

TITLE PAGE

**EFFECT OF DISTRIBUTION CHANNEL ON MARKETING
CONSUMABLE PRODUCT IN UNILEVER NIGERIA PLC. KADUNA**

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF BUSINESS ADMINISTRATION AND MANAGEMENT, COLLEGE OF
BUSINESS AND MANAGEMENT STUDIES (CBMS), IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT**

KADUNA POLYTECHNIC, KADUNA

JULY, 2022

DECLARATION

I solely declare that this research work has been undertaken and conducted by me **Peace Adaobi Onyemachi** with the Registration Number **KPT/CBMS/19/44618** under the supervision of **Mrs. Anna T. Igbansan** of the Department of Business Administration and Management, Kaduna Polytechnic.\

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APPROVAL PAGE

This is to certify that this research titled “**Effects of Distribution Channel on Marketing Consumable Product in Unilever Nigeria Plc. Kaduna**” is an original work undertaken and written by **Peace Adaobi Onyemachi KPT/CBMS/19/44618**, and has been prepared in accordance with the regulations governing the preparation and presentation of project in Kaduna Polytechnic and approved as meeting the requirement for the award of Higher National Diploma in Business Administration and Management. Kaduna Polytechnic, Kaduna.

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DEDICATION

This project is dedicated to God Almighty.

ACKNOWLEDGMENT

My appreciation goes to God Almighty who has granted me life with sound health and made possible the fulfillment of this project work. I feel heavily indebted to and wish to express my warm gratitude to my project supervisor, Mrs. Anna T. Igbansan, for her professional guidance and assistance in the preparation of this research work and going through my manuscripts. If not for her sincere contribution, this project would not have been accomplished, likewise my project coordinator Dr. Ismaeel Anchau and the Head of Department Mr. Tunde Lawal and all my able lecturers of the Department of Business Administration and Management. Thank you all for the knowledge impacted in me.

My gratitude goes to my beloved parents Late Mr. Edwin Onyemachi and Mrs. Ann Ngozi Onyemachi, thank you both very much for your love, care, understanding, courage, patience and the support given to me during my course of study, you both are really my inspiration.

My Immeasurable gratitude goes to my love of my Life in person of Mr. Ikechukwu Fredrick Udeh for your support and encouragement throughout this study, thank you so much and God bless

My special gratitude goes to my beloved siblings and those who contributed immensely toward my education. Thank you all. May the blessing of God be with you all. Amen. It will be quiet unfair if I fail to extend my heartfelt felicitation to my humble (2019/2021) class mates, friends and well wishers whose support I will always cherish, thank you all.

ABSTRACT

The study was based on the Effect of distribution channel on marketing consumable product in Unilever Nigeria Plc. Kaduna. Chapter one of the discussed the introduction of the effect of distribution and marketing consumable product and stated the problems that help the research to have objective and research questions that help to guide the study and gives it a sense of direction. The chapter also looked at the significant of the study and the scope of the study in line with the objectives and research questions as it concern the subject matter. Lastly the chapter also looked at different key definition of terms that are used mostly in the research. Chapter two of the research works reviews several literatures of authors, journals and books on effect of distribution channel on marketing consumable and marketing consumable product. An empirical review of the study indicates was also reviewed and discussed. The study formulated a theoretical frame. Chapter three discussed on the research methodology. A survey method was used for the study. The population consisted of 85 staff of the selected company was studied which 70 copies questionnaire was distributed and returned copies were 70 which captured the data analysis of the study according to Krejcie and Morgan Table (1971). The questionnaire of the study was based on stratified random sampling technique and mean scores and the simple regression was used as the instrument for data collection of the primary data for the study. Chapter four discussed on the data analysis and presentation. Data collected for the three (3) research questions were presented in the table, analyzed using percentage format as well as the mean (x) using the five Likert rating scale so as to confirm its degree of conformity with the objectives of the study, and on the basis of which the major findings of the study were revealed and discussed for valid research conclusion and appropriate recommendations. The research findings revealed that distribution channel on marketing consumable great effect on performance of Unilever Nigeria Plc. Kaduna, in increasing profitability and business growth and survival.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The advent of the exchange process, which is a product of specialization has brought a better understanding of the key actors and the activities in marketing as a subject and also all business activities which starts from research of the project or services needed by the consumer. The process involve identification of the consumer's need, transforming the need into a product and getting the product to the consumers at the right place, right time and right quality and quantity.

American marketing Association 2015 defines marketing as “The performance of producer to consumers”. Therefore, marketing is not only concerned with the production of goods and services but getting it to the targeted market.

The need for effective distribution of goods and services has made channels of distribution an important issue to look at Kotler 2011 says that distribution channel comprises of a set of institution which performs all the activities or functions utilized to move a product to the consumer.

The channel of distribution also known as “Trade channel” is the route taken by goods as they move from the product to the Ultimate consumer.

A channel therefore includes both the producer and the final consumer of the producer as well as the agent and merchant intermediaries involved in the transfer. In this work, those marketing institutions that form the distribution channel that aid the flow of goods and services from the producer to the consumer will be studied. Such as agent, wholesaler, retailer and even the company's salesmen.

The purpose of the study therefore was to determine the extent of the distribution channel in marketing activities of Unilever Nigeria Plc. with a view to assessing the suitability or appropriateness of their current promotional practices. To examine the role of distribution channel to consumer goods by taking a critical look into the distribution channel of "Unilever Nigeria Plc" and their performance over the years, the study also highlights the factors that shape their marketing strategies.

1.2. Statement of the Problem

The issue of effective distribution of company's products is to ensure that the product get to the final consumers has been a problem. One of the major problems faced is poor management of distribution system, most times a company's product do not get to the final consumers, it stops half way as a result of poor management of distributing their products or that the number and type of outlets through which the products are sold to the consumers not adequate. Customer service cost which involves stock out, excess delivery

time or excess variability of delivery time, all result in lost sales. Any change in the distribution system will influence these elements of customer services and therefore must either gain or loss sales for the company. The costs of danger in transportation lot of materials are damaged in transit. In some cases this can be a major cost especially if the goods are fragile or perishable and of high value. Finally, problem of bad road, the road are not adequately constructed and as such access road to remote location such as industrial producing areas are typically bush path thereby restricting effective and efficient distribution of goods.

1.3 Objective of the Study

The general objective of the study is to assess the effect of distribution channel in marketing of consumable product in Unilever Nigeria Plc. Kaduna. The specific objective of the study will also be:-

1. To examine the effect of distribution channels on marketing of consumer products in Unilever Nigeria Plc Kaduna.
2. To examine how Unilever Nigeria Plc. Kaduna operate their channels of distribution.
3. To find out the effectiveness of the distribution channel used by the Unilever Nigeria Plc Kaduna.

1.4 Research Questions

At the end of this research work, the researcher is expected to have gotten answers to the following questions:-

1. What is the effect of distribution channel on marketing of consumers products in Unilever Nigeria Plc Kaduna?
2. How does Unilever Nigeria Plc. Kaduna operate their channel of distribution?
3. How effective is the distribution channel used by Unilever Nigeria Plc Kaduna?

1.5 Significance of the Study

The result of the study will be of immense benefit to the Management of Unilever Nigeria Plc. and customers.

The result will benefit Unilever Nigeria Plc. Management because they will want to know whether money spent on their product and marketing activities meant to improve customers' patronage and satisfaction is worth the expenditure.

The result of the study will be of benefit to customer because they will benefit from the awareness and enlightenment they derive from the company marketing activities.

The researcher expects that the study will be useful to the Unilever staff because their jobs are hinged on the patronage of customers. On the other

hand, patronage by customers is hinged on the awareness they get from the distribution channel in the company marketing activities.

The study will also be of benefit to the Unilever industry at large with regards to promotion of product.

The study will also be a contribution to knowledge with respect to marketing channel. Students-researchers will use this study as a reference material for their own study because the finding will contribute to existing body of knowledge, provide information, open up research areas and assist in the design of such studies for such students-researchers in Business Administration and other related fields.

This study will benefit the student because it contributes as a requirement to obtain Higher National Diploma in Business Administration and Management. This scholarly importance cannot be overemphasized.

1.6 Scope of the Study

The study will be limited to only distribution channel as a marketing activity. It will also be limited to Unilever Nigeria Plc. Kaduna because of time, data will be collected in only this branch with the hope that data collected and analysed will be applicable to all Unilever Nigeria Plc branches and by extension all staff. The study will cover a period of five years 2016-2021.

1.7 Limitation of the Study

Every research activity has its constraints. This particular one is however not an exemption. Certain factors that limit the process of conducting this research work include the followings:-

a. Inadequate Research Materials: The research materials on this subject matter were very few. The much relied library is filled up with outdated books, which are of little relevance to current research. Moreover, the cost of new and up-dated materials is exorbitant, which make them not readily affordable.

ii. Low Return of Questionnaire

In the process of gathering data, it was discovered that not all the questionnaire issues out were returned. Some of them were also wrongly filled which means a great deal of relevant information was held back, and which could have enhanced the quality of this study.

iii. Low Respondent of Staff

It is expected that the management and staff of the selected firms may not want to divulge certain data required for the study and this may in a way reduce the quality of data for the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter deals with the review of literatures pertinent to the study. The related literature is basically on distribution channel in marketing of consumable products. In the light of this, authors' opinion, textbooks, journals and other published and unpublished works on distribution channel in marketing are reviewed. For any manufacturing and marketing firm to be successful, distribution must be included in their business activities. Proper distribution ensures right place, right time, right quality, right quantity and to the right consumers. Distribution is pertinent because some goods cannot be obtained directly from the point of production; hence they have to pass through the hands of intermediaries which are referred to as "Distribution Channels".

2.2 Definition of Concepts

2.2.1 Concept of Distribution

Bucklin (2018), defines distribution as getting goods to the consumers at the right time at a reasonable price".

Griles (2015) says "Distribution is the activities involved in transferring goods from the producers to the final buyers or users".

Distribution involves physical activities such as transportation ownership. This definition does not leave out anything concerning distribution of goods. Kotler (2015), says “without an effective distribution system, a manufacturer cannot get his product to the ultimate consumers or users especially if they are scattered throughout a specific area”.

From the above definitions, it could be seen that the most innovative product at an attractive price is absolutely nothing without getting it to the final consumers when they want it. Product availability is one requirement of an exchange process and its distribution that provides time and place utility.

Distributions are not just a matter of moving the products into the hand of the final consumers. It involves product movement throughout all stages of product development from resources procurement, through manufacturing process and finally to sales. Raw materials that are extracted from the earth offer no satisfaction until they reach the hand of a producer who turns them into a finished product of some kind. Thus, raw materials must be moved physically in order for satisfaction to reach the consumers.

2.2.2 Definition of Distribution Channels

Frequently, there may be a chain of intermediaries, each passing the product down the chain to the next organization before it finally reaches the

consumer or end users. This process is known as the “Distribution chain of the channel” Kotler and Keller (2016).

Drucker (2015), defined distribution channel as “A network of organization that arranges from manufacturers to consumers”. Drucker in his definition refers to distribution channel as a process of changing title between the manufacturers and consumers.

Ries A. and Jack T. (2010), stated that the term “Distribution channel, referred to the system of making instructions, through which goods and services are transferred from the original producer to the consumer or end users”.

Ries and Jack’s definition talk about the goods getting to the consumer through the transfer of ownership.

Ode M.O et al (2012) defined distribution channel as “The route taken by a product as it moves from the producer to the ultimate consumers”. Here, Ode says that the product do not simply fall into the hands of those who want or need them thus, a product takes a definite route or channel to get to its consumer or end users.

Kotler (2015), define distribution channel as “Not including suppliers, facilitates and marketing firm’s”. He said that the channel should be limited to middle men, wholesalers, retailers and brokers who are directly involved in the change of title.

He furthered continued that it is a set of task involved in planning implementation of physical flow of the point of users or consumption to meet the needs of customers at a point.

2.2.3 Concept of Marketing

Marketing could be seen as a common sense of managerial orientation that understands the needs and wants of customers in the market. Nonyelu (2014) viewed marketing as the philosophy of business of management which states that the focal point of the entire firm is the customer. “The consumer is king” is the embodiment of this approach to conducting business. Marketing is a frame of mind which the marketer works with. Kotler (2015) revealed that the concept of marketing emerged in the mid 1950s and challenged the proceeding concepts such as:

Customer focus: Managers must shift their focus from an internal company perspective to the customer’s viewpoint. Successful marketing requires a complete understanding of buyers and their needs. Leading management authority Peter Drucker (2015) suggests that “the aim of marketing is to know and understand the customer so well that the product or service fits and sells itself.”

Coordination: All elements of the marketing programme known as the marketing mix constitutes an interrelated system, and therefore the programme must be viewed and planned as a whole.

Profit orientation: Profit, not just increased sales, is the goal of a firm. This is because customer satisfaction is the path to profitability. Therefore, customer focus is the logical focal point for profit planning. Instead of a product centered “make and sell” philosophy, emphasis shifted to a consumer centered “sense and respond” philosophy. The researcher views marketing concept as:-

- i. The focusing of all company activities on that which will best serve the customer.
- ii. Customer satisfaction at a profitable volume in an integrated, efficient framework and in a socially responsible manner.
- iii. It is tangible. It is not something amiable to rote memorization but it is something to believe in, it is a frame of reference, a basis for decision making, a guide for effective managing of resources.

Product

A product is anything that is seen as being able to satisfy a need or want. A product is also seen as a complex of tangible and intangible attributes including packaging, color, price, manufacturing and retailers services, which the buyer may accept as offering satisfaction of wants or needs.

Price

The price which is an important of marketing mix is named differently in the basis of transaction exchange that takes place. Banks have to estimate the

prices of their services offered. The price in the banking variable that create earnings, while others cause expenditure. While marketing mix elements other than price affect sales volume, price affect both profit and sales volume directly.

Promotion

Promotion, the final element of the marketing mix, includes advertising, personal selling, public relations, and sales promotion. Promotion activities inform potential customers and others of the availability of a product or seller and attempt to persuade them to purchase a product or to take some other desired action.

Place

The complexity of banking services result from different kinds. The most important feature of banking is the persuasion of customer's benefitting from services. Most banks' services are complex in attribute and when this feature joins the intangibility characteristic, offering take also mental intangibility in addition to physical intangibility. On the other hand, value of service and benefits taken from it mostly depends on knowledge, capability and participation of customers besides features of offerings. This is resulted from the fact that production and consumption have non separable characteristics in those services. Most authors argue that those features of banking services make personal interaction between customer and bank

obligatory and the direct distribution is the sole alternative. Due to this reason, like preceding applications in recent years, branch officers use traditional method in distribution of banking services.

2.3 Channels of Distribution of Consumer Goods

The term “Consumer goods” can be defined as those products durable or non-durable, which are bought for immediate consumption. Unlike an industrial product that do not have to undergo much process before being consumed or used. Examples are cars, televisions, radios, airplanes, ships etc the non-durable products, five (5) channels are widely used in the marketing the option of using sales offices. Kotler (2010).

The five channels of distribution can be grouped thus:

1. Producer - - - - - Consumer
2. Producer - - - - - Retailer - - - - - Consumer
3. Producer- - - - - Wholesaler- - - - - Retailer - - - Consumer
4. Producer - - - - - Agent - - - - - Retailer- - - - - Consumer
5. Producer - - - - Agent - - - - Wholesaler - - - - Retailer - - - Consumer

- **Producer- Consumer:** The producer to consumer channel of distribution is the shortest and simplest form of distribution which involves no intermediaries. The producer may sell from house to house, by telephone or by email. This type of channel is widely used for agricultural products like flowers and vegetables.

- **Producer-Retailer-Consumer:** The direct sale of products to the retailer is a very common practice among manufacturers of consumable goods whose products are sold in large scale to retailers such as chains or departmental stores. Such organizations have financial means and their buying power makes it possible to transact business with the manufacturers.
- **Producer – Wholesaler-retailer-Consumer:** This is the commonest and most economical type of distribution channel used for consumer goods producers that have a large market require this type of channel since manufacturers do not have large sales force to reach the market effectively themselves.
- **Producer – Agent- Retailer –Consumer:** Most producers instead of using wholesaler prefer to use manufacturer’s agent, broker or another agent middlemen to reach the retail market especially the large scale retailers. The agents can be specially used for making contacts and bringing buyers and sellers together. They are commonly in food industries where they are called food brokers as well as industrial product market.
- **Producer- Agent- Wholesaler-Retailer-Consumer:** This type of channel of distribution is not too common but it mostly found among large manufacturing industries/organizations. Here a manufacturer

may decide to rely on the use of manufacturer's agent to get his product sold to the wholesaler instead of developing his own sales forces.

2.4 Factors Affecting Choice of Distribution Channel

According to Kotler (2015), there are various factors affecting the choice of distribution open to a manufacturer/producer such as the nature of the market being the key factor influencing the marketer's choice of channel. Others are the nature of the product, intermediaries as well as the companies itself.

- **Marketing consideration:** One of the obvious points to consider by a marketer is whether his product is intended for the consumer or the industrial market. If it is going to the industrial market, retailers will not be included in the channel. Other significant varieties are:-
 - a) **Number of potential customers:** with a relatively small number of customers, a manufacturer may use its own sales force to sell directly for a large number of customers. A manufacturer would most likely use intermediaries. A related point is the number of industries of which a firm sells to.
 - b) **Geographical concentration of the market:** A direct sales to the textile or manufacturing industry is feasible because most of the buyers are concentrated in a small geographical area even in

a case of a material market, some segments have a higher density than others in densely populated market, sellers may establish sales branches but they would use middlemen if less concentrated market.

c) Order size: The order size determines the choice of distribution channel used by a manufacturer. If it is a product people demand for in small quantities then the use of retailers is essential. However, if it is a product that can be bought directly from the producer in large quantities then some channels could be eliminated.

- **Producer consideration:** Under the product consideration the following are determinants of the choice of channel according to Speh (2016).

a) Unit value: The unit value of a product affects the amount of funds available for distribution. However, when quantities are consequently, the larger is usually the channels of distribution.

However, when quantities are continued with other goods so that the total order is large short channels may be economically feasible.

b) Perishability product: Subject to physically or fashion Perishability must be speeded through their channels.

These channels are usually short such products like ice-cream, frozen fish, tomatoes and other quick perishable product usually go through a shorter channel.

- c) **Technical Nature of the Product:** As an industrial product which is highly technical will often be distributed to the industrial areas. The manufacturer may have sales people who have, who must provide considerable pre-sales and post-sales services.

- Middlemen Consideration

- a) **Services provided by middlemen:** Product should select middlemen who will provide the marketing services that the producers are either unable to provide or cannot economically perform.
- b) **Availability of desired middlemen:** The middlemen when a producer desires may not be available. They may be carrying competitive products and may not wish to add another line or the producer may not wish to share an intermediary with a competitor.
- c) **Attitude of middlemen toward manufacturer policies:**

Manufacturers choices of channels are limited because of their marketing middlemen. Some retailer or wholesalers for example are

interested in carrying a line if only they can get an executive franchise in a territory Speh (2016).

- **Company consideration:** Valuables under the company's consideration choice of channel are:

a) Size of the firm: The company that has been successful enough to become large is almost certain to have financial strength, capable management and a desired control of channel for its product. Given comparable market and product consideration, a large firm is more apt to have shorter channels than a small enterprises.

b) Ability of management: The ability and knowledge of a manager in an organization determines what choice of channel is selected for their product distribution. Many companies lacking marketing know-how prefer to turn the job over to middlemen.

c) Financial Resources: The financial structure of a company determines the number of channels it uses. A strong financial company needs middlemen less than one which is weak.

A business with adequate finance can establish its own sales force. It can also grant creditors, which have its own products whereas a weak firm would have a lot of middlemen to help attain these services.

d) Desire for channel control: Some producers establishes short channels simply because they want to control the distribution of their

products even though the cost of the most direct channel may achieve more aggressive promotion, better control of the freshness of merchandize stocks and better control of the retail prices of their products.

e) Service provided by seller: Often, producers channel decisions are influenced by the marketing service they can provide in relation to those demanded by the middlemen. For instance, manufacturers can frequently sell their products to retail chains only if the goods are pre-sold through heavy advertising.

2.5 Intensity of Distribution Channel

After deciding on the general channel of distribution to use, the manufacturer will next determine the number of middlemen (intensity of middlemen) to be employed at the wholesaling and retailing level. There are though not compartmentalized but instead they form a continuum o point on a scale running intensive distribution through selective distribution to exclusive distribution. Iysan (2013).

a) Intensive Distribution: Ordinarily, the manufacturer of consumable convenience goods adopts the policy of intensive distribution consumers demand immediate satisfaction of this class of product and will not differ to purchase in order to get a particular brand. Retailers often control the extent to which the policy of intensive distribution

can be implemented. A firm with this policy of intensive distribution seeks to achieve a very wide distribution for its product. This means the firm will use as many outlets as possible, perhaps a combination of all the channels method of distribution likely to be put into use. Such intensive distribution aims the product at a very large market and the distribution strategies implemented tend to carry the product to every nooks and corners of the market. These goods must have place utility e.g matches sales in over one million outlets to create maximum consumers convenience. Others are stationary product detergents and confectionary.

- b) Selective Distribution:** This covers a wide range of distribution intensity. A business which adopts this may only use few outlets in a particular market or it may be a large number, but still have something short of intensive distribution.

When a firm adopts this strategy, however, not every outlets or channels will be used.

The firm will rather rely on few outlets to handle the product. A firm may resort to this method or strategy if the product involved is of durable nature and requires after sales services. The firm will therefore, use it as a criteria for selection. The middleman's experience and the ability to handle the product effectively in terms of

after sales services required and the necessary promotional activities to be undertaken. In addition, many companies have actually increased their sales volume substantially because they were able to do more through selling job with smaller outlets.

- c) **Exclusive Distribution:** This is a situation where a manufacturer makes an agreement with a particular wholesaling middleman or retailer to sell only to the wholesaler or retailer in a given market. Under this exclusive distribution (with retailers), the middlemen are sometimes prohibited from handling a direct competitive product line. Exclusive distribution entails granting exclusive rights to a single seller, such a franchise therefore provides that the firm supplies all the necessary tools including promotional devices to handle only the firm's products. Here, the middlemen get commission because his market up is high and he also commands the prestige of playing such a role. The firm to gain such that it is free from the burden of having to handle completely the marketing of its products and in a better position to fight off competition. Examples of products that tend themselves to exclusive distribution include products like computers, oil product and onto products Station (2014).

2.6 Major Function of Marketing Channels

Each of the elements in this chain will have their own specification which account along side with those of the all-important end-user.

- a) **Supply of Market Information:** They see to the collection and dissemination of marketing research information about potential and current customers, competitors and other forces and actors in the marketing environment. The information middlemen supply includes price movement, competitor's strategies and availability of products.
- b) **Risk Taking:** Middlemen take upon them the assumption of risk connected with carrying out the channel work.
- c) **Promotion:** Here, they see to the development and dissemination of persuasive communication about the offer designed to attract customers.
- d) **Financing:** They guide the allocation and acquirement of funds required to finance an investment at a different level of marketing channels.
- e) **Negotiation:** They attempt to research final agreement on price and other terms of the offer so that transfer of ownership or possession can be affected.
- f) **Storage Responsibilities:** The manufacturers engage in continuous or mass production in order to meet the demand of the market, while the

wholesalers on their part build and create warehouses and shops to keep and display the products for the manufacturer until when the products are needed in the market or by consumers.

- g) Finally, middlemen have a vital function of ensuring that the goods are made readily available to consumers at the right place, right time and in appropriate quantity and price.

2.7 Marketing Institution of Distribution Channels

Marketing institution is channel that is made up in their various channel of distribution. These are the wholesalers, agents and retailers the wholesaler as their name implies buys in bulk either directly from the manufacturer or their agents.

Mccarthy (2016) said “wholesaling is concerned with the activities of those persons or establishment that sales to retailer or other merchants and or industrial institutions and commercial users”.

There are different types of wholesalers this can be merchant or general wholesaler. The merchant or general wholesaler are large establishment or big scale businessmen operating with warehouse and deal in wide range of customers non-pest hold such as detergent etc.

There is also the cash and carry category of wholesaler who scale inventory goods but do not receive or offer credit to buyers. Also among these type of wholesalers, is a special wholesaler. This category of wholesaler specializes

in limited range of goods, but within such a range, different brands or makes are available to the buyer to select those that are appropriate to him e.g a specialist wholesaler who deals only in automobiles tyres may be able to offer brands of tyres from Michelin, Dunlop and Good year.

Despite the various categories of wholesaler they still have similar functions which they perform in their individual category to both the producer/manufacturer and the retailers, which are their own customers in short they provide services for those above and beneath them in a channel. Mckenna (2015) said “it is hard to develop an all encompassing definition of selling but said a wholesaler is” “An institution located not all, either end of system”.

The common and similar function performed by wholesaler are:-

- a) **Selling function:** This is where the wholesaler helps the manufacturer to sale its products making the manufacturer concentrate on the production suspect. This division of activities helps the manufacturer to stay competitive in the market.
- b) **Provision of storage facilities:** In absence of the services performed by the wholesaler to the manufacturers, the manufacturer premises is likely to be congested, especially if the goods are not cleared immediately and kept somewhere.

- c) **Financing:** The wholesaler finance the manufacturer's business. Most wholesalers are big merchants with the banks credit facilities at their disposal. Therefore, they are able to pay promptly for goods bought and this enables the manufacturer to have regular working capital.
- d) **Provision of Information:** This is one of the commonest functions performed by wholesaler. Manufacturer depend on regular market informed to be effective in market and remain competitive. The wholesaler through its salesmen and retailers are able to pass vital information to the manufacturer.

Apart from the function performed to the manufacturer by the wholesaler, the wholesaler still perform functions to the retailers who stand as their customers in the channel rate.

Some of the function performed to the retailer are:-

- They offer varieties of product to the retailer this is where most wholesaler who are not under franchise and stock varieties of other manufacturing goods. This reduces cost of transportation for the retailer Armstrong (2016).
- They also render to the retailer the services of credit transfer and bulk breaking. The wholesaler somehow grant credit sales to the retailer when the need arises. This will help the retailer to sale off the product and repay the money after sales.

- The wholesaler performs the function of advisory services and delivery services to the retailer on what quantity to buy and what product to go for Armstrong (2016).
- In addition, the wholesaler buys in large quantities from the manufacturer and breaks bulk and the sale in appropriate quantities to the retailer.

Just like the wholesaler retailers can be categorized into two (2) broad groups. These are small scale retailers and incorporated retail business. The small scale retailers are those retailers who required only a little capital to start their business and very often, the volumes of goods handled are very small-under this, we have the hawkers, market stall holders, single or streets shops etc.

The incorporated retail business on the other hand are large retail outlet which must be registered in Nigeria according to the company's Act of 2004, irrespective of whether privately owned or publicly owned. Examples of retail outlet under the incorporated retail business are formed people's choice, m-balloons, other examples are departmental stores, super market, multiple shops etc.

The retailer performs several functions to both the wholesaler as well as the consumer. The general functions of the retailer to both channel members are:-

- Breaking bulk
- Giving of information
- Stock varieties
- Operating at convenient hours
- Advising the consumer on the appropriate to buy.

Agent are one of the institutions in the distribution channels,. They also can be categorized into brokers, commission merchant as well as factors. Brokers are agents who do not take physical possession of the goods. He presents the sellers and buyers in the negotiation of the sales of the product. The broker earns commission for such services, brokers are more prevalent in the grocery and stock broking business.

The factors are the agents who act for only the seller of the goods, he does not buy goods neither does he take little to them, but he can take possession. This he does by merely providing a warehouse for the seller to stock his goods and earn a commission for service.

2.8 Importance of Distribution Channel

The importance of effective distribution channel management cannot be over emphasized. The effectiveness could be established through its relocation on cost reduction or control sales volume, marketing function and control Ode (2012).

In fact production is incomplete until the goods get to the consumer/end users and the only single function of marketing to accomplish this task is the distribution channel. This is the reason why manufacturers must examine the whole process involving the consumer ordering and how the goods would get to him. It is only when this is done that the manufacturer ensures his profitability and continuous survival in channel of distribution is referred to as the structure within the rest of the marketing plan is done. Therefore, the importance of channel depends on how effectively it is used to satisfy organizations objectives.

2.9 Physical Distribution

The term physical distribution is concerned with bridging the gap between the raw materials produced and production on the other hand, bridging the gap between point of production and consumer. Physical distribution therefore, embraces all those activities involved in moving raw materials from point of purchase, storing it and making it available to the point of distribution at the required quality, time and quantity. It involves the transfer of goods from the producer to the ultimate consumer. This must not be confused with channel of distribution where it merely indicate the route/paths the product passes through to the final buyers.

Physical distribution make use of carriers such as trucks, rails, wagon, planes and ships to evacuate the goods from factories to their various destination Anyanwu (2013).

Mccarthy (2016) defines physical distribution as the handling and moving of physical goods within individual firm and through channel system nearly half of the cost of marketing is spent on physical distribution. This is very important to the firm and the micro-marketing system. Since goods that remain in the factory or firm really have no use at all. And possession utility is not possible until time and place utilities have been provided. This usually requires the transporting and strong functions that are part of the physical distribution.

The activities involved in bridging the gaps between supplier and producers, consumers and producers include:-

- Freight
- Transportation
- Warehousing
- Material handling
- Packaging
- Utilization

To handle material, a lot of equipment needs to be available. The product itself determines the type of equipment used. For instance, heavy product

requires heavy handling of equipment. However, some of the commonly used equipments are life truck or fork life, mobile varies lorry loaders, conveyors etc.

Material is a modern distribution which is important especially in companies where some forms of packaging is required packaging services which main purpose namely, contain the object, it protect the object packaged and serves as a vehicle for the marketing organization, which uses it for advertisement and communication, enabling the packed article to be identified and to appeal to customers, while instruction and information can also be printed appropriately. The product itself and its proposed journey influences whatever packaging material used for a particular product.

Packaging helps for easy economic movement of goods as well as induces loading, off-loading good transit tune, cost distribution etc.

Material warehousing exist primarily as store houses where goods not currently required can be safely stored and cared for until require. It therefore performs the following functions receives hold and issue.

Material transportation is also part of the physical distribution; it is an important aspect according to Ifezue (2017), well organized marketing companies therefore make use of the following for transporting the company's materials or finished goods, air, sea, road, pipelines e.t.c

The choice however depends on the company's policy and practice which every alternative is selected; emphasis must be placed on the following:

- Speed: That is how urgent the goods required are and how fast is the mode of transportation selected.
- Dependability: This is also another factor to consider in choosing means of transportation, the most reliable transport are those owned by the company, which it can control. How dependable should the transport be checked.
- Flexibility and Safety: If goods are meant for door to door delivery then it is not just how cheap the mode of transport is but how flexible. A good mode of transport must ensure safety. Apart from the above, due consideration may also be given to the cost of using a particular mode of transportation and that which will ensure maximization of profit.

2.10 Summary of the Chapter

For marketing to be said to have been conducted, goods need to get to the ultimate consumers that is marketing cannot be fulfilled in trust the production of goods but it also entails ensuring that these goods that has been produced gets to the final consumer/end user. For this objective to be achieved there is need for a channel of distribution.

Channel of distribution is merely the path a product passes through before it gets to the final consumer.

Apart from the transportation, ware housing, handling e.t.c that a product has to undergo, after production, there are those who first possess the little of the goods before it finally reaches the consumers hand. This is a very important aspect in marketing, which every manufacturing business organization most adopt.

Choosing a channel of distribution among the various alternatives available to a manufacturer is not all that matters, but to achieve a desired result from the chosen channel is what counts. A good distribution channel has to be one that will help achieve the organizational objectives. This means a producer has to determine the kind of product he produces, their cost, size as well as other relevant factors before deciding which channel of distribution is more effective to use according to Clancy and Peter (2016). Also to be able to achieve a desired result, the producer should create a good atmosphere of relationship between him and its channel members. The producer should be able communicate his objective to the channel members as well as motivate them when and where necessary.

Distribution channels are actually important this is because they make goods available to the least consumer and even to the remote area and their importance cannot be overemphasized. If well designed, a good channel of distribution will go a long way to improve the sale volume on an organization product.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is used to describe the methodology that was used in carrying out the research. The design, area of study, research population sampling techniques and sample size, instrument for data collection and data analysis constitute sub-themes.

The chapter discusses the techniques for data analysis which prepares guide for the study to be analyzed in chapter four.

3.2 Research Design

In order to arrive at meaningful and reliable findings, the researcher adopted the explanatory research method. The method according to Yusuf (2010) is concerted to investigate an area of phenomenon or subject in which the researcher is not sufficiently knowledgeable about, particularly those areas where little or nothing is known. The essence of explanatory research is to discover new ideas.

Research design deals with the ways and means of conducting the research or ways and means of executing the plan of action.

Therefore, in determining the effect of distributing channels on marketing consumable product, a survey method was use for the study. This method would be used because it is effective in seeking the views of people about a

particular issue that concerns them and also because it gets to the root of solving problems.

3.3 Area of Study

The research was conducted only in Unilever Nigeria Plc Kaduna, located at SIDI & Sons Solution, AC7 Kano Road Opposite GT Bank, Kaduna.

3.4 Population of the Study

The target population for this study consists of all the male and female member of Unilever Nigeria Plc. Kaduna. The entire total consists of 85 staff of the organization. The rationale behind restricting the population to the members of this organization is because the members who are also the managers of their company are directly involved in the activities of the work and know the effect of distribution channel on marketing consumable products either individually or collectively.

3.5 Sample Size and Sampling Procedure

Out of a total population of 85 members of Unilever Nigeria Plc, the sample size for the study is 70. According to Krejcie & Morgan (1970) sample size table in Martens (2010) will be used (Appendix III). To determine the sample size on the total population of 85 respondents, the researcher used Krejcie and Morgan table. Using this table the sample of 70 respondents of Unilever Nigeria Plc. Kaduna will be surveyed. Therefore, 70 questionnaires

were distributed to ascertain the fact about the effect of distribution channels on marketing consumable product in Unilever Nigeria Plc. Kaduna.

3.6 Instruments for Data Collection

Seventy (70) questionnaires was personally delivered to Unilever Nigeria Plc at SIDI & Sons Solution, AC7 Kano Road Opposite GT Bank, Kaduna by the researcher. Questionnaires were the option to be used because of the following reasons:-

Questionnaires are easier to analyze and most statistical analysis software can easily process them. They are cost effective when compared to face-to-face interviews, mostly because of the costs associated with travel time.

In addition to the source of primary data, secondary sources like textbooks, journal, trade publication was also used to source for data the study.

3.7 Validity of the Instrument

According to Kerlinger (2007) validation by others is an effective method for content validation of research instrument. Consequently, the questionnaire were validated by two experts (project supervisor) Mrs. Anna T. Igbasan and Mr. Kayode Adejumo from Business Administration Department of Kaduna Polytechnic. The project supervisor was requested to judge the appropriateness, comprehensiveness and clarity of items in the

questionnaire. The contribution in form of suggestion and constructive criticism was use in the final draft.

3.8 Reliability of the Instrument

In order to ascertain the reliability of the instrument i.e. questionnaire, the researcher was first structure the questions which would be distributed to few respondents to answer and will retrieve after, these would be used to ascertain if the respondents really understand the questionnaire, and effect any corrections that arise before the final questionnaire was presented to the respondents.

3.9 Methods of Data Collection

A personal interview was employed myself. This is so because of the fact that it permits one to measure the attitude and opinion of the workers of the organization towards the questions.

3.10 Method of Data Analysis

The data collected was analysed using frequency distribution table and simple mean and the respondent's opinion was incorporated to answer the research questions whether they will agree or disagree with the results. Hence the responses will be analyzed and discussed, using the five point likert scale.

The formula for mean (x) $= \frac{\sum fx}{\sum f}$

Where f = Frequency

x = Variables

\bar{x} = Mean

Decision rule table of 5 scale point

	SA	A	U	D	SD
Grade point	5	4	3	2	1
Range	4.5-5.0	3.5-4.0	2.5-3.0	1.5-2.0	0-1.0

Key:

SA = Strongly Agree

A = Agree

U = Undecided

D = Disagree

SD = Strongly Disagree

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter deals with the presentation and analysis of data collected through questionnaires administered to respondents of Unilever Nigeria Plc, Kaduna. The questionnaire distribution to the staff was designed to address and answer certain issues raised in the research question.

A total number of eighty five questionnaires were distributed to the company. Then seventy questionnaires were used for the study.

4.2 Characteristic of Respondents

The data collected were presented and analyzed through frequency tables, percentages and mean. The responses collected are tabulated and analyzed as follows:

Table 4.2.1: Age distribution of respondents

Variable	Responses	Percentage (%)
21-30	10	14.3%
31-40	40	57.2%
41 and above	20	28.5%
Total	70	100

Source: Field Survey, 2021

The data in table 4.2.1 above shows the age distribution of the respondents.

It reveals that the majority of the respondents are within the age of 31 to 40

years which serves as 57.2% of the total respondents. The respondents between the ages of 21 to 30 are 10 in number with a percentage contribution to the total respondent of 14.3%. And also 28.5% of the respondents are between the ages of 41 and above with a number of 20 respondents.

Table 4.2.2: Sex of the Respondents

Variable	Responses	Percentage (%)
Male	40	57.14
Female	30	42.9
Total	70	100

Source: Field survey, 2021

The data in table 4.2.2 above shows that 40 respondents representing 57.14% are males. This means that the majority of the respondents are males. However, 42.9% of the respondents which has the total of 30 respondents are females. This simply means that the female gender is the minority in the sample of study. But it also shows that there is a little bit of fair representation of both genders in the company since the percentage margin is not wide.

Table 4.2.3: Marital Status

Variable	Responses	Percentage (%)
Single	30	42.9
Married	40	57.1
Divorced	-	-
Total	70	100

Source: Field survey, 2021

The analysis of the data presented in the above table 4.2.3 revealed that 40 respondents representing 57.1% are married while only 42.9% of the respondents (30) are single. This indicates that majority of the respondents are married. And there is no single case of divorce in the company staff. However, based on the analysis majority of the staff are married while the minorities are single.

Table 4.2.4: Position of the respondents in Nigerian Breweries Plc.

Variable	Respondents	Percentage (%)
Senior staff	25	35.7%
Junior staff	45	64.3%
Total	70	100%

Source: Field survey, 2021

The data in table 4.2.4 shows that 25 respondents representing 35.7% are senior staffs, while 45 respondents representing 64.3% are junior workers. This analysis shows that the majority of staff working in the company are junior staffs with a small percentage of 25% as the staff working in the

company under study. This means that the bank engages more of junior staffs than the senior staffs.

4.3 Data Presentation and Analysis

Research Question 4.3.1: What is the effect of distribution channel on marketing of consumer's product in Unilever Nigeria Plc, Kaduna?

Table 1:

S/N	Variable	SA	A	UD	D	SD	Total	Mean score	Remarks
1.	The organization uses distribution as suitable channels for the firm's products in other to boost the overall turn-over of the company.	31 x 5 155	22 x 4 88	6 x 3 18	11 X 2 22	0 x 1 0	<u>283</u> 70	4.0	Agreed
2.	Effective trained intermediaries motivate the staff to sell the firm's products.	35 x 5 175	25 x 4 100	- x 3	5 x 2 10	5 x 1 5	<u>290</u> 70	4.1	Agreed
3.	Offering higher margins to the intermediary, special deals, premiums and allowances for advertising enhance significant competitive position in the company	45 x 5 225	9 x 4 36	- - -	9 x 2 18	7 x 1 7	<u>286</u> 70	4.1	Agreed
4.	Adequate distribution strategies helps marketing of the company product increases the number of customers who buy or patronize those services	30 x 5 150	20 x 4 80	- - -	15 x 2 30	5 x 1 5	<u>265</u> 70	3.7	Agreed

Source: Field Survey 2021

The data in table 4.2 shows the respondents' responses with regards to the distribution channel on marketing of consumer's product. Variable 1 and 2 had the mean scores of 4.1 respectively which indicates that most of the

respondents agreed with the research questions that the organization uses distribution as suitable channels for the firm's products in order to boost the overall turn-over of the company and that distribution is effective when there is room for effective trained intermediaries to motivate the staff to sell the organisation products. Similarly variable 3 had the mean score of 4.1. This shows that respondents agreed with the opinion that Offering higher margins to the intermediary, special deals, premiums and allowances for advertising enhance significant competitive position in the company. While variable 4 had the mean score of 3.7, which indicates that respondents agreed to the research questions that adequate distribution strategies help marketing of the company product increases the number of customers who buy or patronize those services.

Research Question 2: How does Unilever Nigeria Plc. Kaduna. operate their channel of distribution?

Table 2:

S/N	Variable	SA	A	UD	D	SD	Total	Mean	Remarks
5.	Effective personal selling by Unilever Nigeria Plc. Kaduna helps in increasing customers' patronage in the company.	35 X 5 175	23 X 4 92	5 X 3 15	7 X 2 14	0 X 1 0	<u>296</u> 70	4.2	Agreed
6.	Personal selling is undertaken to improve customers' motivation in increasing their patronage.	45 X 5 225	16 X 4 64	9 X 3 27	0 X 2 0	0 X 1 0	<u>316</u> 70	4.3	Agreed
7.	Personal selling increases the turnover level of the company which enhances the company chances to attain its corporate objective.	45 X 5 225	20 X 4 80	0 X 3 0	5 X 2 10	0 X 1 0	<u>315</u> 70	4.5	Agreed
8.	The company makes the best use of personal selling in implementation and achieving its promotional strategy.	35 X 5 175	30 X 4 120	0 X 3 0	5 X 2 10	0 X 1 0	<u>300</u> 70	4.2	Agreed
9.	The impact of personal selling reflects the performance of the company.	33 X 5 165	18 X 4 72	0 X 3 0	7 X 2 14	0 X 1 0	<u>251</u> 70	3.6	Agreed

Source: Field survey, 2021

The data in table 4.3 shows the respondents' responses with regards to the influences of personal selling by banks on customers' satisfaction. Variable

5 and 6 had the mean scores of 4.2 and 4.3 respectively. This indicates that the respondent agreed that Effective personal selling by Unilever Nigeria Plc. Kaduna helps in increasing customers' patronage in the company and Personal selling is undertaken to improve customers' motivation in increasing their patronage. Variable 7 and 8 had the mean scores of 4.5 and 4.2 respectively. This shows that respondents agreed with the opinion that Personal selling increases the turnover level of the company which enhances the company's chances to attain its corporate objective and the company makes the best use of personal selling in implementation and achieving its promotional strategy in distribution. While variable 9 had the mean score of 3.6 that indicates from the analysis that respondents agreed with the opinion that the impact of personal selling reflects the performance of the company.

Research Question 3: How effective is the distribution channel of Unilever Nigeria Plc. Kaduna?

Table 3:

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
10.	Management controls the general distribution activities by Using marketing channels which helps to serve the target market efficiently and effectively.	45 x 5 225	20 x 4 80	5 x 3 15	0 x 2 0	0 x 1 0	<u>320</u> 70	4.5	Agreed
11.	Intensive distribution strategy is embarked upon by Unilever Nigeria Plc. Kaduna to distribute their products.	25 x 5 125	38 x 4 152	7 x 3 21	0 x 2 0	0 x 1 0	<u>298</u> 70	4.2	Agreed
12.	The quality of Unilever Nigeria's products are better when compared to other competitors.	45 x 5 225	25 x 4 100	0 x 3 0	0 x 2 0	0 x 1 0	<u>325</u> 70	4.6	Strongly Agreed

Source: Field survey (2021)

Grand Mean =4.5

Table 4.4 shows mean analysis of the effective distribution channel of Unilever Nigeria Plc. Kaduna. In the table, results showed that Management controls the general distribution. Variable 1 from the analysis deduced that majority of the respondents agreed with opinion that Management controls the general distribution activities by Using marketing channels which helps to serve the target market efficiently and effectively. While variable 11 and 12 had the mean scores of 4.2 and 4.6 respectively. This shows that respondents agreed with the opinion that Intensive distribution strategy is

embarked upon by Unilever Nigeria Plc. to distribute their products and quality of the company (Unilever Nigeria's) products are better when compared to other competitors.

4.4 Discussion on Findings

On the basis of the presentation and analysis of data in regards to the research questions, the following findings were discovered which provides answers with already formulated research questions. From the responses of the staff of Unilever Nigeria Plc, it was discovered that the company embarks on distribution programmes which is confirmed from the analysis. However, this is due to the competitive nature from other companies. The company must adopt effective distributional strategies that will help in maintaining its market share, leadership and corporate image of the organization. This is to maintain its customers against the constant lure from its competitors by offering quality services.

Also from the analysis of chapter four it is clear that the company relies heavily on distribution/marketing to generate increased patronage from customers and thereby increasing its overall profit. The management of Unilever Nigeria Plc, Kaduna therefore recognizes the positive contribution of marketing and distribution programmes in achieving its corporate and organizational objective of increase in profits.

Most of the marketing activities are directed at the customers of the company's financial service. This is because company provides stimulation and motivates customers for immediate purchase and patronage of their products. However, from the analysis of this chapter it is clear that the company distribution channels are widely accepted by customers and they utilize them effectively in making their buying decision great. When comparing this with the fact that the company embarks on effective distribution/marketing of their product, its means that it is one of the key success factors in the marketing of financial services as it is been accepted by the respondents.

The effectiveness of distribution channel increases the customers buying behavior which is clearly indicated by the respondents, accepting the fact that distribution/marketing has a positive influence in the services provided by Unilever Nigeria Plc.

4.5 Summary of Findings

The following are the findings of the study:

- i. Effective personal selling by Unilever Nigeria helps in increasing customers' patronage in the company.
- ii. Personal selling is undertaken to improve customers' motivation in increasing their patronage. so

- ii. Personal selling increases the turnover level of the company which enhances the company chances to attain its corporate objective and it indicates that the company makes the best use of personal selling in implementation and achieving its promotional strategy and also personal selling has impact on performance of the company.
- iii. The management of Unilever Nigeria has major control the general distribution activities by using marketing channels which helps to serve the target market efficiently and effectively. The findings concluded that intensive distribution strategy is embarked upon by Unilever Nigeria to distribute their products and the qualities of Unilever Nigeria's products are better when compared to other competitors.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study was based on the effect of distribution channel in marketing of consumable product in Unilever Nigeria Plc. Kaduna. Chapter one of the discussed the introduction of the impact of distribution and marketing consumable product and stated the problems that help the research to have objective and research questions that help to guide the study and gives it a sense of direction. The chapter also looked at the significant of the study and the scope of the study in line with the objectives and research questions as it concern the subject matter. Lastly the chapter also looked at different key definition of terms that are used mostly in the research.

Chapter two of the research works reviews several literatures of authors, journals and books on effect of distribution channel on marketing consumable and marketing consumable product. An empirical review of the study indicates was also reviewed and discussed. The study formulated a theoretical frame.

Chapter three discussed on the research methodology. A survey method was used for the study. The population consisted of 85 staff from the selected bank studied which 70 copies questionnaire was distributed and the returned

copies were 70 which captured the data analysis of the study. The questionnaire of the study was based on stratified random sampling technique and mean scores and the simple regression was used as the instrument for data collection of the primary data for the study.

Chapter four discussed on the data analysis and presentation. Data collected for the three (3) research questions were presented in the table, analyzed using percentage format as well as the mean (\bar{x}) using the five Likert rating scale so as to confirm its degree of conformity with the objectives of the study, and on the basis of which the major findings of the study were revealed and discussed for valid research conclusion and appropriate recommendations. The research findings revealed that distribution channel on marketing consumable great impact on performance of Unilever Nigeria Kaduna, in increasing profitability and business growth and survival.

5.3 Conclusion

The study based on the analysis and finding has provided sufficient evidence to suggest that effective channel of distribution is very vital in managing a manufacturing company. The necessity to evolve channel of distribution becomes even preeminent. More so, when the buyer lives a distance away from the producer and very often the producer/ manufacturer embarks on

continuous or mass production, which means that they utilize every minutes for production purpose especially if the product tends to mass marketing.

In addition effective distribution channels trend to bridge the communication vacuum between the producer and his existing and potential consumer. This is because effective communication is seen as an essential aspect of every business organization, therefore its effectiveness is necessary if the organization want to operate well and achieve its goals and objective and attract customers. The channel members have helped to communicate the view of various customer/ consumers.

From the study, it is seen that the ability to buy a product of your need in the market irrespective of its origin is largely due to the functions performed by the channel members. In view of this study, the function of distribution covers all the activities carried out by manufacturers in order to move the products from point of production of that of sales in order to achieve maximum profit.

5.4 Recommendations

Based on the findings of this research work, the following recommendations are put forward to the managers of Unilever Nigeria Plc:

1. Management should improve their distribution network system, as its development will create better and new ways of offering their

products to a larger group of consumers, which will increase their chances of getting more patronage to give consideration to need for co-ordination throughout the channel. A properly operated distribution system has a significant competitive advantage for each firm that is part of the system.

2. In order for Unilever Nigeria Plc to design an effective channel of distribution, distribution channels should be treated as a total system of action. Producers should see channel members as a part of the total system. And there should be a good communication link between the producers and channel members, such as the producer communicating necessary information as the need be to the channel members.
3. Channel design should ensure that criteria are set, with each channel member being screened to ensure that objectives are achieved and to avoid congestion of a particular product on the street with a channel member distributes only product of producers should ensure that its product has distinct features to differentiate his product from those of competitors.

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APPENDIX I

Department of Business Administration,
College of Business and Management
Studies,
Kaduna Polytechnic,
Kaduna.
November, 2021

The Marketing Manager,
Unilever Nigeria Plc,
Kaduna.

Dear Sir,

LETTER OF INFORMATION

I am a student of Kaduna Polytechnic undergoing a Higher National Diploma course in business administration and presently conducting a research on the topic “Effect of distribution channel on marketing consumable product in Unilever Nigeria Plc, Kaduna. “ The questionnaire attached is intended to collect facts.

I hereby assure you that the information provided shall be treated as confidential and would be used solely for academic work.

Yours Faithfully,

PEACE ADAOBI ONYEMACHI

Researcher

APPENDIX II
QUESTIONNAIRE

Characteristics of the Respondents

Instruction: Please tick [✓] the appropriate answer

Section A: Personal Data

1. Age distribution of respondents
 - a. 21-30 []
 - b. 41 and above []

2. Sex of the respondents
 - a. Male []
 - b. Female []

3. Marital status
 - a. Single []
 - b. Married []
 - c. Divorced []

4. Position of the respondents in the bank
 - a. Senior staff []
 - b. Junior staff []

1. The organization uses distribution as suitable channels for the firm's products in other to boost the overall turn-over of the company.
 - a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []

2. Effective trained intermediaries motivate the staff to sell the firm's products.
 - a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []

3. Offering higher margins to the intermediary, special deals, premiums and allowances for advertising enhance significant competitive position in the company.
 - a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []

4. Adequate distribution strategies helps marketing of the company product increases the number of customers who buy or patronize those services.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []
5. Effective personal selling by Unilever Nigeria Plc. Kaduna helps in increasing customers' patronage in the company.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []
6. Personal selling is undertaken to improve customers' motivation in increasing their patronage.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []

7. Personal selling increases the turnover level of the company which enhances the company chances to attain its corporate objective.

a. Strongly Agreed []

b. Agreed []

c. Undecided []

d. Disagreed []

e. Strongly Disagreed []

8. The company makes the best use of personal selling in implementation and achieving its promotional strategy.

a. Strongly Agreed []

b. Agreed []

c. Undecided []

d. Disagreed []

e. Strongly Disagreed []

9. The impact of personal selling reflects the performance of the company.

a. Strongly Agreed []

b. Agreed []

c. Undecided []

d. Disagreed []

e. Strongly Disagreed []

10. Management controls the general distribution activities by Using marketing channels which helps to serve the target market efficiently and effectively.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []
11. Intensive distribution strategy is embarked upon by Unilever Nigeria Plc. Kaduna to distribute their products.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []
12. The quality of Unilever Nigeria's products are better when compared to other competitors.
- a. Strongly Agreed []
 - b. Agreed []
 - c. Undecided []
 - d. Disagreed []
 - e. Strongly Disagreed []