

USMANU DANFODIYO UNIVERSITY, SOKOTO

**PROMOTIONAL TOOLS AND ORGANIZATION PERFORMANCE
(A CASE STUDY OF DANGOTE PASTA & NOODLES LTD)**

**A PROJECT SUBMITTED TO THE
POST GRADUATE SCHOOL**

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DEDICATION

This work is dedicated to Almighty God the giver of life.

APPROVAL PAGE

This project by ALIU ADEKUNLE KAYODE has met the requirement for the award of PGDM (Business Administration) of Usmanu Danfodiyo University, Sokoto and is approved for its contribution to knowledge.

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ABSTRACT

This project emphasized on the relationship of promotional tools as an impact on organization performance. Efforts are made to find the problem and significant of promotional tools by reviewing some related literature written by expert. Also both Primary data and secondary data were collected. In primary data, questionnaires were used in gathering information from respondents and secondary data collection involves the use of books, journals, etc for gathering information. The data collected were fully presented and well analyzed in the proceeding chapter. And at the end of the write up, meaningful suggestion were made in respect of solving some promotional tools problem and improvement thereof.

CHAPTER ONE: INTRODUCTION

1.1. BACKGROUND OF THE STUDY

In agrarian self sufficiency period, people were engaged in direct production of what they could use. In these primitive agrarian societies, there was no need for marketing activities since every household satisfied its needs without much exchange. As societies and their economic developed from agrarian self sufficiency to urbanization, industrialization and division of labour, the need for marketing activities or tools arose. With the beginning of the era, people began to specialize in the production of items thereby producing much more than their personal requirement and since they had need for other materials which they cannot produce as a result of their specialization, the need for exchange became obvious. Thus, the surplus brought about the large scale production laid the foundation for trading tools or activities.

At the initial stage, production and exchange were simple and mainly in the need and requirement amongst close neighbours, but the small specialized producers increase their output in anticipation of future orders and this gave rise to the need for idea of middlemen to

help them dispose off goods by acting as intermediaries between them and the buyers.

Development of marketing activities were fuel by the individual revolution when small handcraft operation became factors and the rate of urbanization increase as a result of people moving into work in the factories. Later both the middlemen and the provider felt the need for more profit through high volume sales and creation of consumer.

By the beginning of 1930, most especially in United State of America such development had necessitate for increase in production but high volume sales were only possible if the selling of the enterprises were able to gain patronage. By the time under reference, some companies in Europe had started grouping such function as product development, packaging, physical distribution and warehousing; and linking them with sales and advertisement (promotion) under one executive.

Therefore, the British Marketing Institute defined marketing as a management process responsible for identifying, anticipating and satisfying customers requirement profitability, whereas the American Marketing Association considers it as the performance of business

activities that direct the flow of goods and services from the producer to the consumer. In line with the above definition, the producer felt the need to make more profit and record high volume sales and create more demand for their goods and services, and recognized the activities of the competitors, all these combine to make it necessary to employ promotional tools techniques to inform, to educate and persuade potential customer to purchase their products. This is all with an attempt to create demand and improve sales performance, which is the primary effect of sales promotional tools.

Based on the above, the study intends to examine the relationship between promotional tools employed and organizational performance.

1.2 STATEMENT OF THE PROBLEM

There are so many problems associated with promotional tools which make it worth studying. They include poor planning of the promotional campaign, lack of good presentation, inadequate conductivity and the use of untrained personnel that makes it impossible to achieve the desire goals. Promotion is an essential tool

that increases awareness and stimulates interest in the product or brand, also it persuade people to sells their product.

Promotional tools play a paramount role in marketing but without its effective use, organization's sales may decline and may affect organizational performance. Therefore, organisations should treat its promotional efforts as a complete subsystem within its marketing system. Promotional tools should be sensitively handled by the organisation or consultants so as to achieve the expected results.

Despite the importance of promotion increasing demand and making sales which in turn make organisation to achieve orgnaisational performance, so companies still handle it with carelessness due to lack of vision. The major role of promotion as a tool in marketing mix is persuasive communication, which main objectives are to inform, persuade or remind the target customer about the company's marketing mix. To accomplish the above objectives, a marketer must employ a combination of the following elements i.e. advertising, personal selling, sales promotion, publicity and public relation. These elements above constitute the ingredient of

promotional mix and getting these elements together is one of the tough challenges facing marketing managers today.

In the light of the above, this research work is undertaken to examine the factors influencing the use of promotional tools to achieve organizational performance. Furthermore, this is aimed at finding how promotional tools are executed to increase sales and profit levels, gain customers and achieve performance.

1.3 OBJECTIVES OF THE STUDY

The aim and objectives of this study is to investigate the relationship between the use of promotional tools and organizational performance. The specific objectives are:

- 1) To examine the relationship between promotional tools and sales and profit level of the company.
- 2) To find out whether advertising and sales promotion as promotional tools has positive effect on organizational performance.

1.4 RESEARCH HYPOTHESES

A hypothesis is a tentative answer to a research problem or question, provided by a researcher which is subject to acceptance or rejection at the end of the study. The following are the hypotheses of this study:

1. There is a relationship between promotional tools and sales and profit level of the company.
2. Advertising and sales promotion as promotional tools has a positive effect on organizational performance.

1.5 SIGNIFICANCE OF THE STUDY

Promotional tools are being employed in most business organisation to influence and persuade their customers to act favourably towards their products. Most organization spend huge amount of money on marketing communications to influence the purchase decision of their customers.

This study will help organisations to understand the importance of promotional tools so as to achieve organizational performance. This study is of great importance to government, managers of business organisations and both students of higher learning and researchers.

This research work is significant to the government because it will assist government to design policies favouring organisation to achieve sales and profit level which will in turn increase turnover and inflow of more money accrued to Government as revenue.

To managers of the organisations, it will enable business organizations to design, implement and improve on their promotional tools to achieve performance.

Finally, to students of higher learning and researchers, the research findings will serve as a source of literature.

The research shall in no small measure contribute to the knowledge as it shall be a useful text for the scholars.

1.6 SCOPE AND LIMITATIONS OF THE STUDY

The scope of the research work is restricted to promotional tools and organizational performance in Dangote Pasta and Noodles Nig. Ltd. in Sokoto State. Dangote Pasta Noodles Ltd was chosen as a case study because it is a subsidiary of Dangote Group which is the largest industrial conglomerate in West Africa and the leading diversified business conglomerate in Africa.

The limitations of the study include:

Firstly, are time and financial constraints were limitations that affected the research work, because the amount of time and funds needed for the study is inadequate to cover all the dealers of Dangote Pasta and Noodles Ltd in sokoto state.

Secondly, is the accessibility of relevant data and accuracy of data used. Some information was treated as secret and confidential by most respondents and as such becomes very difficult to obtain full information from them.

Finally, most respondents were reluctant in filling the questionnaires administered on them due to their busy schedules and nature of their various businesses.

1.7 SCHEME OF CHAPTERS

This research work is divided into five (5) chapters.

Chapter one is the introductory chapter. It consists of the background to the study, statement of the problem, objectives of the study, research hypotheses, significance of the study, scope and limitations of the study and finally scheme of chapters.

Chapter two reviews all relevant literature specifically, the chapter reviews related literature or researches on promotional tools and organizational performance.

Chapter three is on research methodology. It consists of introduction, research design, sources of data collection, population, sample size and sampling techniques, data collection methods and method of data analysis.

Chapter four is on data presentation and analysis. It presents the result of the study and test of hypotheses.

Chapter five is on summary of the study, conclusion and recommendations based on the finding of the study.

CHAPTER TWO: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter is fully devoted to the review of past literatures. It intends to review the real subject matter of the research; it also reviews past commentaries, explanations and illustrations of some scholars based on their opinion on promotional tools and organization performance. In addition, the chapter essentially discusses the concept of promotion and how it fit into a firm's marketing system. The chapter shall dwell on the following major issues:

- (1) Concept of Promotion
- (2) Communication and Promotion,
- (3) Promotion Objectives and Strategy
- (4) Promotional Mix
- (5) Effect of promotional tools on organizational performance

2.2 THE CONCEPT OF PROMOTION

Promotion is communicating information between seller and buyer to change attitudes and behaviour (Mordern, 1991). According to him, it is a way in which communication takes place between seller and buyer in an attempt to influence and persuade the buyer to buy a product or agree with an idea.

Promotion largely involves initiating and maintaining a flow of communication between a company and its targeted market. Promotion requires effective communication and must obviously get the attention of the target audience otherwise it becomes wasted efforts.

Stanton (1981:380) defines promotion as “the sub-system for the purpose of informing and persuading present and potential customers about the company’s marketing mix and the company itself”. This definition makes it clear that there is a separate department(sub-system) in a firm which is responsible for the promotional task.

On the other hand, defines promotion as “communication that inform potential customer of the existence of a product and persuade them that those products have worth satisfying capacity”. This definition given above indicates that promotion is persuasive communication about an organization and its products. In other to

understand the communication system we have to look at the process of communication as it is used in marketing.

Stanton (1981:382) identifies the following communication process as: information source, encoding message, decoding, audience or receiver and feedback and all these seem to be the beginning of promotion.

Kotler (1984:585) stated that in preparing specific marketing communication, the communicator has to understand the eight elements of any communication process: sender, receiver, encoding, decoding, message, media, response and feedback.

2.3 COMMUNICATION AND PROMOTION

Organization should try as much as possible to understand how to make use of communication process. Modern (1991:412) clarifies that market communication is through four elements of company marketing mix, which are the instruments of communication i.e. advertising, sales promotion, public relation and publicity. Organizations promote this goods or services to the market and to the users of the product or services. They make use of varieties of promotional method such as advertising, personal selling, publicity

and sales promotion in any form and such efforts have to be communicated to the customers. Therefore a study of marketing communication and promotion is therefore relevant to many different types of organization. Promotional tools are undertaken by commercial companies, trade association, government bodies, educational institutions, health advisory council, political parties, etc. It is an important area of study for the marketer because of the large financial investments (expenditure) made in promotional activities. The advertising industries in particular are a large and important sector in any western economy. This industry is also showing signs of rapid growth in some lesser developing economy like Nigeria. It should be noted therefore that all promotional tools are form of marketing communication and must be first analysed in terms of communication theory.

The process of communication attempt to use messages to create awareness and understanding on the part who is receiving the message. Conventional communication theory shows communication in terms of a standard communication process model. Below is the illustrated figure.

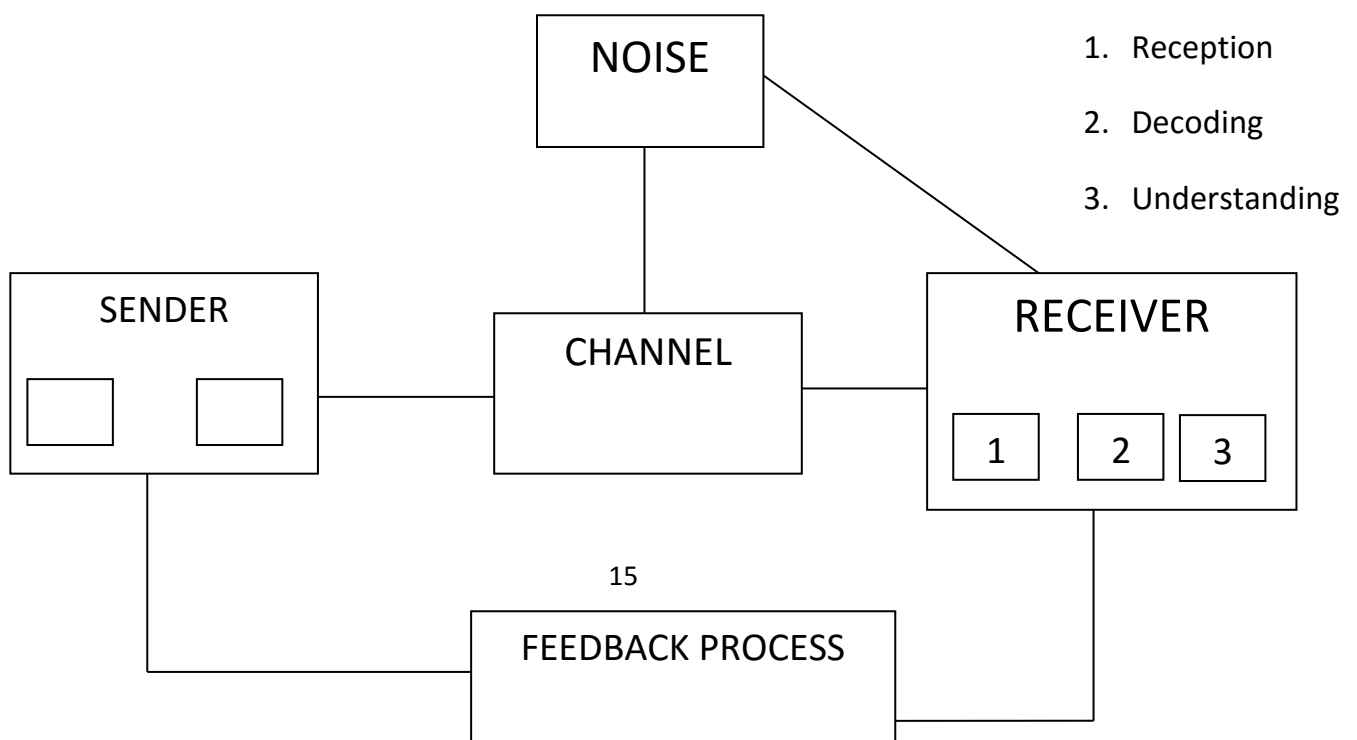
These message flows as information through the various stages of the model until it reaches the receiver. There is no guarantee, however, that the receiver will get the full message or understand it. This is because the communication process is subject to interference. This interference takes the form of “Barriers” to the smooth flow of information. Barrier can occur at any stages within the communication process model; and reduce the chance of the receiver effectively understanding the message transmitted to him. Modern (1991:44) says interference can take any or all of the following:

- (a) Barrier such as physical distance: Language and cultural difference, inappropriate, ineffective or hostile channel of communication.
- (b) Filtering of message content, such as that some of the original message is removed.
- (c) Distortion of message content:- Such that the original meaning of the message is changed before it gets to the receiver.
- (d) NOISE which comprises irrelevant messages or communication which get mixed up with the original message. Thereby confusing it or hiding it. Noise is particular problem for those involved in transmitting marketing communication. There is so much noise,

so much competing communication within the external environment that anyone message can get loss, hence the communication concept of “redundancy”. The communication will try to improve his or her chance of achieving a successful marketing communication by:-

- (e) Repeating the message rather than relying only on one transmission.
- (f) Making use of a variety of channels; which will offset the incidence of interference in anyone channel. Thus an advertising campaign might make simultaneous of use of such media channel as commercial television, newspapers, magazines and outdoor poster sites.

Fig. 1: The Communication Process Model



2.3.1 ELEMENTS OF COMMUNICATION PROCESS

Marketing authority said that a communication model will answer who say what? In what channel? To whom? With what effect? It is useful at this point to review fly the way the communication process works. Additionally, marketers need to understand how communication works or how to use communication because when we communicate, we seek to establish commonness with someone we endeavour to share information, knowledge, ideas or attitude.

Communication by one party to another involves nine elements as shown in the figure below. It is known as the communication model. This fact is summed up in the communication model which can be seen in the earlier diagram. According to Stanton (1981:381), the nine elements can be briefly defined as follows:

(1) SENDER:-

This is the party sending the message to another party. This is also called the source of communication. The communication process is initiated by the sender usually a business. It is the sender who stands to gain or lose from the result of the communication. It is also sender, who established communication budget, selects the message

delivery system and arranges for intelligence this is the view of Stanton (1981:382).

(2) ENCODING:-

This is the process of selecting the appropriate word or symbol designed to send the message. The best media for transmission is thought about written oral memorandum or conference is selected. It is important to note that there are some factors that affect the source and encounter which may not affect any other elements in the communication process. Such factors include communication skills attitude, experience, knowledge as well as social or cultural factors.

(3) MESSAGE:-

The set of symbolic that the sender transmits; the message explains why the sender feels it's as advantageous for the target customer to buy the product.

(4) MEDIA:-

Channel is the part through which the message is communicated from the sender to the receiver i.e Radio, Television, Magazine, Newspapers, Journals, Billboards and others.

(5) DECODING:-

The process by which a receiver assign meaning to the received messages and the process is controlled by the receiver.

(6) RECEIVER:-

The part receiving the message sent by another party also called the audience or destination.

(7) RESPONSE:-

The set of reaction that the receiver has after being exposed to the message and it may be positive or negative. It determines the level of sales i.e. high or low.

(8) FEEDBACK:-

This factor is the final element in the process that tells the sender whether the message was receive and how it was received by the target. The feedback is also the basis for planning ahead.

(9) NOISE:-

Unplanned tactic or distortion or a barrier during the communication process resulting in the receivers receiving a different message from what the sender sent, source must be adequate or clear enough information as how the destination will behave and his

decoding ability. The above element was as enumerated by Stanton (1981: 383).

2.3.2 FACTORS AFFECTING PROMOTIONAL COMMUNICATION

The effectiveness of promotional communication will depend on the incidence of interference within the communication process. Therefore Modern (1991:415) identifies the following likely factors that can determine the effectiveness of the communication process.

1. **PERSONAL FACTORS:** - The personal factors will affect the process of encoding messages, receiving and decoding messages reaction to the message. The quality of marketing or promotional communication is bound to be influenced by human capacity and perception. There will be wide variation in ability to express meaning to the message sent. This is due to linguistic differences and this will cause the problem of encoding and decoding messages. The company advertising copy writers must try to express an idea so that the target market or customers understand what the message is about. They have to come down to the level of the people in the target market.

2. **GROUP FACTOR:** - In general terms, the behavioural analysis of group influence suggest that family, reference groups, peers and so on will have the capacity to affect individual behaviour in response to communication.
3. **MESSAGE FACTORS:** - Effective communication will depend on the clarity of the message and on whether the recipient perceives the message to be meaningful or not.
4. **THE STRENGTH AND DURATION OF THE TRANSMISSION:** - This will determine by the power of the media channel chosen and on the frequency with which the message is repeated. The decision on the appropriate channel to be chosen has to be wisely and considerably selected. The culture and level of targeted customers and market has to be considered. This decision whether to go through Television or National, Regional or Local Newspaper has to be wisely taken. For example, if any firm wish to advertise in Sokoto, it is advisable to chose Radio as its media because nearly every house hold in Sokoto has a transistor radio and Hausa language is recommended as means of communication. Trade Journals, Magazine and Sales

Representatives are also powerful channels when the target is more closely defined.

The Number of occasion (frequency) with which the message needs repetition, and the length of time over which this repetition should take is a complex issue.

OBJECTIVES OF PROMOTIONAL COMMUNICATION AT VARIOUS STAGES OF PRODUCT LIFE CYCLE

PRODUCT LIFE CYCLE/ STAGE	MAIN EMPHASIS ON COMMUNICATION	TYPES OF COMMUNICATION RELEVANT TO EACH STAGE
Introduction	Awareness knowledge	Announcement, description, copy, classified advert slogans, jingle and tensor campaign
Growth or maturity	Liking preference	Competitive and image, aids statues glamour, argumentation adverts etc.
Decline	Conviction purchase	Points sales, display retail store aids, special appeals, prices offers, Testimonials

Source: Stanton, W.J, Fundamentals of Marketing, 6th Edition, McGraw-Hill Books Co. Singapore, 1981 P 386.

The model illustrates how communication aims to generate in the target buyer adaptation. The following sequence of responses, awareness knowledge liking preference conviction. Stanton (1981: 386) stressed that difference emphasis must be placed on different objectives of the product life cycle. A new product must be assisted by creating maximum awareness and knowledge of the product and its characteristic. This normally concern with product introductory stage. They work toward a favourable attitude among those who are aware of the products. This will continue until the end of the maturity stage. At a point the product is well known and is either liked or not having reached the saturation or decline stages, at its stage the product is baffling for its life and there is no time wasted. It is important to stress that the destination is not as clear out as all this even at the decline stage. One should be thinking of raising the level of awareness concerning the product throughout the life cycle. This will aim at the ultimate objective marketing efforts, namely "sales". It is perfectly obvious that only effective promotional communication could create awareness needed to achieve expected sales. Similarly where the attitude of the product or its maker is negative, no sales could be attained.

2.4 PROMOTION OBJECTIVES AND STRATEGIES

According to Modern (1991:410) promotion means to push forward, to audience an idea in such a way to gain acceptance and approval for it. In another word, it is an essential activity within marketing that creates awareness and stimulates interest in the product or brand. It persuades people and finally sells the product.

Business organization promotes their goods or services to the market, and to the user. They make use of variety of promotional tools or activities, such as advertising, personal selling, publicity and sales promotion. Such promotional tools may be used by any type of organization whether commercial or nonprofit making to communicate and to persuade a target recipient or potential customers that they should buy the product or services offer.

Among the tools used are personal selling and advertising and these tools or element of promotion are not used in isolation. Each is appropriate in certain specific situation. There are some factors which determine the type of promotional tools to be used. For example, personal selling requires the use of mass selling and sales promotion to make it effective etc. Marketing manager has to inform the general

public and customers in particular about the availability of a product and some external qualities processed by their product which can attract the customers. And if middlemen are introduced into the system they also need to be informed about the product, the wholesalers also have to promote the essence of the product to the retailers, the retailers to the consumers. This is because even a high quality product can fail in a market if people lack adequate knowledge of its availability or usefulness.

According to Modern (1991:411), the aims and objectives of promotion can therefore be summarized as follows:

1. It creates awareness about the existence of the product or services and its attributes.
2. Creating link and preference for the product viz - a - viz others.
3. Increasing the frequency of usage and number of users.
4. It educates the consumers about the best usages and advantages of the product.
5. It increases and improves the sales performance of an organization.
6. It stimulates demand for the product.

2.5 PROMOTIONAL MIX

Stanton (1981:382) stressed that promotion which is one of the marketing mix element (i.e. the 4 ps) refers to the communication processes between the business and customers with a view to informing, reminding and persuading the consumers to patronize the output or the product of the firm. This therefore suggests the importance of the communication process to the marketing manager. Communication is derive from the Latin word “communni” which means common. Thus it implies establishment of commonalty between two or more parties.

The message, its source, channel of conveying it and its transmittable forms translated received and decoded in the course of this process. There could be some noise which may act as disturbing factors. How the message is communicated also depends on the blend of promotion methods. In this regard, consideration must be given to those factors which may affect the blend. They include size of the promotion budget stage of product life cycle target customers, nature

of competition, nature of product etc. According to Kotler (1984) the major method of promotion includes:

- (i) Personal selling
- (ii) Mass selling/Advertisement
- (iii) Sales Promotion
- (iv) Public Relation

The ways which these methods are combined by a marketer is called the promotional mix. Sales of goods and services rely heavily on promotional mix elements and how such objectives are prioritized depends on the type of promotional mix employed. To non government organization, the promotion techniques used by political candidates are television commercials, phone calls from campaign aides direct mailing do not differ from those who need to sell goods or rental services.

The way various elements of this marketing are blended depends upon the objectives of such organization. Therefore promotional strategy must be made with reference to those objectives.

2.5.1 PERSONAL SELLING

Personal selling is the process of personally assisting and persuading a prospective customer to buy a commodity or services or act upon an idea. According to the definition, it is a direct face to face contact, in which the seller informs the prospective buyer about the availability of a product and its quality, price, uses etc, which can influence customers to like the product and buy it.

In simplest view, personal selling can be explained as the physical exchange of product contact of the salesman with the buyer. In spite of the fact that the other promotional methods are working gradually to reduce the importance of personal selling still, it remains the most important and effective promotional method today. There are so many companies that do little or no advertisement and maintain large sales force they can still record higher sales than the one relying permanently on advertisement.

Personal selling includes the following:-

- i. Across the counter selling i.e. counter selling.
- ii. House to house selling – hawkers in Nigeria do house to house selling.
- iii. Manufacturers' salesman calling on wholesalers.
- iv. Wholesalers salesman calling on retailers.

- v. Missionary salesmen: They are not expected or permitted to solicit orders rather they make calls to build goodwill toward the marketing organization and help customers to arrange their own promotional activities. They are more of researchers than sales people. Distillers, brewer and pharmaceutical companies use missionary sales person.

2.5.1.1 PERSONAL SELLING PROCESS

This consists of a set of steps that a sales person has to take during his sales call. Each of the steps involves certain skills and the major steps are: prospecting, contacting, presentation, handling, closing the sales and follow-up.

1. **PROSPECTING:** The first step is to identify prospects. Although the company can have useful information to lead the sales representative. He should also develop his own lead by asking about customers for names of other potential buyers, examining data source like Newspaper, Trade journal or getting the lead suppliers, dealer etc. Prospect should be contacted through telephone before pursuing them.

2. **CONTACTING:** This involves gaining access to the prospects obtaining his attention and stimulating his interest.
3. **PRESENTATION:** The features of the product should be highlighted i.e. the Features Advantages and Benefits (F.A.B) more emphasis must be laid on the benefit rather than the features. Actual physical demonstration of how the product work might be necessary. The process goes through a well presented demonstration i.e. attention as to gain the AIDA approach i.e. attention, interest, desire and subsequently action.
4. **HANDLING OBJECTION:** The Salesperson watches customers facial expression carefully whether he has objection or not. It could be quality objection, price objection, delivery schedule objection; objection should not scare away the sales person or discourage them. Rather they should give him a further opportunity to prove the good quality of his product and it's F.A.B.
5. **CLOSING THE SALES:** This is an attempt by the sales person to bring an end the selling, the selling presentation which could be negative or positive. Basically the final objective of closing sales is to make a sales or getting an order from the prospect.

2.5.1.2 METHOD AND TECHNIQUE OF CLOSING A SALES

1. **Direct Method:** - Where the sales person asks the prospect to place the order.
2. **Assumption Method:** - Bringing out the order from and trying to help the prospect place to place order by filling the order form.
3. **Positive Choice Method:** - If three positive answers like Yes Yes Yes are got from the prospect is a good indication that he has consented to buy and sell should be closed by the sales person at this juncture.
4. **Minor Choice Method:** - This includes color choice, size choice, shape choice, etc. asking the buyer to buy to make any of these minor choice.
5. **Scare Methods:** - Indicate what prospect will loss if the buyer does not buy now, for instance, if you don't buy it now it might not be available again.
6. **Follow up:** - Follow up is necessary to answer the following:-
 - a. To ensure customers' satisfaction.

- b. To prevent occurrence of dissonance (post purchase psychological feeling).
- c. To check whether delivery is effected as promised during the sales.
- d. It is also necessary to check whether the consumer is having problem with the product.
- e. It can also lead to repeat purchase.

2.5.1.3 ADVANTAGES OF PERSONAL SELLING

According to Kotler (1984:585), personal selling is said to be the most effective tool at certain stages of the buying and selling process particularly in building up buyers' preference conviction and action. The reason is that personal selling when compared with advertising, sales promotion and Public relation on has the following qualities:

1. **PERSONAL CONFRONTATION:** Personal selling involves an active, immediate, and interactive relationship between two or more person. Each party is able to observe each others need and characteristics as close hand and make immediate adjustment.

2. **CULTIVATION:** Personal selling permits all kinds of relationship to spring up ranging from a matter of fact selling relationship to a deep personal friendship. Effective sales representative will normally keep their customers interest at heart if they want long relationship the closeness will bring about loyalty, the customer may even increase his purchase and canvas in the interest of the good therefore increase demand and sales.
3. **RESPONSE:** Personal selling make the buyer feel under some obligation for having listened to the sales talk. The buyer has a greater need to attend and respond even if the response is a polite thank you.

Though these distinctive qualities come at a cost, a sales force represent a greater long term cost commitment than advertisement or sales be turned on and off but the size of a sales force is more difficult to alter.

Another argument that can be enumerated is that it permits a minimum waste effort. In advertising most of the efforts are wasted on the customer or people who would not even make purchase. If personal selling is in place, the actual sale will be made.

The sales force involved in personal sales can also be used on several sales programmes of the company. They can even be used to collect the outstanding debts of the company. They serve as a public relation officer in most cases. Who will listen to the customer and report effectively to the management of the firm. This brings about quick decision on some matter affecting the firm.

Despite the fact that personal selling is rated to be the best method, it has some shortcomings that militated against it

- i. Hire cost of maintaining large sales force.
- ii. It can only reach few numbers of people. Unlike advertisement that reach millions at once.
- iii. In most cases the sales person is not trained. Therefore instead of been a loyal person that will win customers for the firm, opposite can be the case

2.5.2 ADVERTISING

Advertising can be defined in many ways. It is said to be an impersonal method of communicating message to prospective buyers.

This definition will not give the real meaning of what constitute advertising because whether it is paid or not, we need to know.

Stanton (1984:414) defines advertising as those messages which are addressed to selected public for the purpose of informing and influencing them to buy a product or services or to act or to be inclined to act favourably towards ideas, person, trade, make or institution featured. Such messages are identified with the advertiser whether it is a commercial transaction, involving pay to publishers, broadcasters or others whose media are employed.

Giles (1970) defined advertising as non-personal communication directed at target audience through various media in order to present and promote products, services and ideas. The cost of media space time and advertisement production is borne by sponsor or sponsors. For effective promotion, specific customers on the market ground must be reached. The media selected will depend on the advertising aspect media habit or targeted consumer, and the funds available to carry out the advertising program. Advertising campaign must be based on the understanding of various advertising media.

Marketer may choose from one of the many advertising media available i.e. Newspaper, Television, Radio, Magazines and direct mail. Others include outdoor sign; all billboard and transit advertising. Advertising dates back to the dates the first goods was produced. So advertising is much older than marketing itself. It is sometimes referred to as mass selling. Though some are directed to specific individual i.e. mail, most advertising are directed to group.

2.5.2.1 OBJECTIVES OF ADVERTISING

Fundamentally, the only purpose of advertising is to sell something - which is the product, the service or the idea. The objective of advertising campaign is therefore to make effective communication, to influence the attitudes of a receiver and create demand.

In addition, advertising is to support personal selling program. Also advertising as a general communication system can take message to places where personal sellers cannot reach. For example, it will be difficult to get to some of the important Government functionaries like President of a nation, the Governors and ministers. For the fact that these people read Newspaper, Magazine or even

watching Television, the message about a product can easily be passed across.

Giles (1970) said the objectives of advertisement can be summarized as follows:

1. To inform the public about the existence of a product or services.
2. To persuade the public to purchase the goods or services.
3. To encourage the public to buy more of the product or services i.e. to encourage repeat purchase of the goods.
4. To convince the public that the products in question is superior to any other competing brand in the market.
5. To educate the public when and how to use the product.

2.5.2.2 QUALITIES OF A GOOD ADVERTISEMENT

Despite the fact that Advertising has many uses, it is difficult to make all embracing generalization about its distinctive qualities, as a compliment of the promotional mix. Kotler (1984:548) enumerated the following as their qualities:

1. Public Presentation: Advertising is a highly public mode of communication. It is public nature confers a kind of legitimacy on

the product and also suggests a standardized offering. Because many persons received the said message buyers know that their motives for purchasing the product will be publicly understood. This reason encourage them or motivate them to buy.

2. Pervasiveness: Advertising is a pervasive medium that permit the seller to repeat a message many times and it also allows the buyer to receive and compare the message of various competitors. Large scale advertising by a seller says something positive about the seller's size, popularity and success.
3. Amplified Expressiveness: Advertising provides opportunities for dramatizing the company and its product through the artful use of print, sound and color. Sometimes, however, the tools very success expressiveness may dilute or distract from the message.
4. Impersonality: Advertising cannot be as compelling as a company sales representative. The audience does not feel obligated to pay attention or respond. Advertising is able to carry on only a monologue, not a dialogue with the audience. This is a convenience Way of how to make a decision to buy or not to

buy. The customers are not under any pressure unlike a personal selling technique.

5. Advertising is used to build a long term image for a product or it can be use to trigger quick sales e.g. Coca-Cola to publicize their product. The product is today second to none.
6. Advertising is an efficient way to reach numerous geographically disperse buyer even at a very low cost per exposure.
7. The Language must be simple and clear and it must be credible and factual. It must sound like a truth.
8. It must be convincing and point of persuasion in order to gain the attention of the audience and vis-a-vis arouse their interest.

2.5.2.3 BENEFITS OF ADVERTISEMENT

It makes it possible for the consumers to be aware of what is in the market. The consumer has the first hand information about the introduction of any new product in the market and also help them to know how best to use them. According to Kotler (1984:549) the following are the benefits of advertisement:

- a. It makes it possible for the customers to be aware of what is in the market. The consumer has the first hand information about the introduction of any new product in the market. It also help them to know how best to use them.
- b. It helps in the stability of prices of products in the market. Advertising always goes with prices. Since the customers have the first hand information, they cannot be cheated. It stops the unnecessary fluctuation and exploitation.
- c. Advertising enable buyers everywhere to keep abreast of the time. No one needs to be out of style for lack of information.
- d. The manufacturers introduce their product and publicize the existing one through advertising media.

2.5.3 PUBLICITY

Publicity is a method of promotion which works together with advertising form of mass selling, which is non-personal communication using mass media. Unlike advertising, it is not paid for on daily basis and one of its key component is Public Relation.

According to Kotler (1984:585) public relation is based on its three distinctive qualities:

- a. **High Credibility:** News stories and features seem more authentic and credible to readers than advertisement do.
- b. **Off Guard:** Public relations can reach many prospects who might avoid sales – people and advertising the message gets to the buyers as news rather than as a sales directed communication.
- c. **Dramatization:** Public relation has like advertising a potential for dramatizing a company or product.

Marketers tend to under use public relations or use it as an afterthought. Yet a well thought-out public relations program coordinated with the other promotion-mix elements can be extremely effective.

Publicity is a non personal stimulating of demand for a product or services by it in a published medium. It is not paid for by the announcer on like advertising.

Giles (1970:4) defines publicity as news about product or companies appearing in the form of editorial material without cost to the sponsor in the Press, Radio, Television stage etc. It can also be said to be of management function which evaluate public attitude. It identifies the policy and procedure of an organization with the public interest and executes a program of action to earn public understanding and acceptance.

The most common forms of publicity are:

- i. Press release or News
- ii. Photographs
- iii. Features Stories
- iv. News conference
- v. Work visit

All these require special handlings and planning. The releasing have to be factual and news worthy to the particular reading public aimed at.

Organization with low visibility has used publicity to draw more attention, while organization with poor publicity images has used publicity to describe positive things that they have done.

Publicity could be positive or negative. For example in Nigeria, Cigarettes have received a very negative publicity as a result of the statement on officials of the press that “Cigarette smokers are liable to die young”.

To this end, publicity serves the following purposes:

1. Press Relation: The aim is to place news worthy information into the news media to attract attention to a company’s product or services.
2. Product Publicity: This involves various efforts to publicize through media and other means specific and happening related product.
3. Co-operate Communication: This is the efforts which an institution put to draw the attention and to promote an understanding between the firm and public.

4. Lobbying is another efforts used to deal with legislature and Movement official to defend unwanted legislation and regulation or to encourage a legislation that can help them.

2.5.4 SALES PROMOTION

Sales promotion is given many definitions and is termed differently by different marketers. Stanton (1981:425) defined sales promotion as those promotion activities other than personal selling and mass selling that encourage customers to buy. They include such things as packaging, displays, branding, exhibitions and demonstrations. It also includes such things as incentives, premium, gift, money – off, coupons, pack-off etc.

Sender (1981) defines sales promotion as those promotional activities, which encourage or stimulate interest trial on purchase by final customers or channel member. The activities can be directed at customers or at mobile man or even at company's own sales force.

However sales promotions can be view from Koontz et al (1988) perspective as a diverse collection of incentive tools mostly “short term” designed to stimulate quicken and a greater purchase of a

particular product by consumers or the trade. It is sometimes called below the line advertising in contrast to the “above the line expenditure” which is handled by an advertising agency.

Above the line advertising is the one not personally done by the company or organization but done by an agent on behalf of company or an organization for a long period of time or vice versa. Sales promotion normally compliments personal selling and is funded by the company home resources.

2.5.4.1 SALES PROMOTIONS DIRECTED TOWARD CUSTOMERS

According to Modern (1991) the following are some activities of sales promotion directed towards customers.

1. Free Sample: These are offers of a free amount or trial or a products to consumer.
2. Twin Pack Bargain (Two for the price of one): This is a situation whereby two goods are enclosed in a pack at a relatively low price. Example is Close-up toothpaste inserting brush.

3. Free Incentives Sales: This is a situation whereby there is temporary reduction of price of goods for a short period of time which may be festival period. E.g. special prices may be fixed for a product during Christmas or Salah Celebration.
4. Point of Sales Demonstration: In this situation a dimly picture and certain materials relevant to the goods to be sold is placed and this will induce the buyers to purchase.
5. Visualization: This is a sort of card board and postal which aimed at attracting the attention of prospective customers.
6. Contest, Premium Tragedy Sample: Contest is done by giving opportunity of gaining certain things by buying a particular product. In contest, customer are asked to submit an entry to be examined by a panel of judges who will select (or first) are mechanically offered at a relatively low cost or free as an incentive to purchase a particular products.

Trading shambles are special type of premium received by customers purchase which can redeem for merchandised through

samples redemption centers. All these are “push strategy” i.e. used in pushing goods to the customer.

2.5.4.2 SALES PROMOTION DIRECTED TO TRADE MEMBERS

Modern (1991), listed the followings as sales promotion activities to trade members.

1. **Special Discount:** It may be different from the general discount given by the company. It is given to a trader to encourage him to take the product.
2. **Co-operative Advertising:** When the promoter agrees with middlemen to share certain percentage of the Advertising. In very few cases companies may as traders put resources together to advertise collectively.
3. **Bonuses/Prices:** In bonuses, a standard is usually set for sales representative and when reached a bonus is given to the best three salesmen.

Kotler (1984:185) said sales promotion tools like coupons, contest, premium and the likes are highly diverse and they have three distinctive characteristics as:

- a. Communication: They gain attention and usually provide information that may lead the consumer to the product.
- b. Incentive: They incorporate some concession inducement or contribution that gives value to the consumer.
- c. Invitation: They include a distinct invitation to engage in the transaction now.

Companies use sales promotion tools to create a stronger and quicker response. Sales promotion can be used to dramatize product offers and to boost staging sales. Sales promotion effects are usually short run however and not effective in building long-run brand preference.

2.6 EFFECT OF PROMOTIONAL TOOLS ON ORGANIZATIONAL PERFORMANCE.

As it is enumerated, Dangote Pasta & Noodles (Nig.) Limited produced basically the following consumable products:

- 1. Standard Spaghetti of 10kg.
- 2. Slim Spaghetti of 10kg

3. Macaroni Elbow 500g.
4. Dangote Noodles Chicken Flavour 122g
5. Dangote Noodles Chicken Flavour 70g etc.

One can actually agree with the researcher that to sell all these products or for the organization to improve its performance some marketing strategies must be put in place and the following are special or specific roles normally performed by promotional tools by any organisation so as to achieve performance.

INFORMATIVE

Communication seeks to achieve the objective of transmitting messages from the manufacturers to the consumers or potential consumer by informing the recipient of the message of the existence of the products and its unique details or by modifying his preference for one product against another. This is why Dangote Pasta and Noodles (Nig) Ltd put sales strategy in place.

PERSUASIVE

This is another role of promotional communication in the sales of consumable products of Dangote Pasta & Noodles (Nig.) Limited. Without such promotional strategies like personal selling, sales promotion advertising and publicity as widely used by Dangote Pasta and Noodles (Nig) Ltd. It is hard to imagine how modern society with its mass production and consumption could survive countless pleasure of formal luxuries solely because economics of scale could be explicit; hence, information to the receiver (the buyer) must be persuasive and highly convincing to develop a self concept. This is the most obvious role which surrounds us in our daily live urging us to buy all manners of goods and services.

The persuasive promotional communication must perform the following functions if it is to succeed, namely:

- (1) Attract attention
- (2) Command interest
- (3) Create desirability and conviction
- (4) Provoke action

This means attention has to be attracted and interest held by the message which makes the readers, viewers or listeners want to own and enjoy the products or services. The message convinces the customers of performance or value for money and some of inducement may be a coupon or special offer that urges action. All these may require an elaborate planned, created and presented promotional communication and this was achieved by Dangote Pasta & Noodles Limited.

ATTRACT ATTENTION

Once the target market and its features are identified, the marketing communication must define the target response that is sought. The ultimate response of course is purchase. But purchase behaviour is the end result of a losing process of a consumer decision making.

The promotional communication however needs to know how to move the target audience from its present state to a high state of readiness to buy. And as awareness of buyer is called or invited giving them attention is brought in. It used to be directed to attract attention.

COMMAND INTEREST

In marketing effective promotional tools and communication help to command and arouse the interest of the consumers. This can be done with simple message repeating the name. But if most of the target audience look favourable. The communicator has to find out why and then develop a communication campaign to build up favourable feeling or interest. The task requires improving the product and then communicates its qualities. Good public relations call for good deeds followed by good works.

CREATE DESIRABILITY AND CONVICTION

If preference for the product is stronger, the success of the campaign is guaranteed. Promotional activities helps to put desirable message to target audience and effective promotional communication or activities tries to convince the target audience that what they are actually looking for are now available for sales at the right price and qualities.

PROVOKE ACTION

The role of promotional activities or communication does not finish until action is assured (i.e. purchase) some member of the target audience might have conviction but not quite get around to making the purchase. They may be waiting for additional information, plan to act later and soon. The task here is to entice these consumers into taking the final step (purchase).

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter is designed to focus on the research methodology used in the collection, presentation and analysis of data collected for the research work.

The methodology of this research work comprises of research design, sources of data collection, population and sample size, data collection methods and method of data analysis.

3.2 RESEARCH DESIGN

Asika (1991) defined research design as the structuring of investigation aimed at identifying variables and their relationship to one another. This is used for the purpose of obtaining data so as to enable the researcher test hypotheses formulated or answer research questions.

This study is a survey research which attempts to analyse promotional tools and organizational performance in Dangote Pasta and Noodles (Nig) Ltd.

3.3 SOURCES OF DATA COLLECTION

In order to get the necessary input for this research work, the researcher collected both primary and secondary sources of data.

The primary sources of data refer to data collected from a particular study or investigation. For the purpose of this study, the researcher used questionnaire administered and interview conducted among some selected dealers of Dangote Pasta and Noodles Nig. Ltd.

3.4 POPULATION AND SAMPLE SIZE

A population is an aggregate of elements from which the sample is actually selected and it is from the population that a sample size is drawn. In most cases, it may be practically impossible to cover the whole population, if it is very large in nature, thus, a sample size is determined.

The population of this research work covers all the dealers of Dangote Pasta and Noodles (Nig) Ltd in the state totaling one hundred and twenty , where a sample of forty (40) dealers were selected from the entire population.

When taking the sample size, the researcher used a method where only a selected sample from the entire population was taken.

The sampling technique used is the random sampling method. It is a method of sample selection where the principle of randomization is used in giving every subject in a population equal change of opening in the selection.

3.5 DATA COLLECTION METHODS

For this research work, the researcher used the questionnaire schedule and interviews conducted in collecting relevant data or information from respondents in constructing the questionnaire.

When designing the questionnaire, three (3) types of information were sought by the researcher mainly: respondent's characteristics, administrative information and data on relevant variables. The questionnaire was designed and distributed to the respondents, who

filled and returned them to the researcher and the questionnaire was design in structured form i.e. (Yes or No) and in scale question format.

Furthermore, the researcher used textbooks, journals, magazines and newspapers to gather the necessary information needed for the research method.

3.6 METHOD OF DATA ANALYSIS

In this study, the data collected was presented and analyzed using tables and percentages.

In testing the hypotheses formulated, the Chi-Square (X^2) method was used to test the relationship between the variables.

The application of Chi-Square analysis involves the followings:

- i. Calculating a statistic called the (Chi-Square statistics) which summarizes the difference between the two set of data.
- ii. Determining the degree of freedom associated with the data set.
- iii. Using those two values and a table of the chi-square distribution, to determine if the calculated Chi-Square statistics falls within the range, which could easily have occurred by chance due to sampling variation.

If it does not, the differences between the two sets of data are judged to be significant. When applying a Chi-Square analysis, it is necessary first to calculate the value of the statistics, which summarizes the differences in the data. This is the Chi-Square statistics (X^2) and it is calculated using the formula

$$X^2 = \sum_{i=1}^k \frac{(O_i - E_i)^2}{E_i}$$

Where O_i = Observed frequency

E_i = Expected frequency

If the computed test statistics is greater than ($>$) the critical value, the null analysis is rejected. However, if the computed test statistics is less than ($<$) the critical value, then the null hypothesis is accepted.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter intends to present necessary data and information obtained from the field study under observation.

The researcher employed various data collection methods like questionnaire administered and personal interviews conducted on some dealers of Dangote Pasta and Noodles (Nig) Ltd. Sokoto.

Finally, the information used in this study is drawn largely from both primary and secondary data and the hypotheses raised in this research work will be tested.

4.2 DATA PRESENTATION AND ANALYSIS

In this research work a total number of forty (40) questionnaires were distributed to some dealers of Dangote Pasta and Noodles (Nig) Ltd and all forty (40) questionnaires were returned filled. The questionnaires designed by the researcher were administered to the respondents to answer some questions on promotional tools and organization performance in Dangote Pasta and Noodles Nig. Ltd.

The 1st question on the questionnaire to respondents is how long have you been in this business?

Table 4.1: Views on Length of Business by Respondents

VARIABLES	RESPONSES	PERCENTAGES
1 – 11 months	-	-
1 – 3 years	8	20
4 – 6 years	8	20
7 – 9 years	10	25
Above 10 years	14	35
Total	40	100%

Source: Field Survey (2014)

The above table shows that 8 (20%) of the respondents said they have been in business between 1-3 years, another 8 (20%) of the respondents said they have been in business between 4-6 years, 10 (25%) of the respondents said they have been in business between 7-9 years, while the remaining 14 (35%) of the total respondents said they have been in business above 10 years.

By implication of the above opinion by respondents, it shows that Dangote Pasta and Noodles Nig Ltd have old customers that have been in business above 7 years totality (60%) of the total respondents administered.

The 2nd question on the questionnaire is to find out how respondents knew about Dangote Pasta and Noodles Nig. Ltd products and their responses are as focus below.

Table 4.2: Respondents View on Dangote Pasta and Noodles Nig Ltd Products

VARIABLES	RESPONSES	PERCENTAGES
Through promotion	18	50
Through friends	12	30
Through sales person	10	20
Specify any other	-	-
Total	40	100%

Source: Field Survey (2014)

Table 4.2 above shows that 18 (50%) of the respondents answered they knew about the company's products "through promotion", 12 (35%) of the respondents answered they knew about the company's products "through friends", while 10 (20%) of the respondents answered they knew about the company's products "through sales persons".

In an interview with the majority of the respondents i.e. (50%) that answered they knew about the company's products through

promotion, they told the researcher that it was during the promotion exercise of the company that they knew about Dangote Pasta and Noodles. This shows that the promotional activities used by the company plays a vital role in making customers to know about the company.

The next question on the questionnaire is to know how long respondents have been using Dangote Pasta and Noodles Products.

Table 4.3: How Long Respondents have been using Dangote Pasta Products

VARIABLES	RESPONSES	PERCENTAGES
1 – 11 months	4	10
1 – 3 years	8	20
3 – 5 years	12	30
Above 5 years	16	40
Total	40	100%

Source: Field Survey (2014)

The above table clearly shows that 4 (10%) of the respondents said they have been using the company’s product between 1-11 months, 8 (20%) of the respondents said they have been using the company’s product between 1-3 years, 12 (30%) of the respondents

said they have been using the company’s product between 3-5 years, while the remaining 16 (40%) of the respondents said they have been using the company’s product above 5 years.

From the above statement given by the majority of the respondent (40%) administered, we could see that the company have committed customers that have been patronizing Dangote Pasta and Noodle (nig) Ltd for more than 5 years.

The fourth question on the questionnaire to respondents is what attracted them to patronise Dangote Pasta and Noodles (nig) Ltd products and their responses are as table 4.4 below.

Table 4.4: What Attracted Respondents to Patronize the Company’s Product

VARIABLES	RESPONSES	PERCENTAGES
Product price	20	50
Quality of product	12	30
Availability	8	20
All of the above	-	-
Total	40	100%

Source: Field Survey (2014)

It could be deduced from the above table that 20 (50%) of the total respondents answered that what attracted them to patronise the company’s product is the “price charged”, 12 (30%) of the respondents

answered what attracted them to patronise the company's product is the "quality of product", while the remaining 8 (20%) of the respondents answered it is the availability of the product that attracted them to patronise the company's product.

During an interview with the respondents, i.e. administered, they informed the researcher that the price charge for Dangote Pasta and Noodles is moderate, while the quality and availability of the product compare to other competitors is what attracted to them to the company's product.

Question 5 on the questionnaire to respondents is how do you rate Dangote Pasta and Noodles (Nig) Ltd. products?

Table 4.5: Rating by Respondents of Dangote Pasta and Noodles Product

VARIABLES	RESPONSES	PERCENTAGES
Excellent	20	50
Very good	10	25
Good	10	25
Fair	-	-
Poor	-	-
Total	40	100%

Source: Field Survey (2014)

From the above table, it could be seen that 20 (50%) of the total respondents answered that the company's product is "excellent", 10 (25%) of the respondents answered that the company's product is "very good" while the remaining 10 (25%) of the respondents answered that the company's product is "good".

The researcher during the research work interviewed the 50% of the respondents that answered the company's product is excellent to explain why they said so. They told him that generally since inception of Dangote Pasta and Noodles the type of product provided to consumers by the company is better than other competitors in the market.

The 6 question on the questionnaire to respondents is to find out how often they make purchases and below is their response.

Table 4.6: How often do Respondents make Purchases

VARIABLES	RESPONSES	PERCENTAGES
Daily	16	40
Weekly	6	15
Monthly	12	30
Quarterly	6	15
Others (specify)	-	-
Total	40	100%

Source: Field Survey (2014)

Table 4.6 above shows that 16 (40%) of the respondents claimed they make daily purchases, 6 (15%) of the respondents claimed they make weekly purchases, 12 (30%) of the respondents claimed they make monthly purchases, while the remaining 6 (15%) of the respondents claimed they make quarterly purchases of the company's product.

It was observed by the researcher that the frequency in daily purchasing of the company products by 45% of the total respondents may be due to the customer ability and the quality of the product.

The next question on the questionnaire to respondents is does their promotional tools have any impact on your purchases?

Table 4.7: Does Promotional Tools have any Impact on Purchases

VARIABLES	RESPONSES	PERCENTAGES
Yes	32	80
No	8	20
Undecided	-	-
Total	40	100%

Source: Field Survey (2014)

From the above table, it could be seen that 32 (80%) of the total respondents answered “Yes” that the promotional tools employed by the company have an impact on their purchases, while the remaining 8 (20%) of the respondents answered “No” that the promotional tools employed by the company have little or no impact on the rate of their purchases.

Thomas and Ralph (1978:38) said for a company to have any positive effect from the promotional tools employed by the company, it would have to promote its products at a higher level than the average. This assertion is in accord with the promotional tools employed by Dangote Pasta and Noodles Nig. Ltd because 80% of the total respondents administered were emphasizing that the promotional tools have an impact on their purchases.

Question 8 on the questionnaire on respondents, is to find out whether advertising and sales promotion has any positive effect on the company's performance and below are their responses.

Table 4.8: Whether Advertising and Sales Promotion has a positive Effect on the Company's Performance

VARIABLES	RESPONSES	PERCENTAGES
Yes	32	80
No	8	20
Undecided	-	-
Total	40	100%

Source: Field Survey (2014)

The above table shows that 32 (80%) of the total respondents answered "Yes" that advertising and sales promotion have a positive effect on the company's performance, while only 8 (20%) of the respondents answered "No" that advertising and sales promotion has no positive effect on the company's performance.

During an interview with all the respondents that answered "Yes" to that question i.e. 80% of the total respondent, they informed the researcher that the organisation usually conduct regular survey to

measure the effect of both advertising and sales promotion on organizational performance.

Question 9 on the questionnaire by the researcher is which type of medium does the company uses to advertise their products?

Table 4.9: View on the Type of Medium used to Advertise Products

VARIABLES	RESPONSES	PERCENTAGES
Television	10	25
Bill board	8	20
Radio	16	40
Newspapers	6	15
All of the above	-	-
Total	40	100%

Source: Field Survey (2014)

From the above table, it could be deduced that 10 (25%) of the respondents picked “television” as the type of medium used to advertise products, 8 (20%) of the respondents picked “Billboard” as the type of medium used to advertise products, 16 (40%) of the total respondents picked “radio” as the medium used to advertise products, while only 6 (15%) of the respondents picked “Newspapers” as the medium used to advertise products by the company.

From the above opinion given by the respondents, we could see that Radio is the most reliable medium used for awareness with a majority of 80% of the total respondents administered.

The next question on the questionnaire to respondents is to find out which is the most reliable media for customer awareness and below is a summary of the response.

Table 4.10: Views on the Most Reliable Media for Customer Awareness

VARIABLES	RESPONSES	PERCENTAGES
Radio	16	40
Television	10	25
Billboard	8	20
Newspapers	6	15
All of the above	-	-
Total	40	100%

Source: Field Survey (2014)

Table 4.10 above indicates that radio is chosen as the most reliable media for customer awareness with 40% of the total respondents, television is chosen as the most reliable media for customer awareness with 25%, billboard is chosen as the most reliable media for customer awareness with 20%, while newspapers is chosen

as the most reliable media for customer awareness with 15% of the respondents.

The above opinion given by the respondents might not be connected to the fact that Radio can penetrate for more than any other type of media. Furthermore, radio is simple to carry and operate, thus easily accessible than television because not everybody can afford to buy or watch it, while newspapers is reliable but due to the cost involved to print and also the level of customer’s illiteracy is not usually used.

Question 11 on the questionnaire by the researcher is do you make any complaint to the company about their products?

Table 4.11: Whether Respondents make Complaint about the Company’s Product

VARIABLES	RESPONSES	PERCENTAGES
Yes	40	100
No	-	-
Undecided	-	-
Total	40	100%

Source: Field Survey (2014)

The above table clearly shows that all 40 (100%) of the total respondents administered answered “Yes” that they usually make complaint to Dangote Pasta and Noodles (Nig) Ltd. in Sokoto.

During an interview with the Area Manager of the company, he told the researcher that the company receives complaints from customers about their products. He said further that the company tries its best within its limit to solve the minor ones and refers the major complaints to the headquarters to solve.

Question 13 on the questionnaire to respondents is how would you rate the effectiveness of their promotional tools in persuading customers to patronize their product? And below is their response.

Table 4.12: Rating of Effectiveness of Promotional Tools in Persuading Customers to Patronize Product

VARIABLES	RESPONSES	PERCENTAGES
Very effective	20	50
Effective	16	40
Undecided	4	10
Ineffective	-	-
Very ineffective	-	-
Total	40	100%

Source: Field Survey (2014)

From the above table, it could be seen that 20 (50%) of the total respondents rated the effectiveness of the promotional tools in persuading customers to patronize their product as “very effective”, 16 (40%) of the respondents rated the effectiveness of the promotional tools in persuading customers to patronise their products as “effective”, while only 4 (10%) of the respondents answered “undecided” meaning they could not rate the effectiveness of the company’s promotional tools in persuading customers to patronise their products.

From the above opinion given by the majority of the respondents i.e. 70%, it could be seen that the promotional tools employed by the company in persuading customers to patronise their product is effective. The objective of the company’s promotional tools at the long run is to develop a favourable set of attitudes in the hope of affecting buyer behaviour.

The last question on the questionnaire by the researcher is do you think their promotional tools have any impact on the sales and profit level of the company?

Table 4.13: Whether Promotional Tools have any Impact on the Sales and Profit Level of the Company

VARIABLES	RESPONSES	PERCENTAGES
Yes	36	90
No	-	-
Undecided	4	10
Total	40	100%

Source: Field Survey (2014)

The above table shows that 36 (90%) of the total respondents administered answered “Yes”, meaning the promotional tools employed by the company have an impact on the sales and profit level of the company, while only 4 (10%) respondents answered “undecided” meaning they do not know whether the promotional tools employed have any impact on sales and profit level of the company.

During an interview with the Area sales manager of the company, he informed the researcher that Dangote Pasta and Noodles usually conduct survey to find out whether the promotional tools

employed by them have any impact on sales and profit level of the company. The conclusion appears that promotional tools have an impact on sales and profit level of the company due to purchases by loyal buyers and also winning new buyers.

4.3 TEST OF HYPOTHESES

The most important step in a research work is the testing of hypotheses. This research study has the following two (2) hypotheses.

- a) There is a relationship between promotional tools and sales and profit level of the company.
- b) Advertising and sales promotion as promotional tools has a positive effect on organizational performance.

The testing of the above two (2) hypotheses will be approached by the use of the chi-square (X^2) method at 0.05 (5%) level of significance.

HYPOTHESIS ONE

The first hypothesis to be tested is “there is a relationship between promotional tools and sales and profit level of the company.”

Ho: There is no relationship between promotional tools and sales and profit level of the company.

H₁: There is a relationship between promotional tools and sales and profit level of the company.

Where:

O_i = Observed frequency

E_i = Expected frequency

$$\begin{aligned} X^2 &= \frac{(36 - 3)^2}{3} + \frac{(0 - 3)^2}{3} + \frac{(4 - 3)^2}{3} \\ &= \frac{(33)^2}{3} + \frac{(-3)^2}{3} + \frac{(1)^2}{3} \\ &= \frac{1089}{3} + \frac{9}{3} + \frac{1}{3} \\ &= 363 + 3 + 0.33 = \mathbf{366.33} \end{aligned}$$

Degree of freedom (df) = (K - 1) (3 - 1) = 2

Critical value $X^2 = df = 2, \alpha = 0.05 = 5.991$

Since the test statistics is calculated to be 366.33, which is greater than the critical value (X^2 table) which is 5.991. Therefore, the null hypothesis (H₀) which states “there is no relationship between promotional tools and sales and profit level of the company” is rejected. The alternate hypothesis (H₁) which states “there is a

relationship between promotional tools and sales and profit level of the company” is accepted as true.

The researcher will confirm the above decision with question 13 on the questionnaire when the respondents were asked if they think their promotional tools have any impact on the sales and profit level of the company and responses are shown as in table 4.13.

As observed in that table, 36 (90%) of the total respondents answered “Yes” that promotional tools employed have an impact on the sales and profit level of the company, while 4 (10%) respondent answered “undecided” that they do not know whether the promotional tools employed have any impact on sales and profit level of the company.

There from the analysis of question 6, we have found out from the opinion of majority of the respondent administered that there is a relationship between promotional tools and sales and profit level of the company. The above analysis will validate the first hypothesis which states “there is a relationship between promotional tools and sales and profit level of the company”.

Hypothesis Two

The second hypothesis to be tested is “Advertising and sales promotion as promotional tools have a positive effect on organizational performance.”

Ho: Advertising and Sales Promotion as Promotional tools do not have a positive effect on organizational performance.

H₁: Advertising and sales promotion as promotional tools have a positive effect on organizational performance.

$$\begin{aligned}X^2 &= \frac{(32-3)^2}{3} + \frac{(8-3)^2}{3} + \frac{(0-3)^2}{3} \\&= \frac{(29)^2}{3} + \frac{(5)^2}{3} + \frac{(-3)^2}{3} \\&= \frac{841}{3} + \frac{25}{3} + \frac{9}{3} \\&= 280.33 + 8.33 + 3.00 = \mathbf{291.66}\end{aligned}$$

Degree of freedom (df) = (K - 1) (3 - 1) = 2

Critical value $X^2 = df = 2, \alpha = 0.05 = 5.991$

In conclusion, since the test statistics X^2 is calculated to be 291.66, which is greater than the critical value (X^2) that is 5.991. Therefore, the null hypothesis (Ho), which states “advertising and sales promotion as promotional tools do not have a positive effect on

company's performance," is rejected. The alternate hypothesis (H_1) which states "Advertising and sales promotion have a positive effect on company's' performance" is accepted.

The researcher will also confirm the above decision with question 8 on the questionnaire when the respondents were asked whether advertising and sales promotion has any effect on the company's performance and their responses are shown as in table 4.8.

As observed on that table, it could be seen that 32 (80%) of the total respondents answered "Yes" that advertising and sales promotion have a positive effect on the company's performance, while only 8 (20%) of the respondents answered "No" that advertising and sales promotion has no positive effect on the company's performance.

Therefore, from the analysis on question 8 on the questionnaire, we could conclude that advertising and sales promotion have a positive effect on company's performance. The above analysis will validate the second hypothesis to be tested which state "advertising and sales promotion as promotional tools have a positive effect on company's performance.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

This research work contain five chapters and the first chapter which is the introductory chapter covers background to the study, statement of the research problem, objectives of the study, research hypotheses, significance of the study, scope and limitations of the study and finally chapter scheme.

Chapter two deals with the review of literature by some great authors on promotional tools, and organisation performance. The chapter will also discuss the concept of promotion where Stanton (1981) defines promotion as the design and management of marketing sub-system for the purpose of informing and persuading present and potential customers about the company's marketing mix and the company itself. While Modern (1991) defines that market communication is through four elements of company marketing mix which are the instruments of communication i.e. advertising, sales promotion, public relation and publicity. Stanton (1981) briefly identified the nine (9) elements of communication process as sender, encoding, message, media, decoding, receiver, response, feedback

and noise. According to Modern (1991) promotion means to push forward to audience on idea to gain acceptance and they make use of variety of promotional tools such as advertising, personal selling, publicity and sales promotion. For promotional mix Stanton (1981) stressed that promotion which is one of the marketing mix element (i.e the 4ps) is the communication processes between business and customer so as to patronise the product of the firm and the major method of promotion are personal selling, mass selling, sales promotion and public relation.

Finally, the effects of promotional tools on organisation performance are informative and persuasive. The persuasive promotional communication must perform the following functions namely: attract attention, command interest, create desirability and conviction and finally promote action.

Chapter three which is on research methodology includes the introduction to the chapter. The research design is aimed at identifying variables and their relationship to one another. This research work is a survey research which attempt to analyse promotional tools and organisation performance in Dangote Pasta and Noodles (Nig) Ltd., Sokoto.

Under sources of data collection, the researcher collected both primary and secondary sources of data. The primary data refers to data collected from a particular study or investigation, while the secondary data includes textbooks, journals, magazines and newspapers.

The population of this research work covers all the dealers of Dangote Pasta and Noodles (Nig) Ltd, Sokoto totaling one hundred and twenty (120) where a sample of forty (40) dealers were selected. The sampling technique used by the researcher is the random sampling method under data collection methods; the researcher used the questionnaire schedule and personal interview in collecting relevant data or information from respondents. In the method of data analysis, the researcher presented data in tabular presentation based on percentage in analyzing respondents' responses. In testing the hypotheses formulated, the statistical technique employed is the Chi-Square (X^2) method, which is used to test the relationship between the variables concerned.

Chapter four involves the presentation and analysis of data collected for the study. The data collected were tabulated and percentages used to analyze each table, also the two (2) hypotheses

formulated were tested and all two (2) hypotheses are accepted as true.

Chapter five is on summary, conclusion and recommendations. For the summary, all the chapters in the study were summarized chapter by chapter, while the conclusion consists of findings observed during the research work. The recommendations were based on the findings and conclusion before useful suggestions will be given as recommendations to the managers of organisations, government and students of higher learning or any interested persons.

5.2 CONCLUSION

From the research study, the following findings were observed:

- 1) It was discovered that advertising and sales promotion as promotional tools are the most efficient tool in achieving organisation performance in Dangote Pasta and Noodles Nig. Ltd.
- 2) The researcher was able to find out that quarterly engagement of promotional campaign by the organisation is almost appropriate to sales which achieved company's performance.
- 3) It was observed that the company use to consume all the channels of distribution to make their offering available to their consumers.

- 4) During the research work, it was discovered that the company usually receive complaints from their customers about their products.
- 5) The study claimed that there is a relationship between promotional tools employed and increased in sales and profit level of the company.
- 6) Advertising and sales promotion as promotional tools is the backbone and the survival strategies of Dangote Pasta and Noodle Nig. Ltd.
- 7) The researcher discovered that there is no constant consultation meeting between the company and her customer so as to establish a good rapport between themselves.
- 8) Finally, the company should put much emphasis in employing competent personnel and giving them the required training to excel in the marketing and sales department.

Generally, to communicate to consumer, a company can use one or more of four promotional alternatives or tools: advertising, personal selling, sales promotion and publicity. A firm's promotional mix is the combination of one or more of the promotional elements it choose to use. Three of these elements i.e. advertising, sales

promotion and publicity are often said to use mass selling, because they are used with groups of prospective buyers. In contrast, personal selling uses interpersonal selling, because the seller usually talks person-to-person with an individual who is a prospective buyer.

In conclusion, when putting together the promotional tools, a marketer must consider the balance of elements to use. For example, should advertising be emphasized more than personal selling? When should a promotional rebate be offered? Should all promotional activities be coordinated? Several factors affect such decision: the target audience for the promotion, the stage of the product life cycle, characteristics of the product, decisions stage of the buyer, and even the channel of distribution.

5.3 RECOMMENDATIONS

Based on the findings and conclusions, the following recommendations are made:

- 1) The company should intensively monitor customers' satisfaction through client complaints and suggestions because their customers are very vital to their growth and survival.

- 2) There is an urgent need for the company to have a constant meeting between itself and their customers, so as to establish a good rapport in order to find areas of improvement.
- 3) The sales staff in the marketing and sales department should be given adequate training, which could boost their effectiveness of their service to the company's numerous customers.
- 4) It is advised that for a more effective response from its customers, a more aggressive and timely marketing communication strategy should be used and such promotional campaign must be annually.
- 5) When campaign are undertaking by the company, using promotional tools, the sales person should be used to assess the customers to be identity the results such campaign so as to make correction where needed.
- 6) The company cannot carry out promotional tools campaign without monitoring and researching into customer needs and competitors and the service generally. Therefore, more funds should be devoted to be their promotional campaign.
- 7) It is also recommended that communication companies in Nigeria should make marketing communication an extension of their firms'

total strategy. It will make companies to carry out its promotional policies consonance with the marketing strategy.

- 8) Finally, since the company's promotional campaign is directed to the ultimate consumer or both, mass media should be used to promote their products to ultimate consumers.

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**QUESTIONNAIRE ADMINISTERED TO DEALERS OF DANGOTE
PASTA AND NOODLES (NIG) LTD.**

Dear Respondent,

I am a post graduate student of Usmanu Danfodiyo University, Sokoto. I am conducting a research on “PROMOTIONAL TOOLS AND ORGANISATION PERFORMANCE.” I would be very grateful if you could kindly answer the following questions to the best of your knowledge. This research is purely for academic purpose and information given would be strictly treated with great confidentiality.

Yours sincerely,

Aliu Adekunle

1. How long have you been in this business?
a. 1-11 months () b. 1-3 years () c. 4-6 years ()
d. 7-9 years () e. above 10 years ()
2. How did you know about Dangote Pasta and Noodle Nig. Ltd. Products?
a. Through promotion () b. Through friends ()
c. Through sales person () d. Specify any other ()
3. How long have you been using Dangote Pasta and Noodles product?
a. 1-11 months () b. 1-3 years () c. 3-5 years ()
d. above 5 years ()

4. What attracted you to patronize Dangote Pasta and Noodle products?
 - a. Product price ()
 - b. Quality of product ()
 - c. availability ()
 - d. All of the above ()
5. How do you rate Dangote Pasta and Noodle Nig Ltd products?
 - a. Excellent ()
 - b. Very good ()
 - c. Good ()
 - d. Fair ()
 - e. Poor ()
6. How often do you make the purchase?
 - a. Daily ()
 - b. Weekly ()
 - c. Monthly ()
 - c. Quarterly ()
 - e. Others (specify) ()
7. Does their promotional tools have any impact on your purchase?
 - a. Yes ()
 - b. No ()
 - c. Undecided ()
8. Does advertising and sales promotion has any effect on the company's performance?
 - a. Yes ()
 - b. No ()
 - c. Undecided ()
9. Which type of medium does the company uses to advertise their products?
 - a. Television ()
 - b. Bill Board ()
 - c. Radio ()
 - d. Newspapers ()
 - e. All of the above ()
10. Which is the most reliable media for customer awareness?
 - a. Radio ()
 - b. Television ()
 - c. Billboards ()
 - d. Newspapers ()
 - e. All of the above ()
11. Do you make any complaint to the company about their products?
 - a. Yes ()
 - b. No ()
 - c. Undecided ()

12. How would you rate the effectiveness of their promotional tools in persuading customers to patronize their products?
- a. Very effective () b. Effective () c. Undecided ()
d. Ineffective () e. Very ineffective ()
13. Do you think their promotional tools have any impact on the sales and profit level of the company?
- a. Yes () b. No () c. Undecided ()