

Impact Assessment of Marketing Activities on Faith Based Organization

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Abstract:- This project work examined the effect of marketing activities on faith based organization in Nigeria using the Redeemed Christian Church of God case study. Prior to the research, textbooks and articles from journals written from scholars in the field of business management, entrepreneurship and general management were explored and reviewed. This research was a survey research and it made use of both primary and secondary sources to gather the needed data for the study. Questionnaire was used to gather data from the employees of The Redeemed Christian Church of God. The data retrieved were analyzed on different tables using simple percentage. Data were collected from both primary and secondary sources. The hypothesis raised was tested with Chi-square method and the result to the findings at the calculated value is greater than the Chi-square tabulated. The null H_0 is rejected and the positive H_1 is accepted. Therefore there are significant relationships between the marketing activities and the faith based organization in Nigeria. It is believed that this work will be of benefit to marketers, researchers, sales administrative and students. In conclusion, it was found out that there is significant relationship between marketing activities and faith based organization. Recommendations were made to faith based organization on marketing activities of their organization.

Keywords: business, faith based organization, management, employee, marketing activities.

I. INTRODUCTION

The marketing concepts can also be said to be the philosophy that recognizes that the consumers is at the center of everything we do in business it's concepts believes that without the consumers there can be no marketing and based on this it should be aimed at satisfying the need of the consumer. Dicklitch and Rice (2010) defined Faith Based Organizations as "Non-state actors that have a central religious or faith core to their philosophy, membership, or programmatic approach, although they are not simple missionary". On the other hand, Clarke and Jennirigs (2010) conceptualized Faith Based Organizations as "organizations that derive inspiration and guidance for its activities from the teachings and principles of the faith or from a particular interpretation or school of thought within the faith". In this view, Faith Based Organizations are conceived as deriving their origin and practice from doctrines and precepts established by affiliated congregations in the society. Berger (2016) provided the definition mostly accepted in this field of study. He defined Faith based Organizations as:

"A formal organization whose identity and mission are self-consciously derived from the teachings of one or more religious or spiritual traditions and which operates on a non-profit independent, voluntary basis to promote and realize collectively articulated ideas about the public good at the national or international level".

This definition shows that the intrinsic value of religious civil society organizations goes beyond religious practice to other broad areas of development and social functioning. However, unlike their counterpart secular NGOs, they are often influenced or motivated by their faith based values to perform humanitarian tasks. Notwithstanding the commonly accepted definitions of Faith Based Organizations, scholars believe that there still lies the immense ambiguity 'with the conceptualization especially in the area of activities, structure, size, and practice. Berger (2015) noted that the pervasiveness of religious actions varies and Candland (2010) referred to this pervasiveness as the level of piousness and attachment to religious tenets. The level of attachment to religious tenets varies with differences in practice, however, this tend to give way when these organizations are preoccupied with humanitarian or developmental services and tend to come into relationship with the international community or other relative groups. It is equally relevant to differentiate FBOs from religious associations that operate in grassroots to support disempowered people; hence, the use the term service delivery FBOs. According to Tadros (2015) a service delivery FBO is defined as a civil society organization of religious character or mandate engaged in various kinds of service delivery. In this view it can be said that service delivery FBOs are faith inspired development Journal.

Every organization whether profit oriented or non-profit oriented has defined goals and objectives and policies its existence on its ability to achieve its objectives policies. These objectives have to be stated so as to serve as guide to achieve every policy undertaken. Market strategy and sales stimulation devices are activities of the company for attainment of marketing and sales goals. Marketing is seen as management function which organized and direct all those business activities involves in assessing and converting customer purchasing power in to affective desired for specific

product or services and moving the product or services to the final consumer so as to achieve the product target or other objective of the company. Financial and time constraints have set some limits to the study. The time available did not allow for an in depth study into all the issues relating to job rotation. All efforts, however, were made to consider issues that brought out the general and very relevant matters for needed attention. Also inadequacy of secondary data on the study was a great limitation to the work. However, despite all these limitations, the study seeks to make some meaningful contributions to the effect of marketing activities on faith based organization.

A common starting point for developing strategies is the desire to increase profit from the current level to some future higher level in other words a group can be between one's preferred future positions. By expanding in either existing markets (example buyer market share) or by penetrating new market with existing product or improving existing products and diversifying into new market with new product a much higher level of profit may result and thereby meet the desired profit objectives and possible growth strategies. However people tend to involve in marketing and sale interchangeably. Marketing in essence cover sales, promotion, distribution advertisement etc. The study opens up a way for other researchers to conduct further studies on the issues related to marketing strategy and modern day business organization in Nigeria and elsewhere. The aim of the study focused on the effect of marketing activities on faith based organization using the Redeemed Christian Church of God, Nigeria as case study.

Research questions

- To what extent can marketing activities have effect on Faith based organization?
- To what extent will importance of marketing activities have effect on Faith based organizations?
- To what extent will market activities have any impact on Faith based organization?

Research Hypothesis

H₀: Marketing Activities has no effect on Faith Based organization

H₁: Marketing Activities has effect on Faith Based organization

The objectives of the study

- To know how marketing activities influence the performance of Faith based Organization
- To know the importance of marketing activities on the performance of Faith based Organization
- To know whether marketing activities has effect on Faith based Institution

II. MATERIALS AND METHOD

This study is based on the use of survey method through the use of questionnaire to generate data. Considering the extent of covering and the nature of population have chosen to satisfy the respondent with the necessary questions needed in order to provide an insight towards the solution to the topic under investigation. The management, staffs were all considered as required for the study in order to have adequate and relevant information on effect of marketing activities on faith based organization in Nigeria. The total population consists of fifty employees' of RCCG. Sample is a section of population that is of interest to the researcher. The reasons for sampling are: economy, time saving, availability and accessibility of data and accuracy. Sampling can be probability and non – probability. Sample size can be as the set measurements of count (called observation) which is taken from a source for the purpose of obtaining information about the source from a source called sample. Sample is the source of observation called population. Fifty respondents were used as a sample size using simple random sampling technique. simple random sampling technique describe a sampling technique in which all the respondents in the population have equal chance of inclusion in the sample. Thirty sampled questionnaire were returned from the sample of fifty distributed questionnaires. To calculate the sample size from the population the smith formulae $n = 1 + Nb^2$ as cited by Asake (2004) are adopted:

Where n = sample size

N = population size (136)

B = % error margin (60%)

Therefore $n = 1 + 136 (0.36)^2$

$N = 1 + 136 (0.36)$

$N = 1 + 48.96$

$N = 50$

Data collections for this study were collected through primary source and secondary source.

Primary source of Data Collection: The primary source of collecting data for this study was through a structured questionnaire is a research instrument that extracts or obtains data and information from the respondents. The questionnaire consists of two sections which is section A and B. Section A deals with the personal biodata of respondents namely: age, sex, marital status, education qualification, working experience, position, category of staff and department. Section B deals with statement relating to first and second variables of the research. The structured questions require the respondents to check or sight their choice of answers based on individual differences and dispositions. The respondents indicated their degree of agreement on each item. They were allowed to freely tick in line with how the items appeal to them. In administering the questionnaire, the respondents were chosen

randomly to avoid any possible biases and the questionnaire was self-administered.

Secondary Source of Data Collection: Secondary source of data refers to data that are derived from another source. This includes textbooks, periodic bulletins, monographs etc. this data was used to complement the primary data.

Data Analysis: The method of analyzing the data collected as the section A into (personal detail) was analysis of section B (research questions) and was presented in a tabular manner or method. Furthermore the hypotheses that were formulated were tested and analyzed using inferential statistical techniques. The inferential statistical techniques can be described as a mathematical method that employ probability theory for deducing (inferring) the probability of a population from the analysis of the properties of a data sample drawn from it. It is concerned also with the precision and reliability of inference its help to draw. The type of inferential statistical techniques that will be used in the testing of hypothesis is the use of chi-square which can be calculated as follows;

$$X^2 = \sum \left[\frac{(O_i - E_o)^2}{E_i} \right]$$

- Where X^2 = Chi – square
- O = observable frequency
- E = expected frequency

III. RESULTS

Table 1: Personal Demographic Characteristics of Correspondence

Variables	Sub-variables	Frequency	Percentage
Sex	Male	22	73.3
	Female	8	26.7
Age (years)	18-30	23	76.7
	31-45	7	23.3
	46-60	0	0
	61 and above	0	0
Marital status	Single	18	60
	Married	12	40
Educational qualification	SSCE/GCE	2	6.7
	NCE/ND	5	16.7
	HND/BSC	17	56.7
	MBA/MSC	6	20

Table 1 show that 73.3% of the respondents were male while 26.7% were female. Findings show that there was a large number of male respondents compare to female gender. The table 1 reveals that 76.7% of the respondents were between the ages 18 - 30 years while 23.3% were 31 - 45years.The marital status shows that 60% of the respondents are single while 40 % are married. Table 1 further reveals that

the educational level of the correspondence varies with 6.7 % of the respondents are SSCE/GCE holders, 16.7% are NCE/ND holders, 56.7% were HND/BSC holders while 20% were MBA/MSC holders.

Table 2: Professional Demographic Characteristics of Correspondence

Variables	Sub-variables	Frequency	Percentage
Working experience	1-3	19	63.3
	6-10	8	26.7
	11 years	3	10
Present status	Junior staff	15	50
	Senior staff	9	30
	Management staff	6	20
Department	Operation	10	40
	Account	5	10
	Marketing	10	40
	Customer service	5	10
	Human Resources	0	0

Table 2 shows that working experience had 63.3 % of the respondents with 1-3 years, 26.7% have 6-10 years working and 10% have 11 years and above working experience.The table 2 also reveals that 50% of the respondents are junior staff, 30% is senior staff and others are 20% while 40% of the respondents are from operation department 10% are from accounting department, 40% from marketing department and 10% respondents are from customer service department.

Table 3: Summary of Analysis on Research Related Questions

Research related question	Option	Frequency	Percentage (%)
Good marketing activities increase customer patronage	Strongly Agreed	17	56.7
	Agreed	13	43.3
Good marketing activities determines how frequent the customer will be patronizing the organization.	Strongly Agreed	15	50
	Agreed	15	50
Good marketing activities boost the image of the organization	Strongly Agreed	19	63.3
	Agreed	11	36.7
Marketing activities has no impact on customer patronage	Strongly Agreed	19	63.3
	Agreed	11	36.7
Good marketing activities has positive impact on customer patronage.	Strongly Agreed	14	46.7
	Agreed	16	53.3
Good marketing activities motivate customer to buy more of organizational product	Strongly Agreed	17	56.7
	Agreed	13	43.3

Good marketing activities can improve the return on your advertising and marketing budget	Strongly Agreed	17	56.7
	Agreed	13	43.3
Good marketing activities can help you to increase your revenue and grow your customer base	Strongly Agreed	20	66.7
	Agreed	9	30
	Strongly Disagreed	1	3.3
	Disagreed		
Good marketing activities make customer to choose organizational product as their best product they are satisfied with it	Strongly Agreed	14	46.7
	Agreed	16	53.3
Marketing activities can help an organization to protect its market share and create barriers for entry for new competitors	Strongly Agreed	16	53.3
	Agreed	14	46.7

Table 3 shows that 5.6 % of the respondent strongly agreed and 43.3% agreed that good marketing activities increase customer patronage. The table 3 shows that 50% of the respondents strongly agree and 50% agree that good marketing activities determines how frequent the customer will be patronizing the organization. Table 3 further reveals that 63.3% of the respondent strongly agree and 36,7% agreed that good marketing activities boosts the image of the organization Table 3 shows that 63.3% of the respondent strongly agree and 36.7% agree that marketing activities has no impact on customer patronage. Table 3 shows that 46.7% of the respondent strongly agree while 53,3% agreed that good marketing activities has positive impact on customer patronage. The table 3 shows that 56.7% of the respondent strongly agree while 43.3% agree that good marketing activities motivate customer to buy more of organizational product. The table 3 shows that 56.7% of the respondent strongly agree while 43.3% agree that good marketing activities can improve the return on your advertising and marketing budget. The table 3 shows that 66.7% of the respondent strongly agree, 30% agree and 3.3% strongly disagreed that good marketing activities can help you to increase your revenue and grow your customer base. The table 3 shows that 60% of the respondent strongly agree, 36.7% were agree and 3.3% of the respondent strongly disagreed that good marketing activities make customer to choose organizational product as their best product they are satisfied with it. Table 3 also shows that 53.3% of the respondent strongly agree and 46.7% of the respondent agree that marketing activities can help an organization to protect its market share and create barriers for entry for new competitors

Table 4: Continuation of Summary on Analysis of Research Related Questions

Question	Option	Frequency	Percentage (%)
Good marketing activities creates more revenue for the organization	Strongly Agreed	18	60
	Agreed	10	36.7
	Strongly Disagreed	1	3.3
Good marketing activities help the organization in making their customer satisfy their wants	Strongly Agreed	16	53.3
	Agreed	14	46.7
Good marketing activities increase the rate customer patronage	Strongly Agreed	17	56.7
	Agreed	13	43.3
Marketing Activities has no impact on faith based organization	Strongly Agreed	15	50
	Agreed	15	50
Marketing Activities has impact on faith based organization	Strongly Agreed	19	63.3
	Agreed	11	36.7
Good Marketing activities makes customer to demand more for organizational product.	Strongly Agreed	19	63.3
	Agreed	11	36.7
Good marketing activities can improve the return on your organizational budget	Strongly Agreed	14	46.7
	Agreed	16	53.3
Good marketing activities aids in organizational development	Strongly Agreed	17	56.7
	Agreed	13	43.3
Good marketing activities make the organization to have more funds to finance their organization	Strongly Agreed	17	56.7
	Agreed	13	43.3
there is no need for existence of marketing activities in faith based organizations	Strongly Agreed	17	56.7
	Agreed	13	43.3

Table 4 shows that 60% of the respondent strongly agree, 36.7% were agree and 3.3% of the respondent strongly disagreed that good marketing activities creates more revenue for the organization. Table 4 further shows that 53.3 % of the respondent strongly agree and 46.7% of the respondent agree that good marketing activities help the organization in making their customer satisfy their wants. Table 4 also reveals that 56.7% of the respondent strongly agreed and 43.3% agreed that good marketing activities increase the rate customer patronage. The table 4 shows that 50% of the respondent strongly agree and 50% agree that marketing activities has no

impact on faith based organization. Table4 shows that 63.3% of the respondent strongly agree and 36.7% agreed that marketing activities has no impact on faith based organization. Table 4 shows that 63.3% of the respondents strongly agree and 36.7% agree that good marketing activities makes customer to demand more for organizational product. The table 4 shows that 46.7% of the respondent strongly agree while53,3% agreed that good marketing activities can improve the return on your organizational budget.Table 4 shows that 56.7% of the respondent strongly agree while 43.3% agree that good marketing activities aids in organizational development. Table 4 reveals that 56.7% of the respondent strongly agree while 43.3% agree that good marketing activities make the organization to have more funds to finance their organization. while 56.7% of the respondent strongly agree and 43.3% agree that there is no need for existence of marketing activities in faith based organizations.

Hypothesis Testing

The formulated hypothesis in the aid of this study will be tested in order to obtain the relationship between the two variables.

H₀: Marketing Activities has no effect on faith based organization in Nigeria

H₁: Marketing Activities has effect on faith based organization in Nigeria

Having stated the hypothesis, the chi-square method of data analysis is used to test the stated hypothesis using the data retrieved from the field survey,

$$(X^2) = \frac{\sum (O-E)^2}{E}$$

Where X² = Chi square

O = Observed frequency

E = Expected frequency

E = Total Observed

No of Variation

$$X^2 \text{ calc.} = \frac{\sum (O-E)^2}{E}$$

Degree of freedom = k-1

$$= 4-1 = 3$$

Level of Significance = 5%

$$= 0.05$$

$$X^2 \text{ tab} = 3.0.05$$

$$X^2 \text{ tab.} = 7.8 15$$

$$X^2 \text{ calc.} = 424$$

Therefore, we reject H₀ if X² calc. > X² tab.

Table 5: Marketing Activities has no impact on customer patronage

Option	Frequency	Percentage %
Strongly Agreed	19	63.3
Agreed	11	36.7
Strongly Disagreed	-	-
Disagreed	-	-
TOTAL	30	100

Table 6:Marketing Activities has impact on customer patronage

Respondents	O	E	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
Strongly Agree	19	1	18	324	324
Agree	11	1	10	100	100
Strongly Disagree	-	-	-	-	-
Disagree	-	-	-	-	-
Total	30	-	-	-	424

IV. DISCUSSION

After calculation, If is it discovered that the calculated value of chi-square is greater than the tabulated value of chi-square (i.e. X²calc.>X²tab) then the alternative hypothesis (H₁) was be accepted while H₀ will be rejected. but if otherwise, the null hypothesis (H₀) will be accepted while the alternative hypothesis (H₁) will be rejected. From the above analysis X² calculated is greater than X² tabulated (i.e. 11.76>7.815), Hence, H₀ is rejected. Therefore, marketing activities has effect on faith based organization in Nigeria. The hypothesis was tested with table 5.The study sought to identify the effect of marketing activities; faith based organization in RCCG. Based on the analysis as collected from the 30 respondents who returned the questionnaire of RCCG, the findings of the research are summarized below:That marketing activities has an effect on faith based organization.Marketing activities determine the level of customer’s patronage of the organizational product. Marketing activities helps to increase the revenue of the organization. Marketing activities help the organization to make their product known and available to the consumers who are in need of it. Marketing activities help the organization to attain high industrial level in.

V. CONCLUSIONS

In conclusion, marketing activities as seen in light of many researchers as a profitable development and strategy but must be hand le with a good and careful executives and marketing personnel who is more familiar with the market.The theorist show that marketing activities is a subset of product extension which are all act of strategy available in managing product life cycle of any product, still they all agreed that it is expensive to formulate and monitor but since

competitors are inevitable in the fast growing market, marketing activities remain a good strategy to keep going in the industry

VI. RECOMMENDATION

The research on the effect of marketing activities on both the organization and the market which comprises of the new and old customer, and even frequent brand switches, it will be necessary to make some recommendation to the organization chosen as my case study RCCG and other organizations in general from our findings. A profitable marketing activities, good and well trained marketing personnel with required and marketing skills should be in place. Advertising media used to promote the organizational products should not be used as publicity that creates lasting image on the society and the mind of loyal customers. There must be a good marketing strategy in the organization so as to improve the customer patronage. There must be a good advertising media for making the organizational product and services known to the customer who are in need of it. Organizations should provide the sales personnel with the required marketing skills so as to achieve the organizational sales objectives.

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