

**MARKETING STRATEGIES AND ORGANIZATIONAL PERFORMANCE: A STUDY OF
PROCUREMENT DEPARTMENT, FEDERAL MINISTRY OF EDUCATION PHASE III FEDERAL
SECRETARIAT COMPLEX, ABUJA – NIGERIA.**

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ABSTRACT

The study aim was to explore the impact of marketing strategies on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria FCT. The study adopted both quantitative research approach, survey method and explanatory type. The population of the study was thirty staff of procurement Department, Taro Yemene statistical tool was used to determine the sample size, data was attained from twenty one (21) respondents through self-administered questionnaire, reliability test was determined through Cronbach's Alpha and linear regression analysis was used to test the hypotheses. The study revealed that, there is relationship between product quality strategy, and organizational performance, there is significant relationship between product packaging strategy and organizational performance and there is relationship between product price strategy and organizational performance. The study concluded that marketing strategies (product, packaging and price) has significantly impact on organizational performance and each predictor's variables has unique contribution to the performance of business activities and the study recommended that Procurement Department, Federal Ministry of Education and other Federal Ministries including private organization in Nigeria should energetically involve in digital channels as an active part of their marketing channels to improve more in procurement and relevant business activities.

Keywords: Marketing Strategies, Organizational Performance.

INTRODUCTION

The importance of marketing strategies for every business oriented firms whether profit or nonprofit making organizations cannot be over emphasizes, it is an effective tools for business performance. Marketing strategies are vital implements for reputable firms around the globe to continue be in rivalry market settings (Tom,2016) cited in (Gachbeal,2022).Cui, *etal* (2016),asserted that marketing strategies are lasting plan for firm's objectives by understanding the customer's needs and different supportable competitive benefits . Marketing strategies refer to a set of marketing tools that organizations apply to follow their marketing goals in the target market (Goi, 2015). Philip Kotler (1996), define marketing strategies as vital method that firms employ to achieve its goals and objectives which encompasses of expand choices on largest markets. Kenu (2018),postulated that, marketing strategies offer an intricate procedures that enable firms channel its resources properly to improve competitive benefit through the distribution of a quality worth to the organizational customers. Jain (2014), opined that, marketing strategies refer to the effective plans by organization to distinguish the organization to discriminate itself positively from its oppositions, using its relative forte to improve customer satisfaction. Marketing strategies refer to the verdicts of a company which stipulates their products and services to the probable markets, also it is a tactical way that focus on event that centered on customer and competitor examination (Amin, 2021). Marketing strategies entails the strategic way and tactical plans that marketing squads must implement. Marketing strategies are marketing programmes and tactics set by organizations to achieve its objectives (Ebitu, 2015). According to Adewale, *etal*, (2013), marketing strategies are

important requirements of firm's aptitude to reinforce its market share and minimize the effect of the rivalry (Kasiso, 2017). Akramov (2011), stated that marketing strategies are the procedures or plans design by organizations as policies in order to attain organizational goals and objectives in agreement with the organizational dreams. In spite of Potter (2014), the first and possibly the most significant feature of a global marketing strategy is the calibration of marketing programs across border. Potter (2014), further outline some effective marketing strategies likely adopted by organizations to achieve its aims and objectives, it include; product quality, price, packaging, promotional mix, people and channel structure. The procurement department in Federal Ministry of Education and other Ministry was newly created and responsible for procuring equipment and related goods or services required for effective operations of the Ministry. The department procured goods and services base on product quality, product price, and, product packaging (PSR, 2015). Based on this, the study sought to examine the effect of marketing strategies and organizational performance: A Study of General Services Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria FCT.

Statement of the problem

Every business entity necessitates acceptable marketing strategies to remain creative in business. Marketing strategies are partly prearranged as such, most organizations do not follow severely to their organization planned approaches, as consequence of ecological factors. The general business problematic often encountered by Procurement Department, Federal Ministry of Education and other Ministries are lack of adoptions and implementations of effective marketing strategies to actualize the organizational goals and objectives.

Objectives of the Study

The objectives of the study are as follows:

The study general objective was to examine the impact of Marketing Strategies on Organizational Performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria. The specific objectives include:

1. To evaluate the effect of product quality strategy on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.
2. To investigate product packaging strategy on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.
3. To determine the effect of product price strategy on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.

Research Questions

The study research questions are as follows:

1. What is the effect of product quality strategy on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria?
2. What is the effect of product packaging strategy on organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria?

3. To what extent does product price strategy affect organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria?

Research Hypotheses

The study research hypotheses are as follows:

Ho₁: There is no significance relationship between product quality strategy and organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.

Ho₂: There is no significance relationship between product packaging strategy and organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.

Ho₃: There is no significance positive relationship between product price strategy and organizational performance of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.

LITERATURE REVIEW

Marketing strategy

Marketing strategy is the process of planning and implementing company's policies in order to achieve organizational goals in accordance with the company vision (Akramov, a2011). Marketing strategies include general ones such as price reduction for market share growth, product differentiation, and market segmentation, as well as numerous specific strategies for specific areas of marketing. The first, and perhaps the most important, aspect of a global marketing strategy is the standardization or adaptation of marketing programs across countries, such as product offering, promotional mix, price, people structure, and channel structure (Potter, 2014).

Product quality strategy

Product refer to anything offered by a firm to satisfy customer need, preference and desire (Mbithi, 2016). Every good product speaks on itself, quality is a significant variable that drives customer to purchase a product and services. Poh *et al*, (2011), product quality is refer to an inherent valuation of a product by the customers. In spite of Rajagopal (2016), Product strategies is tactical means in which marketing firms apply to penetrate its target audience by offering a quality product to meet need and desire of potential customers. Product strategies also subjects to product attributes, product novelties, product opportunity, and product design (Rajagopal, 2016).

Product packaging strategy

Every Product packaging creates awareness of firm's preferred products. Product packaging comprises graphic and sensory characteristics which interconnect to customers (Ampuero & Vila, 2006). Packaging is a part of product decision and consists with activities concerned with design and production of the container and wrapping of the product (Afande. 2015). Product packaging is an ampule that has a direct contact with the product, protects, preserves and identifies the product. Successful product packaging involves cultural research as some graphics, such as pictures, icons, and other non-verbal elements, may look different in different cultures (Adewale, etal , 2013). According to Leong (1998), Package designs has an impact on consumer purchasing habit leading increase customer patronage (Kotler, 2000). Product packaging is a crucial part of the total product

and it has impact on the returns on the investment by increasing sales turnover and better price realization (Deborah, 2016). Package design helps in easy identification of product, it also improves product quality, refresh products leading to increase in sales volume (Immonen, 2010).

Product Pricing strategy

Price is a significant element of the marketing mix and it determines a customer's payment to acquire a product and services. (Steve, 2018). Price is the monetary value of a good, service or resource established during a transaction and the price is part of the firm's overall value proposition. Price play a key role in creating customer value and building customer relationships (Tiar, 2017). Pricing strategy is the laid down policy that a reputable organization apply to determine how much product and services will be charge and strategic pricing are cost-based pricing, value-based pricing and competition-based pricing (Saguti,2015).

Organizational performance

Organizational performance has many definition and meaning. According to Didier (2002), in cited Ion and Criveanu (2016),asserted that the organizational performance refer to the achievement of goals and objectives by reputable organization, and also organizational performance is not a meagre finding of an consequence, rather it is the outcome of a appraisal between the consequence and the objective. Bourguigno (1995), organizational performance is future-oriented planned to imitate discriminations of each organization and is based on connecting mechanisms and products. Bourguignor (1995) further opined that organizational performance is the positive indicator for organizational achievement. Rolstadas (1998), postulated that, organizational performance is a firm effectiveness, efficiency to achieve goals and objectives.

Theoretical foundation

Attribution theory

Attribution theory was propounded by Bernard Weiner in 1968. Attribution theory stated that customer's attraction upon their historical experiences when facing a new condition. Customers evaluate the quality of a product and service as they are using it. Irrespective of whether they are pleased or disappointed with its product performance, customers draw conclusions about the product or services, the manufacturer, or maybe the country of origin. When the customer gets a similar products or services in the market, customer previous experience will stimulus future buying decisions (Daly, 1996). Customer's characteristic on value to a product they are considering buying. They consider the brand name, while some customers are eager to try generics. Price is another influence in ascribing value, as some consumers may attribute poor quality to a product or services with an extremely low price (Lewis *etal* ,1990).

Conceptual framework

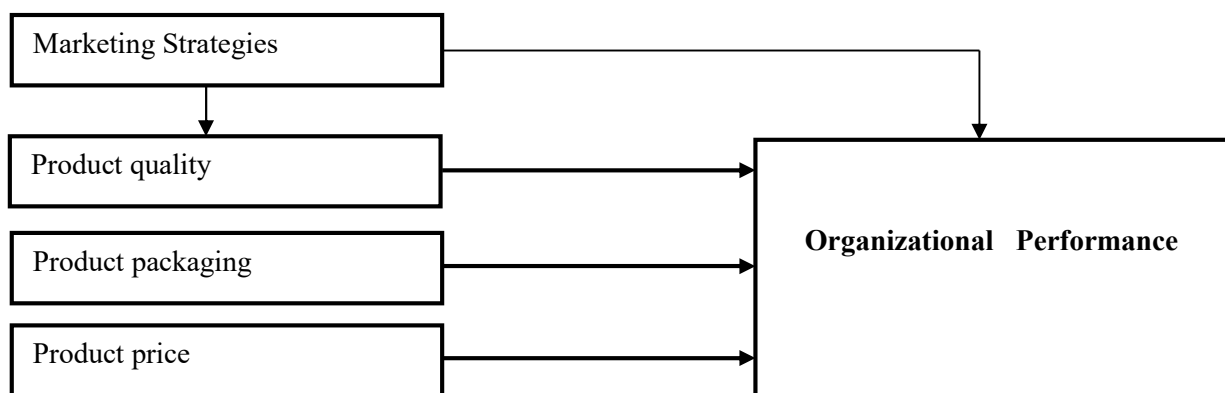


Fig 1.1: Conceptual framework of Marketing Strategies and organizational performance.

Source, Researcher,(2023)

METHODOLOGY**Research Design**

The study adopted both quantitative research approach, survey and explanatory method to examine the potential on marketing strategies and organizational performance.

Population of the Study.

The study population comprises thirty (30) staff of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex Abuja – Nigeria.

Sample and Sampling Technique

The researcher adopted Taro Yemene statistical method to determine the sample size. The appropriate sample size is (28) respondents and this was drawn from the population of the study.

$$n = \frac{N}{(1 + Ne^2)}$$

Where:

n = Sample size

N = Population size

e = Level of significance (error)

1 = A constant number

For the purpose of this study, our level of significance (e) = 5% or 0.05 confidence limit.

$$\begin{aligned} N &= \frac{30}{1 + 30(0.05)^2} \\ &= \frac{30}{1 + 30(0.0025)} \\ &= \frac{30}{1 + 0.075} \\ &= \frac{30}{1.075} \end{aligned}$$

N = 28 sample size

Sources of Data

Primary and secondary data was employed for the study. The primary data were structured questionnaire and secondary data sources include the internet sites, journals, textbooks, magazines, and other relevant documents that add value to the study.

Instrument for Data Collection

The instrument used for data collection for this study were comprehensive self-administered questionnaires and interview guide. The researcher distributed copies of questionnaire to the respondents and some respondents were interviewed base on the subject matter and questionnaire comprised structured, closed emend questions.

Validity of the Instrument

The study adopted face and content validity which draws an inference from test scores to a large area of items alike to those on the test. The researcher expert from the field of marketing and also experts in measurement and evaluation.

Reliability of the instrument

The study adopted Cronbach's Alpha reliability test to determine the gradation to which various indicators for dormant variables are together. The table below shows that product quality strategies had the highest reliability ($\alpha = 0.812$), followed by product packaging strategies ($\alpha = 0.89$), product price strategies ($\alpha = 0.86$) and Organizational performance $\alpha = 0.85$, this illustrates that all the four variables were reliable as their reliability values exceeded the prescribed threshold of 0.7.

Table 3.1: Cronbach's Alpha Test for Reliability Statistics

<i>Variables</i>	<i>Cronbach's Alpha</i>	<i>N of case</i>	<i>N of Items</i>
Product quality Strategy	0.812	28	4
Product Packaging strategy	0.89	28	4
Product Pricing strategy	0.86	28	4
Organizational performance	0.85	28	4

Source: survey data, 2023

Administration of the Instrument

Twenty seven (27) copies of the questionnaire were administered by researcher to the respondents with total of sixteen items in the questionnaire statements to incite information for the study and twenty one (21) copies of the questionnaire were returned for analysis. The instrument was divided (2) sections via; demographic variables and the predictor variable that is, the dimensions of marketing strategies whereas section, contain information on criterion variable that is, Organizational Performance of the study. The items of MSOP measured data on a 4-point likert scale questions, which range from strongly agree to strongly disagree were used (Strongly agree=1, Agree= 2, Disagree =, strongly disagree = 4). This was use to reflect the agreement of respondents on the statements posed to them in the questionnaire. Ordinal scale was applied to determine 4-point likert scale.

Methods of Data Analysis

Regression analysis was employed to observe the impact of Marketing strategies and Organizational Performance. Regression analysis provide insights that few other techniques can, such as indicating whether predictors variables have a significant relationship with a criterion variable. The relationships between the predictors and criterion variables was established using linear regression analysis. This model was employed since it is a process that predicts criterion variable by combining two or more independent variables. The linear regression models in this study use the following equation with:

$$Y = a + bX_1 + cX_2 + dX_3 + \epsilon$$

Where:

- **Y** – Dependent variable
- **X₁, X₂, X₃** – Independent (explanatory) variables
- **a** – Intercept
- **b, c, d** – Slopes
- **ε** – Residual (error)

Data Presentation, Data Analysis and Results

Data collected were analyzed in descriptive statistics - tables and percentage for respondents' demographics, and inferential statistics.

Demographic Analysis

<i>Table:1 Gender</i>		<i>Frequency</i>	<i>Percentage</i>
Male	8	38	
Female	13	62	
Total	21	100	

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 8(38%) were male and 13(62%) were female.

Respondents' Demographic Data

<i>Table: 2 Marital Status</i>		<i>Frequency</i>	<i>Percentage</i>
Widowed	1	7	
Divorced	2	9	
Married	13	61	
Single	5	23	
Total	21	100	

Survey Data, 2023

he above table reveal that from the total 21 respondents participated in the study,1(7%) is Widowed 2 (9%) were Divorcee, 13 (62%) were Married, 5(23%) were Single.

Respondents' Demographic Data

<i>Table ;3 age bracket</i>	<i>Frequency Percentage</i>	
30- 35 years	8	38
35 - 40 years	7	33
45- 5 0 years	6	29
Total	21	100

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 8(38%) were 30- 35 years, 7 (33%) were 35 - 40 years, 6 (29%) were 45- 5 0 years.

Respondents' Demographic Data

<i>Table ;4 Duration of service</i>	<i>Frequency Percentage</i>	
2-3 years	8	38
4 - 5 years	7	33
5-6 years	6	29
Total	21	100

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 8(38%) were 2-3 years 7 (33%) were 4 - 5 years, 6 (29%) were 5-6 years.

Respondents' Demographic Data

<i>Table :5 Qualification</i>	<i>Frequency Percentage</i>	
FSLC	2	10
WAEC	3	15
NCE/OND	6	29
HND/B.SC	5	23
M.sc/MBA	5	23
Total	21	100

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 2(10%) were FSLC 3 (15%) were WAEC, 6 (29%) were NCE/OND HND/B.SC, 5 (23%) were HND/B.SC, 5 (23%) were M.sc/MBA.

Respondents' Demographic Data

<i>Table ;6 Cadre/position</i>		<i>Frequency Percentage</i>
Directors level	3	15
Admin.	8	38
Other level	10	47
Total	21	100

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 3(15%) were Directors level 8 (38%) were Admin. 10 (47%) were other Level.

Respondents' Demographic Data

<i>Table :7 Income level</i>		<i>Frequency Percentage</i>
40,000 - 50,000	5	23
50,000 – 60,000	6	29
70 ,000- above	10	47
Total	21	100

Survey Data, 2023

The above table reveal that from the total 21 respondents participated in the study, 5(23%) were 40,000 - 50, 000, 6 (29%) were 50,000 – 60,000, 10 (47%) were 70, 000- above.

Test of hypotheses

The following hypotheses were tested to determine the relationship exit between predictor and creation variables.

Test of hypothesis 1

Ho₁: There is no significance relationship between product quality strategy and Organizational Performance of procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria.

Table 8: linear regression on relationship between product quality strategy and organizational performance.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.493295	0.170421	20.49804	0.0000
Product Quality strategy	-0.150851	0.054649	-2.760365	0.0061
R-squared	0.024373	Mean dependent var	3.028664	
Adjusted R-squared	0.021175	S.D. dependent var	0.472211	
S.E. of regression	0.467184	Akaike info criterion	1.322308	
Sum squared resid	66.56969	Schwarz criterion	1.346587	
Log likelihood	-200.9743	Hannan-Quinn criter.	1.332017	
F-statistic	7.619613	Durbin-Watson stat	2.063833	
Prob(F-statistic)	0.006123			

Source: Research Data, 2023 SPSS output,

The result from table shows the linear regression analysis on the relationship between product quality strategy and organizational performance of Procurement Department, Federal Ministry of Education Abuja – Nigeria , but weak (Beta=0.150) .The result shows that, there is relationship between product quality strategy and organizational performance of procurement Department, Federal Ministry of Education Abuja – Nigeria (F=7.61, prob=0.006). The null hypothesis one was rejected at .05 alpha level of significant.

Test of hypothesis 2

Ho₂: There is no significance relationship between product packaging strategy and Organizational Performance of procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria

Table: 9 linear regression on relationship between product packaging strategy and organizational performance.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.772415	0.199530	13.89475	0.0000
product packaging strategy	0.091498	0.063983	1.430033	0.1537

R-squared	0.006660	Mean dependent var	3.054235
Adjusted R-squared	0.003403	S.D. dependent var	0.547915
S.E. of regression	0.546982	Akaike info criterion	1.637691
Sum squared resid	91.25266	Schwarz criterion	1.661970
Log likelihood	-249.3855	Hannan-Quinn criter.	1.647400
F-statistic	2.044994	Durbin-Watson stat	2.046980
Prob(F-statistic)	0.001537		

Source: Research Data, 2023 SPSS output,

The result from table shows the linear regression analysis on the relationship between product packaging strategy and organizational performance of procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria, but weak (Beta=0.091) .The result shows that, there is significant relationship between product packaging strategy, and organizational performance of procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria (F=2.04, prob=0.00). The null hypothesis two was rejected at .05 alpha level of significant.

Test of hypothesis

Ho₂: There is no significance relationship between product pricing strategy and Organizational Performance of procurement Department, Federal Ministry of Education Abuja – Nigeria.

Table: 10 linear regression on relationship between product price strategy and organizational performance.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.039107	0.165928	18.31577	0.0000
product price strategy	-0.020977	0.053208	-0.394252	0.6937

R-squared	0.000509	Mean dependent var	2.974495
Adjusted R-squared	-0.002768	S.D. dependent var	0.454241
S.E. of regression	0.454869	Akaike info criterion	1.268878
Sum squared resid	63.10624	Schwarz criterion	1.293157
Log likelihood	-192.7728	Hannan-Quinn criter.	1.278587
F-statistic	0.155435	Durbin-Watson stat	2.091459
Prob(F-statistic)	0.003670		

source: Research Data, 2023 SPSS output, The result from table shows the linear regression analysis on the relationship product price strategy between and organizational performance of Procurement Department, Federal Ministry of Education Abuja – Nigeria, but weak (Beta=-0.002) .The result shows that, there is relationship between product price strategy and organizational performance Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex Abuja – Nigeria (F=0.15 , prob=0.00). The null hypothesis three was rejected at .05 alpha level of significant.

DISCUSSION OF FINDINGS

Hypothesis one: The result shows that, there is relationship between product quality strategy, and organizational performance procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex Abuja – Nigeria ($F=7.61$, $prob=0.006$). The null hypothesis one was rejected at .05 alpha level of significant.

Hypothesis two. The result shows that, there is significant relationship between product packaging strategy and organizational performance of procurement Department, Federal Ministry of Education Abuja – Nigeria ($F=2.044$, $prob=0.00$). The null hypothesis two was retained at .05 alpha level of significant.

Hypothesis three: The result shows that, there is relationship between product price strategy and organizational performance procurement Department, Federal Ministry of Education Abuja – Nigeria ($F=0.15$, $prob=0.00$). The null hypothesis three was rejected at .05 alpha level of significant.

CONCLUSION

The study examined the impact of marketing strategies on Organizational Performance: A Study of Procurement Department, Federal Ministry of Education Phase III Federal Secretariat Complex, Abuja – Nigeria. The analysis indicated that, marketing strategies (product, packaging and price) has significantly impact on organizational performance and each predictor's variables has unique contribution to the performance of business activities. The study also indicated that, no matter the nature of the business it depend solely on marketing strategies and marketing strategies are driver of organizational performance. The study confirm the position of Adewale, *etal* (2013), Tom. (2016). Kasiso (2017) and Amin (2021).

RECOMMENDATION

From the discussion findings, the following recommendations are made: Procurement Department, Federal Ministry of Education and other Federal Ministries including private organization in Nigeria should energetically involve in digital channels as an active part of their marketing channels to improve more in procurement and relevant business activities.

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APPENDIX A**SECTION A**

Please respond to this Section Appropriately General Questions by ticking.

1. Gender: -----M/F).
2. What is your marital status?
(a) Single (b) married (c) divorced (d) widowed
3. (a) 30- 35years (b) 35-40 years (c) 45- 50 years
4. How long have you served in the Department?
(a) 2-3 year (b) 4 - 5 years (c) 5-6 years
5. Educational attainment
(a)FSLC (b) WAEC (c) NCE/ ND/Bed (d) B. SC HND (e) MBA/M.Sc. (g) PhD
6. Nature and present office/position
(a) Director level (b) Admin (c) Others
7. Income level: (a) 40, 000 - 50, 000(b) 50,000 60,000(c) 70, 000- above

SECTION B

QUESTIONNAIRES FOR RESEARCH ON SERVICE MARKETING STRATEGIES AND ORGANIZATIONAL PERFORMANCE: A STUDY OF PROCUREMENT DEPARTMENT, FEDERAL MINISTRY OF EDUCATION PHASE 3 SECRETARIAT COMPLEX, ABUJA - NIGERIA.

SA=Strongly Agree, A=Agree, D=Disagree and SD=Strongly Disagree

Please tick and indicate appropriately response from strongly agree to strongly disagree

S/N/N	ITEMS	S A 4	A 3	D 2	S D 1
	PRODUCT QUALITY STRATEGY				
1	Product quality.				
2	Acceptances of Product quality from supplier.				
3	Evaluation of Product quality by the Department.				
4	Issuance of local purchase order to contractors for exact product to be supplied.				
	PRODUCT PACKAGING STRATEGY				
5	Good Product packaging.				
6	Evaluation of good Product packaging by the Department.				
7	Acceptances of good Product packaging from supplier.				
8	Market survey for effective Product packaging.				
	PRODUCT PRICING STRATEGY				
9	Affordable product price.				
10	Purchasing a product with affordable price.				
11	Market survey for low cost product by the Department.				
12	Price determination by the Department.				
	ORGANISATIONAL PERFORMANCE				
13	The department achieve high productivity.				
14	The department organizational performance depends on staff				

	input.				
15	The department actualize goals and objective as stipulated.				
16	Client efficiency and effectiveness in supply determine departmental productivity.				