**IMPACT OF EFFECTIVE MARKETING COMMUNICATION ON MANUFACTURING COMPANY IN NIGERIA**

**(A CASE STUDY OF NORTHERN BAG MANUFACTURING COMPANY)**

ABSTRACT

*The research project deals with the business of investigating the impact of effective marketing communication on manufacturing company, using Northern Bag manufacturing company as a case study. The objective of the research work among others were to know the role of marketing communication on the advertising media selection, sales promotion campaign influence the volume of bags produced by Northern bags manufacturing company. The researcher was able to address some problems such as problems or constrains encounters during the course of carrying out marketing communication by the company under study. The research questions that were created influence, does marketing communication help in achievement of increase in sales volume of bags, and does marketing communication contribute in increasing the potential customers and retaining the actual customers etc. the researcher used the whole population which comprised all the staff in the marketing department Northern bags manufacturing company with a sample size of 120 the methodology adopted was the use of primary and secondary data collection method. the researcher used percentage in analyzing the respondents profile and chi-square (x2) scientific method for testing of hypothesis finally the work came up with finding such as “there is a relationship between marketing communication and increase on the sales volume of bag and recommendation were made and among the were that the works of the company should cultivate the habit of speaking good word of mouth (WOM) about the product of the company.*

**CHAPTER ONE**

**INTRODUCTION**

**1.1 BACKGROUND OF THE STUDY**

One of the element of marketing strategy is promotion included also are price, product, and place. If the target public are not adequately communicated or not good knowledge about product/service, the marketing strategy exercise will fail organization firms need to use promotion to convey or create awareness about their product to the target audience.

However promotion is a popular variable through which an organization/ firm conveys or send message about their company and product or services such as consumers, suppliers, dealers etc.

Marketing promotion is the main goal of marketing communication, which helps to project a positive image for an organization and its product before its relevant publics to facilitate acceptance and patronage.

Kernal et al (1968) observed that communication creates commonness in relationship between the organization and the largest publics to the extent that they both share information idea, thought or attitude. Ordinarily communication is intended to build store traffic purchase and increase usage and stock level, brand switching and stock piling.

The word communication is derived from the Latin word “communis” which means “common”. Therefore communication could be seen as the process of establishing a commonality or oneness of thought between a sender and a receiver. The above definition highlights two important ideas.

One communication is a process and as such has elements and inter relationship, can be modeled and examined in a structure manner.

Secondary, oneness of thought must be developed between the sender and receiver if true communication is to occur which imply that a sharing relationship must exist between the sender and receiver.

It is a common mistake to view the sender as the active member in the relationship and the receiver as passive. For instance a person (the sender) speaking to a day dreaming friend (the intended receiver). It must appear that communication no thought is being shared thus there is no communication between them. Lack of communication in this instance is the passivity of the intended receiver called one of the intended receiver Although sound waves are bouncing against his/ her eardrums, he/ she is not actively receiving and sharing thought. A human receiver can be likened to a television set, a television set is continuously bombarded by television (electro magnet) waves from several situation.

 However. it will receive only the station to which the channel selector are timed. Human receiver like wise are bombarded with stimuli from many vision, a person selects one source tune to act.

Engel et al (1983) defined promotion as controlled integrated programmed of communication methods and material designed to present a company and its products to prospective customers, to communicate need satisfying attributes of the product to facilitate sales volume and thus contribute to long run profile able performance.

Consumers are able to patronize a product or services if only they aware of its existence, quality, price and availability. But they can know these through the elements of communication. As Kotler (1988) identified them to be; they as follows.

1. Advertising

2. Personal selling

3. Public relation

4. Sales promotion

5. Publicity

Through Recently, Kotler and Keller (2009) came up with the new idea that marketing communication consists of eight major modes of communication which are

Advertising

Sales promotion

Events and experiences

Public Relations and publicity

Direct marketing

Interactive marketing

Word of mouth marketing and

Personal selling

The major aim of the marketing communication is to prompt people to take positive action by placing orders, making enquiring and purchasing.

Based on the company under study, emphasis will be laid on only these communication otherwise known as promo-tools. These communication include. Advertising, sales promotion and personal selling, Although, other promo-tools will be touched in this research work.

**1.1.1.1 PROFILE OF THE COMPANY OF CASE STUDY.**

Northern Bag Manufacturing Company Limited (Kano) was acquired by Nigerian Bag Manufacturing Co. on the 3rd of December 1990 from Danakar industries.

It commenced production of grain sacks in March 1991 with installed capacity of 1.5 million sacks per month.

During 2004, the management of Bagco approved a major expansion programme, which resulted in the acquisition of more plots of land, construction of three new factory bays and complete replacement of the existing machinery and generators.

From that time additional equipment has been installed which has increased the capacity of the factory to the ton of 10 million sacks per month which include various industrial sacks and jumbo bags (1 to 2 ton carrying capacity).

The expansion project has been completed in order to proliferate the installed capacity between 9 and 10 million sacks per month.

**1.2 Statement Of The Problem**

The problem is that in our present society there are some competitors who produce bags that are similar to the one Nothern Bag produce and also in a very low amount or cost, they manufactured also go into advertising, sales promotions personal selling and other promo-tool to create awareness and stimulate interest to their prospective customers. Another problems is that most Nigerians do not make use of marketing communication to enable them increase the volume of their sales in the maufacturing industry also Nigerian made goods lack recognition many do not believe that made in Nigerian goods are what they are and many find it difficult to trust their quality of made in Nigerians product and services, marketers gives false information about the goods and services at their disposal. The customer say that Nigerian goods do not always work what the manufactures are in the label of those products. Also a lot of imitation are in the market and they are sold at a cheaper price which affect the original goods even when marketing communication is effectively apply, the volume of sales will be very low.

1.3 OBJECTIVE OF THE STUDY

The objective of the study is to identify the impact of effective marketing communication on manufacturing company. The following under listed points are the major objectives of this research work.

1. To determine the impact of effective marketing communication on manufacturing company.

2. To find out how marketing communication affect the distribution channel of Northern bags manufacturing company.

3. To know the role of marketing communication in the sales volume of Northern bags manufacturing company.

4. To examine how product serves as a tool for marketing communication.

 RESEARCH QUESTIONS

1. Does marketing communication help in the achievement of sales volume of Northern bags manufacturing company?

2. Does marketing communication has any relationship between sales volume of Northern bags manufacturing company?

3. Does marketing communication help to influence customers buying behaviour?

4. Does marketing communication contribute in increasing the potential customers and relating the actual customer?

1.4 RESEARCH HYPOTHESIS

The two type of Hypothesis used in this study are;

Null (Ho) and alternative (Hi) They are used below.

1 Ho: Marketing communication does not help in the achievement of sales volume of Northern bags manufacturing company.

Hi: Marketing communication help in the achievement of sales volume of Northern bags manufacturing company.

2 Ho: There is no relationship between marketing communication and increase in sales volume.

Hi: There is relationship between marketing communication and increase in sale volume.

3 Ho: Marketing communication dose not help to influence consumer behaviour.

Hi: Marketing communication helps to influence consumer buying behaviour.

**1.5 Significance Of The Study**

The relevance of the research work include the following.

a. To me as a student: It also serves as a means of bracketing my knowledge in the marketing field.

b. To companies in manufacturing industry it help manufacturers discover the various effective means of directing their products to potential customers and thereafter increase sales volume of their products.

c. To future researchers: It will be useful to future researchers that want to embark on a research work related to the problems under study.

 DEFINITION OF TERMS

The following terms are defined as thus;

Marketing communication: It is the package of promotional efforts and strategies designed by marketing executive to attract the alternation and arouse buyer’s interest.

Sales promotion: It is a short term promotional tactic, providing an inducement to buy rather than to produce long- term effect.

Sales volume: This refers the quantity of sales of a product over specific time period usually one fiscal years.

Consumer: This is an individual who buy or uses the product or services offered for sale by the producer.

Consumer Behaviour: It is decision process and physical activity individual’s engage in when evaluating, acquiring, using or disposing goods and services.

Industry: This is the total number of firms /companies that produces particular goods and services that have close substitute.

Promotion: This is the act of communicating information between seller and potential buyer or other in the channel to influence attitude and behaviour.Marketing: This is the performance of a set of systematically coordinated activities or functions aimed at need/ want identification and satisfaction at a profit, through the exchange process.

Marketing Mix: These are the controllable variables the company puts together to influence the target market. They include the 4ps of marketing product, price, promotion and place.

Product: This is the need satisfying offering of a firms.

Advertising: This is any paid form of non-personal presentation of ideas goods and services by and identified sponsor.

Personal selling: This is an aspect of marketing promotion done through face to face or person to person presentation of sales forces or an intermediary to the target market.

Direct Marketing: This is the use of mail, telephone, fax, e-mail, or internet to communication directly with or solicit response or dialogue from specific customers and prospects.

Interactive Marketing: This include online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or encourage sales of products and services.

Word of mouth Marketing: This has to do with people-to-people, written or electronic communications with relate to the merits or experiences of purchasing or using product or services.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1. Introduction**

This chapter analyses the literature available in books and journals on how the four marketing communication strategies in this study affect consumer purchase behavior on Northern bags manufacturing. The marketing communication strategies are the independent variables under study and they include: advertising, sales promotions, personal selling and social media. They therefore guide the 4 priorities for this chapter: Section 2.2 discusses how advertising affects consumer purchase behavior of Northern bags manufacturing, section 2.3 discusses how sales promotions affects consumer purchase behavior of Northern bags manufacturing, section 2.4 discusses how personal selling affects consumer purchase behavior of Northern bags manufacturing and finally section 2.5 covers how social media affects consumer purchase behavior of Northern bags manufacturing.

2.2.The Effects of Advertising on Consumer Purchase Intention

Etzel, et al., (2007) describes advertising as consisting of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor. These media include broadcast (television and radio), online (emails, websites, social media) and print (newspapers, billboards, brochures, etc.). This study and the literature review in this section mainly observes purchase behavior as a result of advertising exposure regardless of the channel used.

Advertisements are made to not only promote products and the brand but also increase the likelihood that people will buy the products. A positive attitude toward an advertisement predicts a positive attitude toward the brand and also increases the likelihood that the consumer will want to purchase products from the brand in the future (Storme et al., 2015). According to a study done by Saadeghvaziri et al., (2013), the results show that attitude toward online advertising is a statistically significant and positive predictor of web users’ purchase intention. Infact, attitude

toward Web advertising explained 38 percent of the variance in respondents’ purchase intention. Web advertising consists of different forms such as emails, pop up messages, Web sites, and banner ads. These findings suggest that marketers should invest time and money into providing consumers with the afore mentioned beliefs that will likely lead to forming positive attitudes. These positive attitudes, in turn, will likely result in favorable consumer behavior (Saadeghvaziri et al., 2013). In agreement to this, Massey, et al., (2013) research findings show that if respondents like an advertisement, this will improve their attitude towards the advertiser, and this in turn will improve their attitude towards the brand. This is important because one's attitude towards the brand strongly influences purchase intent across all four cultural groups, for both the ethical and unethical advertisements.

On the other hand, in a study done by Fam-Kim, et al., (2013) in five Asian cities (Hong Kong, Shanghai, Jakarta, Bangkok and Mumbai) more than two thirds of the respondents in each city claimed they would not purchase the advertised product/service if it consists disliked executions (Fam-Kim, et al., 2013). The dislike attributes in this case were: style, meaningless, character, exaggeration, irresponsive, violent and hard sell (Fam-Kim, et al., 2013). Massey, et al., (2013) also suggest that when advertising to culturally conservative groups, caution is required. According to his findings, such groups have lower purchase intent when they do not like the advertisement. Massey’s results therefore suggest that advertisers should factor in this additional stage of evaluation, i.e. building attitude towards the advertiser and the brand into their communication strategy (Massey, et al., 2013). This confirms that advertising can affect either negative or positive purchase behavior.

Besides positive and negative purchase behaviors, Massey, et al., (2013) also finds that advertising has both indirect and direct effects. He confirms that regardless of cultural group, or the perceived ethicality of the advertisement, the effects of the antecedent variables on purchase intent are mainly indirect, and operate via the universal paths. These universal paths are consistent with persuasive hierarchy models (Vakratsas & Ambler, 1999), as they represent a hierarchy in which earlier effects are a

precondition to actions such as purchase. Hence according to the persuasive hierarchy models, if mothers think an advertisement is ethical (cognitive response), they will in turn, like the advertisement (affective response), and will intend to purchase that product (conative response).

2.2.1.The Effects of Advertising Media Channels on Purchase Intention

As earlier established, advertising media include broadcast (television and radio), online (emails, websites, social media) and print (newspapers, billboards, brochures, etc.). Consumers once had a limited number of media channels from which to obtain product information and were forced to rely on word of mouth (WOM) and print media (e.g. newspapers, magazines) to learn about products in which they were interested (Woo et al., 2015). This changed radically in the twentieth century, as the number of media channels increased with the advent of radio and television (TV), revolutionizing the ways in which consumers could access information (Woo et al., 2015). Over the past two decades, the advent of the internet has again fundamentally altered the quantity and quality of information available to consumers. As a type of “new media,” the internet contains all of the information that was available from older media and, when used in conjunction with personal media devices such as smartphones and Tablets, allows consumers to obtain information anywhere, at any time (Woo et al., 2015).

In tandem with this evolution in information and communications technology (ICT), consumer purchasing behavior and corporate advertising strategies have also changed. Consumers are now able to gather information through various media channels at each stage of the purchase decision making process (need recognition, information search, alternative evaluation, purchase decision, and post purchase behavior). Accordingly, companies must determine the appropriate media channels through which to promote their products in order to reach target consumers. Different media channels will generate different marketing and communication results (Chen & Hsieh, 2012). Internet ads and searches are more effective marketing channels for attracting younger consumers, while newspapers, magazines, and WOM are likely to be more useful for targeting older consumers (Woo et al., 2015).

Facebook is the most popular social medium in the world. Duffett (2015)’s results confirm that advertising on Facebook has a positive influence on the behavioural attitudes (intention to purchase and purchase) of Millennials who reside in SA. The usage characteristics, log on duration and profile update incidence, as well as the demographic influence of ethnic orientation also resulted in more favorable perceptions of Facebook advertising. It is estimated that Millennials will have a combined purchasing power of $2.45 trillion world wide by 2015. It can be assumed that social communications in the form on online reviews, posts and word of mouth (WOM) will play a large part in driving purchase decisions (Priyanka, 2013). However, Reuters and Ipsos (2012) revealed that one in five Facebook users had purchased products as a result of advertisements and/or comments that they viewed on Facebook. This rate increased to nearly 30 per cent who were aged 18 34. Facebook & ComScore (2012) disclosed that 4 per cent of consumers bought something within a month after being exposed to earned brand impressions from a retailer. The exposure also increased consumers’ intention to purchase. Rich Relevance (2013) revealed that consumers who made purchases, owing to Facebook advertising, were double in comparison to Pinterest and Twitter. Facebook also had the greatest income per session.

In regards to traditional media, Woo’s et al., (2015) results show that consumers’ preferences for media channels in each product category when socio demographics and lifestyle variables are held constant gives relatively larger estimates for broadcast TV and WOM, while those for newspapers and magazines are relatively smaller; this suggests that consumers’ product purchase decisions are affected most by broadcast TV and WOM and least by newspapers and magazines. SMS advertising has also been taken up as an advertising channel and it has had positive attitudes and acceptance. Yusta, et al., (2015) reports that future willingness to receive mobile advertising messages will depend on the attitude towards the brands involved in the campaign. Recent report reveals that South Korea has one of the toughest jurisdictions for data privacy compliance in the world, supported by the fact that up to 80 per cent of Koreans experienced the theft of their personal details in the past decade (Parsons & Colegate, 2015). However prior research demonstrates that such consumers tend to accept the advertising positively if they have trust in the advertisers (e.g. Izquierdo et al., 2015) Contrary to the previous researches (Drossos et al., 2013), the Dix et al., (2016) study

did not find any positive relationship between consumers’ intentions to receive SMS advertisements and their behavioural response to those advertisements. This may happen due to the excessing SMS advertising that consumers receive every day.

2.2.2.The Role of Celebrity Advertising on Purchase Intention

An advertising spokesperson can have a significant effect on the attraction and retention of viewers’ attention. Attention enables the development of brand awareness, which forms attitude, influencing purchase intentions (Chang & Chang, 2014). According to Felix and Borges (2014), consumers who pay more visual attention to a spokesperson in an advertisement may develop more positive attitudes either toward the spokesperson or toward the advertisement. The attitude toward the advertisement influences the attitude toward the brand, which in turn influences purchase intentions (Antioco et al., 2012). When the aim of the advertising campaign is to form attitude, then selecting a celebrity as the FMCG advertising spokesperson is recommended, but if the aim of the FMCG advertising campaign is to enhance brand awareness, it is recommended to select a non-celebrity spokesperson (Pilelienė & Grigaliūnaitė, 2017).

Research suggests that a celebrity spokesperson in an advertisement elicits more positive attitudes than a non-celebrity spokesperson, however the level of purchase intentions does not differ for the brand advertised by a celebrity compared to the brand advertised by a non-celebrity spokesperson. (Pilelienė & Grigaliūnaitė, 2017). The study found that celebrities’ likeability and their attractiveness have the greatest impact on both consumers Attitude and their purchase behavior (Mansour & Diab, 2016).

The effects of advertising creativity on perceived value are fully mediated by perceived product quality. What is more, the effects of advertising creativity on retailer brand attitude and retailer purchase intention are fully mediated by perceptions of product quality and value. The latter results clearly support our proposed logic that the creativity signal primarily affects quality perceptions of the focal object (namely, the product), and that these perceptions are then transferred into positive evaluations of the retailer. The results thus support our proposed logic that advertising creativity serves as a quality cue, thereby affecting the perceived value for a product, as well as retailer attitude and purchase intention (Modig & Rosengren, 2014)

2.3.The Effects of Sales Promotions on Consumer Purchase Intention

Sales promotion consists of a diverse collection of mostly short‐ term incentives designed to motivate consumers or the trade to purchase a product immediately and/or in larger quantities by lowering the price or adding value (Lamb et al., 1996). These include coupons, samples, premiums, contests, point‐ of‐ purchase displays, and frequent‐ buyer programs, etc. It is estimated that FMCG manufacturers spend about $1 trillion annually on promotions. In addition, promotions play an important role in the FMCG industry as a significant driver of sales (Nielsen, 2014). For example, Cohen et al., (2017) illustrate the effectiveness of temporary price reductions in boosting sales using real data by investigating the prices and sales for a particular brand of ground coffee in a supermarket over 35 weeks. They observe that this brand was promoted during 8 out of 35 weeks (i.e., 23% of the time); and that promotional sales accounted for 41% of the total sales volume (Cohen et al., 2017).

Schultz and Block (2014) also confirm that sales promotions affect consumer purchase behavior. One of the questions they asked in their study in the U.S. was “What sales promotional tool most influenced your purchase behavior toward

\_\_\_\_\_\_\_\_ brand?” 55.8 per cent of the respondents reported it was “coupons in newspapers or inserts” that influenced or greatly influenced them. This was followed by “product samples delivered to the home”, the third one was “product samples in the store” at 48.2 per cent, and the fourth most impactful promotional activity, store loyalty cards, with 47.7 per cent of all respondents. The most surprising promotional tool found in this analysis was the rapid and continuing growth of consumers reporting that retail store shopper cards had a major influence on their purchase behaviors; an approximately 70 per cent growth rate

Heilman et al., (2011) also reports on free sampling as very effective in inducing trial, especially among lower educated consumers. For consumers who are planning to buy the product in the promoted category, free sampling can encourage switching from the planned to the promoted brand. For consumers who do not have such previous plans, free sampling can “draw” them into the category and encourage category purchase. Samplers' interactions with the person distributing the sample or

with other samplers at the scene also seem to boost post sample purchase incidence (Heilman et al., 2011)

Lowe and Barnes (2012) also confirm that sales promotions induce purchase intention in their study on line extensions. They established that it would be more effective to promote line extensions with a Buy One Get One Free (BOGOF) sales promotion than with a 50 per cent off promotion. This superiority of the BOGOF promotion to the 50 per cent off promotion in the context of line extensions is based on the findings that: the BOGOF promotion, which requires consumers to buy at least two products, is more likely to accelerate purchase quantity and induce stockpiling than is the 50 per cent off promotion, which does not make any quantity related requirements (Lowe & Barnes, 2012).

2.3.1.Discounts and Price Cuts as Common Promotion Tactics

A promotion tactic that is commonly used by retailers is temporary price reductions. Somervuori and Ravaja (2013) measured psychophysiological responses to different price levels and found that low prices induced positive emotions. Further to this, Luong and Slegh (2014) report that consumers perceive an attractive difference between certain percentage level discounts (e.g. 10 and 50 per cent) but not at other levels (e.g. 50 and 75 per cent). Price discounts are interesting because they are more complicated for consumers to interpret and because they signal meanings unique from price. By their very nature, price discounts are harder for shoppers to evaluate than price because they require use of a more demanding cognitive process (Biswas et al., 2013).

When customers see a product that sells at list price, they receive only one piece of price information. In contrast, price discounts require customers to process several pieces of price information to calculate the selling price and then evaluate the deal; price discount information to process includes percentage and/or dollar amount of price discount, original price and calculation of the selling price. In the case of the percentage discount amount, customers also need to conduct an additional cognitive task to Figure out how much money they actually save, such as subtracting the selling price from the original price ( Biswas et al., 2013).

Competition among potentially more convenient brick and mortar establishments and online retailers has resulted in significant price reductions, especially for online retailers (Petro, 2012). However, in higher risk channels like online stores, price discounts may have more significant effects on customers’ negative perceptions than price promotions in brick and mortar stores (Lee & Stoel, 2014). Experiential information is missing from an online shopping experience because shoppers are unable to inspect or try to use the products. Thus, many online shoppers rely heavily on price related information to evaluate products; and shoppers may infer a highly discounted product as having some unknown defect or risk. (Lee & Stoel, 2014).

When it comes to bundled offerings, Harris and Blair (2012) report that consumers may not process item price information when evaluating bundled offerings unless circumstances are conducive to doing so. This finding adds to an emerging perspective to the bundling literature, which has by and large assumed that consumers process item information. We find that responsiveness to bundle discounts (and the likelihood of piecemeal price processing) is, in general, enhanced when item information is more salient and when the purchase situation is unfamiliar (Harris & Blair, 2012)

Huang and Yang (2015) present two cases where as in their first experiment, the results show that offering quantity discounts e.g. “4 for 30% off” can result in greater willingness to buy a single product at the full price than offering promotions with a low quantity discount e.g. “2 for 30% off”. In their second experiment, the results show that when the missed quantity discount is based on dollars rather than on the number of pieces “Buy $100, get 30% off” versus “Buy 4, get 30% off”, the effect of purchase quantity on willingness to buy is enhanced (Huang & Yang, 2015).

In his journal, Huang et al., (2014) finds that price promotion activities at Starbucks in Taiwan had a favorable effect on customer quality evaluations and positively influenced repeat purchase intentions. Prior to Huang’s paper, Tong et al., (2012) examined ladies' buying behavior during shoes sales promotions in Malaysia, using the highly validated Belk's Model. Despite the multiracial society

in the country, ethnic group interaction on the model did not indicate impact on consumer differences affecting the sales promotion purchase during a specific festive season sale, all ethnic groups take full advantages of the sale (Tong et al., 2012).

2.3.2.Sales Promotion and Impulsive Purchase Behavior

Numerous studies confirm the global prevalence of impulse buying behavior and that over half of consumers visiting a shopping mall will make impulse purchases (Hultén & Vanyushyn, 2014). Clothes have been reported to be among the most frequently impulse purchased items (Pornpitakpan & Han, 2013). Consequently, it is the norm for retailers to design stores and display products in ways which encourage impulse buying i.e. through sales promotions (Hultén & Vanyushyn, 2014). Further to this, Tifferet and Herstein (2012) found that female shoppers make more impulse purchases than men. Which can be explained by females being more susceptible to sensory cues from touching an item than men.

Horváth and Birgelen (2015) investigated the behavior and purchase decisions of compulsive buyers and found that they value emotional and social benefits but often decide to buy “more and cheaper” items to achieve variety in their purchases. For example, clothes have been reported to be among the most frequently impulse purchased items (Pornpitakpan & Han, 2013) a person who enters a shop to buy a suit may make impulse purchases of other items such as shirts and ties which are perceived as inexpensive in comparison with the main item (the suit). They liked to try and buy new things – whether a different cut from their usual brand or a different brand. They engage in more brand switching than non-compulsive buyers, even if they were satisfied with a brand. The higher degree of sale proneness characterizing compulsive buyers and the transaction value they experience from price promotions (Kukar et al., 2012) hint at this higher brand switching tendencies.

Liu (2013) points out that when the time to purchase is short, consumers become easily influenced by a good deal even if the total utility is less or negative. Additionally, consumers experiencing short versus long time to purchase process positive and negative information differently. When consumers experience limited

information processing, they make decisions simply based on the attractiveness of the deal rather than the overall desirability of the product (Liu, 2013). For example, consumers increasingly rely on consumer ratings as important sources of information when making online purchase decisions (Godes & Silva, 2012). While high consumer ratings typically enhance the attractiveness of a product, products with low consumer ratings usually suffer from less consumer interest and, subsequently, lower sales and profitability. However, an effective price promotion may compensate for the negative features of the product and potentially increase consumers’ perceptions of the product’s value.

2.3.3.Sales Promotion as a Dependent Channel in Influencing Purchase Intention

As earlier established, price deals are recognized as the most powerful form of sales promotion; however, marketers should be cautious in determining a price promotion scheme. It is suggested that price promotions be used in combination with advertising or other sales promotion tools to increase brand awareness and image and to diminish negative effects on brand evaluations (Huang et al, 2014). Huang confirmed that shoppers with a favorable view on direct mail marketing and TV commercials respond more positively to in store promotion. Hence, the interactive effect of the three promotional channels increases the shoppers' general impulse purchase tendency (Hultén & Vanyushyn, 2014).

A study done by Millward Brown in 2012 with South African millennials established that Facebook advertisements that are connected to a physical in store promotion would actively draw those who are not inclined to make online purchases to the actual store to purchase. 45% per cent agreed that they purchase brands on sale as opposed to their preferred brands (Symphony, 2013). Marketers should therefore attempt to stimulate interactivity and word of mouth by proactively endorsing the sharing of marketing communication content between Facebook users by linking it to competitions, discounts, giveaways and other sales promotions, which would stimulate an increase in behavioral activities (Millward Brown, 2012).

2.4.Effects of Personal Selling Affects Consumer Purchase Behavior

Firms nowadays face an austere competitive marketplace where achieving sales goals has become a perpetual challenge. For example, empirical evidence suggests that in 2013, only 55 per cent of salespeople achieved their sales quotas (CSO Insight, 2014). The sales force plays an important role in driving firm profitability (Lassk et al., 2012) and have now been transformed to knowledge brokers (Bendixen et al., 2014) through personal selling.

Kotler (2013) notes that personal selling is a useful vehicle for communicating with present and potential buyers. Personal selling involves the two-way flow of communication between a buyer and seller often in face to face encounter designed to influence a person’s or group’s purchase decision (Kotler, 2013). A good example of personal selling is found in department stores on the perfume and cosmetic counters. A customer can get advice on how to apply the product and can try different products.

In a study done in Nigeria, findings from the study revealed clearly that personal selling is more persuasive among the marketing communication mix element. It aims at consolidating customers and maintaining the buyer seller exchange relationship. Personal selling as a business strategy, helps representatives of a company to explain to their clients/customers how well the products/services can satisfy their needs. Therefore, Organizations should focus more on the customer by adopting personal selling as a marketing strategy (zoltanpolla.com, 2017).

2.4.1.The Role of Technology in Personal Selling

With advances in technology, personal selling also takes place over the telephone, through video conferencing and interactive computer links between buyer and seller. Despite this, it still remains a highly human intensive activity despite the use of technology and scholars argue that technology cannot replace the unique functions of the salesperson (Ahearne & Rapp, 2010). Effective selling is highly dependent upon the salesperson’s selling skills and affective commitment to the selling situation (Simintiras et al., 2013).The evolving state of internet marketing (Cummins et al., 2013) is a result of worldwide growth in the number of Web sites and users, from 130

Web sites and 14 million users in 1993 to almost 673 million Web sites and 2.8 billion users in 2013 (Internet live statistics, 2014). Evolving Internet, social media and other technology enabled tools and the interaction patterns being created by such tools are transforming how salespeople interact with prospects and customers, and how organizations manage their sales force (Dixon & Tanner, 2012).

Since personal selling messages are not controlled, they may lead to inconsistency which in turn leads to confusion of the client (Cravens, 2012). However, managing the organization’s or an individual’s presence across multiple platforms has been revolutionized to relatively simple processes with the advent of social media management tools (e.g. Hootsuite, Buffer, TweetDeck, SproutSocial) and mobile technologies (Andzulis et al., 2012). Emergent buyer–seller interactions, engagement platforms and sales technologies have important ramifications for the value creation process for consumers, salespeople and the organization (Kuruzovich, 2013).

The evolving internet is also reducing the role of personal selling in purchase behavior. In the past, sales persons played a role in both the pre-purchase and purchase stages (Rippé et al., 2015). We now see that their personal selling role has reduced in the pre purchase stage as consumers now have continuous and excess information as the norm; mobile devices are used to multi task and manage the overabundance of available information that guides their purchase behavior even in terms of which channel to buy from (Parment, 2013). In store, it is these salespersons’ skills that allow connections with the consumer through verbal and nonverbal communication that adapts to consumer’s needs, thereby increasing trust (Orth et al., 2013) with trust leading to retail store patronage. Retail salespeople often have the most interaction with a retail firm’s customers, yet compensation and training are minimal.

Liu et al., (2013) reported that the store trust was a stronger influencing factor for the in-store purchases than the online trust was for internet purchases. His overall findings sustained the notion that salespeople with higher levels of active empathetic listening (AEL) will have higher quality relationships, and be regarded as more trustworthy. Further, when levels of trustworthiness are high the level of

relationship quality is higher which results in higher sales performance (Drollinger, 2012).

2.4.2.Building Trust for Effective Personal Selling

For retail services, consumers always look for tangible cues like store image (e.g. Hsu et al., 2010) and behavior of sales staff that may help them reduce perceived risk (Jayawardhena & Farell, 2011). The appearance of frontline salespersons represents the first impression of the company in the customer's mind. Their service behavior and relationship with the customer also add value to the product/service and provide psychological and social utilities (Lloyd & Luk, 2011). In this connection, frontline sales personnel serve as risk reliever. This risk reduction role will be more significant if the sales staff is perceived as trustworthy (Sirdeshmukh et al., 2002; Wong & Sohal, 2003)

Trust has been conceptualized as existing when one party has confidence in an exchange partner's reliability and integrity (Arnott, 2007). The importance of trust in retailing overall has not received much attention, although a few studies have reported a significant role of trust in the retail context in company‐ customer relationships (Too et al., 2001), in salesperson‐ customer relationships (Ball et al., 2004), and in online retailers (Nassir et al., 2008). Risk emerges when the consumer feels uncertain of the outcome associated with the purchase from a retail outlet. Previous empirical studies have proved that this is a common phenomenon in the retail sector e.g. (Diallo, 2012) and the types of risks frequently experienced by consumers include financial, physical, time, and psychosocial (Mitchell & Harris, 2005).

A consumer's trust in the firm / company / brand could be affected by the perceived trust of the business context in which it operates (Grayson et al., 2008). Grayson et al. (2008) refer interpersonal trust and organization‐ specific trust as narrow‐ scope trust and the level of trust of an industry, or a country, as broad‐ scope trust. Interpersonal trust is more influential in shaping exchange activities in a business context where broad‐ scope trust is low because it will perform a safeguarding function to reduce the perceived risk inherent in the purchase (Grayson et al., 2008). In China, the emergence of various types of retail formats in the past 15 years has

offered more choices for shopping to Chinese consumers; but the blooming of China's retail industry has resulted in the emergence of some retailers who operate their business in an unethical, and sometimes even illegal, way by selling fake products and over‐ priced products. Such behavior by some retailers has prompted Chinese consumers to have concern about fake products, product safety, over‐ priced products and poor product quality (Lloyd & Luk, 2011); as such, broad‐ scope trust of the local retail sector is low and interpersonal trust thus will be more influential in shaping buying behavior.

2.4.3.Strategic Importance of a Salesperson

Store image is made up of a set of store attributes which signify what the store is about to the customer (Diallo, 2012; Hsu et al., 2010) and it is an important clue of what the store can deliver at its best that benefits consumers and helps minimize the perceived risk to facilitate the choice decision (Bigne & Blesa, 2003; Mitchell & Harris, 2005; Semeijin et al., 2004). The emergence of relationship marketing as a paradigm to explain buying behavior has drawn the research attention from non human attributes such as brand mix, price levels, etc. to service‐ based and human based attributes like the quality of service and the behavior of salespersons (Semeijin et al., 2004; Thorbjornsen & Supphellen, 2011), to provide for a more comprehensive and accurate measurement for store image. For instance, what became known as the Consumer Image of Retail Stores (Bearden & Netemeyer, 1999) includes items directly related to the frontline salesperson, like appearance and service behavior.

To most consumers, shopping is an activity that produces satisfaction from more than simply the utility of the merchandise bought. The social or personalizing shopper enjoys conversation with the frontline sales staff and will seek personal relationships with store personnel. The store environment including helpful personnel may thus positively influence feelings (Lloyd et al., 2011; Machleit & Mantel, 2001; Sharma et al., 2011). Schneider and Bowen (1995) have reported that the service attitudes and behavior of frontline service personnel create a lasting impression that determines customers' perception of the firm and customer satisfaction.

Other studies have demonstrated that a positive impression and feelings towards the frontline sales personnel are crucial for consumers' perception of store image and approaching behavior towards the store (Brown & Lam, 2008) and the perceived value of retail service and future purchase behavior (Sweeney & Soutar, 2001). In particular, this relationship would be stronger in people‐ dominant services like retail service (Brown & Lam, 2008).

2.5.Effects of Social Media Affects Consumer Purchase Behavior

Consumers once had a limited number of media channels from which to obtain product information and were forced to rely on word of mouth (WOM) and print media (e.g. newspapers, magazines) to learn about products in which they were interested. This changed radically in the twentieth century, as the number of media channels increased with the advent of radio and television (TV), revolutionizing the ways in which consumers could access information. Over the past two decades, the advent of the internet has again fundamentally altered the quantity and quality of information available to consumers. As a type of “new media,” the internet contains all of the information that was available from older media and, when used in conjunction with personal media devices such as smartphones and Tablets, allows consumers to obtain information anywhere, at any time (Woo, 2015).

While print media advertising expenditures decreased by 3 percent per year from 2009 to 2012, spending on internet media grew by 18 percent annually over the same time period (Zenith Optimedia, 2013). In tandem with this evolution in information and communications technology (ICT), consumer purchasing behavior and corporate advertising strategies have also changed. Consumers are now able to gather information through various media channels including the internet at each stage of the purchase decision making process (need recognition, information search, alternative evaluation, purchase decision, and post purchase behavior). (Chen & Hsieh, 2012). The internet has also facilitated social networking which enables connections with a network of people who share common interests or goals (Hsu, 2012).

Social media has become an imperative conduit for global marketing communications and is commanding a larger share of advertising budgets,

especially to reach the younger generation. Therefore, the value of advertising on social media such as Facebook, YouTube, LinkedIn, Twitter and others is of great interest to organizations, managers and academics (Saxena & Khanna, 2013). marketers are increasing their social media budgets with digital interactive advertising forecasted to reach $138 billion in 2014, a growth rate of nearly 15 per cent in comparison to 2013 (eMarketer, 2014a). Furthermore, the Middle East and Africa are predicted to have the highest social media advertising spend growth (64 per cent) in 2014 (eMarketer, 2014c). Social media, such as Facebook and Twitter, have played huge roles in the ways we work, study, travel, eat, entertain and make purchases (Bilgihan et al., 2013). With the emergence of social media and mobile technology, customers have begun to share their thoughts about, and assessments of, satisfactory and unsatisfactory service experiences without temporal or spatial constraints (Al Jabri & Sohail, 2012; Wilcox & Stephen, 2013). Research has demonstrated that social media and mobile technology have become crucial channels of information exchange prior to purchases (Lee et al., 2013; Kwon et al., 2011).

2.5.1.Consumer Engagement on Social Media and Its Effect on Purchase

Recent large scale commercial studies provide evidence that consumer engagement continues to be a problem for social media users. For example, IBM’s CMO Insights Global C Suite Study found that few companies engage with customers via social media and most have failed to “exploit the opportunities arising from the data explosion and advanced analytics” (IBM, 2014). Moreover, a TrackMaven’s (2016) study found that while social media content per brand rose by 35 per cent across varied platforms from 2014 to 2015, content engagement actually decreased by 17 per cent over that same time period. Even social media vendors who purportedly measure engagement have been unable to prove whether, or the degree to which, engagement correlates to metrics like loyalty or sales ( Elliott, 2014). So, while almost nine in ten US companies with at least 100 employees have a social media presence for marketing purposes, how this translates into customer value remains a mystery (eMarketer, 2015).

A number of factors contribute to this engagement gap. First, social media is a relatively new marketing phenomenon, and there is thus a naiveté for how engagement should be created, tracked and measured (Barger & Labrecque; 2013; Schivinski et al., 2016). Second, with its many platforms and varied formats, social media has become a fragmented medium, making it difficult for companies to track and coordinate their efforts (King et al., 2014; Straker et al., 2015). This fragmentation, along with content saturation across channels, has placed greater cognitive demands on consumers, forcing them to either ignore content or become more selective in what they view and process (IBM, 2014). Lastly, in their search for short term sales gains, marketers over rely on social media to deliver sales promotions to consumers, and this continues to have a negative effect on brand equity (Schultz & Block, 2014).

Baker et al. (2016) studied the valence, channel and social tie strength of consumer engagement. Negative word of mouth had the strongest effect on purchase intention, although purchase intention was also influenced by the strength of the social tie between the communicator and the recipient. The format of the online word of mouth plays a role as well; specifically, the presence of photos in posts results in higher product interest and higher purchase intention for both search products and experience hedonic products (Lin et al., 2012).

2.5.2.Consumer Reviews on Social Media and its Effect on Purchase

Generation Y consumers in those countries that provide sound information infrastructure visit Facebook and Twitter to read reviews of services and products written by fellow customers. They are also emerging as micro bloggers who showcase retail products on online platforms and get insider information about brands through tweets (Bilgihan et al., 2013). He and Bond (2013) investigated the effect on forecasts of consumption enjoyment. They found that engagement in the form of reviews was most likely to result in potential purchasers adjusting their forecasts. Perhaps not surprisingly, credible reviews lead to higher purchase intentions (Jiménez & Mendoza, 2013).

What makes a review credible differs for search products versus experience products; however, reviews for search products are more credible if they provide

detailed information about the product, whereas reviews for experience products are considered more credible if the reviewer agrees with the review (Jiménez & Mendoza, 2013). The language of the review also affects product choice (Kronrod & Danziger, 2013). Illustrating the importance of reviews in general, de Langhe et al. (2016) showed that consumers rely heavily on average ratings of products to arrive at purchase decisions, despite a “substantial disconnect between the objective quality information that online user ratings actually convey and the extent to which consumers trust them as indicators of objective quality”.

With respect to brand attitude, Huang et al. (2013) demonstrated that the likelihood of a consumer sharing a viral video was linked to not only the consumer’s attitude toward the video but also the consumer’s attitude toward the brand. Moreover, the impact of attitude toward the brand had a significant impact on sharing. On the opposite end of the spectrum, Anderson and Simester (2014) showed that brand attitude may affect the likelihood of consumers posting negative product reviews without ever having purchased the product they are reviewing.

User generated content (UGC) in the form of reviews can affect consumers’ willingness to pay. In their study of dis preferred markers (discussed previously under “Brand Effects”), Hamilton et al., (2014) found that the presence of dis preferred markers in UGC increased willingness to pay for a product. Wu and Wu (2016) argue that willingness to pay varies across individuals and even within an individual depending on preferences for uncertainty. They offer a framework for quantifying willingness to pay based on consumers’ preferences for different review statistics. Positive eWOM often results in more positive opinions and purchasing behaviors by other consumers, while negative eWOM often results in negative opinions and purchasing behaviors (Cantallops & Salvi, 2014).

2.5.3.Facebook as the Most Effective Social Media Tool to Drive Purchase

Current Figures reveal that the largest online social medium in the world is Facebook, with 1.32 billion active members, and it is also the largest social commerce site that accounts for 85 per cent of all orders from social media (Shopify, 2014). Duffett (2015)’s results confirm that advertising on Facebook has a positive influence on the behavioral attitudes (intention to purchase and purchase) of Millennials who reside in

SA. According to Hsu (2012), the Facebook community has the following characteristics: shares company, product, or service information; communicates and shares marketing messages; expands networks; and receives feedback updates, which provide members with as many opportunities as possible to become involved and participate in the community. Furthermore, Facebook revenue from advertising has grown by 59 per cent during the past year to over $5.4 billion in 2014 (Facebook, 2014a), which is testament to the shift from traditional media advertising to digital interactive media advertising by organizations. It is estimated that Millennials will have a combined purchasing power of $2.45 trillion world wide by 2015. It can be assumed that social communications in the form on online reviews, posts and word of mouth (WOM) will play a large part in driving purchase decisions (Priyanka, 2013).

A review of Facebook’s global advertising performance indicated that click through rates had improved by 20 per cent from 2011 to 2012 (AYTM, 2012). Furthermore, the cost per click had risen by over a quarter and the cost per thousand increased by more than half. However, Greenlight (2012) found that 44 per cent of consumers did not ever click on Facebook advertisements, 31 per cent rarely did, 10 per cent often did and 3 per cent clicked regularly. While Associated Press and CNBC (2012) reported that over eight out of ten Facebook users never or seldom viewed Facebook advertisements or their sponsored content. However, Reuters and Ipsos (2012) revealed that one in five Facebook users had purchased products as a result of advertisements and/or comments that they viewed on Facebook. This rate increased to nearly 30 per cent who were aged 18-34.

Facebook and ComScore (2012) disclosed that 4 per cent of consumers bought something within a month after being exposed to earned brand impressions from a retailer. The exposure also increased consumers’ intention to purchase. Rich Relevance revealed that consumers who made purchases, owing to Facebook advertising, were double in comparison to Pinterest and Twitter. Facebook also had the greatest income per session. Bannister et al., (2013) found that the attitudes of US college students towards Facebook advertising were largely negative or indifferent. Respondents disclosed that Facebook advertisements were predominantly uninformative, irrelevant, uninteresting, and would, therefore, not generally click on them. Moreover, a majority of college students stated that they would not make a purchase owing to Facebook advertising. Persuad (2013) used a controlled experiment among 96 young adults to explore the impact of interactivity and product involvement on respondents’ attitudes towards brands on Facebook and their intention to purchase. No significant results were found for interactivity, product involvement or intention to purchase. However, the study revealed that high levels of interactivity on Facebook were positively correlated to intention to purchase and favorable attitudes towards the brand.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

In this chapter, we would describe how the study was carried out.

**3.2 Research design**

Research design is a detailed outline of how an investigation took place. It entails how data is collected, the data collection tools used and the mode of analyzing data collected (Cooper & Schindler (2006). This study used a descriptive research design. Gill and Johnson (2002) state that a descriptive design looks at particular characteristics of a specific population of subjects, at a particular point in time or at different times for comparative purposes. The choice of a survey design for this study was deemed appropriate as Mugenda and Mugenda (2003) attest that it enables the researcher to determine the nature of prevailing conditions without manipulating the subjects.

Further, the survey method was useful in describing the characteristics of a large population and no other method of observation can provide this general capability. On the other hand, since the time duration to complete the research project was limited, the survey method was a cost effective way to gather information from a large group of people within a short time. The survey design made feasible very large samples and thus making the results statistically significant even when analyzing multiple variables. It allowed for many questions to be asked about a given topic giving considerable flexibility to the analysis. Usually, high reliability is easy to obtain by presenting all subjects with a standardized stimulus; observer subjectivity is greatly eliminated. Cooper and Schindler (2006) assert that the results of a survey can be easily generalized to the entire population..

**3.3 Research settings**

This study was carried out in Northern Bag Manufacturing Company Limited (Kano), Northern Bag Manufacturing Company Limited was acquired by Nigerian Bag Manufacturing Co. on the 3rd of December 1990 from Danakar industries.

It commenced production of grain sacks in March 1991 with installed capacity of 1.5 million sacks per month.

During 2004, the management of Bagco approved a major expansion programme, which resulted in the acquisition of more plots of land, construction of three new factory bays and complete replacement of the existing machinery and generators.

From that time additional equipment has been installed which has increased the capacity of the factory to the ton of 10 million sacks per month which include various industrial sacks and jumbo bags (1 to 2 ton carrying capacity).

The expansion project has been completed in order to proliferate the installed capacity between 9 and 10 million sacks per month.

**3.4 Sources of Data**

The data for this study were generated from two main sources; Primary sources and secondary sources. The primary sources include questionnaire, interviews and observation. The secondary sources include journals, bulletins, textbooks and the internet.

**3.5 Population of the study**

A study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description (Udoyen, 2019). The population of the study were all the staff in Northern Bag Manufacturing Company Limited Kano.

**3.6 Sample size determination**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, A total of 120 respondents were purposively selected by the researcher.

**3.8 Instrumentation**

This is a tool or method used in getting data from respondents. In this study, questionnaires and interview are research instruments used. Questionnaire is the main research instrument used for the study to gather necessary data from the sample respondents. The questionnaire is structured type and provides answers to the research questions and hypotheses therein.

This instrument is divided and limited into two sections; Section A and B. Section A deals with the personal data of the respondents while Section B contains research statement postulated in line with the research question and hypothesis in chapter one. Options or alternatives are provided for each respondent to pick or tick one of the options.

**3.9 Reliability**

The researcher initially used peers to check for consistence of results. The researcher also approached senior researchers in the field. The research supervisor played a pivotal role in ensuring that consistency of the results was enhanced. The instrument was also pilot tested.

**3.10 Validity**

Validity here refers to the degree of measurement to which an adopted research instrument or method represents in a reasonable and logical manner the reality of the study (Udoyen, 2019). Questionnaire items were developed from the reviewed literature. The researcher designed a questionnaire with items that were clear and used the language that was understood by all the participants. The questionnaires were given to the supervisor to check for errors and vagueness.

**3.11 Method of Data Collection**

The data for this study was obtained through the use of questionnaires administered to the study participants. Observation was another method through which data was also collected as well as interview. Oral questioning and clarification was made.

**3.12 Method of Data Analysis**

The study employed the simple percentage model in analyzing and interpreting the responses from the study participants while the hypothesis was tested using chi-square.

**3.13 Ethical consideration**

The study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of hundred and twenty (120) questionnaires were administered to respondents of which 100 were returned. This was due to irregular, incomplete and inappropriate responses to some questionnaire. The analysis of this study is based on the number returned.

**4.1 DATA PRESENTATION**

**Table 4.1: Demographic data of respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| GenderMale |  |  |
| 60 | 60% |
| Female | 40 | 40% |
| Religion |  |  |
| Christian | 100 | 100% |
| Muslim | 00 | 00% |
| **Age** |  |  |
| 18-25 | 00 | 00% |
| 26-35 | 15 | 15% |
| 36-40 | 29 | 29% |
| 41 + | 56 | 56% |
| **Family Economic Status** |  |  |
| Very High | 24 | 24% |
| High | 32 | 32% |
| Very Low | 21 | 21% |
| Low | 23 | 23% |

**Source: Field Survey, 2021**

**ANSWERING RESEARCH QUESTIONS**

**Question 1:** Does marketing communication help in the achievement of sales volume of northern bags manufacturing company?

**Table 4.2:**Respondent on question 1

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 78 | 78 |
| No | 00 | 00 |
| Undecided | 22 | 22 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 78 respondents constituting 78% said yes. While the remain 22 respondents constituting 22% were undecided. There was no record for no.

**Question 2:** Does marketing communication has any relationship between sales volume of Northern bags manufacturing company?

**Table 4.3:**Respondent on question 2

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 60 | 60 |
| No | 19 | 19 |
| Undecided | 21 | 21 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 60 respondents constituting 60% said yes. 19 respondents constituting 19% said no. While the remain 21 respondents constituting 21% were undecided.

**Question 3:** Does marketing communication help to influence customers buying behaviour?

**Table 4.4:**Respondent on question 3

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 56 | 56 |
| No | 21 | 21 |
| Undecided | 23 | 23 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 56 respondents constituting 56% said yes. 21 respondents constituting 21% said no. While the remain 23 respondents constituting 23% were undecided.

**Question 4:** Does marketing communication contribute in increasing the potential customers and relating the actual customer?

**Table 4.5:**Respondent on question 4

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes  | 61 | 61 |
| No | 17 | 17 |
| Undecided | 22 | 22 |
| **Total** | **100** | **100** |

**Source: Field Survey, 2021**

From the responses obtained as expressed in the table above, 61 respondents constituting 61% said yes. 17 respondents constituting 17% said no. While the remain 22 respondents constituting 22% were undecided.

**TEST OF HYPOTHESIS**

**Hypothesis One: Marketing communication does not help in the achievement of sales volume of Northern bags manufacturing company**

Table 4.2.2: Chi-Square test showing relationship between Marketing communication and sales volume

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 19.284a | 1 | .000 |
| Continuity Correctionb | 17.931 | 1 | .000 |
| Likelihood Ratio | 19.894 | 1 | .000 |
| Fisher's Exact Test |  |  |  |
| Linear-by-Linear Association | 19.178 | 1 | .000 |
| N of Valid Cases | 100 |  |  |

**DECISION RULE:**

X2 = 19.284, df (c-1, r-1) = 1, n = 100, p = .000 at 0.05 level of significance.

The relationship between Marketing communication and sales volume was investigated using Chi-Square Test. The result from this investigation proved that there is a significant relationship between Marketing communication and sales volume. Which implies that Marketing communication help in the achievement of sales volume of Northern bags manufacturing company.

# Hypothesis Two: There is no relationship between marketing communication and increase in sales volume.

Table 4 Chi-Square test result showing relationship between marketing communication and sales volume

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 94.550a | 1 | .000 |
| Continuity Correctionb | 91.525 | 1 | .000 |
| Likelihood Ratio | 119.828 | 1 | .000 |
| Fisher's Exact Test |  |  |  |
| Linear-by-Linear Association | 94.033 | 1 | .000 |
| N of Valid Cases | 100 |  |  |

**DECISION RULE**:

X2 = 94.550, df (c-1, r-1) = 1, n = 100, p = .000 at 0.05 level of significance.

The relationship between marketing communication and increase in sales volume was investigated using Chi-Square Test. The result from this investigation proved that there is a significant relationship between marketing communication and increase in sales volume. Therefore we conclude that there is relationship between marketing communication and increase in sale volume.

# Hypothesis Three: Marketing communication dose not help to influence consumer behaviour.

# Table 4 Chi-Square test showing relationship between Marketing communication and consumer behaviour

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 159.548a | 1 | .000 |
| Continuity Correctionb | 148.038 | 1 | .000 |
| Likelihood Ratio | 91.463 | 1 | .000 |
| Fisher's Exact Test |  |  |  |
| Linear-by-Linear Association | 158.676 | 1 | .000 |
| N of Valid Cases | 100 |  |  |

**DECISION RULE:**

X2 = 159.548, df (c-1, r-1) = 1, n = 100, p = .000 at 0.05 level of significance.

The relationship between Marketing communication and consumer behaviour was investigated using Chi-Square test. The result from this investigation established that there is a significant relationship between Marketing communication and consumer behaviour. This then implies that Marketing communication helps to influence consumer buying behaviour.

**CHAPTER FIVE**

**CONCLUSION AND RECOMMENDATION**

**5.1 CONCLUSION**

In this study, our focus was to carryout **a critical analysis on the impact of effective marketing communication on manufacturing company in Nigeria.** The study specifically was aimed at looking In a competitive economy such as Nigeria, with many competing companies of consumer products, and many brand names, ways of increasing sales and hence profit have been a serious problem to marketers. This study reviewed and anchored its framework on conversational theory.

The study adopted the survey research design and randomly enrolled participants in the study. A total of 100 responses were validated from the enrolled participants where all respondent are active workers in northern bags manufacturing company, Kano.

The findings revealed the Marketing communication help in the achievement of sales volume of Northern bags manufacturing company. The findings also revealed that there is relationship between marketing communication and increase in sale volume. Also it revealed that Marketing communication helps to influence consumer buying behaviour.

**5.2 RECOMMENDATION**

Based on the responses obtained, the researcher proffers the following recommendations:

**5.2.1.1.Advertising’s Effects on Purchase Intention**

The key recommendations derived from the conclusions on the first objective ‘effects of advertising on purchase intention’, are described. Advertisement initiatives to increase trial usage should incite word of mouth and optimize on great experience for great results. Advertising budgets should have priorities on TV advertising and online marketing since they are the main channels of information. Advertisements should be more concentrated in the evening from 7pm onwards because this is when consumers interact with the main channels’ TV and internet. Nonetheless target newspapers readers because newspaper have the strongest positive association for influencing purchase probably because readers go through the information provided more keenly. Internet follows in influencing purchase probably for the same reason as newspaper readers. Brands should build familiarity and trustworthiness because this is most important.

When advertising build familiarity, trustworthiness and provide adequate product information to connect with consumers since these are the most important elements to them. Quality of advertisements can currently be improved by increasing product

information and price information since these are the most unmet gaps in the advertisement content. Use ‘celebrities or famous people’ and ‘discounts or deals’ to drive purchase since they had the strongest, positive correlation. Eliminate factors that cause potential disliking to avoid promoting non-purchase of a brand.

5.2.1.2.Sales Promotion’s Effects on Purchase Intention

The key recommendations resulting from the conclusions on the second objective; effects of sales promotions on consumer purchase decisions, are described. Sales promotions should be frequent enough to leverage on the bimonthly to monthly shopping frequency. Competitions and free gifts are underutilized compared to their leading awareness hence increase frequency of these promotions. Price discounts are the most widely used however there is potential to get more effective results through ‘extra amounts’ e.g. buy 2 get 1 free. Leverage on training sales representatives and effective TV communication since they are the main sources of knowledge on sales promotions. Sales promotions should be used to boost immediate sales since they promote temporary switch of brands. Support marketing strategies should be used to promote permanent switching. Marketers should look into loyalty points as consumers anticipate using them the most over the next 3 months. Marketers should bias their sales promotions to household item followed by clothes which drive impulse purchase

5.2.1.3.Personal Selling’s Effects on Purchase Intention

The key recommendations derived from the conclusions for the third objective; the effects of personal selling on consumer purchase decisions, are described. Marketers should maintain current performance on personal selling as most customers are happy across the various factors which include the types of products it is done for; household and personal care. Consumers also appreciate the extra convincing efforts implemented for food items. Marketers should also maintain the dissemination of information given as it results in majority taking action and purchasing the product. And it increases the trustworthiness and image of a brand. Marketers should bias recruitment of sales persons to women as they drive purchase more than men. Personal selling initiatives should also be done on social media where consumers have had higher incidence of interacting with the same

5.2.1.4.Social Media’s Effects on Purchase Intention

The key recommendations derived from the conclusion for the fourth objective; effects of social media marketing on consumer purchase decisions on FMCG products, are as follows. Marketer should use Facebook and WhatsApp for achieving wide reach since they are most frequent and widely used. Marketers should use Facebook and Twitter for providing adequate product information. Marketers should use Pinterest, WhatsApp, and Instagram for effective results since they drive purchase better. Product information should focus on promotions and the functions of the product since these information types influence purchase on half of the consumers. Marketers should sell clothes, personal care, food items and household items on social media as they are most popular product categories on these platforms. Social media marketing should be leveraged on because it is perceived to be more creative and attractive compared to other marketing platforms.

REFERENCES

Ahearne, M., & Rapp, A. (2010). The role of technology at the interface between salespeople and consumers. Journal of Personal Selling & Sales Management. Vol. 30 No. 2, pp. 111 120.

Al Jabri, I. M., & Sohail, M. S. (2012), “Mobile banking adoption: application of diffusion of innovation theory”, Journal of Electronic Commerce Research, Vol. 13 No. 4, pp. 379 391.

Almale. B. D., Vankudre A. J., Bansode-Gokhe S. S., & Pawar V. K. (2014). An epidemiologic study of occupational stress factors in Mumbai police personnel. Indian J Occup Environ Med. 2014;18:109–12.

Anderson, E. T., & Simester, D. I. (2014). Reviews without a purchase: low ratings, loyal customers, and deception. Journal of Marketing Research, Vol. 51 No. 3, pp. 249 269.

Anderson, J., & Gerbing, D. (2001). The effect of sampling error on convergence, improper solutions, and goodness of fit indices for maximum likelihood confirmatory factor analysis. Psychometrika, 49, 155 173.

Andzulis, J., Panagopoulos G., & Rapp A. (2012). A Review of Social Media and Implications for the Sales Process. Journal of Personal Selling & Sales Management, 32, no. 3: 305 316.

Antioco, M., Smeesters, D., & Le Boedec, A. (2012). Take Your Pick: Kate Moss or the Girl Next Door? — The Effectiveness of Cosmetics Advertising. Journal of Advertising Research, Vol. 52, No. 1, pp. 15 30.

Arnott, D. C. (2007). Trust‐ current thinking and future research. European Journal of Marketing, Vol. 41 Nos 9/10, pp. 981‐ 7.

Associated Press & CNBC (2012). Is there a problem with Facebook advertising?

Retrieved from URL: www.emarketer.com/Article.aspx?R=1009065

Anunda, C. (2012). Organizational change; Fast moving consumer goods. Management University of Nairobi, Kenya, MBA.

AYTM. (2012). Facebook marketers find better payoff with sponsored stories.

Retrieved from URL: www.emarketer.com/Article/Facebook Marketers Find Better Payoff with Sponsored Stories/1009109 (accessed 1 July 2013).

Ball, D., Coelho, P. S. & Machas, A. (2004). The role of communication and trust in explaining customer loyalty. European Journal of Marketing, Vol. 38 Nos 9/10, pp. 127293.

Barger, V.A. & Labrecque, L. I. (2013). An integrated marketing communications perspective on social media metrics, International Journal of Integrated Marketing Communications, Vol. 5 No. 1, pp. 64 76.

Barnham, C., (2012). Consumer reality: how brands are constructed? International Journal of Market Research, Vol. 54, No. 4, pp. 485 502.

Baker, A. M., Donthu, N., & Kumar, V. (2016). Investigating how word of mouth conversations about brands influence purchase and retransmission intentions. Journal of Marketing Research, Vol. 53 No. 2, pp. 225 239.

Bannister, A., Kiefer, J., & Nellums, J., (2013). College students’ perceptions of and behaviours regarding Facebook advertising: an exploratory study. The Catalyst, Vol. 3 No. 1, pp. 1 20.

Bearden, W. O., & Netemeyer, R. G. (1999). Handbook of Marketing Scales. Thousand Oaks, CA: Sage Publications

Bendixen, M., Yurova, Y., Abratt, R., & Rawdan, M. (2014). Death of a salesman: birth of a knowledge broker. International Journal of Electronic Customer Relationship Management, Vol. 8 Nos 1/2/3, pp. 1 14.

Bigne, E., & Blesa, A. (2003). Market orientation, trust and satisfaction in dyadic relationships: a manufacturer‐ retailer analysis. International Journal of Retail & Distribution Management, Vol. 31 No. 11, pp. 574‐ 90.

Bilgihan, A., Okumus, F., Cobanoglu, C. (2013). Generation Y travelers’ commitment to online social network websites. Tourism Management, Vol. 35 No. 2, pp. 1322. [Google Scholar] [Infotrieve]

Biswas, A., Bhowmick, S., Guha, A., & Grewal, D. (2013). Consumer evaluation of sale prices: role of the subtraction principle. Journal of Marketing, Vol. 77 No. 4, pp. 49 66.

Blackwell, R.D., Miniard, P.W., Engel J.F. (2006). Consumer Behavior, Mason: Thomson

Brown, S. P., & Lam, S. K. (2008). A meta‐ analysis of relationships linking employee satisfaction to customer responses. Journal of Retailing, Vol. 84 No. 3, pp. 243‐ 55.

Cantallops, A. S., & Salvi, F. (2014). New consumer behavior: a review of research on eWOM and hotels. International Journal of Hospitality Management, Vol. 36 No. 1, pp. 41 51.

Chang, W. Y., & Chang, I. Y. (2014). The Influences of Humorous Advertising on Brand Popularity and Advertising Effects in the Tourism Industry. Sustainability, Vol. 6, pp. 9205 9217.

Chen, C. A., & Hsieh, C. W. (2012). ‘Does the Pursuit of Pay Undermine Public Service Motivation? Comparing Motives for High Pay and Stable Pay’. Paper presented at the 5th International Conference on Public Management in the 21st Century: Opportunities and Challenges, Macau, China

Clow, K. E., & Baack, D. (2007). Integrated advertising, promotion & marketing communications. Upper Saddle River, N.J: Pearson Prentice Hall.

Cohen, M. C., Leung, N. H. Z., Panchamgam, K., Perakis, G., & Smith, A. (2017). The Impact of Linear Optimization on Promotion Planning. Australian Marketing Journal, Vol. 21 No. 2, pp. 85 93.

Cooper, C. R., & Schindler, P. S. (2008). Business research methods (10 ed.). Boston: McGraw-Hill.

Cooper, D., & Schindler, P. (2014). Business Research Methods (12th Ed). NewYork, NY: Mcgraw Hill.

Cox, A., Granbois, D., & Summers, J. (1983). Planning, Search, Certainty and Satisfaction among durables buyers: A longitudinal study: Advances in Consumer Research, 10, 394- 399

Craven, D. W. (2012). Strategic marketing. 10th Ed. Homewood, IL: Irwin Csilla H. (2015). The role of brands in the behavior and purchase decisions of

compulsive versus no compulsive buyers. European Journal of Marketing, Vol. 49 Issue: 1/2, pp.2 21, doi: 10.1108/EJM 10 2012 0627

CSO Insight. (2014). Sales Performance Optimization Study. USA: Velocify Cummins, S., Peltier, J. W., Erffmeyer, R., & Whalen, J. (2013). A critical review of

the literature for sales educators. Journal of Marketing Education, Vol. 35 No. 1, pp. 68 78.

deLanghe, B., Fernbach, P. M., & Lichtenstein, D. R. (2016). Navigating by the stars: investigating the actual and perceived validity of online user ratings. Journal of Consumer Research, Vol. 42 No. 6, pp. 817 833.

Deleersnyder, B., Koll, O. (2012). Destination discount: a sensible road for national brands? European Journal of Marketing, Vol. 46 Issue: 9, pp.1150 1170, doi: 10.1108/03090561211247829

**QUESTIONNAIRE**

Section A

PERSONAL INFORMATION

Gender

Male [ ] Female [ ]

Age

18-25 [ ]

20-30 [ ]

31-40 [ ]

41 and above [ ]

Educational level

WAEC [ ]

BSC/HND [ ]

MSC/PGDE [ ]

PHD [ ]

Others……………………………………………….. (please indicate)

Section B

1. Does marketing communication help in the achievement of sales volume of Northern bags manufacturing company?

a.Yes [ ]

b.No [ ]

c.Not sure [ ]

2. Does marketing communication has any relationship between sales volume of Northern bags manufacturing company?.

a.Yes [ ]

b.No [ ]

c.Not sure [ ]

3. Does marketing communication help to influence customers buying behaviour?

a.Yes [ ]

b.No [ ]

c.Not sure [ ]

4. Does marketing communication contribute in increasing the potential customers and relating the actual customer?

a.Yes [ ]

b.No [ ]

c.Not sure [ ]