



Marketing Strategy as A Tool for Influencing Consumer Buying Bahvior (A Study of Promasidor Nigeria Limited)

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Abstract

This study examined marketing strategy as a tool for influencing consumers buying behaviour with reference to Promasidor Nigeria Limited. The objective of the 'study was to ascertain the influence ' of product quality, pricing, distribution channels and promotion as marketing strategies on consumers buying behaviour. A convenience sampling technique was used to draw a sample of two-hundred and forty-six respondents (customers) of Promasidor Nigeria Limited in Lagos state. Descriptive research design was used in the study; hence, relevant data was obtained through close-ended structured questionnaires. Data was analyzed using frequency distribution; simple percentages as well as Pearson's product moment correlation analysis. Based on the results of the hypotheses, the null hypotheses were rejected in all four tests. More so, findings from this study revealed that product quality, pricing, distribution channels and promotion as marketing strategies all have a significant effect on consumers buying behaviour. Consequently, this study indicated that with the right marketing strategies, organizations can attempt to change the attitudes and behaviours of their consumers in line with what gives them the maximum benefit. Amongst other recommendations, this study suggested that organizations should adopt and maintain fair pricing as a marketing strategy in presenting products to its consumers bearing in mind that consumers are price sensitive.

Keywords: Background to the study, statement of the problem, aim and objective of the study and so on.