

Marketing Concept
And The Satisfaction
Of Consumer Needs:
The Nigerian Consumers'
Experience

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ABSTRACT

The paper examined the Nigerian experience as regards the use of marketing concept ideals and the satisfaction of the needs of target customers of the needs of the target customers. The objectives of the paper includes; to examine the relationship between marketing concept and satisfaction of customer needs, to establish the influence of product quality on competitors' market policies amongst others. Findings revealed that there is strong relationship between the use of marketing concept and consumers' satisfaction, a company product quality has influence on competitors' company policies, amongst others. The paper recommends that organization should strive to satisfy their customers.

Keywords: Customer, Satisfaction, Needs, Marketing, Advertising

1. INTRODUCTION

Marketing Concept's focus on the need to understand the future customers just before designing and manufacturing a product or service for them. With the customer's wants and needs incorporated into the design and manufacture of the product, sales and profit goals are far would be met. Customer's satisfaction is key to the organization, the need to understand the customer is highly important. Marketing research techniques was bought about just for that purpose. Smaller companies can be able to keep a close relationship with them but imply talking with them. While larger organizations have set up strategies in place in order to be able keep in close touch with their customers, be it through focus groups, or even third-party research studies. Whatever the strategy, the goal is to know the customers so that organization can better serve their customers and not lose focus of their needs and wants. The marketing concept, as defined in the marketing literature, is of the view that for success in any organization solely depends on first determining the needs of the target market and delivering satisfaction to the target markets more efficiently and effectively than competitors do (Kimerey & Rinehart, 1998).

The marketing concept can be seen as a guide to ensure the satisfaction of customer needs and wants. The marketing concept is based on the principle that individuals who do not have a need or desire for the products which the firm is selling will simply not purchase it. Ibidunni O.S (2012) marketing concept is the management orientation that holds the key in achieving organizational goals.. Peter and Donnelly (2004) holds that the concept of marketing means that organizations should try as much as possible to strive to be profitable by serving the needs of customers. Kotler and Keller (2009) argue that marketing is often known to be "the art of just selling products, and the truth is that many people are shocked to find out that selling is just the tip of the marketing iceberg. According to pioneer management theorist Peter Drucker stated that marketing should make selling superfluous by understanding consumer needs very well that the product can be made.

Marketing concept and philosophy states that the organization should always strive to create satisfaction for its customers' wants and needs while also meeting the different organization's goals. It should be noted that meeting organizational goals can best be achieved by meeting the customer's needs and wants. The core of the marketing concept is the enterprises' dependency on the identification of the needs of the customers and satisfaction of its customers. The customer will become the focal point for company functions such as planning, strategic setting, research, problem development as well as marketing activities.

The traditional marketing concept holds that an organization should enhance long-term customer satisfaction through a co-ordinate set of activities that also allows the organization to satisfy its profit goal. The implications are clear; long-term relationships with customers is desired by any organization, profit making instead of short-term exchanges is emphasized, and co-ordination will signify long-term relationships with both internal and external stakeholders especially customers. The product service system (PSS) concept is known as a path way to help contribute to this system level improvement (Goedkoop, van Helen et al. 1999; Mont2000).

Advertising a product or service must be targeted at motivating the interest of the target market, as it creates a desire for the product or service. For example, some advertisements draw attention, but some seconds afterwards, the product or service is forgotten. Great advertisements would always keep products in the minds of the target consumer. Also, advertising budget must also be in mind while selecting a marketing concept that should be adopted. When firms first begin to adopt the marketing concept, they always set up separate marketing departments whose goal is to satisfy customer needs and desires. Interestingly some of these departments include sales departments with additional responsibilities. While this sales department can be found in some organizations today, many other organizations have structured themselves to become marketing organizations having a company-focus on customers. Since the entire organization aim is for the satisfaction of customer needs and wants, other departments in the organization cannot abandon any customer issue by declaring it as a marketing department problem. This involves the contribution of every personnel in the organization to be concerned with the satisfaction of customer needs and wants. The marketing concept relies on marketing research so as to be able to define market segments. To satisfy those needs in the market segments, the marketing department makes decisions about the controllable parameters of the marketing mix.

1.1 STATEMENT OF THE RESEARCH PROBLEM

Market concept is an orientation that emphasizes on the need to achieving organizational goals is in first understanding the needs and wants of target markets and then adapting itself to delivering the product or service satisfactory, more efficiently and effectively than its competitors. It has been noticed that consumer needs are numerous and cannot be easily satisfied. This problem is to find out the influence of marketing concept on human needs, in what ways can marketing concept be used, in order to solve human needs and what are consumers perception of marketing concept in meeting their needs?

1.2 OBJECTIVES OF STUDY

The broad objective of the study is to know the impact of marketing concept and satisfaction of consumer, specifically the objective include:

- (i) To examine the relationship between marketing concept and satisfaction of consumer needs.
- (ii) To examine the extent to which customer income affect marketing objectives.
- (iii) To establish the influence of the product quality on the policy of the competitors.

1.3 RESEARCH HYPOTHESES

The following hypotheses which are stated in the null form are formulated for the purpose of the study:

- (i) There is no relationship between marketing concept and satisfying consumer.
- (ii) Consumer income does not affect marketing objectives.
- (iii) Product quality does not influence the policy of the competitors.

2. LITERATURE REVIEW

Stanton (2004) defined marketing as total system of interacting business activities designed to plan, price, promote and allocate want-satisfying product and services to present and also potential customers at a profit. These activities define the wide scope of the marketing concept and their integration within a marketing plan is known as the marketing mix. Marketing therefore means, being synchronized to the needs of customers rather than emphasizing what is convenient to produce. The realities of contemporary world show that a functional economy is an economy on which marketing is powerfully centered, as a philosophy that directs organizational activity, no matter its nature, as well as practical action, reflected in significant and spectacular results (Lifters, Brătucu, et al, 2006).

One of the shifts of the contemporary economic world comprises of the fact that in today's organizational setting, it is much difficult to sell goods than products. In today's economy, rivalry between manufacturers and suppliers, demand and supply, has a very close relation. They grow with unsuspected rhythms, by new rules on the market, identified by the means of complex marketing research of potential buyers, manufacturers or competitors, of market fluctuations, and so on. (Costea, and Săseanu, 2009).

Marketing has also been viewed traditionally as a business activity. Organizations exist for the satisfaction of human needs, especially those that are material in nature. Therefore, one can also define marketing from the business perspective. For example, marketing has been defined as the "delivery of a higher standard of living." Other definitions refers to the term marketing as an exchange process. This process deals with at least two parties which are the buyer and seller. Each party gives up something of value to them and receives

something of value to them. According to Philip Kotler, he defined marketing as “a societal process by which individuals and groups obtain what they need and want through creating product, offering for sale, and exchanging products and services of value with others.”

In this view of strategic marketing is the requirement to establish a strategy to adapt with competitors, locate market opportunities, produce and commercialize new services and products, distribute resources among various marketing activities and also design an organizational structure to make for the performance which is desired to be ultimately achieved.

2.1 MARKETING CONCEPT

According to Ibidunni (2004) marketing concept can be describes as a business philosophy that challenges the concepts of products, production, selling and society. It is defined as the management orientation that holds that the key to achieving organizational goals consist of the organization determining the needs and wants to target markets and adapting it self to delivering, the desired satisfaction more efficiently and effectively more than its competitors. In this concept; Consumers must first be categorised into different market segment depending on their various needs and wants, then the consumers in each market segment will support the offer of any organization that comes in close to satisfying their various desires, the organizational goal is to therefore choose their target markets and come up with effective offers and marketing programs so as to attracting and also holding customers. Under marketing concept, the emphasis focuses on not just selling a product but also on selling satisfaction. The main objective of marketing is maximization of profits via the satisfaction of customers. The consumer is at the center and all other marketing activities operate around this central point- Cusomer.

The components of marketing concept are under

- a. *Satisfaction of customers:*** The customer is the center point of the organization. The organization must aim at developing those products and services, which will lead to the satisfaction of customers.
- b. *Integrated marketing:*** it comprises of the functional unit in an organization such as the production, finance, human resource, marketing should be integrated to satisfying the needs and desires of the customers.
- c. *Profitable sales volume:*** Marketing is tagged successful if only it is able to maximize profit in sales volume and also a long term customer satisfaction.

Schiffman and Kanuk (2004) identify the key elements of a successful marketing concept as first determining the needs and wants of specific target markets before then delivery the desired products to target markets to meet their needs, and also doing this far more than the competitors. The marketing concept is based on the premise that a marketer should try to produce what can be sold, instead of trying to sell what has been produced. The differences between the selling concept and the marketing concept

	<i>Selling Concept</i>	<i>Marketing Concept</i>
1	Focuses on the suppliers need to convert his product to cash and considers satisfaction.	Focuses on the needs and wants of the customers and channels supply efforts to satisfy them.
2	Concerns itself with the sale of existing products to ensure a high volume of sales.	Identifies the needs of the market and achieves sales by developing products to satisfy these needs.
3	Profits results from high volume of sales.	Derives profit by creating and maintaining customer satisfaction.

Source: Ibidunni O. S, (2004) Marketing Practical Perspective

Marketing Segmentation

Market segmentation can be described as the process of dividing a market into meaningful, closely similar and identifiable segments or groups of consumers (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004). According to Peter and Olson (1990), the logic of segmentation is based on the idea that a one product will usually not satisfy all consumers at a go. Blackwell, Miniard and Engel (2001) note that the need for segmentation arises from the differences in individual behaviour, such as their various motivations, desires, decision-making processes and buying patterns. Segmentation allows manufacturers to avoid direct rivalry in the market by segmenting their offerings in terms of price, style, advertising packaging, method of distribution (Schiffman & Kanuk, 2004). Once a market has been categorized into smaller segments, allowing a firm to form a better idea of the market to which it is selling its product to, it becomes easier for marketers to be able select one or more segments on which to focus and sell its products to (Foxall & Goldsmith, 1994). Marketers would then make decision on which segments would bring the best opportunities to the organization; once these segments are selected, they are therefore known as target markets. For each of the chosen target markets an appropriate market offering can then be developed (Kotler, 2003). A number of variables can be used to segment the market. Some of these variables include:

Geographic Segmentation: These deals with characteristics of customers which often differ across countries, regions, and neighborhoods. The organization can decide to operate in one or more geographic areas.

Demographic Segmentation: These segments the markets based on variables such as sex, age, income, family size, religion, nationality, etc.

Psychological variables: This deals with segmenting the market based on the life styles of people, social class, individual personality etc. products like watches, cosmetics, bags, are designed as in relation to the status of the segmented market.

Behavioural Segmentation: Buyers are divided based on the level of knowledge, their attitude, use or response to a product.

The Marketing Concept and Its Competitive Advantage

The marketing concept can be seen as a guide so as to ensure the satisfaction of customer needs. It is based on the principle that affirm that persons who do not have a desire for product in which the organization is

offering for sale would not buy such products. Market orientation connotes that a business obtains important information from customers about their desires and preference and then takes action based on the gathered information, while also putting into consideration competition and market regulations. In a changing market environment, marketers would continuously change their offering mix in relation to anticipation of changing needs and competitors' actions. Such consistent efforts by a marketing centered organization will help tighten the gap between the firm's management structure and its customers (Chang & Chen, 1998),

Strategic Marketing Concept

Marketing has been defined as a function responsible for identifying, anticipating and satisfying customer needs at a profit. Therefore, Marketing can be said to be both a philosophy and also as a set of processes which address matters such as research, pricing, packaging, product design, product development, public relations, advertising, distribution, sales, and after-sales service. These activities helps to define the wide scope of marketing and their integration within a marketing plan is known as the marketing mix. A marketing strategy consists of an internally integrated but externally focused set of choices about how the organization would addresses its customers in the context of a competitive environment. A marketing orientation helps to define the organization's business. Marketing is focused on problem solving and customer benefits. The organization must be able to answer the following questions:

This course is based on the modern approach to marketing, which embraces the marketing concept. There are three basic forms of this approach:

Customer focus: Managers in the organization must direct their focus on the customer's viewpoint. Successful marketing entails a detailed knowledge of consumers and their needs. Peter Drucker is of the view that "the goal of marketing is to be able to know and understand the customer so well that the product would fit him and therefore sells itself."

Coordination: All categories of the marketing program such as the marketing mix is composed of an interrelated system, in other words the program must be viewed and planned as a whole. Also, marketing must be closely interrelated with other business activities in the organization.

Profit orientation: Any organization as the goal of profit making. Profit making is created when there is customer satisfaction. The goal here emphasizes that marketing philosophy is a higher performing organization will always recognizes the basic nature of the customer needs and wants they intend to satisfy. The products and services used to satisfy customer needs and wants is dynamic in nature.

Customer Orientation

Recently a lot of organizations have started moving beyond the marketing concept into the concept known as the customer concept (Kotler, 2003). In this more customer-oriented approach, firms continuously seek to

satisfy the ever increasing expectations of consumers of the products (Kerin, Hartley, Berkowitz & Rudelius, 2006). Firms focusing more on the marketing concept always fix their gaze on a particular consumer segments, but a growing number of organizations have started developing a range of separate offers, messages to individual consumers of the products. These companies aim to achieve profit growth in catching a larger share of each consumer's expenditures by creating high customer loyalty and by focusing on consumer lifetime value (Kotler, 2003). An important outcome of this focus on the consumer has recently been the increased attention given to customer relationship management, which has been defined as "the process of identifying potential buyers, understanding them closely, and developing favourable long-term perceptions of the firm and its offerings so that customers will select them in the market" (Kerin *et al.*, 2006).

The Development of the Marketing Concept and its Focus on Customer Needs

Marketing concept indicates that an organization, operating from a marketing-orientated perspective, place the customer at the Centre of every organizational activity. The customer, however, did not have any direct interaction with many of the functional departments of the firm's marketing group. From a traditional perspective, the marketing mix, which are designed and implemented by the marketing team, represents the major vehicle for which the department manages the relationship between the customer and the organization. The rest of the organization's external environment, such as political, legal, economic, technological and social factors is separate and isolated from the consumer. The result is that possible influences from the environment on the consumer and the organization's relationship with the consumer are protected by specialized organizational functions.

Rinehart (1998) have identified a definition of the marketing concept as a philosophy of business that underlines the importance of the organization-wide generation of; dissemination of and responsiveness to market intelligence.

These researchers also stated that market intelligence is a broader concept than the customer focus, in that it encompasses a range of external market factors, such as competitors and regulators, and considers both current and future market conditions.

The Advantages and Disadvantages of the Marketing Concept

Perky (in Warner, 1996) identifies six advantages for companies deciding to adopt the marketing concept.

These advantages are:

- Greater sales, profits and growth for the organization
- The spread of risk by identifying trends and adaptation to change
- Appropriate standards by which to measure performance.
- Integrated and unified operation of management and staff.

- Better effective and efficient communication with stakeholders and role partners.
- Compatibility between the organization and society.

The marketing concept by Dickinson (in Warner, 1996) on the basis that the purpose of marketing is not to ensure consumer sovereignty, but to avoid competition and ensure market domination. Dickinson further argued that the marketing concept was not able to provide a realistic business *modus operandi*. According to Percy (in Wamer, 1996) the key issues in marketing are how to implement the marketing concept, how to manage it and how to effect organizational change based upon its premises. Marketing concept can be expressed as a call to marketers to balance the three considerations of company profits, consumer satisfaction and public interest when they develop their marketing strategies.

2.2 EMPIRICAL FRAMEWORK OF THE RESEARCH

Empirical evidence shows key aspect of innovation is *new product development*, which involves the designing and launching of new products and services. Described as “one of the most important issues in business research” (Hauser et al., 2006) the development of new products creates revenue (Cooper and Edgett, 2008), growth (Griffin et al., 2009) and is also a vital driver of profit (Veryzer Jr., 1998). Markets with infrequent or unsuccessful new product development may experience declining profitability as competing products’ features and benefits become indistinguishable over time and the resulting reliance on price based differentiation creates a downward sloping pressure on retail prices, ultimately helping to reducing profit margins.

Successful new products and services are those which meet a specific consumer need (Griffin et al., 2009; Leonard and Rayport, 1997) and a robust understanding of the needs of target consumers is therefore required to ensure that newly developed products would accurately reflect key consumer requirements.

The market research methods of surveys and focus groups are commonly employed in investigations of consumer needs which aim to generate insights (Mitchell, 2005). However, these research techniques are believed to be ineffective in the identification of more subtle and subconscious needs, which may be unrecognized by the consumer or difficult to articulate (Deszca et al., 1999). This result in series of hidden consumer needs which remain unidentified by traditional market research methods (Goffin and Lemke, 2004; Goffin and Mitchell, 2005).

The identification of consumers’ hidden needs has the potential to stimulate the discovery of new opportunities for the development of a product (Deszca et al., 1999; Leonard and Rayport, 1997) by highlighting newly recognized and previously unfulfilled needs for products to meet through tailored functional specifications and user benefits. The potential therefore exists to drive more frequent and successful new product development through the identification of these hidden needs, thereby protecting markets against the detrimental dynamics which result from its absence or failure. However, there exists

within the literature a lack of clarity surrounding the most effective research techniques for identifying hidden consumer needs. As described above, the traditionally employed survey and focus group methods are believed to be ineffective when applied to this goal. Alternative methods such as ethnographic market research (Matthing et al., 2004; Rosenthal and Capper, 2006), repertory grid interviewing (Goffin and Lemke, 2004) and lead been advocated within the innovation literature as viable alternatives to traditional market research techniques in eliciting hidden needs. However, the evidence for the effectiveness of these techniques Helen Bruce - Hidden is far from robust and to date a direct and formal comparison of market research methods has not been carried out within the context of hidden needs identification for new product development. 'New product development' describes the process of designing and launching new products to market, where the products would represent novel solutions to an existing or newly identified need in the market. These products can be distinguished from incremental developments, such as new colours, sizes or variations of an existing product where the overall functionality and customer benefits remain unchanged. By focusing on this specific context my aim is to generate knowledge of interest to both academic and practitioner communities by addressing the current gap in the literature surrounding techniques for hidden needs identification and providing some recommendations for industry best practice in market research for new product development. The innovation and market research domains describe previous investigations into consumer needs in support of new product development, in which the needs in described using alternative terminology such as 'latent' (Matthing et al., 2004) , 'tacit' (Rosenthal and Capper, 2006) and 'unarticulated' (Leonard and Rayport, 1997) rather than 'hidden', meet the criteria for this study as they represent subconscious consumer requirements. Studies of this nature have employed ethnographic research techniques (Matthing et al., 2004; Rosenthal and Capper, 2006), repertory grid interviewing (Goffin and Lemke, 2004) and lead user methods (von Hippel, 1982) and these research methods may therefore be included within my research.

3. METHODOLOGY

The paper used survey research method with structure questionnaires which were distributed among the sampled respondents in all one hundred and sixty questionnaires were sent out, five of them were not returned while seven of the returned questionnaires were rejected by the researcher because they were not properly filled. This mean that the researcher used a total of one hundred and fourty eight questionnaires that were properly filled. Based on the nature of the hypothesis generated earlier, the paper relevant and suitable test statistics to test the hypothesis.

Three sets of hypothesis were formulated for the purpose of verification in this research. In the testing and analysis of the hypotheses, the statistical test employed are correlation and regression analysis. Correlation measures the degree of relationship between the independent variable to the dependent variable. For hypotheses two and three, the paper used the linear multiple regression analysis (ANOVA).

Hypothesis 1

Ho: There is no relationship between marketing concept and satisfying consumer.

H₁: Marketing concept has relationship with satisfying consumer needs?

Correlations			
		The beverage easily communicates its effectiveness to the target audience	The consumption of milo satisfies my need
The beverage easily communicates its effectiveness to the target audience	Pearson Correlation	1	.350**
	Sig. (2-tailed)		.000
	N	148	148
The consumption of milo satisfies my need	Pearson Correlation	.350**	1
	Sig. (2-tailed)	.000	
	N	148	148

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

Checking the information about the sample: From the above, it is evident that the letter N which represents the number of cases is present and the corresponding figure which is 148 is also correct as this is the number of respondents that were actually used as the sample size.

Calculation of Co-efficient of Determination: After knowing the strength and direction of your r, it is now time to calculate normally the Coefficient of Determination (COD) and this can be done simply by just obtaining the square of r. From the table above, the Co-efficient of determination will be in this case $.350 \times .350 = 0.012250$ and this figure that is $0.012250 \times 148 = 1.813$ this is approximately 2% of their variance. This means there is a shared variance of 2%.

Decision: The correlation ($r = 0.350^{**}$), between the type of communication used by a firm and his level of consumer preference, the product is at 0.01 level of significance, there we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁).

Hypothesis 2

Ho: consumer income does not affect marketing objectives.

H₁: consumer income affect marketing objectives.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.317 ^a	.100	.088	1.342
a. Predictors: (Constant), When income is low i tend to cut down of milo purchase, High income enables me purchase more of milo product				

Interpretation

In the model summary table above, the R square value is .100 Expressed by a percentage, this indicates that our model explains 100% of the variance in the dependent variable which is company's profitability. This percentage is good enough in determining fitness of the model.

The adjusted R square yielded a 88.0% variation which is highly significant in this analysis, while the standard error of estimate indicates 1.342 which signifies the error that was not captured in the model

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.120	2	14.560	8.087	.000 ^b
	Residual	261.062	145	1.800		
	Total	290.182	147			
a. Dependent Variable: My income status does not affect my purchase of milo						
b. Predictors: (Constant), When income is low i tend to cut down of milo purchase, High income enables me purchase more of milo product						

Interpretation of Result

The ANOVA table above shows the assessment of the statistical significance of the result. This tests the null hypothesis to determine if the null hypothesis is to be rejected or not. The model in this table is statistically significant (Sig = .000). Therefore, the null hypothesis should be rejected

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.412	.270		12.628	.000
	High income enables me purchase more of milo product	.016	.088	.016	.183	.855
	When income is low i tend to cut down of milo purchase	-.311	.086	-.324	-3.620	.000
a. Dependent Variable: My income status does not affect my purchase of milo						

Interpretation of Results

The coefficient table shows which of the variables included in the model contributed to the prediction of the dependent variables. It also seeks to explain which of the variables is making a statistically significant unique contribution to the model. The study is interested in comparing the contribution of each independent variable, and to see which of the independent variables has a higher significant and contributes more to the dependent variables; therefore beta values are used for the comparison. In the table, the largest beta coefficient is .016 (when income is low I tend to cut down of milo purchase).

Hypothesis 3

Ho: product quality does not influence the policy of the competitors.

H₁: product quality influence the policy of the competitors.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 ^a	.208	.197	.834
Predictors: (Constant), The quality of milo enhances my purchase in relation to other brands, I am satisfied with the quality i get from the beverage than other brand				

Interpretation

In the model summary table above, the R square value is .208 expressed by a percentage; this indicates that our model explains 20.8% of the variance in the dependent variable which is company's profitability. This percentage is good enough in determining fitness of the model. The adjusted R square yielded a 20.8% variation which is highly significant in this analysis, while the standard error of estimate indicates .834 which signifies the error that was not captured in the model.

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.263	2	13.132	18.872	.000 ^b
	Residual	100.199	144	.696		
	Total	126.463	146			
a. Dependent Variable: The beverage is of high quality compared to its competitors						
b. Predictors: (Constant), The quality of milo enhances my purchase in relation to other brands, I am satisfied with the quality i get from the beverage than other brand						

Interpretation of Result

The ANOVAs table above shows the assessment of the statistical significance of the result. This tests the null hypothesis to determine if the null hypothesis is to be rejected or not. The model in this table is statistically significant (Sig = .000). Therefore, the null hypothesis should be rejected

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.161		5.575	.000
	I am satisfied with the quality i get from the beverage than other brand	.278	.066	.333	4.240	.000
	The quality of milo enhances my purchase in relation to other brands	.170	.061	.220	2.792	.006
a. Dependent Variable: The beverage is of high quality compared to its competitors						

Interpretation of Results

The coefficient table shows which of the variables included in the model contributed to the prediction of the dependent variables. It also seeks to explain which of the variables is making a statistically significant unique contribution to the model. The study is interested in comparing the contribution of each independent variable, and to see which of the independent variables has a higher significant and contributes more to the dependent variables; therefore beta values are used for the comparison. In the table, the largest beta coefficient is .333 (I am satisfied with the quality I get from the beverage than other brand).

4. CONCLUSION

Marketing is increasingly becoming highly dynamic, as a discipline and as an activity. All organizations today either profit or non-profit must involve marketing in their operations. Marketing concept emphasizes a coordinated effort at satisfying the needs and wants of customers at a profit to the organization. It believes that consumers needs can be used as bases for grouping then into different market segments. The concept believes that consumers would be attracted more to the products/services of organizations that are closest to satisfying their specific needs in any market segment.

The task of all organizations is to first conduct research before choosing its target markets. The organization thereafter matches its marketing programs in such a way that it can effectively attract customers, satisfy them, retain them and therefore strive to build good relationships with these customers. In today's complex world of business, organizations must plan and make right and effective decisions in a constantly changing environment. Organizations must constantly scan their environment and understand the dynamic variables in the environment. Organizations must know that success in their businesses depends on their knowledge of the marketing environment which is vital and strategic for effective business decisions.

5. POLICY RECOMMENDATIONS

Marketing concept and its philosophies are important issues in an organization that has the capacity of meet human needs and satisfying them. it should be taken very seriously. Marketing concept, which emphasizes a coordinated effort to satisfy customers' needs and achieve the organization's goals, is the philosophy guiding today's marketing managers. By applying all the marketing concept philosophies and thereby meeting organizational goals as well as satisfying the needs of consumers more than competitors.

Organizations should strive to satisfy their consumers by creating a convenient complain opportunity for customers since most dissatisfied customers hardly complain so as to know when and how to provide better products and services. Organizations should have a close relationship with their customers to enable them work on their complaints and needs in order to maintain their customers. It will also be a way of attracting new prospects by showing their commitment in listen to their complaints needs.

By making each customer feel very important, treating them like kings and queens would make the customer remain loyal to the organization. The organization should make use of incentives such as giving cards, sending celebration wishes to their customers. All employees should be committed in seeing that the customers are satisfied.

No strategy is as good as that of listening to customers. This can be done by keeping personnel staff permanently plugged into front-line customer feedback, and training these staffs well on how to deal with

different types of customers. The organization can program an electronic mailing system, which would send special messages like birthday wishes, anniversary.

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