

Effect of Marketing Strategies on Consumer Buying Behaviour: A Case Study of Nigeria Bottling Company

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Abstract. This study examines the effect of marketing strategies on consumer buying behaviour. The study's main objective is to investigate the impact of marketing strategies on consumer buying behaviour. This study uses a survey method. A stratified random sampling technique collects information from eighty respondents selected from the study population. The data was presented and analysed using Statistical Package for Social Science (SPSS). It was concluded that a relationship exists between product strategy and consumer purchase decisions. Among the significant recommendations was that the management in question should improve their product by improving its quality so that their customers can develop long-lasting loyalty to their organisation. The marketing strategy to be used will work out well.

Keywords: Market mix; Marketing planning; Marketing strategy; Product strategy.

INTRODUCTION

A marketing strategy is a comprehensive plan that outlines how an organisation will attract and retain customers. It involves identifying and targeting specific markets, positioning the company, and creating a marketing mix (product, price, place, and promotion) to meet customer needs author [1]. Marketing is a customer-centric function that aims to understand and influence purchasing behaviour, including what customers

want, need, and value author [2]. A strategic marketing approach enables companies to differentiate themselves from competitors and satisfy customer needs in a dynamic environment [3]. Effective marketing strategies focus on target consumers, dividing the total market into segments, selecting promising ones, and designing a marketing mix to serve them author [4]. Ultimately, the goal is to achieve customer satisfaction, which measures how well products or ser-

vices meet or exceed customer expectations author [5]. This study examines the impact of marketing strategy on consumer satisfaction, specifically in the context of Nigeria Bottling Company.

Marketing practices are fundamentally dynamic and interactive, necessitating adaptive strategies to navigate the complexities of micro and macro environmental forces that can disrupt even the most meticulously crafted organisational plans. This disconnect can lead to marketing practices misaligned with the company's overarching mission, resulting in a vague and complex marketing landscape that obscures brand clarity and dilutes competitive advantage. Furthermore, many businesses struggle to implement comprehensive marketing plans that integrate tactical elements, such as segmentation, targeting, and positioning (STP), with strategic initiatives, constraining their overall performance and hindering market penetration. Effective marketing necessitates synergistic coordination of marketing mix elements (4Ps) to drive performance and optimise return on investment (ROI). Still, marketers often lack the expertise to harmonise these variables, leading to missed opportunities and conflicts between marketing instruments [6]. Without well-planned marketing strategies, sales performance can be severely impacted, and customer acquisition and retention can be compromised. Yet, companies often prioritise customer satisfaction over marketing practices that drive business growth and market share. Moreover, measuring the impact of marketing mix strategies on consumer buying behaviour remains a significant challenge, with many marketing studies failing to address this critical gap in understanding customer journey mapping and experience design.

Literature review

Marketing is viewed as a vital function in organisations, focusing on creating, communicating, and delivering value to customers while managing customer relationships beneficial to the organisation and stakeholders. Historically, marketing evolved through stages:

- 1) Production Concept: Focused on efficient production, low costs, and mass distribution.
- 2) Product Concept: Emphasised innovative products.

3) Selling Concept: Stressed on selling more than competitors, leading to an emphasis on advertising and branding.

4) Marketing Concept: Customer-centered, aiming to meet customer needs author [3].

5) Holistic Marketing Concept: Incorporates the breadth and interdependence of marketing activities.

Strategy is a long-term plan to achieve company goals, rooted in early military strategies like Sun Tzu author [7]. It bridges a firm's internal and external environments, converting long-term visions into actionable tactics. Different approaches to strategy include author [3], who defines strategy as a combination of goals and policies with competitive strategies like cost leadership, differentiation, and focus. Other authors discuss such strategies as seeker, defender, analyser, and reactor.

Marketing strategy is an action plan for achieving marketing objectives involving a strategic analysis of environmental and business factors author [8]. It combines all marketing goals into a comprehensive plan, focusing on consumer satisfaction and long-term profitability. The strategy involves market segmentation, targeting, and the marketing mix (product, price, place, promotion) to adapt to the marketing environment author [3].

According to researchers, marketing strategies include:

- 1) Offensive Strategy: For market leaders to strengthen their position and innovate.
- 2) Defensive Strategy: For firms holding solid positions but not market leaders.
- 3) Flanking Strategy: Attacking the market from the side with unique offerings.
- 4) Guerrilla Strategy: For small firms targeting specific segments with limited resources.

Main Objective of the Study - to determine the impact of marketing strategies on consumer buying behaviour.

Specific Objectives:

- 1) To investigate the relationship between product strategy and consumer purchase decisions
- 2) To determine the effect of pricing strategy on consumer patronage

- 3) To investigate how distribution strategy affects consumer experience
- 4) To analyse the impact of the promotion approach on consumer perception.

Research Questions

- 1) What is the relationship between product strategy and consumer purchase decisions?
- 2) To what extent does pricing strategy affect consumer patronage?
- 3) How does distribution strategy influence consumer buying experience?
- 4) What is the impact of promotion strategy on consumer perception?

Research Hypotheses

- H1: There is no relationship between product strategy and consumer purchase decisions.
- H2: Pricing strategy does not affect consumer patronage.
- H3: Distribution strategy does not influence consumer buying experience.
- H4: Promotion strategy does not significantly affect consumer perception.

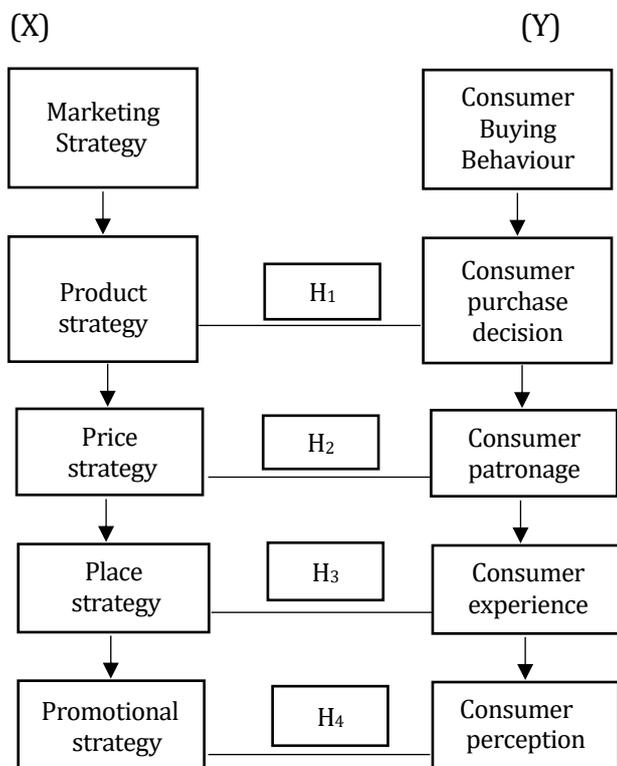


Figure 1 – Conceptual model

METHOD

This chapter describes the research methodology used to conduct this study, including the research design, population of interest, sampling methods, sample size, data sources, research instrument details, and analytical techniques. The following sections provide a clear and transparent account of the methods used to collect and analyse data, ensuring the quality and validity of the research outcomes.

Research Design. This study employs a survey research design, which involves selecting a representative sample from the larger population. The data collected from this sample is analysed and used to draw conclusions and make inferences about the characteristics of the broader population, enabling generalizability and informed decision-making.

Population of the Study. The study population refers to the comprehensive group of individuals or entities the research aims to examine the author [18]. In this context, the total population comprises all staff members and customers of the Nigeria Bottling Company located in Abeokuta, Ogun State.

Sampling Method. This study employs stratified random sampling to select participants. This approach involves dividing the population into distinct subgroups or strata based on shared characteristics and randomly choosing individuals from each stratum. By doing so, every element within the population has an equal and non-zero probability of being chosen, ensuring a representative sample.

Sample Size. A sample of 80 employees and customers is randomly drawn from the population, using stratified sampling to ensure a representative cross-section of the various subgroups. This sample size provides a reliable basis for analysing and generalising the findings.

Source of Data Collection. This study utilises two distinct sources of data: primary and secondary sources. Primary data is collected through the administration of questionnaires and oral interviews, allowing for original insights to be gathered. Secondary data is sourced from existing literature, including textbooks, academic journals, and newspapers, providing a foundation of established knowledge.

Administration of Research Instrument. In this research, a survey will be conducted to gather in-

sights from a diverse group of respondents associated with the Nigeria Bottling Company distributor in Abeokuta. The survey aims to represent various organisational levels and customer perspectives comprehensively. A total of 80 respondents will be surveyed, encompassing different roles within the company and external customers. The distribution of respondents is classified as shown in Table 1.

Table 1 – The distribution of respondents

Respondents	Nigeria bottling company
Manager	1
Supervisor	2
Senior staff	3
Junior staff	4
Customer	70
Total Respondent	80

Method of Data Analysis. According to the author [3], research methods or techniques refer to the methods the researcher uses in performing research operations to collect primary and secondary data. Information obtained in this research work is analysed and presented using Statistical Package for the Social Science (SPSS), while hypotheses formulated are examined and tested using correlation analysis.

RESULTS AND DISCUSSION

The respondent pool exhibits a slightly skewed gender distribution (Table 2), with females comprising 57.1% of the sample while males comprise 42.9%. This demographic profile is essential in understanding the perspectives and experiences of the respondents.

Table 2 – Gender distribution of the respondents

Gender	Frequency	Percentage
Male	30	42.9%
Female	40	57.1%
Total	70	100%

The age profile of the respondents reveals a diverse range of age groups (Table 3). The majority (42.9%) of the respondents fall within the middle-aged category (36-45 yrs), followed by young adults (18-25 yrs), making up 28.6% of the sample. Adults (26-35 yrs) and older adults (46 yrs and above) constitute 14.3% each. This age dis-

tribution provides a comprehensive understanding of the respondents' demographic characteristics.

Table 3 – Age distribution of respondents

Age Group	Frequency	%
Young Adults (18-25 yrs)	20	28.6
Adults (26-35 yrs)	10	14.3
Middle-Aged (36-45 yrs)	30	42.9
Older Adults (46yrs and above)	10	14.3
Total	70	100

The marital status profile of the respondents reveals a varied distribution (Table 4). Most (50%) respondents are married, indicating a stable and committed relationship status. A significant proportion (28.6%) of the respondents are unmarried (single), while 21.4% have experienced divorce or separation. This marital status distribution provides valuable insights into the respondents' personal lives and relationship dynamics.

Table 4 – Marital status distribution of the respondents

Marital Status	Frequency	%
Unmarried (Single)	20	28.6
Married/Separate	35	50
Divorce	15	21.4
Total	70	100

The educational qualification profile of the respondents reveals a diverse range of academic achievements (Table 5). The majority (42.9%) of the respondents possess post-secondary education (ND/NCE), followed by those with secondary education (35.7%) and tertiary education (14.3%). A smaller but significant proportion (7.1%) hold advanced degrees (Master/PhD), indicating higher academic attainment.

Table 5 – Qualification distribution of the respondents

Qualification Level	Frequency	%
Secondary Education (WASSCE/GCE)	25	35.7
Post-Secondary Education (ND/NCE)	30	42.9
Tertiary Education (HND/BSC)	10	14.3
Advanced Degree (Master/PhD)	5	7.1
Total	70	100

The service duration profile reveals respondents' service lengths (Table 6). Nearly half (47.1%) of the respondents have reached mid-career level with 6-10 years of service, while 31.4% are in the early career stages with less than five years. A notable proportion (14.3%) have gained experienced status with 11-15 years; a small but significant group (7.1%) have achieved long-serving status with 16-20 years of service.

Table 6 – Length of service distribution of the respondent

Service Duration	Frequency	%
Early Career (Below five years)	22	31.4
Mid-career (6-10 years)	33	41.1
Experienced (11-15 years)	10	14.3
Advanced Degrees (Master/PhD)	5	7.1
Total	70	100

The result analysed in SPSS with the Pearson correlation method using the hypotheses given shows a significant correlation between the two variables, as presented in Tables 7–11.

Findings from hypothesis one reveal that there is a relationship between product strategy and consumer purchase decisions.

Findings from hypothesis two reveal that pricing strategy affects consumer patronage.

Findings from hypothesis three indicate that distribution strategy influences consumer buying experience.

Findings from hypothesis four show that promotions strategy significantly affect consumer perception.

Table 7 – The pricing strategy increases the organisation's sales volume

	Frequency	%	Valid %	Cumulative %
Strongly Agree	20	28	28	28
Agree	10	14	14	42
Disagree	18	26	26	68
Strongly Disagree	22	31	31	100.0
Total	70	100.0	100.0	

Table 8 – Product quality leads to greater customer loyalty

	Frequency	%	Valid %	Cumulative %
Strongly Agree	40	57	57	57
Agree	15	21	21	78
Disagree	5	7	7	85
Strongly Disagree	10	14	14	100.0
Total	70	100.0	100.0	

Table 9 – Promotional strategy enhances organisation sales volume

	Frequency	%	Valid %	Cumulative %
Strongly Agree	20	28	28	28
Agree	10	14	14	42
Disagree	18	26	26	68
Strongly Disagree	22	31	31	100
Total	70	100.0	100.0	

Table 10 – Distribution channel strategy influences consumer buying behaviour

	Frequency	%	Valid %	Cumulative %
Strongly Agree	30	43	43	43
Agree	20	29	29	72
Disagree	15	21	21	93
Strongly Disagree	5	7	7	100
Total	70	100.0	100.0	

Table 11 – Test of hypothesis

	Product Strategy	Consumer Purchase Decision
N=70, Significance (2-tailed): 0.002		
Product Strategy	1	0.753
Consumer Purchase Decision	0.753	1
N = 70, Significance (2-tailed): 0.012		
	Product Strategy	Consumer Purchase Decision
Product Strategy	1	0.468
Consumer Purchase Decision	0.468	1
N = 70, Significance (2-tailed): 0.031		
	Product Strategy	Consumer Purchase Decision

	Product Strategy	Consumer Purchase Decision
Product Strategy	1	0.421
Consumer Purchase Decision	0.421	1
N = 70, Significance (2-tailed): 0.021		
	Product Strategy	Consumer Purchase Decision
Product Strategy	1	0.582
Consumer Purchase Decision	0.582	1

CONCLUSIONS

Based on the findings in the course of this study, the following conclusions, among others, are considered pertinent:

- 1) There is a relationship between product strategy and consumer purchase decisions.
- 2) Pricing strategy affects consumer patronage.
- 3) Distribution strategy influences consumer buying experience.
- 4) Promotions strategy significantly affects consumer perception.

After thorough analysis and interpretation of findings obtained in this study, the following recommendations are made:

Nigerian bottling companies' management should select and adopt an appropriate product strategy to encourage positive consumer buying behaviour.

Nigeria bottling companies should adopt a unique pricing strategy; this can be used as a means of increasing their consumer patronage.

Companies of concern should plan well about distributing their product and the best strategy to retain more customers.

The management in question should improve their product by improving its quality so that their customers will develop long-lasting loyalty to their organisation. The marketing strategy to be used will work out well.

Nigerian bottling companies should plan their promotional strategy. Also, the mix of promotional tools can be an avenue for gaining better results through consumer patronage.

Issues for Further Study. The research can further focus on marketing strategies and organisational competitive advantage using another case study from the manufacturing industry. Banking institutions and insurance firms can be used to standardise the effect of the independent variable further.

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