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2022/2023 PhD Thesis Abstract

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RT: Strategic Marketing Planning Factors and Organisational Performance of Selected Quoted Consumer Goods Manufacturing Companies in Lagos State, Nigeria

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AB: Consumer Goods Manufacturing Companies (CGMC) contribute considerably to the developed and developing economies in terms of employment generation and economic growth. However, majority of the CGMC struggle with declining performance in terms of return on equity, competitive advantage, profitability margin, market share and sales volume which may be attributable to the lack of the adoption of strategic marketing planning factors. In Nigeria, paucity of studies exists on strategic marketing planning factors and organisational performance of CGMC. This study therefore examined the effect of strategic marketing planning factors on organisational performance of selected quoted consumer goods manufacturing companies in Lagos State, Nigeria.

Survey research design was used for this study. The population was 594 staff in the sales and marketing departments of selected quoted CGMC in Lagos State, Nigeria. The study adopted total enumeration method. A structured, adapted and validated questionnaire was used. Cronbach's alpha coefficients for the constructs ranged from 0.70 to 0.79. Response rate of 61.3% was achieved. Data were analysed using descriptive and inferential (multiple and hierarchical regression) statistics at 5% level of significance.

The findings revealed that strategic marketing planning factors had significant effect on organizational performance ($Adj.R^2 = 0.47$, $F(4, 359) = 81.27$, $p < 0.05$) of selected quoted CGMC. Furthermore, strategic marketing planning factors had significant effect on competitive advantage ($Adj.R^2 = 0.55$, $F(4, 359) = 109.10$, $p < 0.05$), return on equity ($Adj.R^2$

= 0.25, $F(4, 359) = 31.37$, $p < 0.05$), organisational profitability ($Adj.R^2 = 0.28$, $F(4, 359) = 35.81$, $p < 0.05$), market share ($Adj.R^2 = 0.38$, $F(4, 359) = 57.02$, $p < 0.05$) and sales volume ($Adj.R^2 = 0.42$, $F(4, 359) = 65.71$, $p < 0.05$) of the companies. Moreover, the effect of strategic marketing planning factors on organisational performance was significantly moderated by marketing audit ($\beta = -0.14$, $\Delta R^2 = 0.02$, $\Delta F = 12.62$, $p < 0.05$) and human resource capabilities ($\beta = -0.21$, $\Delta R^2 = 0.03$, $\Delta F = 18.84$, $p < 0.05$) respectively. Also, the effect of strategic marketing planning factors on organisational performance was significantly moderated by the combination of marketing audit and human resource capabilities ($\beta = -0.01$, $\Delta R^2 = 0.02$, $\Delta F = 14.68$, $p < 0.05$).

The study concluded that strategic marketing planning factors improved organisational performance of selected quoted consumer goods manufacturing companies in Lagos State, Nigeria. Furthermore, marketing audit and human resource capabilities played a moderating role. It was therefore recommended that the management of CGMC in Nigeria should adopt strategic marketing planning to enhance organisational performance.

Keywords: Consumer goods manufacturing companies, Human resource capabilities, Marketing audit, Organisational performance, Strategic marketing planning

Word Count: 413

Abbreviations: *RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract*

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