

**THE IMPORTANCE OF ECONOMIC RECESSION
ON MARKETING OF CONSUMER
PRODUCTS
(A CASE STUDY OF NESTLE FOODS NIGERIA
PLC LAGOS)**

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The important~~of~~ of economic recession on marketing of
consumer

Production

[A case study of nestle foods Nigeria plc Lagos]

By

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A project submitted in partial fulfillment of the
requirement for the national diploma [ND] in
business administration studies in department of
business administration *Adekunle Ajasin University*
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CERTIFICATION

This to certify that this project work was prepared and presented to the department of business administration and accepted for meeting part of the requirement for the award of National Diploma in Business Studies.

PROJECT SUPERVISOR

AYODELE T.D (B.F.N)

AA
3/11/2023



DEDICATION

This project is dedicated to almighty God and to my parents Mr & Mrs L. TAIWO AJIBOLA. Infact I am very elated for wisdom given to them by God to train me and the effort they have put into my lifecycle till the stage I found myself now.

Furthermore the effort of these people should not be forgotten. They are: AJIBOLA KABIRU, TAIWO & KEHINDE AJIBOLA, IDOWU AJIBOLA, SADIAT AJIBOLA, and also HAMMED WASIU & SHARA -DEEN "THE LAW". I wish them more successful in their work



ACKNOWLEDGEMENT

My overall exalts, gratitude and honor consign to Almighty God who has been insulating me from storm of life a covering from the waves of the enemy. Also it's expedient on my part to give sincere thanks to satiable and unmentionable efforts to my parents {MR&MRS TAIWO AJIBOLA .L} Who have sailed, monitored and controlled me through the turbulent waves of challenges, unforeseen circumstances and obstacles that might be disrupted for the completion of this project. Meanwhile may God almighty add more grease to their elbows.

However I shouldn't forget the contribution of the following people in the successful of this project they are: MR AJIBOLA KABIRU ,AJIBOLA SADIAT, MR OLAKUNLE JULIUS AND FEYISAYO OLAKUNLE. I thank them all may GOD almighty be with them all.

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Finally I wish to express my feelings to all my crews viz.: Mr OLAKUNLE FELIX, JENGE AKINOLA, LAWRENCE CHRISTOPHER & RAZAG YUSUF all in B.A.M department A.A.U.A. Alade bisi B.F.N, department, DAYO public admin. Including ADIGBO& LEKE all ACC Department in A.A.U.A. Also MR AHMED WASIU AND SHARAF-DEEN law dept. A.A.U.A., LAWAL KAZEEM depts. of building tech Essa- Oke, Awoleye Kola and Ashiyabade, Gafar in dept of political & civil engineering O.A.U. including SOLA & BISI DEPT. OF MARKETING osun state poly. Ire. May God almighty crown their efforts.

AJIBOLA LUKUMON

ABSTRACT

The economic recession in Nigeria and finally the effect of the economic recession on beverage Industries.

The economic recession has been known to be the period of slowdown in the growth, a decline in demand, rise in inventories, low utilization of a capacity and a rise in unemployment this period gives the economy a lot of vices. The study is divided into five chapters and each chapter are elaborated at length to give or in-depth to the study. The chapters are described below.

Chapter one comprises of the introduction, background to the study, statement of the problems, objectives of the study, significance, scope, limitation, of the study and definition of key terms.

Chapter two consists of literature review, which comprises of the nature domains of marketing, the marketing concepts, implementing the marketing concept in nig. Organization, the marketing strategy basic tasks of marketing, marketing structure and function, analysis of consumer product, future of consumer market, the economic environment, the economic recession in Nigeria and finally the effect of economic recession on beverage industries.

Chapter three consists of description the system historical background of Beverage Company, Lagos. Research methodology, resources of data collection population size and sample, data analysis techniques administration of questionnaires, among selected cluster.

Chapter four consists of presentation and analysis of data also interpretation the findings.

Chapter five consists of the summary, recommendation and conclusion of the study.



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CHAPTER ONE



INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Economy is known to be the mother of all categories of business environment.

It is the most refer to and consist of a set of variables, Including the real income measure in term of the Gross domestic product (GDP), Inflationary pressure saving and credit availability, domestic and external public debt patterns, The exchange rate of the national currency consumer expenditure patterns, monetary and fiscal public as well as social economic infrastructure The precise feature of the categories of environment and the way the marketers view the world suggest the strategies and tactics that management will use to achieve the defined goal and objectives, Moreover, the perception of the environment, identification of strength, weakness, opportunity and threat to the organization and making the intelligent adaptation to action set goal and objectives.

The Nigeria economy has been faced difficulties in the economy dating as far as 1990s. But in 1977 recession set in and in the early 1980s, the problem began to assume real crisis proportion such as over-dependant on the nation resource (Crude oil) for the developing revenue, gross mismanagement, balance of payment disequilibrium, poor economic productivity, uncontrollable inflation and reduction in people standard of living.

The inflation rate in the economic doesn't happen by accident rather it is an established order. The inflation rate is galloping everyday and effect of this cannot be overemphasized.

The inflation rate has cause in the fall "purchasing power" of consumer

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The inflation rate has cause in the fall "purchasing power" of consumer , as result of this consumer cannot demand for as much goods services as needed. The resultant effect is that firm are left with unsold good sand there by incurre lost on the unsold goods and therefore they will be left with no option than to cut down the prices. Because firm couldn't sell as much as they would demand for labor will fall which will give rise to unemployment. Government on their own part have been making series of attempt to put these problem under control by introducing self-reliant growth and development in order to improve the poor standard of living of the people as result of inflation which have weakend the purchasing power of consumer.

NIGERIA ECONOMIC REESSION.

Economic recession is a phenomenon describing a period of economic hardship and general fall in business activities, results in a more nationals spending pattern by consumer who may prefer a more qualitative and cheap products, Geoffrey more 1982 rate recession by their characteristic.

- I their duration, which describes how long recession last.
- li Their depth, which describes how deep the recession goes and
- lii Diffusion, which describes how wide it spreads, recession don't affect all consumer or all industries although the deep and ending ones eventually will be affected producer need to be more creative and innovative, but then also need to the resource within control, but this is not particularly so.

The marketer on other hand, has known to perform the role of delivery new product and service for consumers want, looking for consumers on the exist in products and services, dealing with promoting sale thereby expanding demanding above all, the ultimate objective of a company if to make profit, In conclusion has a function of creating demand.

1.2 *STATEMENT OF THE PROBLEM

The Nigeria economy has witness a boom propelled by high demand in the oil market in the early 1970s. The present economic recession in Nigeria adduced to many factors as early mentioned above, It was long Nigeria has been trying to control if not total eradicated the high rate of inflation and to reduce the living of the people, This objective has been an illusion current and past government had introduced a lot of adjustment polices since 1970s to finding the last solution to commodity and factors price distortion. The objectives of those measures introduced were to promote the rationalizations and efficiency in business activities sector of the economic Agriculture for example. Some identifiable element of the Nigeria economic recession and the consequent Government policies are

- 1 Devaluation and instability in the value of the Naira
- 2 Low productivity, fall in Gross Nation Product(GNP) and Gross Domestic Product(GDP)
- 3 High cost of capital, high increase rate.
- 4 High rate of unemployment and retrenchment.
- 5 Inflation
- 6 Legal and Social, Political factor

The primary aim of any business organization is to survive; in order to survive an organization is to breakeven and even make profit. Profit is essential for the organization to continue in business and to earn the replacement cost of capital. In order to make profit, business organization must to seek for customers want and satisfaction.

In order for an organization to create demand, its activities must be devoted to find out what the customers want and find the means of satisfying them.

1.3 OBJECTIVE OF THE STUDY

The objectives of the study are:

- I To identify the factors inherent in the recent global economic recession as apparent in Nigeria.
- li To assess the impart of identified factors on the marketing of consumer goods generally and beverage products made Government and steps bœing taken by marketers of beverage product in particular.
 - iii to examine the adjustment made by Government and steps being taken by marketer of beverage product.
- iv To identify other strategies consider necessary to overcome difficulties of marketing of beverage product under economic recession.
- V To determine the extent to which economic recession has weakened the purchasing power of consumers and purpose various recommendations that will help in improving the ailing economic so as to return it to the path of glory.

1.4 THE SIGNIFICANCE OF THE STUDY

The significance of the study are:

- I The study is also important in our ever-growing dynamic environment, where there is a need for marketing management or markers to beware of brands. In consumer buying behaviour. This will aid them in making prudent and effective decision concerning marketing strategies.
- li The study is expected strategies to contribute immensely to the marketing management in Nigeria and it would be useful for those who are involved in planning and formulating promotion and sales strategies and policies

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- li The study is expected strategies to contribute immensely to the marketing management in Nigeria and it would be useful for those who are involved in planning and formulating promotion and sales strategies and policies
- lii The study will also serve as sources of information for further researches, particularly those on marketing, consumer buying behaviors and sales promotion activities in a recession.
- lv Lastly, the study will be of help to government machinery in formulating polices that will better protect the Local industries against the staff competition from abroad by suggesting the various steps that will help to coshion the effect of economic recession on the industries and consumer alike.

1.5 SCOPE OF THE STUDY

To achieve objective ~~state~~ above, this project will focus on the Nigeria economic situation. Pre and post economic recession period that was before 1987 and now. It will focus on the marketing activities of nestle foods Nigeria Plc. With the attendant effect of economic recession on the 4ps, product, price, place and promotion of marketing consumer of beverage product shall also be sample in relation to their purchasing power, with focus on consumer market, Consumer goods and consumer reaction in this regard.

1.6 LIMITATION TO THE STUDY.

In the course of carrying out this study, the researcher encounters some problems. Among such problem is in the area of finance. The researchers

have to make several visits to the Company and this cost a lot of money for transportation.

More so, the high cost of typing and binding the project is also another financial constraint that may be encounter by the researcher couple with the facts that the researchers are students.

Although, frequent communication by the group has helped to tackle and reduce the effect of the above constraints encounter during our research, and this has led to the completion of this study

Also general apathy and unco-operative attitude of some respondent whose assistance may be mostly pleaded to control with in collection of information is another limitation. This is also because the respondents were afraid of giving their information to competitor.

1.7 DEFINITION OF THE KEY TERMS.

- I ECONOMIC RECESSION: A recession is a period of slow down economic growth market by decline in order arise in inventories a low utilization of Company and arise in unemployment
- li CONSUMER GOODS: these are goods purchased and consumed by consumer, they directly satisfy human wants.
- lii CONSUMER: They are the user of a product.
- lv MONETARY AND FISCAL POLICIES: these are instrument used by the Government to control money in circulation.
- V CYCLICAL RECESSION: This is a regular repeated temporary decline in economic activity.
- Vi INFLATION: This is risen in prices as result from an increase in supply of money.
- VII REFLATION: This is the increase of the amount of money in circulation in an economy to restore the system its previous condition.



CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 THE NATURE AND DOMAIN OF MARKETING.

The term marketing has been a subject of debate. Much of the controversy has focused on the appropriate domain for the marketing discipline (Auds, 1981) some school of thoughts view marketing as a technique used by business organization to achieve require response from other organization or individuals. Other believes in the broading of the range of organization in which marketing can be practised. It less celebrate but perhaps the most enduring view is the society view or system perspective which believed that a Company will strive better, If it can determine any need, want and interest of target market and deliver the desire satisfaction more effectively and efficiently than competitors in a way that present the consumer's and social well beings.

Society can only exist when a large number of people want something a few people have, marketing consist of all the activities designed to facilitate that exchange for the purpose of this project, we adopt social system perspective which view the basic social system as a foundation and traitor of marketing process.

(Sweeney, 1972) views society marketing as: " A process that, within the societal goals and aspiration attempts to establish mutually satisfying exchange relation between people or organization with deliver requirements and people or organization that seek to satisfy their requirements,

These conceptualization say many things about the nature and domain of marketing. Firstly, Marketing is an important of the society which most achieve the goals and objective of the society well being.

Secondly, Marketing discipline viewed to rest on the determinants, structure and performances of the process within will help to facilitate the exchange pace required from the producing unit to consumer's units in a society system.

Thirdly points focuses on the essence of marketing which is the establishment of continuing relationship both parties.

Finally, mutually satisfaction should be achieved by both parties.

Exchange that benefits the producer/seller and leaves the consumers disadvantages are not marketing techniques used to consummate them.

2.2 THE MARKETING STRATEGIES

The concept "STRATEGIES" as an integrated plan through which a business organization accomplishes its objective. The business strategy is the test that bring together understand, imagination vision and decisiveness to give direction to the entire business effort. IBEKWE (1984) Defines marketing strategy as the overall plan for achieving the organizations marketing objective.

The marketing mix is the combination of the elements, which must be linked or mixed together in a unique manner in devising marketing strategy.

The element of the marketing mix are product, price, promotion, place and service. Each of these element has its own components hence at times we hear of product mix, price mix, promotion mix, place mix and service mix. The component of each of these sub marketing mix are listed in the diagram that follows Source: IBEKWE.U. OLIVER (1984), modern Business Management (New Africa Public. Co. (Nig. Ltd. Warri, pp, 135)

PRODUCT MIX STRATEGY

Product mix strategy enables management to specify the objectless each product or product line should achieve in order to implement the corporation strategy.

Additionally, It specifies how scarce resource will be allowed among these products that management can use in developing the product mix strategy: Product portfolio model and the product life cycle (Guilitinan & Gordon).

PRICE MIX STRATEGY

Costs are rising and therefore prices must go up if the business goal and consumer satisfaction must be achieved profitably. On the other hand, consumer disposable income and purchasing power are declining and therefore, price must go down for them to be able to achieve the satisfaction intended from the products. Caught in these two valid but opposing the situation, the marketer has two options at his disposal, she either keep high unit margin pricing strategy and settles for selling less volume or keeps allow margin and roll out over a large volume. OGBECHE AND ALIGBE.

PLACE MIX STRATEGY

A retailer's benefit includes those services that might be provided by each of the product sold in the store. The type of channels in use must be rationalized together with contribution to turnover. Now that many supermarket classes have been changed to the open market where they can get better bargains, it will be unnecessary risky to expect increase contribution from supermarket. Now that people are getting more worried about fake things. It will also be alright to expect better sales of pharmaceutical products through the well organized chemist shops.

PROMOTION MIX STRATEGY

OBECHIE AND ALIGBE [1989] see promotion as a good way of observing first trial. Uniqueness is as good as ability to achieve set objectives. Effect of some are more long lasting than others and only a title extra-imagination makes all the difference.. For example if a consumer wins a create of soft drinks in a promotion period, He is likely to buy that soft drinks after the promotion because of then empty bottles he always has at home.

2.3 BASICS TASKS OF MARKETING

A organization is assumed to form an idea of a desired level of demand based on profit maximization, sales maximization subject to profit constraints and other type of analysis. At times, actual demand level may be below [under demand], equal to [adequate demand] or above [over demand] the desired demand level. Negative demand, no demand latent demand, and faltering. To specific state makes 'adequate demand' irregular demand and full demand finally two states make 'over demand' overfull demand and unwholesome demand. Marketing managers cope with these tasks by caring out marketing research, planning, implementation and control. Thus the tasks of marketing management is not simply to build demand rather to regulate the level, timing and character of the demand for the organization's product in terms of its objectives at the time. [KOTLER, 1973].

2.4 MARKETING STRUCTURE AND FUNCTION

Marketing structure consists of various components including the persons, establishments, companies and other agencies that play important roles in the marketing process. The marketing process consists of the activities by which the demand for goods and services are anticipated, enlarged and physical distribution of such good and service.

The functions of wholesalers and retailers in distributing foods and services make them an important marketing institution.

Retailers and wholesalers earn their place in the marketing structure by performing vital marketing functions. They are the functions necessary to move goods through the marketing channels from manufacturers to ultimate or industrial users. In the event to lower costs and reach more buyers activities which are not important will be abandoned. If and when marketing intermediaries such as wholesalers and retailers no longer have their place in the distribution network they eliminated. Very frequently, the presence of kind marketing intermediary is dependent upon the presence of another.

2.5 ANALYSIS OF CONSUMER GOODS

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2.5 ANALYSIS OF CONSUMER GOODS

REGISTRATION NO. 201722

Consumer goods are product and services that people buy for their own use e.g. cloths, foodstuff and shelter e.t.c. We usually call them "ultimate consumers". Their buying behaviours are different from that of the industrial buyers. Consumer goods can be divided into:

- 1) Convenience goods
- 2) Shopping goods
- 3) *Special goods*
- 4) Unsought goods

1. **Convenience goods**: these are goods that are bought often, immediately and with minimum shopping effort in comparison and buying. Consumers here are willing to accept substitute and buy goods, which are available. Convenience goods are less expensive goods and take the little percentage of consumer income. Examples include: tobacco products, chewing gum, sweets, soap e.t.c.
2. **Shopping goods**: Are goods which consumer in the process of selection and purchase compares goods based suitability, price, quantity and sample. The consumer has no knowledge about the product feature before going out, and their search pay-off in terms of some differences in prices, style and features. Examples are clothing, used cars, television sets, refrigerators and so on.
3. **Special goods**: are goods with unique characteristics and brand identification for which a significant group of buyers are habitually willing to make a special purchasing effort. Examples are luxury cars, special occasion, clothing, men's suite, and photographic equipment e.t.c.
4. **Unsought goods**: The consumers don't know about and don't even think of buying it. New product are unsought good until are made aware of it through advertising examples are life Insurance, Cemetery plots, encyclopedia and so on.

2.6 FEATURES OF CONSUMER MARKET

Based on the late of consumption consumer goods can be classified into durable goods and services.



Durable goods: are goods that normally survive many users and the rate of consumption is very, low examples are refrigerators, machine, tools and clothing.

Non-durable goods: These are goods consumed in one or few uses and the rate of consumption in which is very high and and which are purchased frequently e.g. beer, cigarette, soap salt and so on.

2.7 THE ECONOMY RECESSION

To a layman in Nigeria economic recession mean 'AUSTERITY OR SUFFERING'. This measure is taking by the government to make the impact of deplorable state of the economy easier. The suffering is the side effect of these measures.

The recession in Nigeria was noticed in 1981 when there was a declined in the foreign reserved. ANOSIKE [1983/1984]. Identified the causes of recession as oil glut, importation of goods, inadequate of public accountability, gross embezzlement and squander. Mania attitude of the politicians of the second republic and finally by steady decline in the price of oil.

The major similarity among all the definitions is that recession has been identified as the one of the trend of business circle that affect economic activities.

2.8 THE EFFECTS OF ECONOMIC RECESSION ON BEVERAGE INDUSTRIES.

Generally, the economy recession and the subsequent remedies adopted by the govt. led to increase on the cost of production, difficulties in obtaining spare parts for machinery leading to reduction and for suspension of operation in other cases and finally increase in the cost of raw materials.

The major area of effect on the beverage industries is the placement of ban on the importations of the main raw materials used in beverage industries. The singular action led to some to other rigorous effect namely: machineries and technologies, quality and price accountability and profit.

MACHINERIES AND TECHNOLOGY HERE THE EFFECT ARE IN TWO FOLDS, FIRST THE COMPANY:

Nestle food Nigeria plc, had the problem of getting necessary spare parts to replace these worn-out machineries.

Secondly, they had the problem of changing the old machines adapted from malted barley to the one that will now use sorghum or any other substitute raw materials. As a result, this adversely affects both the input and output of the organization.

QUALITY

The company is really facing the problem monitoring a stable quality in spite of prevailing circumstances analysis under the machineries and technology. It is said that the qualities of the company products have been reduced. This as a result of negative affects both the sales volume and the net profit of the company.

PRICE

The price of the product affects the sale volume of the company due to certain conditions such as change in govt. policies towards the deregulation of foreign exchange market.

PROMOTION

The cost of promotion also enhanced both directly or indirectly owing to the economic recession. It rises directly because price paid to the advertising media and links were increased. And it rose indirectly because the firm incurred further cost in increasing promotional efforts: premium link gift, advert., production, publicity, and public relations e.t.c.

CONSUMER REACTIONS

Due to the effect of the economy recession, which directly and indirectly affects consumers, thus the increasing price of beverages has compelled the reduction of the total demand for beverages by the consumers. Hence, this by one way or the other affects the economy of the nation. In connection with the low standard of living of the consumers.

PROFIT

Before the development of the economy recession profit ~~are~~^{is} said to be totally risen and maintained. But since the invention of the economy recession on the beverage products, which is said to affect the company through the above elaborated sectors, the profit of the company have come down in accordance with the difficulties confronted by the entire organization.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

Historical background of Nestle foods Nigeria Plc. (NFN) Nestle foods Nigeria Plc was established as sample grading operation in Nigeria in 1961 and has today grow into reputable manufacturing and marketing company.

Nestle foods Nigeria Plc is food industry and its objective is to satisfy the requirement of the consumer with the best food products with long shelf life adapted to the testes and food habits of the consumer. Nestle S.A Switzerland, the world food Company has a long and successful history of involvement and investment in developing commerce's for well over seven decades with 494 factors in all country of the world. Nestle has been operating in developing countries since late last century and its manufacture and distribution network ois worldwide. It is a public quoted Company listed on the Nigeria stock of exchange since 1978 with over 8000 shareholders participating in 60 percent of the Company equity. Nestle S.A of Switzerland owns 40 percent of the Company.

The Nestle group in Nigeria with a major study toward s background integration and self-relevant was consummated Nestle group in Nigeria with the opening of the some of N-500 million food processing factory in Algebra, Ogun state on Monday 26th July 1995. The new food-processing factory is in line with the product development policy of Nestle worldwide, which focuses on developing need in the clearly range of Nestle products manufacturer Nigeria. In order to further reduce it's dependent on foreign exchange requirement with the attempt constraints.

NFN, identifiers itself with the aspirations of Nigeria toward economic and social progress and has made on a control basic important investment in the various field of the activities. NFN is in the food industries and operations span the agriculture, industries and commercial

sectors of the economic benefits to each sector to achieve its goals. The Company relieve on a cadre of skilled human resource applying modern management methods and a progressive and competition personal and social policy. NFN aims to optimize its long-term profitability rather than attempting to maximize its short-time profit.

In pursuing the above aim, the Company has always insisted on high standard of integrity and efficiently. The Company does not compromise on these principles. In recognition of the role of Nestle food in integrating environment issue into its policy, the company has been adjudged as the most environmental friendly Company in Nigeria by the federal environmental during world environmental day marked in Abuja.

The Company range product are: maggi cube(leaching brand),Milo, Maggi chicken, cereal with Milo, Nescafe, Chocomilo, golden more, Nescao, nutrient, Nitrogen.

The present factory is situated at No. 20/24 industrial Avenue Ilupeju,lagos.

3.2 RESRAECH METHODOLOGY

Research methodology has to do with the format, style and presentation of research project. In essence, It has to do with the procedure a researcher user in writing-up his/her finding for the benefit of other who may need the information (ASIKA(1991).

Research methodology section include the following description pf population size and sample, type and source of data collection, research technique used. .

3.3 SOURCE OF DATA COLLECTION.

There are two main source of data collection viz:

- (1) Primary source
- (2) Secondary source

PRIMARY SOURCE: This occurs when the researcher collect fresh data directly from the respondent. Primary source of data collection include: interviewing, questionnaire, observation and telephone conversation. e.t.c



However it is only interview and questionnaire that are used in this research.

SECONDARY SOURCE: This involves collection of data from already researched work of another person. It is making reference to other people job on similar topics. It is reliable although ought not to be current as primary date. The secondary sources of data collection are: Journal, textbook, management article e.t.c. Secondary data are collected by someone or Government body, establishment for researcher use (AKUEZUILO (1993) ASIKA (1991), OSUOLA (1983). Secondary date is the one collected from different textbook, and needy made information from the case study. It saves time and energy.

3.4 **METHOD OF DATA COLLECTION**

1. **PERSONAL INTERVIEW:** This is a form of conversation carried out which the aim of obtaining some information. It is a face to face interaction situation in which one person, the interviewer ask another person, the interviewee question which are responded to orally (AKUEZULILO 1993) The researcher collects some first hand information from the case study by and /or through personal interview.
2. **Questionnaire:** According to HAROLD LUCAS (1970) questionnaire are the list of questions addressed to the selected individual who are through to have the information required. Questionnaires consist of a set of question designed gather information or data for analysis, the results of which are used to ensure the research question.

3.5 **POPULATION SIZE AND SAMPLE**

Population is being defined according to **LONGMAN DICTIONARY OF CONTEMPORARY ENGLISH**, as the number of people living in a particular area, country e.t.c.

According to EARL R. BEBIC, who define survey population: as an aggregate of element from which the sample is eventually selected “.

The case study has over 1000 staff out of this population the researchers administered 100 questionnaires on carefully and randomly selected sample.

3.6 DATA ANALYSIS TECHNIQUES

In the process of analysis and interpreting the data collection the research will use sample percentage method for data collected.

CHAPTER FOUR

4.0 DATA ANALYSIS, PRESENTATION AND INTERPRETATION.

4.1 INTRODUCTION.

This chapter deals with analysis, presentation and interpretation of data. Here, data collection enough primary and secondary sources using personal interview and questionnaire, which are presented and analyzed using single percentage.

However, the researchers are only able to receive 80 out of the 100 questionnaires, administered. These 80 represents 80% of the questionnaire, distributed while the remaining 20% represent the returned questionnaire.

Our analysis will be based on the returned questionnaire.

4.2 ANALYSIS OF THE RESPONDENTS

TABLE: SEX DISTREBUTION.

VARIABLE	RESPONSE	PERCENTAGE
Male	60	75%
Female	20	25%
Total	80	100

The above table shows the distribution of respondents by sex: male respondents 60 representing 75% and female respondents 20 representing 25%. Males dominate this particular company. It may be due to the nature of their job.

TABLE AGE DISTRIBUTION

The above table shows that 25 (31.25%) of respondents are between 20-30 years, 40 (50%) of respondents are between 30-40 years, 10 (12

VARIABLE	RESPONSE	PERCENTAGE
20 – 30Yrs	25	31.25%
30 – 40yrs	40	50%
40 – 50 yes	10	12.5%
50 and above	5	6.25%
Total	80	100

5%) respondent is between 40-50 years and above.

It is therefore confirmed from the table that respondents within the range of 30-40 years constitute the greatest percentage of the working forces of the company, this is the age when people are strong enough to perform effectively.

TABLE MRITAL STATUS

VARIABLE	RESPONSE	PERCENTAGE
Single	35	43.75%
Married	45	56.25%
Total	80	100

The above table shows that 35 (43.75%) of respondents are single and 45 representing 56.25% are married.

From the above analysis, we can deduct the fact part matured and responsible people dominant the company.

TABLE: EDUCATIONAL QUALIFICATION

VARIABLE	RESPONSE	PERCENTAGE
WAEC/GEC	5	6.26%
MD	20	25%
AND/BSC	38	47.5%
MSC/MBA/MA/M.ED	15	18.75%
PHD	2	2.5%
Total	80	100

The above table clearly shows the educational level of respondents, 5 (6.25%) had WAEC/GCE, 20 (25%) had national diploma, 38 (47.5%) had HND/BSC, 15 (18.75%) had MSC/MBA/MA/M.ED while the remaining 2 (2.5%) had PHD.

The above analysis shows that the company strictly implies with employment policy by not employing a complete illiterate and this will aid the company to be more efficient because there are more skilled and semi-skilled workers than UN-skilled workers in the company.

TABLE: POSITION IN THE DRATIANISATION.

VARIABLE	RESPONSE	PERCENTAGE
Senior staff	20	25%
Junior	60	75%
Total	80	100

The above table reveals that 20 (25%) of the respondents are senior staff, while 60 of the respondents representing 75% are junior staffs. Junior staff dominates the company. This is because junior staffs are the operative workers in the company.



TABLE: IS YOUR COMPANY EXPERIENCING ECONOMIC HARDSHIP?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	65	81.25%
No	15	18.75%
Total	80	100

The above tables reveal that 65 respondents representing 81.25% agreed that economic hand ship affect the company while 15 representing 18.75% disagreed that economic hardship does not affect the company. However, from the above responses, it shows that economic hardships affect this company's and this must be protected and controlled to reduce the negative effect of this hardship on the company.

TABLE: during period of economic recession, is your production level increasing

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	-	-
No	80	100%
Total	80	100

The above tables show that all the respondents 80 (100%) agreed that the production level is not increased during economic recession. This means that there is no way to increase the income during this period.

TABLE: Does economic recession has impact on the marketing of consumer's production?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	75	93%
No	5	6.25%
Total	80	100

From the above table, 75 (93.75%) of the respondents agreed that economic recession has impact on the marketing of consumer's product; While 5 representing 6.25% disagreed.

Therefore, it is confirmed with the above result that economic recession has impact on the marketing of consumer's product.

TABLE: Is your company able to develop new product during economic recession?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	80	100%
No	-	-
Total	80	100

The above table shows that 80 (100%) of the respondents agreed that the company was able to develop new product during economic recession.

It is confirmed from one above analysis that, economic recession has impact on the marketing of the company product.

Therefore, new products were developed in order to maximize profit, to meet target sales, to increase the market shares and to prevent competition.

TABLE: Has there been some changes in your pricing technicians / pricing straggles during this period?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	65	81.25%
No	15	18.75%
Total	80	100

The above table reveals that 65 respondents representing 81.25% agreed that the firm adopted different pricing strategies during the period of economic recession, while 15 of the respondents representing 18.75% disagreed.

TABLE: Is your company able to meet demand of your consumer during economic recession?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	75	93.75%
No	5	6.25%
Total	80	100

From the table, 75 (93.75%) of the able to meet demand of the customers during the period of economic recession, while 5 representing 6.25% disagreed.

Therefore, it is confirmed that the company was able to meet up with the demand of their customers during economic recession, although, the production may fall during this period the demand for the product will fall also.

TABLE: Is your promotional activities increased during the period of economic recession?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	80	100%
No	-	-
Total	80	100

The above table shows that 80 (100%) respondent said that there is an increase in the production activities during the period of economic recession.

It is confirmed that there is an increase in the promotional activities during this period in order to create awareness of their product in the market.

TABLE: Has there been any fallen in the profit of the company during this period?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	78	97.5%
No	2	2.5%
Total	80	100

From the above table, it is clearly shown that 78 (97.5%) of the respondents agreed that there has been fallen in the profit of the company during this period while 2 respondents representing 2.5% disagreed.

However, it is confirmed that economic recession is having impact on the marketing of consumer's product and led to fall in profit.

TABLE: Does the economic recession have any effect on the labor turnover?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	80	100%
No	-	-
Total	80	100

The above data shows that 80 (100%) of the respondents agreed that economic recession has effect on the labor turnover.

It is confirmed that there is high labor turnover [unemployment] due to the economic recession faced by the Company.

TABLE: Does Government policy have any impact on the present situation in the Company?

ALTERNATIVE	RESPONSE	PERCENTAGE
Yes	77	96.25%
No	3	3.75%
Total	80	100

From the above table, it shows that 77 [96.25%] of the respondents agreed that government policy has effect on the present situation in the Company; While 3 respondents representing 3.75% disagreed.

Therefore, it is revealed that some policies made by the government do affect the company during economic recession such as increase in taxation. Ban on importation of raw materials from foreign country e.t.c



CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 SUMMARY

The attempt so far in this study is being to examine the "impact of economic recession on the marketing of consumer product" using Nestle food Nigeria Plc as a case study. It aimed at identifying the effect of economic recession on the marketing of consumer product and remedy for it , in order to guide against winding up of existing Company.

Economic recession is a period of slow down in economic growth market by a decline in orders, a rise in inventor's low utilization of Company and a rise in unemployment. Moreover, due to the reason that Nigeria is facing economic recession or hardship and has affected most of the Company. It is imperative to identify the impact of this hardship felt on existing Company. However the summary of the finding reveal that:

1. The major effect of the polices made by the Government include: High cost of production existing from search and acquisition of local raw materials, high cost of maintenance of the machineries and spare parts, greater cost of research and development e.t.c
2. The result of high cost was responsible for high prices beverage products, which consequently led to a fall in demand and consumption pattern of consumers.
3. The cost of promotion all increasing both direct and indirect because Company incurred further cost by increasing promotional activities.
4. It is found that, this is improvement in distribution pattern, which has led to increase in the cost distribution.
5. Moreover it is found that there is rapid fall in the profit of the Company during economic recession.

6. Also, it is observed that, there is high labor turnover (unemployment), workers were retrenched during this period to fall in the demand of the Company products

5.2 RECOMMENDATION

Base on the research survey conducted using personal interview and questionnaire, it was revealed that the impact of the economic recession on the some managerial implication. In searching for possible remedies to guide against adverse effect of economic recession. Our recommendations are:

Firstly, Government should encourage the consumptive of home made goods through the abolish of excise duties and imposition of the import duties and other leave which will act as determinant to importer and consumers of such imported goods.

Also, the beverage industries should intensify backward, integration policy by fully searching for their raw material locally, which will aid the development of new product.

Moreover, research and development should be encouraged and must be on continuous basis. Marketers should take the consumer's feelings into consideration by adjusting their marketing mix to reduce consumer's dissatisfaction and the marketing strategies to suit environmental changes

In addition to the above marketing goods and objective s should be realistic and attainable by this, the performances of the organization will be easily measured.

CONCLUSION

This research study has indicated that economic recession has a serious impact on the marketing of consumer product. The strategies options imposed by these finding have been discussed. In conclusion it is the submission of this research study, that the present economic situation in the country demand that producer should create a position in minds of prospects. The key to achieving this goals, lie in the ability of the organization to identify economic variable that impinge on consumer demand for their products and aimed with this knowledge design policies and strategies by the management, that will keep the organization a float in the turbulent sea of market uncertainty caused by economic recession.

At this juncture, management of the Company's and other related Companies must be very careful in the implementation of the study. This is necessary because there are certain factors – internal and external, that have put into consideration during the course of this study that may no longer present during the implementation time.

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