Evaluation of Profit Impact of Marketing Strategies on Firm's Sales Performance: A Study of Branded Soft Beverage Drinks in Lagos

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Abstract: **This paper is an evaluation of profit impact of marketing strategies on firm's sales performance using branded soft beverage drinks in Lagos. Specific emphasis is laid on products of Nigeria Bottling Company (NBC, Plc). The objectives were to determine the profit impact of product strategy on organisations sale volume, to assess the profit impact of pricing strategy on organisations sales market share, to determine the profit impact of distribution strategy on consumers purchase decision. Survey research design was adopted for this study. A primary source of data was used. Product moment correlations coefficient analysis was used to test the hypotheses with the aid of statistical package for social sciences (SPSS v. 20). The study found a significant relationship between marketing strategies adoption and sales profit in Nigeria Bottling Company Plc; there is a strong, positive correlation between product strategy of NBC Plc and profit impact on the organisations sales which was statistically significant. The finding of this study led to the conclusion that marketing strategies adopted by Nigeria Bottling Company has profit impact on the organiation's sales performance; product strategy of Nigeria Bottling Company has significant profit impact of on organisations sale volume. The study recommend that Nigerian Bottling Company need not to restrict their strategy areas to Marketing mix variables but must ascertain what kinds of strategies (e.g. quality, pricing, vertical integration, innovation, advertising) amongst other that best impact on the sales performance and profit of the organisation.**

Keywords: **Distribution, Product, Price, Profit Impact, Performance, Sales Volume, Strategy.**

I. INTRODUCTION

Marketing strategy is a method by which a firm attempts to reach its target markets. Marketing strategy starts with market research, in which needs and attitudes and competitors' products are assessed and continues through into advertising, promotion, distribution and where applicable, customer servicing, packaging, sales and distribution (Chiliya, Herbst and Roberts-Lombard, 2009). Marketing strategy must focus on delivering greater value to customers and the firm at a lower cost. However, quantifying the return on investment from marketing expenditure on activities such as advertising, promotion and distribution is one of the most complex issues facing decision makers. Marketing performance is central to success in today's competitive markets, and measuring marketing's performance is critical to managing it effectively (Anonymous, 2006).

Chiliya,Herbst and Roberts-Lombard (2009) stated that Profit Impact of Marketing Strategy or PIMS is an ongoing study of strategies that drive business profitability, cash flows, and revenues and help companies gaining and sustaining competitive advantage in the industry. PIMS seeks to address some of the basic things in a comprehensive way. The things which it seeks to address are that of the company's strategy and what is its future operations will likely be. It addresses how the profit is driven in a company and what is its profit rate. It also suggests how the companies can improve its strategies in order to stay competitively ahead in the market.

In order to measure marketing strategy effectiveness, a business has to break down its marketing function into constituent parts, along with a mechanism through which to analyse the interaction between those parts (Koce, 2010). By doing this, decision-makers will finally be in a position to relate marketing expenses to shareholder value and to understand how to tie marketing initiatives back into the value created for the company. Decision-makers will be able to understand the internal motives that propel the marketing value of the business (Anonymous, 2006). The manipulation of the following marketing variables namely price variation and price promotion, research, advertising, product differentiation, quality, packaging and place will yield increased returns for firms.

Pride and Ferrell, (2008) are of the opinion that the cardinal point of any business organisation is the target market, therefore the success of any organisation depends on the degree of customer satisfaction derived by the target market. Thus, making it a point of necessity for organisations to create and apply strategies to the variables in order to increase performance. The significance of taking cross functional decisions on the marketing variables is worth researching into, in order to have effective functioning of the organisational performance.

A. The Objectives of the Study

The objectives are:

i. To determine the profit impact of product strategy on organisations sale volume,

ii. To assess the profit impact of pricing strategy on organisations sales market share in Nigeria Bottling Company, Lagos.

iii. To determine the profit impact of distribution strategy on consumers purchase decision for NBC, Lagos.

B. Research Hypotheses

The research hypotheses are stated in null form.

i. $H_{o2:}$ Product strategy of Nigeria Bottling Company has no profit impact of on organisations sale volume of the organisations.

ii. $Ho_{3:}$ Pricing strategy of Nigeria Bottling Company has no profit impact on the organisations' market share.

iii. $Ho_{4:}$ Distribution strategy of Nigerian Bottling Company has no profit impact on consumers purchase decision for NBC, Lagos.

II. LITERATURE REVIEW

2.0 The concept of Strategy and Marketing Strategy

In planning for an organization, strategy is the first level in making the big decisions that shape the lower-level detail (Vensa, 2020). Strategy takes account and makes broad decisions on how resources available are to be allocated. Medium-term strategy takes account of the longer-term strategic intent of the firm, including its vision, mission and values. Vensa (2020) defined strategic planning as the process of identifying and formalizing strategy which includes writing the plan. The author explained that strategic planning usually looks ahead of at least a year and may possibly stretch up to ten years or above. The rate and depth of change in the business environment determine how far a company can practically plan.

Overall organizational strategies influence marketing strategy while in other hand marketing strategy can influence overall organizational strategies. The strategy has a primary customer focus in selecting who should be customers, while guiding what and how to sell to them. Vensa (2020) asserted that the business strategic plan is best written in line with the marketing strategic plan so each influences the other. Sometimes the reality is that the marketing plan follows the business plan (though this can cause many problems).

2.1 Elements of marketing strategy

There are many elements of marketing which touch all aspects of the company if a marketing-led view of the firm is taken. These elements are all interlinked and can have bi-directional influence on one another, even though they are discussed separately:

Segments: The first big decision to take in marketing strategy is who should be the company customers and who should not.

This implies that the customer *segments* must be addressed. This is based first on the overall strategic intent of the firm. Thus, whether to be a high-end exclusive and low-volume provider or to compete in mass markets where price is critical, which decision is also based on research that indicates how well the company is able to compete in each segment and the profitability of different customers groups.

Brand: The *brand* depicts the products and services which is the overall intended message of the company. It is a description of what customers and the public think and feel whenever in contact with the company, its products or services. Brand helps focus all other communications, products and interactions, influences and is influenced by the strategic intent of the firm. Brand is fragile in that it is what customers think and feel rather than what the company communicates. This makes shaping decisions about brand critical.

*Competition:*The decision on whether to compete on quality, price, service, and so on is an important marketing decision based on the nature of competition.Decisions here will be affected by brand and will shape further activity such as the approach towards promotion, the use of advertising, the response to competitive action, and so on.

Products: Apart from understanding and selecting customers, marketing strategy should have a significant influence on the firms products created. In order to produce products that align with the brand, this should include the overall functionality and as well focus on quality, features, price points and so on, to complete effectively in the marketplace.

Price: While the exact price may not be decided in strategic planning, the price ranges should be understood particularly in terms of what the target customers are willing and able to buy, and also be able to address what price breaks are important to compete in the markets.

Promotion: Promotional strategy includes decisions about what approaches will be used to promote the products or services, for instancedirect marketing, TV advertising and so on. Promotion can be extremely expensive, so a key part of the strategic decision here is in the amount of budget that is being allocated.

Like the brand and promotion decision is the way that communications with customers and other stakeholders needs to be decided.This involves one-to-one and things in between in addition to broadcast information about products and also includes how service conversations will be conducted using web interfaces or direct phone conversation for example.

2.2 Profit Impact of Marketing Strategy (PIMS)

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. A marketing strategy is composed of several interrelated components called the marketing mix: The

Marketing mix consists of answers to a series of product and customer related questions.

Considering the marketing variables that will boost the organisation in terms of profit, sales turnover, customer satisfaction, to mention but a few, an organisation with a well-defined strategies will not only produce strategic products in meeting customer satisfaction, but also aid in increasing the performance of the firm (Schwenk and Shrader, 1993). The effectiveness of taking strategic pricing decisions on the product of an organisation is one of competitive strategies used by firms in a competitive and dynamic environment to outsmart competitors (Kotler and Armstrong, 2006). This will not only help in sending competitors out of the market but also help in increasing organisational performance.

Profit impact of marketing strategy (PIM) is quite an in-depth study carried out by companies and covers several concepts and issues before a company comes out with PIMS (Denny, 2016). The study helps a company to identify and quantify several variables like market share, profit share, product quality, investment and service quality etc. After the study is carried out and after the findings of the study the company can know what strategy to adopt so that it earns profits out of it.

PIMS is also being criticised by many people and organisations alike. They say that this study was carried out on the 500 firms which are hugely traditional industries. Also, the critique suggests that the data is quite old and was carried out on only big companies and left out the old companies (Ibojo and Ogunsiji, 2011). They claim that not always high market shares translate into high profit margins. Though there are critiques PIMS study still stands the test of time.

The profit impact of Market Strategies (PIMS) is a comprehensive, long-term study of the performance of strategic business units (SBUs) in 3,000 companies in all major industries (Ofoegbu and Ibojo, 2015). The PIMS project began at General Electric in the mid-1960s. It was conducted at Harvard University between 1972 and 1974. In 1975 PIMS was taken over by a Massachusetts-based nonprofit organization, formed for that purpose, called The Strategic Planning Institute (SPI). Since then, SPI researchers and consultants have continued working on the development and application of PIMS data. The PIMS database is available to individuals for a subscription price (in 2006) of $995 for one month's use and $2,500 for three months' use. Longer periods of subscription are available from SPI by special arrangement.

According to the SPI Website, the PIMS database is "a collection of statistically documented experiences drawn from thousands of businesses, designed to help understand what kinds of strategies (e.g., quality, pricing, vertical integration, innovation, advertising) work best in what kinds of business environments (Farris and Moore, 2004). The data constitute a key resource for such critical management tasks as evaluating business performance, analyzing new business opportunities, evaluating and reality testing new strategies, and screening business portfolios."

The main function of PIMS is to highlight the relationship between a business's key strategic decisions and its results. Analyzed correctly, the data can help managers gain a better understanding of their business environment, identify critical factors in improving the position of their companies, and develop strategies that will enable them to create a sustainable advantage (Osuagwu, 2001).

2.3 Impact of PIMS on Firms Sales Performance

PIMS principles are taught in business schools, and the data are widely used in academic research. As a result, PIMS has influenced business strategy in companies around the world.Profit impacts of marketing strategy (PIMS) research on what drives business profits has become widely known over the last 25 years as more evidence has become available (Denny, 2016). PIMS stands for 'profit impact of market strategy' and refers to an objective approach to analyzing corporate sales performance using a unique database. Denny (2016) reiterate that PIMS results from examining real profits of real business suggest that the determinants of business performance can be grouped into four categories: competitive strength, market attractiveness, value added structure and hands-on experience (Farris and Moore, 2004).

The first category (market attractiveness) contains factors in the business situation which affect performance (Achumba, 2000). Customer bargaining power, market complexity, market growth and innovation are obvious examples. The second group describes how a business differs from its competitors. Share position, customer preference relative to competitor's offering, market coverage and product range all has an effect.

According to Boone, and David (2005) the profile represents the strategic logic which shapes the real competitive choices facing managers in each business. Uniqueness of the study is that businesses in different industries with similar profiles have been shown to have more in common when it comes to performance that business in the same industry with different profiles. For example this study is beneficial for plotting how 'IT' industry performs against 'heavy metal' industry in tackling recession.

Adebisi and Babatunde, (2011) are of the view that strategic decision encourage organisation to engage in promotional strategies such as advertising, publicity, sales promotion, personal selling etc which lead to increase in product awareness, increase in sales and profitability, thereby giving for the actualisation of business objectives. Having understood the fact that the marketing variables cannot be overemphasized in the achievement of organisational objectives, it is therefore imperative that organisations should not just sit and watch the dynamism of the business environment but to apply strategies to the marketing variables with emphasis on product, price, promotion and place

(distribution), and be dynamic in line with the changes in the business environment (Denny, 2016). Furthermore, the application of strategic decisions on the marketing activities involving the marketing mix elements will also help an organisation to survive and succeed by giving it an edge over competitors, and help in increasing organisational performance.

2.4 Linkages between Strategy and Performance

Six of the most important linkages between strategy and performance are summarized:

The most important single factor affecting a business unit's performance is the quality of the products and services, relative to its competitors (Akinyele, 2010). This is done in two ways. In the short run, superior quality yields increased profits via premium prices. In the long run, superior and/or improving relative quality is the most effective way for a business to grow, leading to both market expansion and gains in market share.

- Market share and profitability are strongly related. Business units with over 50 percent of their served markets experience ROIs more than three times greater than SBUs with fewer than 10 percent of their markets. Apart from the connection with relative quality is the fact that large-share businesses benefit from economies of scale, which result in lower peer-unit costs than their smaller competitors.

- High investment intensity acts as a powerful drag on profitability. Businesses that employ a great deal of fixed assets or working capital per dollar of sale, per dollar of value added, or per employee usually have lower rates of return. The average rate of return for the most capital-intensive businesses is less than half that earned by the low-capital-intensive ones.

- Many so-called "dog" and "question mark" businesses generate cash, while many "cash cows" are dry. Although market growth and relative share are linked to cash flows, many other factors also influence this dimension of performance. In fact, more than half of the "question marks" (businesses with positive market growth rates and that occupied follower positions in terms of market share) and six out of ten "dogs" (businesses with negative market growth rates, and that were followers in terms of market share) were net cash generators (net cash flow equaled after tax income, plus depreciation, plus or minus the net change in a unit's investment base). Conversely, more than one in four "stars" (those with top ranking market share in a growing market) and almost as high a proportion of "cash cows" (those with top-ranking market share but negative market growth rates) were net cash users.

- Vertical integration is a profitable strategy for some kinds of businesses but not for others. For small-share businesses, ROI is highest when the degree of vertical integration is low. For businesses with average or above-average relative market share, ROI was highest when vertical integration was either low or high, and lowest in the middle.

Most of the strategic factors that boost ROI also contribute to long-term value (Denny, 2016). Although there were some trade-off between current profitability and long-term value enhancement, businesses with strong initial competitive positions generally scored well on long-term value as did businesses with high employee productivity, superior relative quality, and cost advantage relative to competitors.

III. METHODOLOGY

The study investigates profit impact of marketing strategies on organizational sales using an organisation in the Beverage Industry (NBC, Plc). It employed a survey research design that made use of questionnaire in eliciting information from the respondents.

The population of this study is the middlemen (i.e distributors, wholesalers and retailers) of Nigerian Bottling Company Plc products in Lagos area. NBC Plc has 16 bottling facilities around the country, and it uses 82 distribution warehouses and 250,000 distribution outlets. NBC employs over 7,000 people, (NBC Plc Annual report and Accounts, 2019). According to Head of Marketing in Lagos plant, Lagos has over 2,350 distribution outlets (i.e distributors, wholesalers and retailers).

The sampling technique used for the study is the proportionate stratified sampling technique to select the middlemen of NBC Plc products in Lagos. Yamane (1967) simplified formula for proportions was applied to calculate the sample size of Nestle Milo Intermediaries.

The simplified formula is:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n	=	Sample Size
N	=	Population of the study
e	=	Precision estimate

Confidence level is 95% and $\pm.5\%$ precision estimates.

Therefore:

$$n = \frac{364}{1 + 364(.05)^2}$$

$$n = \frac{364}{1 + 364(0.0025)}$$

$$n = \frac{364}{1 + 0.91}$$

$$n = \frac{364}{1.91}$$

$$n = 190.6 \cong 191$$

Table 3.4: Stratification Table showing Sample Selected from each Stratum

S/N	Middlemen(Stratum)	Sample Size
a.	Distributors	28.03% of 191 = 54
b.	Wholesalers	39.01% of 191 = 74
c.	Retailers	32.97% of 191 = 63
	Total	191

Consequently, the sample size of the study is one hundred and ninety one (191) intermediaries. The choice of the sample size was based on number of intermediaries that have the experience different dimension of consumer behavior in the course of marketing branded soft drinks in Nigeria Market and show interest to participate in the research exercise. This covers all cadres of intermediaries of soft beverage drinks in Lagos mainland. Accordingly a copy of the research instrument (questionnaire) was sent online to one hundred and ninety one (191) intermediaries of NBC Plc soft drinks brand in Lagos in order to maintain covid-19 pandemic social distance guideline.

The procedures for the analysis of data include both descriptive and inferential method of analysis.Descriptive analysis of data was carried out on the demographic of the respondents showing simple percentages, while inferentially, Pearson Correlation statistical tool as a method for testing hypotheses was used with the aid of statistical package for social sciences (SPSS v. 20).

IV. DATA ANALYSIS AND PRESENTATION

Out the total copies of one hundred and ninety one (191) questionnaire distributed, 182 copies of questionnaire were returned to my mail box and adjudged usable for the analysis. This represents 95.3% response rate.

4.2 Analysis of Primary Data

4.2.1 Analysis of Demographic Data

The demographic data (section A of the questionnaire) are analyzed using frequency distribution and simple percentage. The result isshown in the table that follows:

Table 4.1: Analysis of Demographic Data

Sex Distribution	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	117	64.5	64.5	64.5
Female	65	35.5	35.5	100.0
Total	182	100.0	100.0	
Age Distribution	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-30	14	7.6	7.6	7.6
31-40	48	26.3	26.3	37.7
41-50	102	56.3	56.3	94.0
50 above	18	10.0	10.0	100.0
Total	182	100.0	100.0	
Marital Status Distribution	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	40	22.1	22.1	22.1
Married	107	58.9	58.9	81.0
Divorced /Widowed	35	19.0	19.0	100
Total	182	100.0	100.0	
Educational Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Valid OND/NCE	7	3.8	3.8	3.8
HND	18	10.0	10.0	13.8
B.Sc	100	55.0	55.0	68.8
M.Sc/MBA	48	26.3	26.3	95.0
Others	9	5.0	5.0	100.0
Total	182	100.0	100.0	
Length of service	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5 yrs.	69	38.2	38.2	38.2
6-10 years	86	47.1	47.1	84.3
11-15 years	27	14.7	14.7	100
16 and above	0	0.0	0.0	100
Total	182	100.0	100.0	

Source: Field Survey 2020

Table 4:1 shows that 64.5% of the respondents were male while 35.5% of them were female. This implies that there are more female than male intermediaries of Nigerian Bottling Company Plc brand of soft drink beverages in-the sample.

Table 4.1 indicates that 7.6% of the respondents were between 25 - 30 years of age, 26.3% of them were between the age brackets 31-40 years, 56.3% of the respondents were between the ages of 41 - 50 years, while 10% of the respondents were above 50 years of age. This implies that the bulk of the respondents are between the ages of 31 - 40 years.

Table 4.1 shows that 22.1% of the respondents were single and 58.9% of them were married while 19.0% of the respondents were either divorced or widowed. This shows that the majority of the respondents were married.

It is observed in Table 4.1 that 3.8% of respondents were holders of OND/NCE, 10% of them were holders of either Higher National Diploma (HND), 55% of them were degree holders (B.Sc) and 26.3% of the respondents hold master's degree (i.e. M.Sc/MBA) while others 5% possess professional qualifications.

The Table 4.1 shows that 38.2% of the respondents have between 1 – 5 years of experience in the bank, 47.1% of

them have been with the company for a period of between 6 - 10, 14.7% of the respondents have spent between 11 – 15 years in the bank, while none of the respondents have been with the company for period above 16 years. This implies that majority of respondents have between 1 – 10 years' experience in the company.

A. Test of Hypotheses

Correlation analysis was used to evaluate whether or not the values that have been empirically obtained differ significantly from those, which would be expected under a certain set of theoretical assumptions. Statistical Package for Social Sciences (SPSS) was used to test the relationship between the variables in the four stated hypotheses.

1. Analysis of relationship between Marketing strategies adoption andprofit impact on the organiation's sales performance.

In the null form the hypothesis I stated that Marketing strategies adopted by Nigeria Bottling Company has no profit impact on the organiation's sales performance. The hypothesis was tested with the use of Pearson Correlation statistical tool.

Table 4.1: The summary of Product Moment Correlation Coefficient of Marketing strategies adoption and productivity in organizations

		Marketing strategies adoption	Profit impact on sales
Marketing strategies adoption	Pearson Correlation	1	. 674**
	Sig. (2-tailed)		.000
	N	182	182
Profit impact on sales performance.	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	182	182

**.correlation is significant at 0.05 level (2-tailed)

Table 4.1 a Pearson product-moment correlation was run to determine the relationship between Marketing strategies adoption and profit impact on sales. The data showed no violation of normality and linearity. We can see that the Pearson correlation coefficient, r, is 0.674, and that this is statistically significant (p .000< 0.0005). There is a strong, positive correlation between Marketing strategies adoption andprofit impact on sales which was statistically significant (r = . 674, n = 182, p< .0005). Therefore, there is significant relationship between marketing strategies adoption and profit ion the organiation's sales in Nigeria Bottling Company Plc.This implies that marketing strategies adopted by Nigeria Bottling Company has profit impact on the organiation's sales performance.

2. Analysis of relationship between product strategy of Nigeria Bottling Company and profit impact of on organisations sales.

In the null form, the hypothesis II stated that product strategy of Nigeria Bottling Company has no profit impact of on organisations sale volume of the organisations. The hypothesis was tested with the use of Pearson Correlation statistical tool. The result of the analysis is presented below.

Table 4.2: The summary of Product Moment Correlation Coefficient of Product strategy of NBC Plc and profit impact of on organisations sales.

		Product strategy of NBC Plc	Profit impact on organisations sales
Product strategy of NBC Plc	Pearson Correlation	1	.782**
	Sig. (2-tailed)		.002
	N	182	182
Profit impact on organisations sales	Pearson Correlation	.782**	1
	Sig. (2-tailed)	.002	
	N	182	182

**.correlation is significant at 0.05 levels (2-tailed)

In Table 4.2 a Pearson product-moment correlation was run to determine the relationship between product strategy of NBC Plc and profit impact on organisations sales. The data showed no violation of normality, linearity or homoscedasticity. We can see that the Pearson correlation coefficient, r, is 0.782, and that this is statistically significant (p .002< 0.005). There is a strong, positive correlation between product strategy of NBC Plc and profit impact on the organisations sales which was statistically significant (r = .782, n = 182, p< .0005). This implies that product strategy of Nigeria Bottling Company has significant profit impact of on organisations sale volume of the organisations.

3. Analysis of relationship between pricing strategy of Nigeria Bottling Company and profit impact on the organisations' market share

In the null form, the hypothesis III stated that pricing strategy of Nigeria Bottling Company has no profit impact on the organisations' market share. The hypothesis was tested with the use of Pearson Correlation statistical tool. The result of the analysis is presented below.

Table 4.3: The summary of Product Moment Correlation Coefficient of Pricing strategy of NBC, Plc and Profit impact market share.

		Pricing strategy of NBC, Plc.	Profit impact market share
Pricing strategy of NBC, Plc.	Pearson Correlation	1	.593**
	Sig. (2-tailed)		.001
	N	182	182
Profit impact market share	Pearson Correlation	.593**	1
	Sig. (2-tailed)	.001	
	N	182	182

**.correlation is significant at 0.05 levels (2-tailed)

In Table 4.3 a Pearson product-moment correlation was run to determine the relationship between pricing strategy of Nigeria Bottling Company and profit impact on the organisations' market share. The data showed no violation of normality, linearity or homoscedasticity. We can see that the Pearson correlation coefficient, r, is 0.593, and that this is statistically significant (p .002< 0.005). There was a strong, positive correlation between pricing strategy of Nigeria Bottling Company and profit impact on the organisations' market share which was statistically significant (r = .593, n = 182, p< .0005). Therefore, there is significant relationship between pricing strategy of Nigeria Bottling Company and profit impact on the organisations' market share. This implies that pricing strategy of Nigeria Bottling Company has significant profit impact on the organisations' market share.

4. *Analysis of relationship between distribution strategy of NBC Plc and Profit impact on the organizations' consumers Purchase Decision.*

In the null form, the hypothesis III stated that distribution strategy of Nigerian Bottling Company has no profit impact on consumers purchase decision for NBC, Lagos. The hypothesis was tested with the use of Pearson Correlation statistical tool. The result of the analysis is presented below.

Table 4.4: The summary of Product Moment Correlation Coefficient of distribution strategy of NBC Plc and Profit impact on the organizations' consumers Purchase Decision

		Distribution strategy of NBC Plc	Consumers Purchase Decision.
Distribution strategy of NBC Plc	Pearson Correlation	1	. 687**
	Sig. (2-tailed)		.001
	N	182	182
Consumers Purchase Decision.	Pearson Correlation	.687**	1
	Sig. (2-tailed)	.001	
	N	182	182

**.correlation is significant at 0.05 level (2-tailed)

In Table 4.4 a Pearson product-moment correlation was run to determine the relationship between distribution strategies of NBC Plc brand of soft beverage drinksand profit impact on the organizations' consumers Purchase decision. The data showed no violation of normality, linearity or homoscedasticity. The Pearson correlation coefficient, r, is 0.687, which is statistically significant (p .001< 0.005). There is a positive correlation between distribution strategy of NBC Plcand profit impact of consumers purchase decision which was statistically significant (r = .687, n = 182, p< .0005). This suggeststhat distribution strategy of Nigerian Bottling Company has no profit impact on consumers purchase decision of NBC Plc brand ofsoft beverage drinks inLagos.

V.SUMMARY, CONCLUSION AND RECOMMENDATIONS

The analysis of data resulted in the realization that there is significant relationship between marketing strategies adoption and sales profit in Nigeria Bottling Company Plc; there is a strong, positive correlation between product strategy of NBC Plc and profit impact on the organisations sales which was statistically significant. Furthermore, there is significant relationship between pricing strategy of Nigeria Bottling Company and profit impact on the organisations' market share and that there is a positive correlation between distribution strategy of NBC Plc and profit impact of consumers purchase decision which was statistically significant.

The finding of this study led to the conclusion that marketing strategies adopted by Nigeria Bottling Company has profit impact on the organiation's sales performance; product strategy of Nigeria Bottling Company has significant profit impact on sale volume of the organisations. It is also confirmed that pricing strategy of Nigeria Bottling Company is significant to profit impact on the organisations' market share and also the result affirmed thatdistribution strategy of Nigerian Bottling Company has profit impact on consumers purchase decision for NBC, Lagos.

In line with this research, the researcher hereby recommends that Nigerian Bottling company need not to strict their strategy areas to Marketing mix variables but must what kinds of strategies (e.g. quality, pricing, vertical integration, innovation, advertising) amongst other that best impact on the sales performance and profit of the organisation.Organisations are enjoined to always improve and take cross functional decisions on their product variables in order to constantly satisfy their customers. Organisations should understand the fact that the target market constitutes the target point of marketing, therefore the need to constantly strategize for customer satisfaction become paramount.

Given the intensity and propensity of competition globally, it is necessary for organizations to monitor the price trends of their products to avoid the problem of over pricing or underpricing sales of their products can have negative effects on their products.Organisations should embrace the innovative distribution and product concept which holds that consumers will prefer those products that offer the most quality, performance or innovative features. They should focus on making superior strategies and improving them over time.

Finally, the study noted that those businesses that position themselves to win the strategy game through a sustainable advantage also win the performance game. PIMS can also serve as a screen such that a business's future direction, a competitor or a potential acquisition can be evaluated and benchmark performance levels can be measured.

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