

**EVALUATION OF FACTORS INFLUENCING STRATEGIC  
MARKETING ON THE PERFORMANCE OF  
MANUFACTURING COMPANIES IN NIGERIA**

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**APRIL, 2013**

**EVALUATION OF FACTORS INFLUENCING STRATEGIC MARKETING ON  
THE PERFORMANCE OF MANUFACTURING COMPANIES IN NIGERIA**

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**A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, ABUBAKAR  
TAFAWA-BALEWA UNIVERSITY, BAUCHI IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF DOCTOR OF  
PHILOSOPHY (PhD.) IN MANAGEMENT**

**MANAGEMENT AND INFORMATION TECHNOLOGY PROGRAMME  
SCHOOL OF MANAGEMENT TECHNOLOGY**

**APRIL, 2013**

## DECLARATION

I hereby declare that this thesis was written by me and it is a record of my own research work. It has not been presented before in any previous application for a higher degree. References made to published literature have been dully acknowledged.

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## **CERTIFICATION**

This thesis entitled, “Evaluation of factors influencing Strategic Marketing on the Performance of Manufacturing Companies in Nigeria” meets the regulations governing the award of the degree of Doctor of Philosophy in Management of the Abubakar Tafawa-Balewa University, Bauchi, and is approved for its contribution to Knowledge and literary presentation.

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## **DEDICATION**

This PhD thesis is dedicated to my late mother, Hajiya Khadijat Ayuba and my late father Alhaji Ayuba Umar who passed on at the final stage of the compilation of this important work.

## ACKNOWLEDGEMENTS

There are lots of people I would like to thank for a variety of reasons and who all contributed in some way to help me accomplish this thesis. First of all, I am deeply indebted to my supervisors, **Prof A. K. Kurfi** and **Prof. Ambrose A. Okwoli** as they significantly helped me to focus my research on an interesting topic and in addition, they also helped me to maintain the motivation necessary to carry out the research work.

I want to express my gratitude to the members of my PhD seminar panel composed of Prof. M.U. Malumfashi, Prof. Isyaka Mohammed, Prof. Orazulike, Prof. Ibrahim Danjuma, Dr. S. S. Maimako, Dr. J. H. Landi and the Dean (Ag.) of the School of Management Technology, Dr. Bashir Maiwada, for accepting to take the time to read this thesis as well as their valuable comments. I am also very grateful to my independent assessors at B.U.K, Dr. Mukhtar Halliru and Dr. Garba Bello and Dr. Musa Fodio for the valuable contributions and support on both academic and non academic topics, for helping me to better understand the basics of research in management science and for their encouragement that made it easier to overcome the most discouraging moments of my work.

Likewise, I would like to thank all my friends and colleagues at the School of Management Technology, ATBU, Bauchi for having made all the time spent at the institution more enriching and more pleasant, notably Dutse, Ningi, Bogoro, Bala and the coordinator of the programme, Dr. A Ahmad. I shall also not forget the team of the Dean's office, School of Management Technology for their support in putting the

infrastructure to successfully stage the series of PhD seminars and Waziri Garba former editor, New Nigerian Newspapers and currently head of Information and Publications Unit of the University of Abuja for editing the entire thesis.

I am also very grateful to all the Professors that I have the opportunity to work with as an academic staff, notably Prof. Grace Nzelibe, Prof. Sani A. Mashi, Prof. Sani Abdullahi, Prof. Bashir Garba, and Prof. Siyan Peter. They largely contributed to make me appreciate the teaching activity; they offered me a lot of opportunity and support to develop my teaching skills and generally supported me in all aspects of my work at the University and made it more inspiring and enjoyable.

Of course I am also thankful for those people outside of the academic microcosm that have stimulated my life and have given me strength to go on. In particular, I would like to thank my mentor Prof. A.S. Sambo for having always listened to my existential problems and for having helped me to find the confidence and motivation to overcome the most difficult and depressing moments of my doctoral programme and the numerous generousities/assistances which helped to reshape my life. I certainly do not want to forget my friends in Abuja, Bauchi and Kaduna who cheered me up when I had weaker moments, namely Dalhat, Balarabe, Aliyu, Nuhu, Ndama, Zakari, Magaji, Haruna, Kenneth and Rabi'u.

My warmest thanks go to my Kids Fauziyya, Maimuna, Nana-Khadijat, Abdulhakeem, Khalifa, Umar and A'isha, my brothers and the rest of my family members for their

support throughout my studies. In particular, I would like to deeply thank my aunt Hajiya A'ishatu (Iya) for having encouraged me to start an academic career at the University of Abuja and for having always encouraged me to overcome the consequent challenges associated with my academic pursuit.

Finally, and most importantly, I would like to thank my wife Maryam Magaji Ishaq and show my gratitude for the continual support and love brought in my life and for having made everything look a lot easier to surmount. Although words cannot adequately express my feelings, I sincerely appreciate the numerous contributions and thank everybody for all the supports.

## **ABSTRACT**

This study investigated the major internal and external environmental factors that influence the implementation of strategic marketing on the performance of manufacturing companies. The study adopted a survey research method which involved the use of both primary and secondary data to evaluate the factors. The data collection exercise involved a focus group discussion (FGD) with different targeted groups of customers while structured interviews were conducted with marketing intermediaries to elicit information on strategic marketing activities of manufacturing companies in Nigeria. A total of 106 manufacturing companies listed on the Nigerian Stock Exchange (NSE) were selected from the target population of one hundred and forty five (145) through stratified random sampling. Out of the 106 distributed questionnaires, ninety six (96) representing 91% response rate, were collected and used for analysis. The data was analyzed using Descriptive Statistics, Chi-square, Pearson Correlation and Multiple Regression Analysis to test the formulated hypotheses which revealed that there is a strong relationship between strategic marketing and company performance. It also found that successful implementation of any marketing strategy depended on fund adequacy, adequate infrastructure and the attitudes of the executors. Other findings revealed that the broadcast media (Radio & Television) was the most effective channel for the advertising of consumer goods while, the print media (Newspapers & Magazines) proved to be the most effective for the advertising of industrial goods. The most effective distribution channel was Manufacturer- Wholesaler-Retailer- Agent- Consumer. The study recommended the need for manufacturing companies in Nigeria to make available adequate funds to help in the implementation of sound marketing strategies and infrastructural facility such as electricity and water supply as well as telecommunication and transportation services be given priority attention by government so as to aid industrial recovery and growth which will pave way for effective performance of the manufacturing companies.

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## ACRONYMS

ACI	Absence or Collapse of Infrastructure
ACSI	American Consumer Satisfaction Index
AMA	American Marketing Association
AME	Attitudes of Marketing Executives
ANOVA	Analysis of Variance
BS	Balanced Scorecard
CP	Company Performance
CS	Customer Satisfaction
CPC	Consumer Protection Council
ESA	Environmental Scanning and Analysis
EU	Environmental Uncertainties
FA	Fund Adequacy
FGD	Focus Group Discussion
FI	Fund Inadequacy
IEE	Internal and External Environment
IMPS	Implementation of Marketing Policies and Strategies
IPA	Institute of Practitioners in Advertising
MAN	Manufacturers Association of Nigeria
MCP	Manufacturing Company Performance
NACCIMA	Nigeria Chamber of Commerce Mines, Industry and Agriculture
NAFDAC	National Agency for Food, Drug, Administration and Control
NEEDS	National Economic Empowerment Development Strategy

NSE	Nigerian Stock Exchange
P	Profitability
PBI	Provision of Basic Infrastructure
PIMS	Performance Impact of Marketing Strategy
PLC	Product Life-Cycle
PMA	Positive Managerial Attitude
RA	Resource Adequacy
RBV	Resource- Based View of the Firm
R&D	Research & Development
RI	Resource Inadequacy
ROI	Return on Investment
SCA	Sustainable Competitive Advantage
SIG	Significant
SM	Strategic Marketing
SMET	Senior Marketing Executive Team
SMPS	Sound Marketing Policies and Strategies
SON	Standards Organization of Nigeria
SPSS	Statistical Package for Social Science
SWOT	Strengths, Weaknesses, Opportunities and Threats
TQM	Total Quality Management
TUC	Trade Union Congress