

IMPACTS OF MARKETING AND SOCIETAL CONCEPTS ON ACHIEVING ORGANIZATIONAL GOALS OF TARGET MARKET IN FEDERAL CAPITAL TERRITORY, ABUJA, NIGERIA

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ABSTRACT

The study examines the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory, Abuja, Nigeria. Two specific purposes and research questions guided the study. The population for the study was 200 which was drawn across various zones in the FCT-Abuja. Due to the manageable size of the population, no sampling technique was adopted. The instrument for data collection was a structured 13-item statement questionnaire titled: Impacts of Marketing and Societal Concepts on Achieving Organizational Goals of Target Market Questionnaire (IMSCAOGTMQ), which was validated by three experts which two were from Business Education Department, and one from measurement and evaluation unit. University of Nigeria, Enugu State. The research questions were analyzed using mean and standard deviation. The findings of the study indicates that, marketing concept increases organization's ability to compete favourably and gain advantage over competitors. Study also revealed that, with the skills and knowledge of societal concept organization gains advantage over competitors in promoting what is good for people over what people may want. Based on the findings, the study recommended among others that, for the purpose of more effectiveness of organization to compete favourably with other competitors, managers should seriously utilize marketing concept. This will lead the company to the greater height in terms of having advantage over competitors.

Keywords: Impacts, Marketing concept, Societal concept, Organizational goals, Target market.

1. INTRODUCTION

Organization is an entity, such as a company, an institution, or an association – comprising of one or more people and having a particular purpose which may be for business. Kaliash (2010) stated that business organization is an organization focuses on customers' needs and their satisfaction through production. Kaliash stated further that as the firm segments the markets it focuses on certain markets to meet their needs. Pomeroy, Noble and Johnson (2021) asserted that for the effective production of goods of an organization, the goods must reach the door-post of the consumer. This means that production starts with consumers and ends with consumers. From this opinion it has shown that for organization to start production, it must have a target markets to meet their needs. Therefore, without customers to satisfy, there is no production. Cerf, Garcia-Garcia and Kotler (2017) who submitted that marketing is the process of creating, communicating, delivering, and exchanging offerings that has value for customers, clients, partners, and society at large. The authors further stated that marketing is a process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return. This is in line with Nikolay (2019) who stated that the process is done in a number of different ways, marketing professionals use one or more of the five concepts of marketing in order to earn consumer confidence. Professionally, concepts are selected and used by the marketers to create profitable, long-term relationships with consumers in an organization. Mekenna (2020) asserted that every concept is beneficial to every business, but depends on the kind of business that would give room for the convenient and effective use of any of the marketing concepts. For the purpose of this study, the researcher focused on two concepts of marketing that is marketing and societal concepts which were used in this study. The need of choosing these two concepts of marketing is in line with Mekenna (2020) who submitted that an experienced marketing manager, who realized the significance of the marketing and societal concepts leads the organization to the greater height profitably. The author further stated that the concepts are strategies that organizations and marketing agencies design and implement in order to satisfy customers' needs. Kotler and Gary (2018) submitted that, marketing concept itself maximize profits, and thereby beat the competitors. This means that the marketing concept can take the organization to the higher level profitably if managers utilize the ideas of marketing concept properly. Marketing concept holds that the key to achieving organizational goals consists of determining the needs and wants of target markets. After that, is the delivering the desired satisfactions more effectively and efficiently than competitors (Kotler & Gary 2018). This study sees marketing concept professionally as

is on the needs of the (customers) buyers. Furthermore, with the idea of satisfying the immediate needs of the customer through delivering of the goods and exchange in return.

The emphasis of marketing concept is based on increasing an organization's ability to compete favourably with other competitors. This enables the organization gaining advantage over competitors in its dealings favourably, and this is through the use of ideas of marketing concept by the competent and skillful marketers and managers. (Hague, Hague & Morgan, 2013). Managers or marketers utilize marketing concept through the ideas of having target or focus market, customers' orientation, coordinated marketing and profitability (Lamb, Joseph & McDaniel, 2016). Therefore, if these plans are maintained and utilized judiciously, they basically improve the organization to the grater height profitably. It is very essential for the business organization to define Target market(s). Subin (2004) opined that no company can operate in every market and satisfy every need, nor can it even do a good job within one broad market. Organizations do best when they define their target markets carefully. Furthermore Lamb, Joseph and McDaniel (2016) added that organizations do best when they prepare a tailored marketing program for each target market. Therefore, knowing the target market, sensing its needs, and meeting them most effectively is the positive ways towards organizational growth. According to Mekenna (2020) that many refer to this as the customer-first approach. Glossier (company) is a recognizable example of this marketing concept. The company understands that many women are unhappy with the way that makeup affects the health of their skin. They also noticed that women are fed up with being told what makeup products to use. With this in mind, Glossier introduced a line of skincare and makeup products that not only nourish the skin but are also easy to use and promote individualism and personal expression with make-up (Zabanga, 2021). For an organization to embark on effective production, the manager or marketer must ensure that the products of the organization will meet the needs and satisfy the target customers. This can only take place and be done properly with the aid of proper customers' orientation plan.

In customer orientation, a company can define its market carefully and still fail at customer-oriented thinking. Verbeke, Dietz and Verwaal (2010) stated that Customer-oriented thinking requires the company to define customer needs from the customer point of view, not from its own point of view. Every product involves tradeoffs, and management cannot know what these are without talking to and researching customers. The aim, after all, is to gain advantage over competitors and make a sale through meeting the customer's needs. Andre (2019) asserted by asking the following during orientation, why is it supremely important to satisfy the customer? Basically because a company's sales each period come from two groups, customers and repeat customers. The author added that it always costs more to attract new customers than to retain current customers. Therefore this shows that customer retention is more critical than customer attraction. For that critical reason, organization should observe and anticipate the needs and wants of potential consumers and satisfy them more effectively. This leads the organization gaining advantage over her numerous competitors. American Marketing Association AMA (2017) submitted that Marketing Concept is directly related given the centrality of customer needs, and wants in marketing. Rich understanding of these concepts by managers or marketers is very essential to the organization. Needs something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome, a dysfunction or death. Therefore, in meeting customers' needs, customers' orientation is necessary for the organization. It is very important for the organization to coordinate marketing concept, because it bridges the gap of relationship between the employees and the customers. In a contrary statement made by Paliwoda and Ryans (2008) that is so unfortunate that not all the employees in a company are trained or motivated to pull together for the customer. The authors maintained that coordinated marketing means two things.

First, the various marketing functions-sales-force, advertising, product management, marketing research, and so on, must be coordinated among themselves. This is done in order to gain advantage over competitors. Tiffany (2019) supported that too often the sales-force is mad at the product managers for setting too high a price or too high a volume target, or the advertising director and a brand manager cannot agree on the best advertising campaign for the brand. From these, that means marketing functions must be coordinated from the customer point of view. Second, marketing must be well coordinated with the other departments. Marketing concept does not work when it is merely a department; it only works when all employees appreciate the effect they have on customer satisfaction that leads to organization's profitability (Moore & Pareek, 2010). The profitability of the organization is the satisfaction of the customers. Rizwan (2017) is of opinion that the purpose of the marketing concept is to help organization has advantage over competitors. This is done through sales-people focusing on achieving sales-volume goals, while marketing people focusing on identifying profit-making opportunities (Aspara, Grant & Holmlund, 2021). The profit-making opportunities of the business organization through gaining advantage over competitors can only be achieved if the needs of the customers are satisfied and that of the customers' community at large through societal concept.

The societal concept is an emerging one that emphasizes the welfare of society. Hester (2019) submitted that it handles welfare of the society, and social responsibility that goes beyond satisfying customers and providing superior value which gives the organization advantage over competitors. This embraces societal stakeholders such as employees, customers, and local communities which is advantageous to the organization over competitors (Porcu, Barrio-Garcia & Kitchen, 2012). Kotler (2015) emphasized that it is based on the idea that marketers have on moral responsibility to market conscientiously to promote what is good for people over what people may want, regardless of an organization's sales goals which gives advantage over competitors. Kotler (2015) still added that employees of an organization live in the societies they market to, and they advertise with the best interests of their local community in mind. Ideally this provides social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others in the society. The researcher was made to understand that there is need to choose the Right Marketing Concept as far as business organization is concerned. This is the very opportunity and the advantage that the organization has over competitors.

While not all of the above concepts are effective (or perhaps as effective as they once were), you can utilize aspects from multiple concepts in designing and strategizing a marketing plan. According to Mekenna (2020) submitted that as you plan, you need to ask yourself some questions before deciding which marketing concept(s) to base on it. This is by considering who are your target markets? Which demographics are interested in your products? Where are they looking for you and what you have to offer? What attracts this demographic to your company? How can you use that to turn these people into customers? What are your goals besides making money? For instance are you trying to establish a loyal customer base? What makes your brand unique? What education do they need to be enticed to buy? Having these questions in line with the customers' orientation plan, by the manager or marketer, this will surely place the organization at the grater height over competitors.

As a marketer, a professional about Marketing Concepts can be consulted today, why? This is to educate you on the kind of marketing concepts to be used in your organization (Kaliash, 2010). The modern consumer is more receptive to the marketing concept and the societal concept, as these concepts make them feel heard and cared about and positively put the organization at the achievable angle over the competitors. So as long as you the manager or marketer put the consumer first in your strategy, you're bound to have some level of success. It is obvious from this background of the study that researcher investigates the impacts of marketing and societal concepts on achieving Organizational goals of target market.

2. PURPOSE OF THE STUDY

The study aimed at examining the impacts of marketing concept on achieving organizational goals of target market in the study areas. Specifically the study sought to:

- Determine impacts of marketing concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory.
- Determine impacts of societal concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory.

Research Questions

The following research questions guided the study.

- What are the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory?
- What are the impacts of societal concept on achieving organizational goals` of gaining advantage over competitors in Federal Capital Territory?

3. METHODS

The study adopted descriptive survey research design. Descriptive survey research design focuses on people, the vital facts of people and their beliefs, options, attitudes, motivation and their behaviours (Udoh, 2010). The design of the study aims at collecting data on and describing in a systematic manner the features or facts about a given population (Douglass, 2006). Descriptive survey research design is suitable for the study because, this study ascertained the Impacts of marketing concepts on achieving organizational goals of target market in the study area. The area of the study was FCT-Abuja.

The population for the study consists of 200 organization extension staff which includes 95 from Kwali Zone, 42 from Gwagwalada Zone, and 63 from Kuje Zone in the FCT-Abuja. No sampling technique was used because of the manageable size of the population. The instrument for data collection was a structured questionnaire titled: Impacts of Marketing and Societal Concepts on Achieving Organizational Goals of Target Market (IMSCAOGTMQ). The questionnaire was made up of two parts: Part A was on demographic variable of the respondents while Part B was two

clusters question items. Each cluster sought for information on each of the research questions. The instrument for data collection was a four-point rating scale. Strongly Agreed (SA) - (4.00-3.50), Agreed (A) (3.49-2.50), Disagreed (SD) (2.49-1.50), Strongly Disagreed (D) (1.49-1.00). Hence, any item with mean score above 2.50 was accepted and adjudged to be above criterion level of acceptance while items with mean scores below 2.50 was adjudged to be below the criterion level of acceptance and thus was rejected.

Three experts from the Department of Business Education validated the instrument. Their inputs and corrections were considered and appropriate corrections were made in the final instrument. The internal consistency of the instrument was established using Cronbach Alpha. The Cronbach Alpha gave the reliability coefficient indent of 0.82 and 0.78 respectively for both cluster A and B with a general coefficient value of 0.80. All the questionnaire that were administered were collected by the researcher with the help of three research assistants. Mean and Standard Deviation were adopted for the analysis using Statistical Package for the Social Sciences, (SPSS version 26).

4. RESULTS

Research Question 1

What are the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory?

Table 1: Mean and Standard Deviation on the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors.

S/N	Item statement	\bar{x}	SD	RMK
1	Marketing concept increases company's ability to compete favourably with other companies	3.11	0.80	SA
2	To gain advantage over competitors and achieve maximum success is through impacts of marketing concept	3.11	0.82	SA
3	Marketing concept enables organization to offer better value to customers than its competitors	3.17	0.71	SA
4	Knowing the target market of the organization is through marketing concept which gives advantage over competitors	3.13	0.83	SA
5	Customer-First Approach is the basis of marketing concept that gains advantage over competitors	3.21	0.82	SA
6	Meeting them (customers of the company) most effectively, is the function of marketing concept which gives advantage over competitors	3.01	0.94	SA
	Grand Mean	3.12	0.82	SA

Key: Mean = \bar{x} = Mean of the Respondents; SD = Standard Deviation of the Respondents; Strongly Agreed (SA) - (4.00-3.50), Agreed (A) (3.49-2.50), Disagreed (SD) (2.49-1.50), Strongly Disagreed (D) (1.49-1.00),

Data in Table 1 shows that all the six (6) items had their mean values ranged from 3.01 to 3.21, which revealed that their mean values were above the mean cut-off point of 2.50. This viewed that, the respondents agreed that all the 6 items were on the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors. The Standard Deviation of all the items ranged from 0.71 to 0.94, which indicated that the respondents were not too far from the mean and the opinion of one another in their responses on the impacts of marketing concept on achieving organizational goals of gaining advantage over competitors.

Research Question 2

What are the impacts of societal concept on achieving organizational goals of gaining advantage over competitors in Federal Capital Territory?

Table 2: Mean and Standard Deviation on the impacts of societal concept on achieving organizational goals of gaining advantage over competitors.

S/N	Item statement	\bar{x}	SD	RMK
7	Emerging the welfare of the society through the marketing societal concept gives advantage over competitors	3.20	0.81	SA
8	With knowledge of Societal concept organization has advantage over competitors through promoting what is good for people over what people	3.19	0.83	SA

	may want			
9	Marketers have moral responsibility to market through societal concept which gives advantage over competitors	3.17	0.78	SA
10	Marketers promote what is good to people regardless of a company's sales goals that have advantage over competitors	3.17	0.73	SA
11	Advertisement is done by marketers with the best interest of their local community in mind which gives advantage over competitors	3.08	0.84	SA
12	Organization has access to the members of the society in times of casual appointment that gives advantage over competitors	2.97	0.92	A
13	Organization has advantage over competitors through the available opportunities for the members of the community in times of skilled-labour	3.09	0.85	SA
	Grand Mean	3.12	0.82	SA

Key: Mean = \bar{X} = Mean of the Respondents; SD = Standard Deviation of the Respondents; Strongly Agreed (SA) - (4.00-3.50), Agreed (A) (3.49-2.50), Disagreed (SD) (2.49-1.50), Strongly Disagreed (D) (1.49-1.00),

The data in Table 2 indicated that the seven (7) items on the impacts of societal concept on achieving organizational goals of gaining advantage over competitors. The items had their values ranged from 2.97 to 3.20. Each of the Mean was above the cut-off point of 2.50. This revealed that all the respondents agreed that seven (7) items on the impacts of societal concept on achieving organizational goals of target market. The items had their Standard Deviation ranged from 0.73 to 0.92. Which indicated that the respondents' opinions were not far from the Mean and they were close to one another in their opinions.

Instruction: Please tick the appropriate option(s)

Section A

Gender: (a) Male () (b) Female ()

Staff Categories: (a) Senior staff () (b) Junior staff ()

Section B

Instruction: Show level of agreement to the following statement by ticking the one that is appropriate to you

Research question (1) one

What are the impacts of marketing concept on achieving organizational goals of target market in Federal Capital Territory?

S/N	Item statement	SA	A	SD	D
1	Marketing concept increases company's ability to compete favourably with other companies				
2	To achieve maximum profits over competitors is through impacts of marketing concept				
3	Marketing concept enables company to offer better value to customers than its competitors				
4	Knowing the target market of the organization is through marketing concept				
5	Customer-First Approach is the basis of marketing concept				
6	Meeting them (customers of the company) most effectively, is the function of marketing concept				

Research question (2) two

What are the impacts of societal concept on achieving organizational goals of target market in Federal Capital Territory?

S/N	Item statement	SA	A	SD	D
7	Emerging the welfare of the society is through the marketing societal concept				

8	With knowledge of Societal concept company promotes what is good for people over what people may want				
9	Marketers have moral responsibility to market through societal concept				
10	Marketers promote what is good to people regardless of a company's sales goals				
11	Advertisement is done by marketers with the best interest of their local community in mind				
12	Organization has access to the members of the society in times of casual appointment				
13	There are available opportunities for the members of the community in times of skilled-labour				

Wants: Something that is desired, wished for or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer-groups. **Demands:** When needs and wants are backed by the ability to pay, they have the potential to become economic demands. Customer-centric approach based on products that suit new consumer tastes Customer orientation producing goods that people are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence Organizational orientation: The marketing department is of prime importance within the functional level of an organization. Information from the marketing department is used to guide the actions of a company's other departments. A marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires. The production department would then start to manufacture the product.

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Behavioral concept and strategic aspect of decision making processes of identifying problems of marketing impact of pricing strategies and behavioral concept, on decision making processes of identifying problems of marketing.

5. DISCUSSION OF THE FINDINGS

The study found out that Marketing concept increases organization's ability to compete favorably and gain advantage over competitors. This is in line with Hague, Hague and Morgan, (2013) who found out that for an organization gaining advantage over competitors in its dealings favorably, is through the use of ideas of marketing concept by the competent managers. The findings of this study also agreed with the submission of Zabanga (2021) who found out that Marketing concept proposes to complete organizational objectives, through anticipating the needs and wants of potential consumers and satisfying them more effectively than the competitors.

The findings of the study shows that for the organization to emerging the welfare of the society is only through the marketing societal concept which gives advantage over competitors. Also with the skills and knowledge of societal concept organization obtains advantage over competitors in promoting what is good for people over what people may want. This is in line with Hester (2019) who found out that societal concept handles welfare of the society, and social responsibility that goes beyond satisfying customers and providing superior value which gives the organization advantage over competitors. Also in line with Kotler (2015) who found out that it is based on the idea that marketers have on moral responsibility to market conscientiously to promote what is good for people over what people may want, regardless of an organization's sales goals.

6. CONCLUSION

Marketing concept increases organization's ability to compete favourably with other companies. This successful competition happens when Customer-First Approach system is indeed maintained by the managers or marketers of the organization. Furthermore, the concept enables organization to offer better values to customers and achieve maximum advantage over competitors. The best concept for Emerging the welfare of the society is through the marketing societal concept. More so societal marketing concept presides for effective promotion of what is good for the people over what they want. The available opportunities for the members of the community in times of skilled-labour. All these are effective ways' forwards for marketers to gain advantage over competitors.

7. RECOMMENDATIONS

Based on the findings and conclusion drawn from the study, it was recommended that:

- For the purpose of more effectiveness of organization to compete favourably with other competitors, managers should seriously utilize marketing concept. This will lead the company to the greater height in terms of having advantage over competitors.
- Anticipating the needs and wants of potential consumers and satisfy them more effectively than its competitors, is the philosophy of marketing concept utilized by the marketers or managers. But managers should still think (outside the box) critically, to win competitive fight over their competitors and their customers with the ideas of marketing concept. This will derive competitors' customers to the organization.
- Despite the fact that the marketing societal concept emerging the welfare of the society, and the promotion of what is good for people over what people may want. This really gives the organization advantage over competitors. But there should still be more possibilities for the managers to create and plan for customers' orientation. The programme should involve the stakeholders of the organization and the customers and even the potential customers to deal with issues concerning the organization and customers in general. This will immensely boost the ability of the organization gaining more advantages over competitors.

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