

[A] ☐ Yes

[B] ☐ No

[C] ☐ A little

(9) Can you assess the level of staff welfare packages(s) in your organisation in promoting the organisation's image and product?

_____

_____

(10) What are your basic constrains in communicating effectively with your ultimate consumers?

_____

_____

(11) Are the prices (values) attached to your products acceptable to your consumers?

[A] ☐ Yes

[B] ☐ No

[C] ☐ They are given no choice

(12) How often do you appraise your ratings and performances in the marketing structure?

_____

_____

APPENDIX C

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APPENDIX 'B'

RESEARCH PROJECT

TOPIC: COMMUNICATION IN MARKETING PROMOTION

A CASE STUDY OF .....

QUESTIONNAIRE

The design of this questionnaire is for data collection for the above research project only. You are kindly requested to read each question carefully and answer accordingly.

A. **PERSONAL DATA OF RESPONDENT**

(1) Sex _____

(2) Address _____

B. **QUESTIONS**

1. Which product do you patronise in this organisation?
   and how did you come across the product?
   _____
   _____

2. Has the product offer the satisfaction expected of it?
   [A] ☐ Yes
   [B] ☐ No
   [C] ☐ Almost

3. Does the product reaches you at the right time and place?
   [A] ☐ Yes
   [B] ☐ No
   [C] ☐ At times

4. Have you at anytime expressed your opinion towards the improvement of the products?
   _____
   _____

5. In what ways have you assisted in promoting the products?
   _____
   _____



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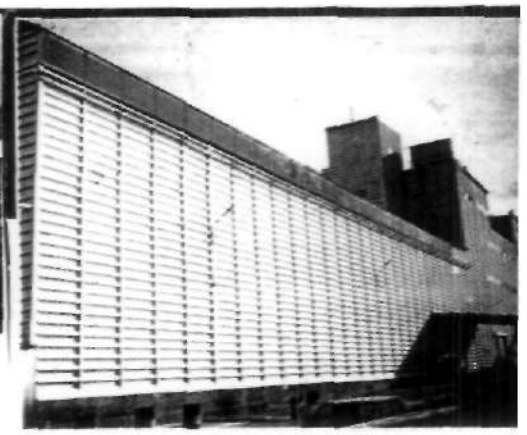
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An Aerial view of IFML.



Side view of Silo and the Mills





APPENDIX 'E'

Five arrested after Omagh bombing, Blair talks toug

FIVE people have been arrested in connection with Saturday's fatal car bomb attack in Omagh. They were detained in dawn arrests at Mount Joy, just outside the town and at Sixmilecross in County Tyrone. All are being questioned by the RUC in Belfast.

It is understood that one of the men detained is a relative of a leading member of the 32-County Sovereign Committee.

The republican faction denies any links with breakaway group, the 'Real IRA', which denied any involvement in the atrocity, in which 28 people were killed and more than 200 injured.

No one has yet claimed responsibility for the Omagh blast — the most deadly in three decades of sectarian and political violence in the province.

British Prime Minister Tony Blair has pledged to give police chiefs on both sides of the Irish border full backing to bring justice for the victims of the Omagh bombing.

He said: "Those people who oppose this (peace) agreement and carry on with this mad, psychopathic, criminal, evil behaviour are the very people we have got to defeat.

"We are only going to defeat them if we take the security measures we can take and make sure we are offering a different way forward for the future."

As chiefs on both sides met to consider new security strategies in the area, Mr. Blair said his government would give serious considerations to all recommendations made at the meeting.

The group is one of three republican splinter organisations which remain implacably opposed to the Good Friday Agreement.

The arrests took place as RUC Chief Constable Mr. Flanagan and the Republic's Garda commissioner Pat Byrne prepared for talks as part of the cross-border police investigation into the bombing.

Meanwhile, 200 people were evacuated from the government building, Stormont castle near Belfast, following a hoax bomb warning yesterday morning.

No group has yet claimed responsibility for planting a car bomb in the busy Omagh town centre and issuing a misleading warning, which sent people running towards the blast. The explosion killed 28 people and injured 220 more.

Among those who died were nine children and 14 women, including an 18-month-old girl, her mother and grandmother.

With grieving families already making funeral arrangements, Mr. Blair and police chiefs on both sides of the Irish border are under extreme pressure for a swift security response to bring the killers to justice.

RUC Chief Constable Ronnie Flanagan met with Garda commissioner Pat Byrne yesterday morning.

The Prime Minister said: "We have to do everything we can in the light of the security advice presented to us, to make people as safe and secure as possible.

"We can't give these people what they want which is create such a sense of hopelessness and despair that people give up trying to build a better future."

Mr. Blair has visited the injured in hospital after which he spent Sunday evening in talks with police and political leaders in Northern Ireland.

Mr. Blair said the police chiefs would also be looking at ways of preventing future tragedy in Northern Ireland.

Mr. Flanagan said it was "possible and probable" the republican splinter group the 'Real IRA' had committed the atrocity.

The Northern Ireland Secretary, Mo Mowlam, held parallel talks with the Irish Justice Minister, John O'Donoghue.

Mr. Blair and his Irish counterpart Bertie Ahern have both instructed police chiefs to consider every possible course of action to deal with those who remain committed to violence.

The Irish Prime Minister, Bertie Ahern, said this could include bringing back internment — the policy of detaining paramilitary suspects without bringing charges against them.

The leaders of the 70-member Real IRA are believed to be well known to the security forces on both sides of the border.

Mr. Ahern said: "We will have no hesitation in doing what we need to do to deal with these people."

He earlier pledged whatever resources are necessary to crush the organisation (responsible for the Omagh bombing)".

The Taoiseach's comments were welcomed by Northern Ireland's Minister David Tr "Those responsible f outrage are operatin his territory," he said

The Irish Gove plans to meet on W day to decide on package of tough m to stop paramilitar lence.

Mr. Blair said the ing cross-border s initiative and the j forts between the U Irish governments . stated the deep c ment on both sides timuing with the process.

Blast casualties named

THESE are the names released so far of the 28 people who died in the Omagh bombing.

Mary Grimes, 65, Beragh, County Tyrone

Her daughter Avril Monaghan, 30, Aughadarna, County Tyrone

Avril Monaghan's daughter Maura, 18 months, Aughadarna, County Tyrone

Sean McLaughlin, 12, Buncrana

James Barker, 12, Buncrana

Oran Doherty, 8, Buncrana

Geraldine Breslin, 35, Omagh

Brenda Logue, 17, Carrickmore

Philomena Shelton, 39, Drumquin

Gareth Conway, 19, Carrickmore

Breda Devine, 18 months, Aughabrack

Lorraine Wilson, 15, Omagh

Samantha McFarland, 17, Omagh

Julie Hughes, 21, Omagh

Elizabeth Rush, 57, Omagh

Rocio Abad, 24, Madrid, Spain

Fernando Blasco, 12, Madrid

Oran Doherty, 8, Buncrana

Esther Gibson, in her 30s, Beragh

Ann McCombe, 48

Veda Short, 46, Gortiaclare, south of Armagh

Adrian Gallagher, 21

Alan Radford, 17

Fred White, 60, Omagh

Brian McCrorry, believed to be in his 40s, Omagh.

Spanish minister visits bomb victims

THE Spanish Deputy Prime Minister, Francisco Alvarez Cascos, is travelling to Northern Ireland to meet 12 Spanish school-children who were injured in the bombing in Omagh. Two Spaniards were killed in the explosion.

The Spanish Foreign Ministry said on Sunday that two of the injured children were in a very serious condition.

Reports said a plane equipped with medical facilities was due to leave for Northern Ireland to repatriate any of the injured that are well enough to travel and another was due to take the victims' families to visit them.

The children belonged to a group of 28 Spaniards aged between 10 and 15 from Madrid, studying English in County Donegal in the Irish Republic, who had gone on an excursion to Omagh in the North.

The Spanish Foreign Ministry said that one of the dead was the leader of the group, Rocio Abad Ramos, 29, while the other was a student named as Fernando Blasco Bacelga.

In Saturday's blast which occurred in a coded shopping area of the town, 28 people were killed and more than 200 injured. Most of the casualties are women and children.

As news of the bombing emerged, the Spanish Foreign Ministry in Madrid was besieged by calls from distraught parents and a special hot-line was set-up, its number carried on all radio and television news bulletins.

Several thousand Spanish children, mostly from middle and upper class families, go to Ireland every summer on English language courses.

It is popular with parents because of the Ireland's deep Catholic traditions which are similar to Spain's. Many more children go to England, particularly along the south coast, to attend summer language colleges.

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