Impact of Marketing Strategies on Customers' Satisfaction in Nigeria Bottling Company (NBC) Yola Depot (2008-2016)

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Abstract

This study evaluated the impact of marketing strategies on customers' satisfaction in NBC Yola depot from (2008-2016). Questionnaires were used as the instrument for data collection .The sample size of this study was 117 staff and customers selected by using simple random sampling. 45 management staff and 72 customers were selected from the company and (117) questionnaires were distributed. The finding reveals that 84.6% of the customers patronize the company product because it offers satisfaction and customer relation management strategy, coupled with high powered marketing skill. This study recommends that the company should focus on building commercial capabilities, increase their CRM strategy to ensure that they serve their customers better, while ensuring that they continue to be innovative in meeting the customers' demands in a proactive manner for sustainable business capability, customer loyalty and retention.

Keywords: Marketing Strategies, Customers' satisfaction, Management strategy, Nigerian bottling company.

1.1 Background to the Study

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage (Baker, 2008). Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives Homburg, Sabine and Harley, (2009). In order words, marketing strategies are processes through which companies determine where to place effort, which market and market segments they choose to sell. Marketing strategies encompass those activities which:

i. give the firm sense of purpose and direction,
ii. provide a measure against which proposed actions can be gained or accessed and
iii. ensure firm's competitive advantage in the market.

This therefore means that the concept of marketing strategy entails designing and constructing a unique package of benefit that the target customer will perceive to be superior to those offered by their competitors. That is devising means and strategies to outshine competitors.

The evaluation of product orientation and seller markets has given ways to the advent of customer orientation and buyer markets. This chance has created a dynamic business environment as well as high competitive conditions in recent times especially with a developing country like Nigeria. Customer's behaviour is influenced by cultural, social, personal and psychological factors most of which are very dynamic in nature. The most dramatic change has been caused by competitive pressures. Competitors have been applying one strategy or the other to gain sustainable competitive advantage in the market (Kotler, 2003). The need for a systematic and active approach to the challenges posed to the business environment is what calls for the need of sound marketing strategies to counter competition with the current trends in Nigeria at this period of economic recession to firms striving for success. Be it private or public firms, their predetermined objectives need sound fundamental marketing plans of action for reaching those objectives successfully.

The importance of customers has been highlighted by many researchers and academicians. Zairi (2000) said Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security in the service industry will be put in jeopardy. That is the main reason why organisations today should focus on customer satisfaction, loyalty and retention. According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards service providers in any industry or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some needs, goals or desires".

Customer loyalty, on the other hand, according to Anderson and Jacobsen (2000) "is actually the result of an organisation creating a benefit for a customer so that they will maintain or increase their purchases from the organisation. Oliver (1997) said that customer loyalty refers to "a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour". True customer loyalty is created when the customer becomes an advocate for the organisation, without incentive". Zineldin (2000) said that retention can be defined as "a commitment to continue to do business or exchange with a particular company on an ongoing basis". A management approach therefore, that focuses on customer satisfaction can improve customer loyalty resulting to

customer retention (see Figure1), thus increasing the positive image of the organisation. Hence, exploring the importance for customers of an industry attributes in any organisation is indispensable.

Research on the topic of customer satisfaction which translates into the consideration of whether or not customers will return to anorganisation or introduces it to other customers is a pivotal to the success of service business organisation. Neglecting to pay attention to those industries attributes considered most important by customers, may lead to negative evaluation of the organisation, thus restricting the chance of repeat patronage.
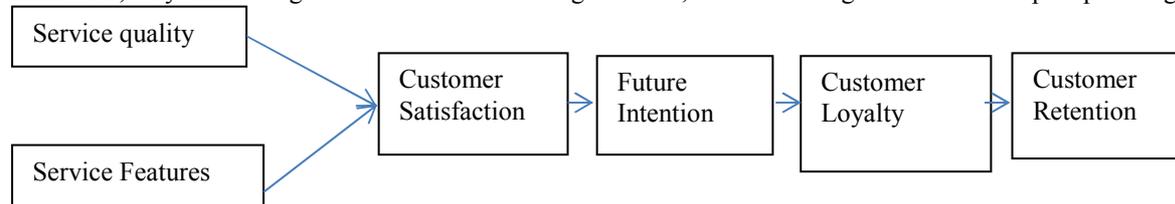
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┌──────────────────┐
│ Service quality  │──┐
└──────────────────┘  │   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
                      ├──▶│   Customer   │──▶│   Future     │──▶│   Customer   │──▶│   Customer   │
┌──────────────────┐  │   │ Satisfaction │   │  Intention   │   │   Loyalty    │   │  Retention   │
│ Service Features │──┘   └──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘
└──────────────────┘
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Figure1: Linkage of customer satisfaction and retention

Camison(1996) argue that quality is addressed as a powerful tool and a fundamental strategy by all type of organizations "to provide more interest for stakeholders, partners, managers, staff, customers and societies. Maintaining an appropriate standard level of service quality and knowledge of the expectations and satisfaction of customer as well as improvement in service have therefore become challenges for acceptable marketing products and improvement of the competitiveness (Sadeh and Arumugam 2010).

Against these antecedents (Hayes, 1997:7) moved to express that there are two reasons to have the knowledge of customer expectations and requirements. (1) It assists in the provision or understanding of how industry products and quality of service are defined and aggregated by the customers and (2) Assists to facilitate customers' satisfaction questionnaire development (Hayes, 1997:7). In addition, satisfaction of customer, loyalty and retention are important to all service business enterprises because it possess the force of making both potential and regular customers to return for further purchase (Berkman and Gilson 1986) and also generates the recommendation of business with 'word-of-mouth' (WOM) which serves as a "fantastic marketing force" by spreading information to others and family members of the favourable experiences with it (Allsop, Bassett, and Hoskins 2007: 398-399).

This 'partnership-like' work roll the customer engaged on is one of the best advertising strategies available a company can get to draw more customers to the business. However, if the customer is dissatisfied, there is likelihood that the customer will switch from the organisation to others that have a satisfying service and tell other customers and friends about the poor service experience of the organisation he/she has switched away from (Berkman and Gilson 1986; Peter and Olson, 1987:512).

Much variety of the NBC products, for example Coke, Fanta, and Sprite beverages are purchased more by loyal customer than non-loyal customers thereby increasing sales for such higher purchases. Also, loyal customers cost less to serve than non-loyal ones because, the former have known the products to buy, thereby requiring less information from service providers during buying (Bowen and Shoemaker, 1998: 12-13).

In modern time, the concept of good quality service has been of many research areas of studies in beverage industry, however, these researches are centred on countries that are already developed like Europe, America, Korea, Australia to mention but four developed countries (Atilgan, Akinci, and Aksoy, 2003: 412-414) but less research attention is drawn to developing countries. Therefore, the scanty of research attentions on customer satisfaction in beverageindustries in the developing world like Africa makes it difficult to obtain good reference materials (literature) to contact especially on research topic of this nature that is using a single unit (branch) within the realm of international company(NBC) under survey or investigation.

Too many companies in the developing world (Nigeria for example), rely on undocumented information such as the owner's entrepreneurial experience or manager's knowledge, experience and skills. More so, companies in Nigeria also approach and use unreliable measures from non- academic researched works that are sometimes found in the internet and copy to evaluate their customers' satisfaction. Additionally, most business operators listen to the information brought to them by their sales representatives, and critically examine their sales volume weekly or quarterly to describe their customers' states of mind. Some track and count the frequency of customers' complaints, and watch old reports of accounts received. Although, these approaches or systems mentioned above are not in themselves invaluable, but they cannot be substituted for a well-designed, valid and articulated researched customer satisfaction survey programme.

1.2 Statement of the Problem

Nigeria Bottling Company (NBC) today is facing a great challenge of competitive rivals. Some other bottling companies like 7up and Pepsi are trying to improve their products and customers' services and price reduction to gain greater share in bottling company business in Nigeria. Thus, it has become imperative for NBC as one of the largest and most populous bottling company in Nigeria to adopt some marketing strategies especially on high

quality production, effective management service quality and customer relation management strategy to gain competitive advantage over her competitors. This research is therefore borne in mind to determine strategies used by NBC to gain high market share, assess any gap(s) and levels of customer expectation and perception and to determine the impact of these strategies on the company's shareholders, stakeholders and the customers (dealers) for sustainability, profit and growth of the company under review.

1.3 Aim and Objectives of the Study

The main aim of the study is to identify impact of marketing strategies adopted by NBC on customer's satisfaction. However, the specific objectives are to;

(i)   Determine strategies adopted by NBC to gain high market share,

(ii) Assess any gap(s) and levels of customer expectation and perception that create customer's dissatisfaction or satisfaction that lead to customer's loyalty and retention in NBC.

(iii) Examine the extent of customer relation management (CRM) strategy to gain competitive advantage over her competitors.

(iv) Determine impact of NBC marketing strategies on customer's satisfaction, loyalty and retention.

(v)   To proffer solutions to any revealed problems that are militating against effective customer satisfaction and high turnover of business for sustainability.

1.4 Research Hypotheses

Ho: Marketing strategies of Nigeria bottling company do not significantly impact customers' satisfaction.

H_i : Marketing strategies of Nigerian Bottling Company have significant impact on customers' satisfaction.

1.5   Operational definition of Terms

1   *Servqual.* This is the term for service quality. Is founded on the view that the customer's assessment of (service quality) SQ is paramount. This assessment is conceptualised as a gap between what the customer expect by way of SQ from a class of service providers.

2   *Customer perception*: Customer perception of a service is the evaluation made during customer's period of buying from the company, whether they meet or exceed expectations of customer satisfaction (Williams and Bunswell, 2003:65)

3   *Service gap*: The difference between levels of gap(s) when one compares customer's service expectations with the service perceptions i,e services actually delivered during his period of business contact with the company (Hoffman, & Novak, 2009).

Explicating Literature

2.1   Marketing concept

Marketing concept is defined by Kotler (1999) as a management orientation that holds the key tasks of the organization to determine the needs and wants of the target markets and to adapt the organization to delivering satisfaction more effectively and efficiently than its competitors. The first key role of marketing therefore, in any organization is to incorporate the marketing concept. The marketing concept is a philosophy which states that the primary purpose of the organization is to serve its customers at a profit. According to Kotler, (1999) marketing concept rests on four main pillars of market: focus, customer orientation, co-coordinated marketing and profitability. It is a management orientation that ensures that the key to achieving organizational objectives consists of determining the organizational needs and wants of target markets and adapting itself to delivering the desired markets environment. The marketing concept is a customer orientation system backed by an integrated customer satisfaction as the key to satisfying the organization's goals.

The marketing concept emphasizes that the consumer is in the middle of all business activities. Kotler (1997) indicate that marketing concept simply means that an organization should seek to make a profit by serving the needs of the customer. The purpose of this concept is to underscore the old notion of consumer sovereignty, by reminding marketing managers in the company of the need to serve broad classes of customer needs (i.e. customer orientation) rather than concentrating on products (i.e. production orientation) or on designing methods to attract customers to current service or (selling orientation). The marketing concept is therefore a philosophy which states that customer satisfaction at a profitable value in an integrated efficient framework and in a socially reasonable manner is the focus of any business organization (Kotler, 2002).

According to Miles and Raymond, (2003) marketing concept means that all marketing activities in an organization should begin with the customers. That is, it would seem to make sense if the marketer proceeds as follows:

(a) Identifying the customer's need and wants.

(b) Developing appropriate product to bring the product to the customers in such a manner that leads to achievement of stated goals.

(c) Carry out post- sales activities that will ensure that the products are satisfactorily in use and to learn of customer's reaction that will guide future improvement.

The analogy above in the context of marketing concept can also be viewed in two dimensions. These are functional and philosophical dimensions. The first one focuses on the development of optimal method of serving profitable opportunities in the market place, while the second one argues that the needs, wants and value attitudes of consumers should be the common focus of all marketing decisions and indeed all business decisions made by the firm.

However, organizations had often misinterpreted the latter dimension to mean friendliness that is, doing what they have been doing in a warm pleasant setting and with a smile. But the concept transcends this because organization should not continuously make customers to know the current trend in their customers' needs in order to make basic service differentiation based on market segmentation as a result of the above research.

It is only when this is done that the unity of purpose and coercion of effort that are required for corporate profitability and growth can be achieved. However, while it is an exaggeration that organizations have completely encompassed the principle of marketing concept, it might be argued that organization now recognizes the need for more marketing concepts in their organizations (Mowen, 1995)

2.1.1   Analytical approaches in formulating marketing strategy

In developing marketing programmes Kotler (1997) suggested the following;

> **(1) Environmental factors:** It is useful to access the significant of such environment element as Government regulation that may influence how the company conduct its business, also relevant are the direction of new technical development and availability of critical materials and resources. The marketing environment is as important as marketing itself, for any marketer to succeed in any marketing decision he must take into consideration the environmental threats. Kotler (2003) defines environmental threats as specific disturbance in the environment which leads to the absence of a purposeful marketing and stagnation or demise (death) of a company product.
>
> In reality, force outside the control of the decision maker will continue to affect the operation of any firm. These forces must be identified and analyzed, then the marketing decision – makers must determine the nature of their impact upon a particular marketing decision. Although the marketing manager cannot control them they must be considered together with controllable variable of the marketing mix in the development of marketing strategies. "The marketing environment is a set of diverse dynamic and uncontrollable force that impinges an organization marketing operations and opportunities".
>
> According to Jibril (2010) these dynamic uncontrollable environmental factors include Demography, Economic, and Socio-cultural, political, technological and competitive. Since these are dynamic in nature, it means that management at every level must continuously re-evaluate marketing decision in responses to changes in the environment. He further explains these variables as follows:

(i)   **Demography:** Demography is the statistical study of human population and its distribution characteristics. Population growth rates are of great importance to the business. However, individual, companies are affected differently by the rate of population increasing.

(ii)   **Economic environment:** Marketers must understand their economic environment and its impact upon the organization. The three key values in the economic environment have been recession, unemployment and inflation. A deteriorating economic environment adversely affects most marketers. These entire valuable affect the level of economic growth. Other economic forces that influence the marketing environment are interest rate and Gross National Product (GNP). A high inflationary rate reduces the purchasing power of consumers. This situation constitutes threats to any marketer because it means fewer products will be purchased at any point in time. Both unemployment and inflation affect marketing by modifying consumer behaviour.

(iii) Socio-cultural environment: every human was born growing up in a particular human culture. The cultural settings specify the norms and belief. Religious beliefs have a direct impact on customer thinking and buying behaviour. Marketers must develop awareness in the manner in which it affects their decision. For instance you can try any advertising method, you cannot force anybody to eat what he or she believes is an abomination. Eating of dog is forbidding for Muslims for instance, in certain parts of the country dogs can be slaughtered for eating while in some other places it may be found even in the open market shop for sale.

(iv) Political/Legal Environment: it would be absurd to start a business without understanding the rules and regulations that governs the environments. Some marketers fail because they fail to operate according to the rules of the government. The political and legal environment refers to the laws and interpretation of laws that requires firms to operate under competitive condition and to protect consumer rights. For instance in Nigeria the federal ministry of health makes it mandating for all cigarette marketers to emphasize the danger involved in smoking to the health. Also all marketers of

drugs are compiled by the law to state clearly the component of the drugs, manufacture and expiring date and possibly side effect of the drugs. These would serve as warning to customers/consumer who misuses drugs without the doctor prescription.

(v) Technological Environment: Technology affects the way resource of the company is converted into output. Marketing decision makers must closely monitor the technology. New technology might be the means by which they remain competitive in their industries. Computers for instance have taken over much operation in some industries.

(vi) The competitive environment: the competitive environment often determines the success of the organization. Some firm employ pricing strategy to drive out competitors. In that case the firm reduces its price to a certain level while others non pricing strategy can be employed such as change of brand, package, shape, colour just to make the product more attractive to customer. Competitors also engage in aggressive advertisement.

(2) Market factors: This involves, focusing on a particular market, it is essential to determine its size, rate of growth, stage of development, distribution system serving in the market, buyer behavioural pattern, and accessibility of demand, segment that currently exist or could be developed.

2.2   Organisational marketing strategies

Williams (2000) opines that until recently, marketing in Organisation was thought to be synonymous with advertising. This is the only aspect of marketing being used as a strategy to win and retain customers. But as the general economic situation continued to pose a lot of challenges to organizations and the several economic measures being taken by government and its agencies, these have compelled organization to look inwardly in exploring other facets of marketing strategies to achieve their goals.

He further noted that, organization business is getting more dynamic and sophisticated in terms of its competitive and general economic instability, that it has become a question of only the fittest can survive. This means serious evaluation of marketing strategies to meet all these challenges. This market research, product development, which were hardly seen as essential input for organization marketing strategies are now seriously being considered and applied.

Meidan and Ahiazu (1984) conclude that organization marketing strategies should include the following:

a. A clear definition of the target customer.

b. The development of marketing mix to satisfy the customers at a profit to the organizations.

c. Planning for each of the "source" market and each of the "use" market (well conceived marketing strategies must be planned and executed if the Organisation is to make the most of its marketing opportunities.

However, no planning or strategy can be successful or effective if it does not derive some knowledge. There is need for the organization to have the knowledge of itself i.e. its potentials and capacity. It also needs to know of its customers to ascertain their needs.

2.2.1   Component of marketing strategies

According to Stuterile (1980) marketing strategies are organization plans for reaching the consumer, that is to say they are means by which marketer tailor their messages to the consumer at the right place, price and time. The basic component of marketing strategy includes markets selection, market segmentation, product differentiation, market positioning and marketing mix, for a company to attain/achieve profitability it will be useful for them to examine each of the component identified.

(a) Market Selection

Stuterile (1980) Maintained that the most important choice made by an organization is to decide what market it will serve with what product. Market selection implies major commitment to settle consumer, group specific skills and field of technology in some certain competitive areas.

(b) Market Segmentation

The variation in customer's responses to a marketing mix can be traced to difference in buying habit of goods or services. Companies today recognize that they cannot appeal to all buyers in the markets place or at least not all buyers in the same way. Buyers are too numerous, too widely scattered and too varied in their needs and the companies that produces the goods or services also vary widely in their abilities to serve different segment of the market.

According to Kotler (2003) market segmentation is the division of a market into different homogenous groups of consumers. He further said that market can be segmented along several dimension including.

(i)   **Geographic Segmentation**: Subdividing market into different geographical units such as nation, regions, state, countries, cities, towns and neighbourhood where people live and work. A company may decide to operate in one or a few geographical areas.

(ii)   **Demographic segmentation:** Demographic are the most common basis for segmenting consumer market in demographic segmentation the market is divided into group such as age, family life cycles,

gender, income occupation, education, religion race, generation, nationality and social class.

(iii)   **Psychographic Segmentation:** Marketers often go beyond demographic attributes in efforts to better understand why consumers behave as they do. They engage in psychographic segmentation which involves examining attributes using personality dimension, lifestyles, and values.

(iv)   **Behavioural segmentation:** Behavioural segmentation is based on variables such as usage rate and patterns, price sensitivity, brand loyalty and benefit sought.

(c) Product Differentiation

David and Ronald (1992) refer to product differentiation as "the establishment of special identity for one product which helps to set it apart from other competing product and to achieve a particular place in the market". They went further to say that product differentiation can be achieved by distinctive packaging, advertising, the use of brand names, products size. One of the problems confronting marketing organization is that very rare do they have sole right to a particular product. Sometimes a company will differentiate design of its product or the only differentiation may be brand or packaging. As earlier stated the brand image, packaging, advertising and product size are variable through which product differentiation can be achieved.

(d) Product Positioning

McCarthy, Jerome and Williams (1996) defines product positioning as "the placing of a product in the mind of consumer by emphasizing certain distinctive features of the product that fulfil defined needs". They observed "It is hard to find a marketing manager who can discuss new or old product without mentioning product positioning in the same breath". From a strategic perspective according to them positioning is creating a product or service consumer will view in certain manner relative to other product. In other word, positioning is creating a product place in the market that place depends on how the consumer perceive the product.

2.3   Marketing Mix

Marketing mix is a set of controllable marketing tools, product, price, place and promotion that the firm blends to produce the response it wants in the target market (see fig 2.1). Boone and Kurtz (1980) refer to marketing mix as the blending of the four strategy element of marketing decision making to satisfy consumer segments. Each of the strategies is available in the mix which is product strategy, pricing strategy, distribution strategy and promotion strategy.
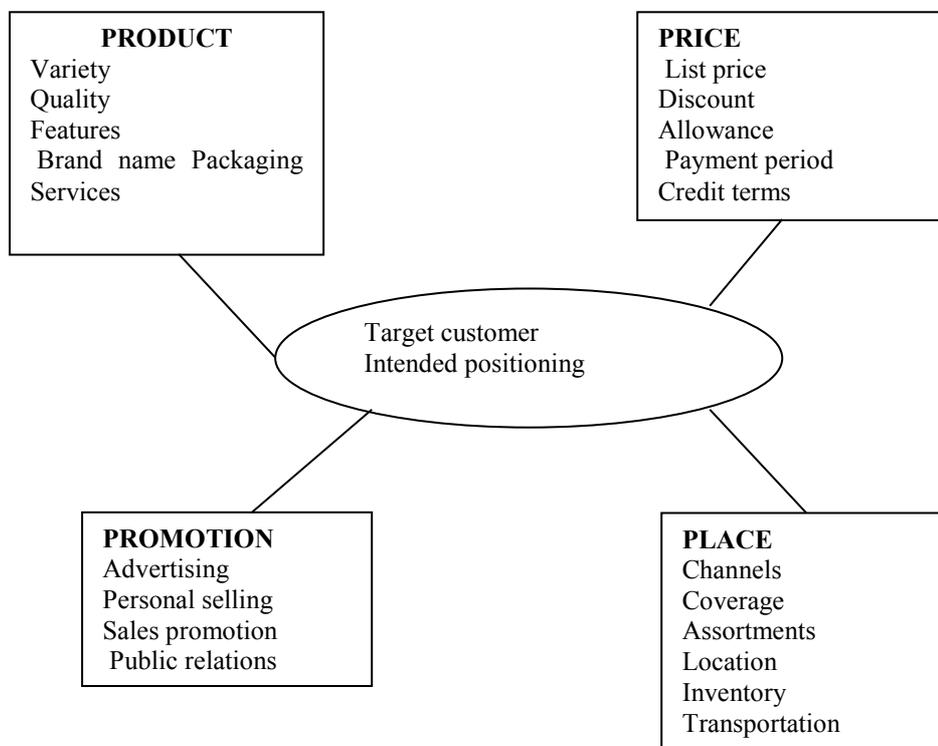

Fig. 2.1. Particular marketing tools under each P.
Source: Boone and Kurtz, (1980) Contemporary Marketing

Product Strategy

Boone and Kurtz, (1980) defines product as bundles of physical services and symbolic attribute

designed to produce consumer satisfaction. A product is the total packages benefit the consumer obtain when making a purchase of the product itself. The product likely are the brand names, it's availability the warranty, a repair service and technical assistance the seller may provide, the sales financing arrangement and the personal relationship that may develop between the buyers and sellers. Regardless of what the seller thinks of the product what counts for strategic planning purpose is the purchaser's option and values him or her place on the alternative competitive offering.

The product package will have different meaning to different potential buyers. The technical assistance for example that a seller of industrial chemical offer his customer may be especially valued by small firms while extensive technical staff may give it little weight making a buying decision.

Place (Distribution) Strategy

The next marketing mix variables is place (distribution) place here means reaching the target. McCarthy, Jerome and Williams (1996) stated that product is not available when and where it is wanted. So in place we must consider where, when and by whom the goods and services are offered for sales. Goods and services do not flow from producer to customers automatically, they go through channel. So a study of place is very important to marketing strategy planning. Sales managers, physical distribution managers and any specialized middle men do the work of place. If a marketing manager has several different market target in mind he must require the use of several channel of distribution. There are five channel of distribution for consumer goods.

1. manufacturer or producer → whole seller → Retailer → consumer
2. producer- → retailer → consumer
3. producer → consumer
4. producer → agent → retailer → consumer
5. producer → agent → whole seller → retailer → consumer

Promotion Strategy

The promotion activities comprise of personal selling, advertising, publicity and sales promotion tools. This activity must be blended together in order for a company to communicate effectively with market place. According to Miles and Raymond (2003) a core marketing function is communication; informing people about your product, showing them how it can be useful, persuading them to buy. Marketers can reach potential buyers and consumer through such public media as radio, television, newspaper, magazines and bill boards. Alternatively or in addition they may rely on personal messages through field sales people calling on consumer or personal at point sales.

(a) Media advertising

As a promotion tool, media advertising may be especially effective on performing the following tasks.

a) Introduction of a new product and suggesting idea on how to use the product as well as assuring the prospective buyer of the product quality and reliability of the source and rightness of decision to buy.

b) Provide information on product specification and process and informing potential purchaser where to buy.

c) Creating a prestige image and establishing brand and package familiarity to facilitated product identification at the point of sales. Therefore the use of media advertising may be useful according to Stanton, (1982) especially when.

d) The particular medium (television, radio, news papers or magazine) is well suited at getting across the intended message and when the target audience can be efficiently reached through the medium selected.

e) The sales volume base is sufficient to justify advertising cost.

(b) Personal selling

McCarthy, Jerome and Williams (1996) have the view that personal selling effort may perform some of the functions as media advertising. Personal selling is especially effective to a target audience.

(c) Sales promotion

Kotler (2003) defines sales promotion "as demand stimulating device designed to supplement advertising and facilitates personal selling". Examples of sales promotion device are coupons, premiums in store display, trade show, sample, and contest. Sales promotions are conducted by producers and middlemen. Sales promotions a special marketing activity is usually conducted over a limited period of time to boost sales during peak sales period and to help launch new product.

Pricing strategy

According to McCarthy, Jerome and Williams (1996) without customer acceptance of the price, all the planning effort will be wasted. Price is a part of the marketing mix; it is what customer pays if they are satisfied with the company's marketing mix. In short price is concerned with determining the "right"

price with the "right" promotion for target market.

According to Boone and Kurtz (1980) pricing strategy is one of the most difficult areas of marketing decision making that deals with the methods of selling with profitable and justified prices. The price of an item is the exchange value of that goods or service. Price is one of the four major variable of the marketing mix that a manager control level of decision are especially important because they affect both level of revenue and profit. One of the first decisions a marketing manager has to make is about price flexibility. Should the company use one price or a flexible price policy? One price policy means offering the same price to all customers who purchase product especially under the same condition and the same quantities. The majority of firms in developed countries use a one price policy mainly for administrative convenience and to maintain good will among customers.

A flexible – price policy means offering the same product and quantities to different customers at different prices. These situations usually involve personal selling not mass selling. The advantage of flexible pricing is that the sales person can make price adjustment considering price changed by competitors, the relationship with the customer and the customer bargaining ability. Flexible price does have disadvantage, a customer who find that other paid lower price for the same marketing mix will be unhappy.

Guided by the company's objectives, marketing managers must develop a set of pricing objectives and policies. These policies should explain;
(a) How flexible price will be.
(b) What price level will be set over the product life cycle?
(c) To whom and when discount and allowance will be given.
(d) How transportation cost will be handled.

Price strategy however may provide quality discount schedules, under which unit price is reduced as number of unit purchased increases. Functional discount schedules are where sellers offer different price to different classes of buyers such as distributors – users – customers.

The issue of skimming and penetration pricing often arises when developing strategy for a new product. In a skimming mode, the seller initially price hips and focuses marketing effort on those customers that are likely to valve the product highly skimming policy is more attractive when demand is quiet inelastic. A penetration pricing strategy is just the opposite. The seller first enters the market at low price usually with the expectation of intimidating competitors and establishing a dominant market position (Osuagwu, 1980).

2.4   Strategies used in marketing of products by NBC in Nigeria

Miles and Raymond (2003) stated that marketing manager must draw up effective marketing strategies for the various product offered by the company. Marketing strategy is the basic approach that the business unit will use to achieve its objectives. It is the determination of the basic goals, objectives and the adoption of the courses of action as well as the allocation of necessary resources for achieving their goals and objectives.

In developing a marketing strategy, the marketer faces a great number of choices and options.

To succeed therefore, strategy formulation must be on the following:

i. The character of the economy.

ii. The company's competitive size and position.

iii. The resources available must be identified

iv. The competitors marketing strategies.

v. The co-ordination of tactic into an integrated intensive whole.

Various marketing strategies are adopted by different organization. They include the strategy of image making where projection of a good image to the public involves providing the right services through corporate promotion. An image is projected and impressed on the minds of the target market. In image sustenance, it applies various tools such as publications, lectures, seminars, sponsorships, etc to attract the right type of customers. The main strategy adopted by coca-cola company is that of image making. A lot of emphasis is placed on promotional expenditures through advertising, public Relations, etc and the basic thrusts of such campaign are credibility, unequalled track records, reliability, goodwill, financial and competitive strength, etc. These unique features assure continuous loyalty from their customers and also increases the number of potential customer's interest and conviction to patronize their product.

Another strategy adopted by coca-cola company is the market leader strategy. The market leader has the largest market share in the relevant product markets, and usually leads the other firms in price changes, new product introduction, distribution coverage, and promotional intensity. Unless a dominant firm enjoys a legal monopoly, its life is not altogether easy. It must maintain constant vigilance. A product innovation may come along and hurl the leader. The leader might spend conservatively whereas a challenger spends liberally. The leader might misjudge the strength of its competitors and find itself left behind. The dominant firm might look old-fashioned against new and peppier rivals and the dominant firm's costs might rise excessively and hurts its profits (Kotler, 2003).

The key objective of this strategy is to remain and be regarded as the foremost in the industry by providing the right product at the right time in the right places to the right customers. Market leader strategies include wide access to customer's "long term" outlook others include heavy advertising and increased market share through the extensive proliferation of more branches both locally and internationally.

The market follower strategy is one based on innovative imitation through which the market followers copy the market leader's strategies. The market follower strategy involves serious efforts to hold on to current customers and win a fair share of new customers. The followers are usually and constantly monitoring the strategies adopted by the leader and respond to alterations in their marketing programmes in order to ensure that they install a belief of "you can go for what you already have" in the minds of the respective customers.

Another strategy that NBC uses in marketing customer's product is by making the company environment to be more conducive for the customers. Improving their products by training and re-training of staff to turn out qualitative product to their customers in a distinctive fashion, they also adopt the use of gift items and souvenirs as presents to customers especially during festive periods. They often, at times, offer awards to the best customers at the end of the year. The survival strategy is another strategy that is adopted by the company this involves anticipating changes and preparing a survival strategy where strategic management is introduced into its operation. The major areas of survival strategy implementation are the establishment of annual reports and budgets, allocation of resources and close monitoring and studying competitive activities. The above discussed are some of the marketing strategies that NBC has been using over years to ensure consumers satisfaction.

3.1   Material and Methods

The research design employed for this study is survey which entails the use of questionnaires or interviews. The area of study is the Nigeria bottling Company (NBC) Yola depot is a depot own by NBC plc. The depot is located at Mohammed Mustapha way behind Yola stadium, JimetaYola the capital city of Adamawa State of Nigeria. The course synopsis includes introduction of marketing strategies, definition of marketing, strategy, types of marketing strategies, analytical approaches in formulating marketing strategy, marketing concept, and importance of marketing and component of marketing strategies.

The population of this study is 117 made up of management staff and customers (dealers) of NBC Yola depot. The total population of NBC Yola depot are 45 management staff and 72 (dealers) making 117.

The study used simple random sampling. In this technique each and every member of the population has equal chance of being selected. Therefore 45 management staff and 72 customers were selected. The research instrument that was used in collecting data was questionnaire. In order to conduct the investigation effectively, a structured questionnaire were administered to the management staff of NBC as well as customers.

The data were collected and keyed into computer with tables constructed and analyzed in categories with percentage which answers the research questionnaires. The researcher used descriptive statistics of percentages and frequency for objective one and correlation statistics for objective two. The only null hypothesis was tested using chi-square method in order to find out if marketing strategy has significant impact on customers' satisfaction.

4.1   Data Presentation and Analyses

Analyses presented in this chapter cover questionnaires from the management staff and customers (dealers) of the organisation under research. Their opinions were duly reflected in tables following each question. 117 questionnaires were administered, out of this 105(90%) responded to the questionnaires. The remaining 12(10%) were never recovered. Therefore the sample size selected for this finding was 40 management staff and 65 customers (dealers) of the organisation under study.

The questionnaire consist of 24 questions and where divided into 2 sections, Section A and B. Section A1 and A2 discuss on staff and NBC management. It consists of 13 questions which deliberated on demographic of staff and marketing strategies adopted by NBC. Section B1 and B2 elucidated on customers of NBC and it consist of 11 questions which sort for customer demographic and impact of marketing strategies on customers satisfaction.

4.2   Section A1: Demographic Questions.

This section analysis the demographic variables and questions.

Table 4.1 Gender of respondent of management staff

Gender of Respondents	No of Respondents	Percentage (%)
Male	40	100
Female	-	-
Total	40	100

Source: Field survey 2016

From Table 4.1 above 40 respondents of the management staffs representing 100% are all males. From the analyses it can be concluded that the entire management staff are males.

Table 4.2.Age Distribution of respondents

Age of respondents	No of Respondents	Percentage (%)
20-30 years	11	27.5
31-40 years	20	50
41-50 years	9	22.5
51-60 years	0	0
61years and above	0	0
Total	**40**	**100**

Source: Field survey 2016

From Table 4.2, 11 respondents of the management staff representing 27.5% are between 20-30 years of age, 20 respondents representing 50% are between 31-40 years of age, 9 respondents representing 22.5% are between 41-50 years of age. From the analyses it can be concluded that most of the management staff are between 31-40 years of age.

Table 4.3 Marital Status of Respondents

Marital status	No of Respondents	Percentage (%)
Single	13	32.5
Married	23	57.5
Separated	2	5
Divorced	1	2.5
Widow	1	2.5
Total	**40**	**100**

Source: Field survey 2016

From Table 4.3 above 13 respondents of management staff representing 32.5% are single, 23 respondents representing 57.5% are married, 2 respondents representing 5% are separated, 1 respondent representing 2.5% is divorced, 1 respondent representing 2.5% is widow. From the analyses it could be concluded that the categories of married staff is more than any other class.

Table 4.4 Working Experience of Respondents

Working Experience	No of Respondents	Percentage (%)
1-5	5	12.5
6-10	10	25
11-15	15	37.5
16-20	10	25
21years and above	0	0
Total	**40**	**100**

Source: Field survey 2016

From Table 4.4 above 5 respondents of the management staff representing 12.5% has between 1-5 years working experience, 10 respondents representing 25% has between 6-10 years working experience, 15 respondents representing 37.5% has between 11-15 years working experience, 10 respondents representing 25% has between 16-20 years working experience. From the analyses it can be seen that 15(37.5%) of the staff having between 11-15 years working experience are more than others.

From Table 4.5 below, 2 respondents of the management staff representing 5% has secondary school, 13 respondents representing 32.5% has ND, 18 respondents representing 45% has HND, 2 respondents representing 5% has BSc, 3 respondents representing 7.5% has PGD, 2 respondents representing 5% has master. From the analyses it could be seen that the number of staff 18(45%) with HND qualification is more than others.

Table 4.5 Educational Qualification of Respondents

Educational Level	No of Respondents	Percentage (%)
Primary School	0	0
Secondary School	2	5
National Diploma(ND)	13	32.5
HND	18	45
BSc	2	5
PGD	3	7.5
Master	2	5
Total	40	100

Source: Field survey 2016

4.3   Section A2: Marketing Strategies adopted by NBC

This section discusses the results and analyses of research question 6-13

4.3.1   Result and analyses of Research question 6.

QUESTION: What is the objective of your company?

To answer this question, question 6 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.6.7

Table 4.6Objective of the company

Option	No of respondents	Percentage (%)
Make profit	5	12.5
Serve the public	5	12.5
Satisfy customers	10	25
Satisfy customer and make profit	20	50
Total	40	100

Source: Field survey 2016

From Table 4.6 above, 5 respondents of the management staff representing 12.5% responded to make profit, 5 respondents representing 12.5% responded to satisfy customers, 10 respondents representing 25% responded to Satisfy customers and 20 respondent representing 50% responded to satisfy customers and make profit.

From the analyses it can be concluded that the objective of the company is to satisfy customers and make profit.

4.3.2   Result and analyses of Research question 7

QUESTION: Who makes strategic decision for the company?

To answer this question, question 7 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.7.

Table 4.7 Strategic decision for the company

Option	No of respondents	Percentage (%)
Managing directors	15	37.5
Board of director	25	62.5
Shareholders	-	0
Committees	-	0
Total	40	100

Source: Field survey 2016

From Table 4.7 above 15 respondents of the management staff representing 37.5% responded that the strategic decision for the company are made by the managing directors and 25 respondents representing 62.5% responded to the board of directors. It could be seen from the data that strategic decisions are made by both the Managing directors and Board of directors.

4.3.4   Result and analyses of Research question 8(Objective 1)

QUESTION: What are the marketing strategies adopted by the company in the past years?

To answer this question, question 8 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.8.

Table 4.8 Marketing strategies adopted by the company in the past years

Option	No of respondents	Percentage (%)
Merchandizing	12	30
Activation	4	10
Display	4	10
All of the above	20	50
Total	40	100

Source: Field survey 2016

From Table 4.8 above 12 respondents of the management staff representing 30% responded that the company has adopted merchandizing as marketing strategies in the past years, 4 respondents representing 10% responded to activation, 4 respondents representing 10% responded to display, 20 respondents representing 50% responded to all of the above.

From the analyses it can be concluded that merchandizing, activation and display are the marketing strategies adopted by the company for the past 9 years.

4.3.6   Result and analyses of Research question 9

QUESTION**:** Do you regard the marketing strategies as being effective**?**

To answer this question, question 9 of section A2 of the research quetionnaire is used to analyse the result as shown in table 4.9.

Table 4.9 The effectiveness of marketing strategies

Option	No of respondents	Percentage (%)
Yes	30	75
No	10	25
Total	40	100

Source: Field survey 2016

From Table 4.9 above 30(75%) respondents of the management staff responded that the marketing strategies as being effective and 10(25%) responded that it is not effective. It can be concluded that the marketing strategies are effective.

4.3.7 Result and analyses of Research question 10

QUESTION: What are the factors responsible for the effectiveness of the marketing strategies?

To answer this question, question 10 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.10.

Table 4.10 Factors responsible for the effectiveness of the marketing strategies

Option	No of respondents	Percentage (%)
Proper planning	4	10
Proper planning and coordination	12	30
Proper planning implementation and execution	24	60
Total	40	100

Source: Field survey 2016

From Table 4.10 above, 4 respondents of the management staff representing 10% responded that proper planning is responsible for the effectiveness of the marketing strategies, 12(30%) responded to proper planning and coordination, 24(60%) responded to proper planning, implementation and execution.

From the analyses it can be concluded that proper planning, implementation/ execution are responsible for the effectiveness of marketing strategies of the company.

4.3.8 Result and analyses of Research question 11

QUESTION: How do you determine the effectiveness of the strategies?

To answer this question, question 11 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.11.

Table 4.11 Determining the effectiveness of the strategies

Option	No of Respondents	Percentage (%)
Through customers favourable reaction	13	32.5
Through profit realisation	6	15
Through growth and expansion	21	52.5
Others	0	0
Total	40	100

Source: Field survey 2016

From Table 4.11 above 13 respondents of the management staff representing 32.5% responded that the effectiveness of the marketing strategies can be determined through customers favourable reaction, 6 respondents representing 15% responded to through profit realisation, while 21 respondents representing 52.5% responded to through growth and expansion .

From the analyses it can be concluded that the effectiveness of the marketing strategies is more of through growth and expansion (52.5%).

4.3.9 Result and analyses of Research question 12

QUESTION: How does company get information from customers about their needs?

To answer this question, question 12 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.12.

Table 4.12 Getting information from customers about their needs

Option	No of Respondents	Percentage (%)
Customers enquiry	7	17.5
Market survey	20	50
Sales force	8	20
Observation	5	12.5
Total	40	100

Source: Field survey 2016

From Table 4.12 above 7 respondents of the management staff representing 17.5% responded that the company get information from customers about their needs through customers enquiry, 20 respondents representing 50% responded to market survey, 8 respondents representing 20% responded to sales force, 5

respondents representing 12.5% responded to observation.

It can therefore be concluded that the company uses more of market survey to get information from customers about their needs.

4.3.10   Result and analyses of Research question 13

QUESTION: What are your company target markets?

To answer this question, question 13 of section A2 of the research questionnaire is used to analyse the result as shown in table 4.13.

Table 4.13 Company target market

Option	No of Respondents	Percentage (%)
High income class	10	25
Middle income class	12	30
Low income class	8	20
Mass market	10	25
Total	40	100

Source : Field survey 2016

From Table 4.13 above it could be observed that the company has all groups of people from different economic status as the company target market. This is a very promising strategy a company can adopt to have a great market shares over its competitors.

4.4   Section B1 and B2: Customers' (Dealers') Questionaires

The analysis presented in this section covers questionnaires administered to customers of the company under study. The sample sizes for customers are 65.

4.4.1   Section B1: Demographic Questions

Table 4.14 Gender of Respondents of customers

Gender	No of Respondents	Percentage (%)
Male	45	69.2
Female	20	30.8
Total	65	100

Source: Field survey 2016

From Table 4.14, 45 customers representing 69.2% are male, 20 customers representing 30.8% are female. It can be seen that there are more males dealers trading with the company than females.

Table 4.15 Age distribution of Respondents

Age distribution	No of respondents	Percentage (%)
20-30	12	18.5
31-40	23	35.4
41-50	20	30.8
51-60	10	15.3
61 and above	0	0
Total	65	100

Source : Field survey 2016

From Table 4.15, 12 respondents representing 18.5% are between the ages of 20-30, 23 respondents 35.4% are between the ages of 31-40, 20 respondents 30.8% are between the ages of 41-50, 10 respondents representing 15.3% are between the ages of 51-60. From the analyses majority of the distributors are between 31-40 years representing 35.4% having the highest percentage.

Table 4.16 Marital status of Respondents

Option	No of Respondents	Percentage
Single	22	33.8
Married	34	52.3
Separated	5	7.7
Divorced	2	3.1
Widow	2	3.1
Total	65	100

Source: Field survey 2016

From Table 4.16 above, 22 respondents of the customers representing 33.8% are single, 34 representing 52.3% are married, 5 representing 7.7% are separated, 2 representing 3.1% are divorced, and 2 representing 3.1% are widows. From the analyses it can be concluded that most of the customers are married.

Table 4.17 Educational Level of Respondents

Option	No Of Respondents	Percentage (%)
Primary school	8	12.3
Secondary school	12	18.5
ND	18	27.7
HND	15	23.1
BSc	9	13.8
PGD	2	3.1
Master	1	1.5
Total	65	100

Source: Field survey 2016

From Table 4.17 above, 8 respondents of the customers representing 12.3% have primary school certificate, 12 representing 18.5% have secondary school, 18 representing 27.7% have ND level, 15 representing 23.1% have HND, 9 representing 13.8% have BSc, 2 representing 3.1% have PGD and 1 respondent representing 1.5% has master level. From the analyses it can be concluded that the majority 15(23.1%) of the customers have HND.

4.5 Section B2 Impact of marketing Strategies on customers' satisfaction
This section B2 is used to explain the results and analysis of research questions 18-24
4.5.1 Result and analyses of research question 18
QUESTION: **:**For how long have you being patronizing NBC?
To answer this question, question 18 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.18.

Table 4.18: Patronage of NBC products

Option	No of respondents	Percentage (%)
Less than one year	20	30.8
One year and above	45	69.2
Total	65	100

Source: Field survey 2016

From Table 4.18 above, 20 respondents of the customers representing 30.8% have being patronizing the company for less than one year, 45 respondents representing 69.2% have being patronizing the company for one year and above. From the analyses majority of the customers has been patronizing the company for more than one year.

4.5.2 Result and analyses of Research question 19
QUESTION: What motivates your patronage of NBC product?
To answer this question, question 19 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.19.

Table 4.19 Motivation of patronage

Option	No of respondents	Percentage (%)
Leading brand	6	9.2
Mere reliable	4	6.2
Offers satisfaction	55	84.6
Total	65	100

Source: Field survey 2016

From Table 4.19 above 6 respondents representing 9.2% responded that they patronize NBC products because it is a leading brand, 4 representing 6.2% responded they patronize NBC products because it is mere reliable, 55 representing 84.6 % responded that it is because it offers satisfaction.

It can be concluded that the motivating factor of customers' patronizing NBC products is because it offers satisfaction.

4.5.3 Result and analyses of Research question 20
QUESTION: Does the company seek information from you (customer) about your needs and desires?
To answer this question, question 20 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.20

Table 4.20 Information from customers about their needs and desires

Option	No of respondents	Percentage (%)
Yes	60	92.3
No	5	7.7
Total	65	100

Source: Field survey 2016

From Table 4.20 above 60 respondents of the customers representing 92.3% ascertained that the company seeks information from them concerning their needs and desires, 5 representing 7.7% disagreed.

It can be concluded that the company seeks information from their customers concerning their needs and desires.

4.5.4 Result and analyses of Research question 21

QUESTION:How does the company get to know whether you (customer) are satisfied or dissatisfied with their products?

To answer this question, question 21 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.21

Table 4.21 Company's knowledge of customers satisfaction or dissatisfaction with their products

Option	No of respondents	Percentage (%)
Complaint/protest	6	9.2
Suggestion box	4	6.2
Increase and decrease of sales	55	84.6
Total	65	100

Source: Field survey 2016

From Table 4.21 above 6 respondents of customers representing 9.2% responded that the company gets to know whether they are satisfied or dissatisfied with their product through complaint/protest, 4 representing 6.2% responded through suggestion box, 55 representing 84.6% responded through increase and decrease of sales.

It could be observed that the company gets to know whether their customers are satisfied or dissatisfied through increase and decrease of sales volume.

4.5.5 Result and analyses of research question 22

QUESTION: What is your opinion of price being offered by the company?

To answer this question, question 22 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.22

Table 4.22   Opinion of price being offered by the company

Option	No of respondents	Percentage (%)
High	20	30.8
Moderate	35	53.8
Low	10	15.4
Total	65	100

Source: Field survey 2016

From Table 4.22, above 20 respondents of the customers representing 30.8% responded that the price being offered by the company is high and 35 customers representing 53.8% responded that it is moderate, 10 representing 15.4% said that the price is low.

It can be concluded that much customers consider the price offered as being moderate.

4.5.6 Result and analyses of Research question 23 using Pearson correlation test (obj. 2)

QUESTION: What is the impact of NBC marketing strategies on your satisfaction in the following years?

To answer this question, question 23 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.23

Table 4.23 Impact of NBC marketing strategies on customers satisfaction

Years	Satisfactory (X)	Not Satisfactory (Y)
2008	40	25
2009	55	10
2010	50	15
2011	60	5
2012	45	20
2013	57	8
2014	52	13
2015	42	23
2016	53	12

Source : Field survey 2016

Using Pearson correlation test

	The number of Respondents that were satisfied	The number of respondents that were not satisfied
The number of Pearson correlation Respondents that sig. (2-tailed) Were satisfied N	1 9	-1.000 .000 9
The number of Pearson correlation Respondents that sig. (2-tailed) Were satisfied N	-1.000 .000 9	1 9

Correlation is significant at 0.01 levels (2-tailed).

The result on Table 4.23 shows that there is a negative relationship between marketing strategies and customer's satisfaction. This is evident by Pearson correlation statistics of -1.000(-1%) the significant test of 0.000 (0000%) also depicts that the test is statistically significant since it is low. This implies that customers' satisfaction is dependent on the adoption of marketing strategies despite the fact that the relationship between the two variables is negative

4.5.7 Result and analyses of Research question 24

QUESTION: How would you rate the company customers' relationship?

To answer this question, question of section B2 of the research questionnaire is used to analyse the result as shown in table 4.24

Table 4.24 The company customers relationship

Option	No of respondents	Percentage (%)
Very cordial	26	40
Cordial	39	60
Strained	0	0
Total	65	100

Source: Field survey 2016

From Table 4.24 above 26 respondents of the customers representing 40% responded that the relationship between the company and its customers is very cordial and 39 representing 60% responded that is cordial.

It can be concluded that the relationship between the customers and company is cordial.

4.5.6 Result and analyses of Research question 23 using Pearson correlation test (obj. 2)

QUESTION: What is the impact of NBC marketing strategies on your satisfaction in the following years?

To answer this question, question 23 of section B2 of the research questionnaire is used to analyse the result as shown in table 4.23

Table 4.23 Impact of NBC marketing strategies on customers satisfaction

Years	Satisfactory (X)	Not Satisfactory (Y)
2002	40	25
2003	55	10
2004	50	15
2005	60	5
2006	45	20
2007	57	8
2008	52	13
2009	42	23
2010	53	12

Source : Field survey 2016

Using Pearson correlation test

		The number of Respondents that were satisfied	The number of respondents that were not satisfied
The number of that Were satisfied	Pearson correlation Respondents sig. (2-tailed) N	1 9	-1.000 .000 9
The number of Respondents that Were satisfied	Pearson correlation sig. (2-tailed) N	-1.000 .000 9	1 9

Correlation is significant at 0.01 levels (2-tailed).

The result on Table 4.23 shows that there is a negative relationship between marketing strategies and customer's satisfaction. This is evident by Pearson correlation statistics of -1.000(-1%) the significant test of 0.000 (0000%) also depicts that the test is statistically significant since it is low. This implies that customers' satisfaction is dependent on the adoption of marketing strategies despite the fact that the relationship between the two variables is negative.

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Cordial	39	60
Strained	0	0
Total	65	100

Source: Field survey 2016

From Table 4.24 above 26 respondents of the customers representing 40% responded that the relationship between the company and its customers is very cordial and 39 representing 60% responded that is cordial.

It can be concluded that the relationship between the customers and company is cordial.

Test of Hypothesis

Questionnaire received from the management staff = 40

Questionnaire received from the customers   = 65

                 Total   105

H_0 : Marketing strategies of Nigeria bottling company do not have significant impact on customers satisfaction .

H_i : Marketing strategies of Nigerian bottling company have significantly impact on customers satisfaction.

Table 4.25

Options	Yes	No	Total
Strongly agreed	40	8	48
Fairly agreed	30	6	36
Disagreed	6	15	21
Total	76	29	105

Source: Field Survey, 2016.

Using the Chi-square method

$x^2 = \Sigma(F_0 - F_e)^2$

F_e _____

Where x^2 = calculated value of chi-square

F_0 = observed frequency

F_e = expected frequency

Expected frequency (F_e) for option 1

Yes = $\dfrac{48 \times 76}{105}$ = 34.74

No = $\dfrac{48 \times 29}{105}$ = 13.26

Expected frequency (F_e) for option 2

Yes = $\dfrac{36 \times 76}{105}$ = 26.74

No = $\dfrac{36 \times 29}{105}$ = 9.94

Expected frequency (F_e) for option 3

Yes = $\dfrac{21 \times 76}{105}$ = 15.2

No = $\dfrac{21 \times 29}{105}$ = 5.8

$X^2 = \dfrac{\Sigma (F_0 - F_e)^2}{F_e}$

$X^2 = \dfrac{(40-34.74)^2}{34.74} + \dfrac{(8-13.26)^2}{13.26} + \dfrac{(30-26.06)^2}{26.06} + \dfrac{(6-9.94)^2}{9.94} + \dfrac{(6-15.2)^2}{15.2} + \dfrac{(15-5.8)^2}{5.8}$

$X^2 = 0.80 + 2.09 + 0.60 + 1.56 + 5.57 + 14.59$

$X^2 = 25.21$

Degree of freedom = (Colum −1) (Row −1)

(3−1) (2−1)

2 x 1 = 2

Degree of freedom of 2 from the Chi-square distribution table is 5.991

Significant level of 5%

Coefficient of contingency = $\sqrt{\dfrac{X^2}{X^2 + \text{Total questionnaire received}}}$

= $\sqrt{\dfrac{25.21}{25.21 + 105}}$

= $\sqrt{\dfrac{25.21}{130.21}}$

= 0.19

Decision:

Reject the null hypothesis (H$_0$) and accept the alternative hypothesis (H$_i$) which says that the marketing strategies have significant impact on the customers' satisfaction.

4.7   Summary of the findings

From the analyses it can be concluded that the objective of the company is to satisfy customers and make profit, therefore the company uses more of market survey to get information from customers about their needs. It is observed that the company has all groups of people from different economic status as the company target market. This is a very promising strategy a company can adopt to have a great market shares over its competitors. It can be concluded that the motivating factor of customers' patronizing NBC products is because it offers satisfactory services to its clients.

It can be concluded that the company seeks information from their customers concerning their needs and desires. The result also shows that the company gets to know whether their customers are satisfied or dissatisfied through increase and decrease of sales volume.It can be concluded that much customers consider the price offered as being moderate making the relationship between the customers and company to be cordial.

Conceptually, the decision reach in this hypothesis is to reject the null hypothesis and accept the

alternative hypothesis that marketing strategies has significant impact on customers' satisfaction. This is because the X^2 calculated value is greater than the chi-square table which is 5.991. The coefficient of contingency of 0.19 shows that there is a positive relationship between marketing strategy and customer's satisfaction.

Summary, Conclusion and Recommendations
5.1 Summary
Marketing strategies are unique way by which firms convey themselves to   customers, designing a marketing mix to satisfy the target customers.

This research work is borne in mind to know the type of marketing strategies adopted by the company and to determine the impact of these strategies on both stakeholders and the customers' (dealers) as well as the company for sustainability, profit and growth.

Relevant literature were reviewed based on: definition of marketing, marketing strategies, definition of strategies, types of marketing strategies, analytical approaches in formulating marketing strategies, marketing concept, importance of marketing, organisational marketing strategies, component of marketing.

The study is a survey in form of case study. The population of the study is all the staff and all the customers' (dealers) of NBC Yola depot. The sample size of the study was 45 management staff and 72 dealers making 117 selected by using simple random sampling technique.

In order to investigate the actual situation 117 structured questionnaires were administered to the staff of the company as well as customers. A total of 105 respondents completed and returned the questionnaires.

The method of data analyses that were used in the study are descriptive statistics of percentages and frequency and correlation statistics.

Based on the finding of this research investigation as analysed in chapter four it is evident that the company under study adopted marketing strategies to effectively achieve their predetermined objectives which are to satisfy customers and make profit and the marketing strategies adopted by the company were merchandizing, activation and display.

The research also revealed that the marketing strategies adopted are effective and the factors responsible for the effectiveness are proper planning, implementation/ execution and the effectiveness of the marketing strategies are seen from the light of growth and expansion of the company.

The researcher also found out that the company determines the effectiveness of it's marketing strategies through customer's favourable reaction toward their products and that shows customers are satisfied with the products which of course leads to word of mouth (WOT), continuity in sales and brand loyalty.

The research revealed that customers motives toward patronizing of NBC product is because the product offers satisfaction and customers also consider the price being offered by the company as moderate.

The Pearson correlation test in table 4.23 reveals that customers' satisfaction is dependent on the adoption of marketing strategies.

5.2 Conclusion
This research work looked at the impact of marketing strategies on customers' satisfaction in NBC Yola depot. From the finding the company adopted merchandizing, activation and display as marketing strategies. Based on the findings, the marketing strategies adopted by the company proved to be effective because it achieved its aim and objectives of customers' satisfaction and profit maximization.

The research work also reviled that the customers were satisfied with the products being offered by the company.

5.3 Recommendations
Against the backdrop of data obtained and the analyses of information gathered in this study, the researcher proffers the following recommendations for the sustainability of their loyal customers and potentials ones which will make the company achieve more profit and growth.
1. The company need to be innovative by introducing new products and improving on existing methodologies to meet market needs.
2. The beverage industry is experiencing intense competition with new entrants, new brands and new packages being introduced. The company should focus on its strategic plans which are to grow volume, profit and ensure that their return on investment out-weighs their cost of capital.
3. The company should also focus on building commercial capability to ensure that they serve their customers and consumers better while ensuring that they continue to be innovative in meeting their customers needs and wants in a proactive manner.
4. As an industry leader in the bottling companies, the company focus should be on innovation in order to expand their portfolio and grow volume while also increasing their market share for sustainable growth.
5. The company should intensify their investment in the business both internally and externally and a

strong management team should be in place in order to achieve this.

6. The company should creatively expand their product portfolio by offering a wide range choices to their customers while contributing positively to their community they serve.

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