**INFLUENCE OF PROMOTIONAL STRATEGIES ADOPTED BY SLUM2SCHOOL ON PEOPLE’S PERCEPTION AND ATTITUDE ON THE NGO**

***Abstract***

*This study investigated the influence of promotional strategies adopted by Slum2School on peoples’ perception and attitude on the NGO, with the objectives to examine the extent of awareness of people about Slum2school, to assess the promotional strategies employed by Slum2school Africa, to investigate the level of awareness of people concerning Slum2school social media promotional strategies, and to examine the perception of people regarding the effectiveness of Slum2school promotional strategies. The study focused on the volunteers of Slum2school Africa, located at Lekki Phase 1, Lagos State, Nigeria; of which 50 where sampled for the purpose of this research work. Data were collected from the respondents through the use of a well structured questionnaire which was critically amended and approved by the supervisor before been distributed, and the data were analyzed through SPSS. Findings of this study show that the respondents heard about slum2school through different means such as from family/friends, schools, social media, and campaigns; and they are very aware of about slum2school and its promotional strategies. Findings also showed that slum2school social media platform which are facebook.com/slum2school, instagram.com/slum2school, twitter.com/slum2school, and youtube.com/user/slum2school are used by slum2school for their promotional strategies, and promotions are displayed on a daily basis on them and this promotional strategies has been effective. This study therefore recommended that NGOs should embrace the use of social media in planning their marketing communication strategies. Also, there should be real commitment on the part of organizations, especially insurance companies, to monitor the perception of people about them and their operations through the social media.*

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**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background to the Study**

Non-Governmental organizations (NGOs) in Nigeria can be dated back to the pre-independence period (Elumilade et al., 2006). However, it was when the successive post-colonial government found it difficult to cope with managing the developmental needs of Nigerians that people began to see the importance and impacts of NGOs to the public. Non-Governmental organizations are civil organizations that operate across national boundaries, they are organizations that are totally independent of government and have a membership composed of private individuals, and which operate as charitable or religious organizations, mobilize private funds for development initiatives and programs, raise awareness and influence policies in support of democratic and good governance ideals, and engage in a variety of humanitarian projects to improve the lives of the masses. (Chalmer, 2002). Iriye (2004) defines Non-Governmental Organizations as voluntary, non-state, non-profit, non-religious, and non-military associations; They are a self-governing voluntary group of people who come together on a regular basis for a shared goal other than gaining government office, making money, or engaging in unlawful activities; for example Amnesty International, Green Peace, Red cross, save the children, CARE and Oxfarm.

According to Nkwocha (2016), a Non-Governmental Organization (NGO) is a legally formed entity made up of natural or legal individuals that operates independently from any government. A non-governmental organization as quoted in Mohammed (2010) and Hilhorst (2003) is “an organization (maintained primarily at the grass roots level) that is dedicated to the design and implementation of social and economic development programmes for the emancipation and empowerment of the people”. Therefore, as civil organizations, NGOs are voluntary, independent and not geared towards profit motive and are aimed at providing services to the disempowered.

NGOs are of great importance and value for the modern society and hence comes the need of having a marketing strategy for the NGO (Vinay et al., 2006). Marketing strategy is a method that allows a company to focus its limited resources on the most promising opportunities for increased sales and a long-term competitive advantage (Baker, 2008). In marketing operations, marketing strategies constitute an important ingredient in sales expansion. The reason is not farfetched, most companies or organizations that make use of marketing strategies in measuring the sales of the company’s products are expanded so as to increase their profit margin. The mechanism for marketing strategies in sales expansion includes product strategy, pricing strategy, promotion strategy etc. Therefore in a competitive setting, marketing strategy can be defined as a consistent, appropriate, and feasible philosophy through which a firm aims to attain long-term customer and profit objectives. Marketing strategies would help the NGO reach the masses and make the common man aware of the work it does (Vinay et al., 2006).

In most cases, marketing in an NGO entails attracting personnel and financial resources. Today, NGOs employ a variety of marketing ideas and strategies to persuade a target audience to accept, reject, change, or abandon a behavior for the benefit of people, groups, or society as a whole. However, this is true only in case of some NGOs, while most of them are finding great challenge to collect funds, in building credibility, getting more people involved and in general to carry out its social activities (Vinay et al., 2006). Marketing strategy is a major determinant used by management to aid the sales of its products and thus increasing profitability level. Some companies fail due to the fact that they refuse to adopt some of the major marketing strategies in motivating customers in order to purchase the company’s product. The, various promotional tools which a marketer adopts as a strategy to persuade prospective customers include advertising, personal selling, sales promotion, public relations and publicity; marketers ensure that these strategies are adopted towards achieving the company’s goal and eventually increasing their sales. Meanwhile, in order to capture the customer to buy the product, a good understanding of the various marketing strategies must be adopted for a particular target operation thus leading to increase sales volume of the company.

When the marketing strategies are successful, they are expected to affect significantly on services delivery of NGOs. However, when the results are not successful, a change in the marketing strategy may be required in order to help improve on the performance of NGOs. The extent to which marketing strategy of NGOs affect their service delivery can be measured by observing the growth or increase of their sales to customers (Nwambeke et al., 2020)

**1.2 Statement of the Problem**

In the corporate world today there is increasing quest by Non-governmental organizations to carve out a winning image and personality for themselves in a highly competitive business environment. However, the public appears to not fully aware about NGOs, their activities and policies. In business world today not many NGOs in Nigeria, appear to explore the great potentials that marketing hold to succeed in making the desired impression on customers with their brands’ names. Marketing through proper strategies offers NGOs a chance to move away from one-way communications and move toward a type of communication in which they can interact with, listen to and engage with customers when properly carried out. Thus, this study therefore investigates the influence of promotional strategies adopted by Slum2School on peoples’ perception and attitude on the NGO.

**1.3**  **Objectives of the Study**

The main objective of this research is to investigate the influence of promotional strategies adopted by Slum2School on peoples’ perception and attitude on the NGO.

The specific objectives of the study are to:

1. Examine the extent of awareness of people about Slum2school
2. Assess the promotional strategies employed by Slum2school Africa.
3. Investigate the level of awareness of people concerning Slum2school social media promotional strategies
4. Examine the perception of people regarding the effectiveness of Slum2school promotional strategies.

**1.4**  **Research Questions**

The study therefore attempts to answer the following questions:

1. To what extent are people aware about the existence of Slum2school?
2. What promotional strategies are people aware of that are being used by Slum2school?
3. Are people aware of Slum2school’s social media promotional strategies?
4. Do people perceive the promotional strategies used by Slum2school to be effective?

**1.5**  **Scope of the Study**

The essence of this study is to primarily investigate the influence of promotional strategies adopted by Slum2School on peoples’ perception and attitude on the NGO. This study focused on a non-governmental organization known as Slum2school Africa which is located at Lekki Phase 1, Lagos State. Slum2school Africa is a non-governmental organization that was founded in February 2012, and since then worked with over 10,100 volunteers from over 30 countries and has supported over 110,500 children educationally and psychologically.

**1.6**  **Significance of the Study**

It is the researcher’s opinion and belief that findings and recommendations of this research therefore would assist other NGOs in knowing the importance and benefit they tend to gain when proper promotional strategy is employed in their digital marketing. It will also be seen as an eye-opener for the NGOs in Nigeria, to learn more about campaigning strategies and make adequate use of it. It will encourage the government to pay attention to NGOs media campaigns and assist them in meeting up with their goals. This research work will also provide relevant materials and stand as a reference for society and anyone willing to start a Non-governmental organization in Nigeria.

**1.7** **Definition of Operational Terms**

**Marketing**: It is the process of determining consumer demand for product or services, motivating its sales and distributing it to ultimate consumer at a profit

**Promotional Strategies**: This is referred to as all marketing effort in terms of tactics and devices that are used to identify the target market with a view to accomplishing the marketing tasks in the best possible ways.

**Promotion**: It is described as the creation and administration of a marketing subsystem with the goal of informing and convincing current and prospective customers.

**Strategy:** This is a broad strategy for achieving one or more long-term or overall objectives in the face of uncertainty.

**NGO:** It is a non-profit group that functions independently of any government. NGOs, sometimes called civil societies, are organized on community, national and international levels to serve a social or political goal such as humanitarian causes or the environment.

**Assessment:** This can be regarded asthe action of assessing someone or something**.**

**Effective:** This can be referred to an act of being successful in producing a desired or intended result.

## CHAPTER TWO

## REVIEW OF LITERATURE

**2.0 Introduction**

This chapter examined the literature available on the various concepts used to measure the social media campaign strategies adopted by non-governmental organizations in Nigeria. This was done alongside conceptual, theoretical, and empirical reviews.

**2.1 Conceptual Review**

**2.1.1 Concept of Non-governmental Organizations**

According to Willetts (2013) the term non-governmental organizations (NGOs) came into currency in 1945 when the UN was formed. The aim was to differentiate in its charter between participation rights for intergovernmental specialized agencies and those for internal private organizations. Thus, at the UN, virtually all private organizations can be ascribed as NGOs. The only different is so far as they are independent, or autonomous from governmental control (Lewis, 2013). Also, on the condition that, it does not seek to challenge governments, either on partisan politics or by having a narrow focuses on human rights, non-profit-making and non-criminal.

**2.1.2 History of NGOs in Nigeria**

The emergence of NGOs in Nigeria can be dated back to the period of colonial rule. With colonialism came several organizations and groups, which had their roots in Britain. Prominent NGOs that were active during this period included Foundations and Organizations that provided social and welfare services for the colonized people. They also included some religious organizations, which engaged in evangelical activities in the country. This latter group included the Church Mission Society (CMS), Baptist International and the Anglican Church Ministry. These groups were associated with the establishment of several educational institutions, health centres and other social services across the country. They were also responsible for the establishment of psychiatry homes, leprosarium and juvenile centres. It needs to be stressed that during this earliest period, NGOs were concerned purely with humanitarian and evangelical activities. Their political involvement was restricted to facilitating the activities of the colonial administration. However, this was to change after the Nigeria attained independence.

With the attainment of Nigeria’s independence in 1960, NGOs maintained their hold on the democratic struggle in the country. However, this period witnessed a rapid expansion in the activities of these organizations. Also, the period saw the emergence of 1-luman Right and Pro-democracy NGOs. i.e. organizations that function primarily to protect and safeguard citizens’ rights including their right to political freedom. The rise of these organizations was due to certain developments which characterized this period. These included, among others, increase complexity of political structures, institutions and activities in Nigeria. For instance, from only three regions in 1960, the country was divided into twelve states in 1967, nineteen in 1975, twenty-one in 1987, thirty in 1990 and thirty-six in 1996. The implication of this is an increase in the tempo of political as well as administrative activities in the country. Other factors included minority agitation and the incursion of the military rule in government. This last factor-military intervention in politics, has been responsible for the heightened pro-democratic agitation in the country.

**NGOs Under-Military Regimes**

Nigeria had its first ‘of military rule in 1966. In that year, some military officers led by Late Major Kaduna Nzeogwu toppled the then democratically elected government of Late Alhaji Tafawa Balewa in a bloody military coup. This incident marked the beginning of the formal domination of the nation’s political landscape by the military. Since then, the military has ruled the country for 29 years leaving the civilians with only 20 years.

Not surprisingly, the activities of NGOs witnessed a great leap under military rule. An important development during this period was the proliferation of NOOs in the country. Specifically, the period saw the resurgence of human rights groups and organisations with interest in the protection of the citizens against excessive abuses of the military. According to Olorode (1997), the emergence of various resistance groups and associations during military rule was part of the process of popular struggle to fight the military-led oppression of Nigerian people and recolonise Nigeria under IMFs SAP.

More than any other time in the history of Nigeria, the period of military rule witnessed widespread abuse of office, official corruption, politically motivated assassinations, suppression of the press and denial of citizen’s fundamental human rights (Babawale, 1996). This situation necessitated the emergence of groups and associations with interest, in challenging the military dictatorship and protesting against such abuse. The emergence of these groups marked a turning point in the political history of the country. For one, it led to a gradual and systematic internationalization of the Nigerian political problem. Further, it brought about the need for external intervention in the affairs of the country. This was achieved through foreign moral and financial support for the local NGOs that were the vanguards of the struggle against military dictatorship. More important, the emergence of these NGOs helped in creating political awareness among the Nigerian population. The result was that it became possible to mobilise Nigerians against evidence of misrule by the military. Thus in 1989, 1993, 1994, millions of Nigerians were mobilised through the efforts of human rights groups to express their abhorrence for military dictatorship and its attendant hardship and anti-democratic posture.

**2.1.3 Types of NGOs**

NGOs can be classified into four broad group, these are developmental, cooperative, educational and advocacy. In the first category, there are organizations that function primarily to perform developmental functions. That is, they help to mobilise funds from within and outside the country to execute development programmes. These organisations engage in the construction of schools, hospitals, and other social services like pipe-borne water, roads and electricity. The second group comprises of those whose activities could conveniently be labelled as cooperative; they link together individuals from different segments of the society. They are also involved in mobilising funds for those groups to prosecute certain activities. Usually, cooperative organisations are involved in linking individuals and groups to socio-economic and political activities (Yusuf, 2011).

The third category of NGOs are those that are purely concerned with re1i or evangelical activities. This type of NGOs is also active in championing the cause of the oppressed and the weaker segments of the population. These include, the children, disabled and aged. The NGOs that are active in this direction execute the financial, social and legal responsibilities of the under-privileged members of the society. In several parts of the world, this category of NGOs also performs evangelical functions. That is, they are active in the propagation of religious faith. They also provide relief materials to victims of natural and artificial disasters (wars, famine, earthquake, flood, etc). In addition, these organisations are active in the provision of health care delivery services for the needy across societies in the world. They are equally involved in spreading education among people in under-developed regions. To this end, they are often associated with the establishment of educational institutions in those areas. To complement this service, they provide scholarships for indigent students. Prominent organizations in this category are the Church Missionary Society and Ahmadiya Society, both of which are noted for the establishment of many schools across Nigeria. The last in these categories are the advocacy groups. These comprise of organizations that engage in human rights activities and the enthronement of democratic values in the society (Yusuf, 2011).

Among the prominent advocacy groups in Nigeria are such human rights organisations like the Committee for the Defence of Human Rights (CDHR), Campaign for Democracy (CD), National Association of Democratic Lawyers (NADL), and the Constitution Rights Project (CRP). It also include other political and pressure groups like Movement for the survival of Ogboni People (MOSOP) and Gani Fawehinmi Solidarity Association (GFSA). There are also other groups, which though were established as trade unions and professional associations are, nevertheless, more active as advocacy groups. In this group are the Academic Staff Union of Universities (ASUU), the Nigerian Bar Association (NBA), Nigerian Medical Association (NMA), Women in Nigeria (WIN) and the National Association of Nigerian Students (NANS). The latter groups are known for their active role in the popular emancipation and democratic struggle in Nigeria. For instance, these groups were united in their opposition to the despotic regime of late General Sani Abacha. They kept this tempo despite threats of arrest, detention and even possible assassination by security agents. Specifically, they were committed to the promotion of human and democratic rights of citizens, rule of law, accountability, good governance and freedom of speech. These rights which hitherto had been taken for granted in Nigeria, have come under severe attacks under successive regimes (both military and civilian). This category of NGOs have consistently served as vanguards of democratic struggle challenging successive governments (Bamwo, 1997).

**2.1.4 Concept of Marketing Strategy**

Marketing strategy is a set of objectives, policies and rules that guides overtime the firm marketing effort. Pride and Ferrell (1972) also defined marketing strategy is defined as a collection of concepts that a firm uses to attain its long-term customer and profit goals in a competitive environment. Marketing strategy plan consists of three parts. The first part describes the target market’s size, structure and behavior. The second part of the marketing strategy outlines the product planned pricing distribution strategy and marketing budget and finally the third part of the marketing strategy plan describes the long run sales and profit goals and marketing mix strategy overtime.

Since the 1980s, marketing strategy has been a hot topic in academia. There are several definitions of marketing strategy in the literature, each addressing different views (Li et al., 2000). However, one thing that all marketing strategies have in common is that they are used to maximize the use of organizational resources in order to achieve stated goals and objectives. Similarly, marketing strategy requires adjusting marketing mix elements in response to external factors. As a result, determining the nature, strength, direction, and interaction between the marketing mix elements and the environmental factors available in a particular circumstance is the logic for the formulation of marketing strategy (Jain and Punj 1997). This implies that the objective of a firm marketing strategy is to establish, build, defend and maintain its competitive advantage.

**2.1.5 Roles Of Promotional Strategies**

A company has its disposal a number of opportunities from where it has to make a choice for the strategy or strategies that will produce the best result. How a company understands the best promotional strategy to use in expanding sales depends on many factors: it may be political and legal factor, cultural, economic or the environmental factor which are otherwise referred to as the uncontrollable factors or macro factors. In a depressed economy of ours, a company must make effective use of the strategies on the product that will produce best result.

A company strategy may have to take several factors into consideration, these are:

1 The company’s competitive size and its position in the market.

2 The company’s resources, objectives and policies.

3 The competitive marketing strategies.

4 The target markets buying behavior and

5 The economic condition of its environment.

**2.1.6 Types Of Marketing Strategies**

Kotler (1996) says in developing the strategy, the product manager needs to talk with the purchasing and manufacturing people to make sure they are able to buy enough material and produce enough units to meet the needed sales volume. He further says that the product manager needs to talk to the sales managers in order to obtain the planned sales force support, and to the financial officer to make sure that enough advertising and promotional funds are available.

The following are the types of marketing strategies that a company can use and their roles in expanding sales in its operation. These are:

(a) Marketing positioning strategy

(b) Market Entry strategy

(c) Marketing Mix strategy

(d) Product Market strategy

(e) Market Segmentation

(f) Market Targeting

**A. Marketing Positioning Strategy**

This is meant to select a specific pattern of market concentration that will afford the maximum opportunity to the company to achieve its organizational objective. The company cannot be everywhere. It must go after viable position without making reference to its presence in other states or regions where it has gain a considerable share of the market.

For a market to be attractive for a company to aim at, it must have four characteristics:

1. The market segment must be of sufficient current size.
2. The market segment must have the potential for further growth.
3. The market segment is not “owned” or over occupied by existing competition
4. The market segment must have some relative unsatisfied needs that the particular company can serve well.

However, if a company decides to seek a leadership position in entering one market segment, it does that through what we called “Strategy Of Single Segment Concentration”. A multiple segment concentration is a situation where strength in one market segment gives the company an added advantage in the other market segment and this is being fully utilized by the company.

**B. Market Entry Strategy**

This is gaining penetration into the target market. The company can use any of the following methods to expand their sales volume;

1. Acquisition
2. Internal development
3. Collaboration with other companies

**Acquisition:** The easiest and quickest way to enter a new market is acquisition of an existing product of company. Acquisition cleans away costly and time consuming process of attempting to build up internally, the knowledge, resources and reputation necessary to become an effective participant in that part of the market. Factors, which favor acquisition, are:

• The acquiring company has very little knowledge of the industry.

• There is a strong advantage in entering the new market as soon as possible

**Internal Development:** Research and development activities could be pursued to attain the necessary leadership role in a given market. Entering a market may be done by the process of developing new product by the existing company and use it in penetrating a particular market segment to expand sales volume of the company.

**Collaboration with Other Companies:** When a company collaborates with others to jointly exploit the new opportunity, it can easily join hands together with other companies to introduce new product into the market. The advantages are:

• There is reduced share of risk for each of the companies

• Each company brings its specific skills/resources in order to foster a strong incorporation.

**C. Marketing Mix Strategy**

This is how the company determines its profitability share in a particular market segment. The particular concept here is market mix. That is, the firm can influence the buyers’ response through the use of a set of controllable variables.

MC Carthy popularized a 4-factor classification called the 4ps i.e. Price, Product, Promotion, Place (physical distribution). The marketer of the companies to expand their sales volume can use the 4ps.

**Products:** The products offered for sale, by the Hotel includes: the facilities for use by the customers, the services provided through these facilities and the Hotel image. According to Keller [11] in order to create brand loyalty, consumers’ experiences with the product must, at least, meet, if not actually exceed, their expectations. Customer satisfaction is determined by exceeding customers’ expectations. These products have two features;

* **The tangible features includes:** the size of the product, its colour, odour, quality, name and durability. A food product with an appealing colour and odour, appetizing flavour with a high quality will sell more than that of a poor quality or bad flavour. So also, A Hotel with a welcoming environment, comfortable and attractive room facilities, coupled with pleasant and friendly staff will eventually be more patronized.
* **The intangible features includes:** the Hotel image and warranty. Hotel offering high quality products and services to customers will possess a good image.

**Price:** the price of a product can be manipulated to increase its demand by offering cash and sales discounts on volume purchases, price promotions and differentiation of products prices to appeal and serve varieties of customers.

**Promotion**: can be defined as effective communication with prospective customers encouraging them to make certain purchasing decisions in your favour. This can be carried out through:

* **Sales promotion:** are activities designed to promote temporary sales mainly to increase business at slack period, such as on Mondays, early evenings and during the first two months of the year.
* **Advertising:** can be defined as paid communication by an identified sponsor through a non personal medium. It can also be said to be that function of an organization concerned with contacting and informing the market of an operations product and persuading it to buy (Food and Beverage Management David and Stone). Advertising is carried out through the various advertising media, which are:
* **Electronic Media:** Television adverts and radio jingles.
* **Social Media:** Facebook, Twitter, Instagram, etc.
* **Print media:** News papers, guides, business publications, consumer publications and magazines.
* **Feature Advertising Media:** This is known as the Minority media. They come in form of calendars and promotional items such as pens, key holders, pencils and so on.
* **Merchandising:** is related mainly to Point of sales promotion. Its main role is to improve the average spend per head of the customer. It is used to promote particular services or goods.
* **Direct mail:** is defined as postal communication by an identified sponsor. It is also known as advertising by post. A package known as mail shot is usually mailed to customers. It includes letters, brochures, magazines, envelopes and return cards, attractively written to capture the interest of the customers.
* **Telephone selling:** is a selling technique that involves using the telephone to persuade customers.
* **Publicity:** is defined as unpaid communication by an unidentified sponsor through non personal media. It involves the use of posters and hand bills.
* **Public Relations:** is defined as the means by which the various significant publics of an organization are identified and communicated with through personal and non personal media, such as:

1. The print media through news releases, writing articles, columns and brochures.
2. The electronic media through panel discussion, radio and television interviews.

**Place**: is the distribution of the products. It involves using the right distribution channels so the products can be within easy reach of the consumers. The Marketing mix provides a degree of control over the marketing environment but there are some elements of the business and marketing system which are beyond the control of any marketer. The business system can be viewed as having three environments which are:

* **The Internal Organisational Environment:** includes the company and its areas of functional specialization such as marketing and finance.
* **The Operating Environment:** consists of organizations and individuals outside the internal environment. It includes the customers, shareholders, advertising agencies and labour market.
* **The Extraneous Environment:** includes trends in population, natural resources and the government’s decisions.

The Operating and Extraneous environment cannot be totally controlled by the marketing mix.

**D. Product Market Strategy**

The following market strategies could be applied practically to reach a variety of customers and hence achieve company’s marketing strategies:

* **Market Penetration:** This is gaining greater penetration/dominance in the market in which it already has an offering. It involves increasing current buyers’ usage of consumption rate of the offering. It involves attracting the buyers of competing offering or stimulating product trials among potential consumers in an existing market. The mix of marketing activities include lower price for the offering, distribution to provide wide coverage of an existing market and heavier promotion effect on the existing product. These strategies entail a careful examination of the potential competitive reactions. The market capacity must not be determined in terms of its willingness and ability to increase usage or consumption rate and the availability of new buyers and the “cost of conversion”. It involves gaining buyers from competitors, stimulating more frequent usage or attracting new buyers. Therefore, as a result of all these roles, there will be an increase in the profit and sales expansion in the company.
* **Market Development:** Boskick (1964) implies that the organization introduce its existing offering to public other than those it is currently servicing i.e. introducing existing product to different geographical area of different buying public. For example: a consumer product company like newbisco Ltd introducing its cream cracker biscuits to some cities in which it has not exploited before. As a result of introducing existing products to the public, the sales expand hence, increase the profit volume of the company. The marketing mix use will often vary to reach different public with different buying pattern and requirement. Reaching new market will often necessitate modifying version of the basic offering, distribution outlets or a change in the sales effort and advertising. It also involves a careful consideration of competitive strength. Because buyers are now sought, understanding their numbers and buying pattern are necessary pre-requisites for the successful development of marketing activities. However, the cost of conversion and maintaining favourable exchange relationship must be considered as well as organization strength in terms of adaptability to new markets in order to evaluate the potential success of the venture.
* **Product Development:** Brown (1974) contended that this involves the creation of new offerings for existing markets. The approach is totally creating new offerings (product Augmentation), the product remains unchanged but complimentary items or services are added to it. The strategy can succeed provided the offering is a solution to a clearly understood problem faced by potential buyers. The problem is significant enough to a sizeable number of buyers. Of importance is the magnitude and timing of competitive response, the impact of the new product on existing offerings and capacity of the organization to deliver the offering to the public.

**E. MARKET SEGMENTATION**

It is the process of grouping the real and potential consumer of a commodity or service who possesses common characteristics of distinctive significance to market into segment so that the marketer can formulate a marketing programme (strategy) that will reach each segment for successful marketing. The marketer believes that if each segment of the market is identified, effective marketing strategy (programme) can be formulated to get the product through each segment of the market successfully.

Kotler (1996) opined that market segmentation consist of buyers and differs in many ways. Market can be segmented in number of ways. Here the consumers may differ in their wants, resources, geographical location, buying attitudes and buying practices. Any of these variables can be used to segment a market. Marketing segmentation is the most recent idea for guiding marketing strategy. It does not deal with distinguishing product customer group and needs. It is sub-dividing of a market into distinct subsets of customer where any subset may conceivably be selected as a target to be reached with a distinct marketing mix.

Marketing segmentation is a consumer oriented philosophy: we first identify customer needs in a sub-market, and then we design a product or marketing programme to reach that sub-market (segment) and satisfying those required needs.

**Requirements For Effective Segmentation**

Kotler (1996) opined that for a market to be effectively segmented it must consist of the followings:

* 1. Measurable
  2. Substantial
  3. Accessible
  4. Differentiable
  5. Actionable

**Measurable:** This factor involves the degree to which the characteristics of buyers can be measured. This includes size, purchasing power and characteristics of the segments. The degree by which information is obtained about these characteristics of buyers will determine to what extent we can segment the market, the marketer would look at the number and size of each of these characteristics before deciding on how to segment the buyers and the market.

**Substantial:** The segments, according to Kotler (1996), are substantial and profitable enough to serve. A segment is the largest homogeneous group worth pursuing with a targeted marketing strategy. It would be unprofitable for a car company, for example, to design vehicles for persons who are under four feet tall. A segment should be the smallest unit for which direct effectiveness is conceivable. We must first consider whether the market is large enough to be considered for segmentation.

**Accessible**: The segment can be effectively reached and served. This involves the extent the information about the buyers and their characteristics are accessible to the marketer. This includes where the buyers are available, and their characteristics accessible; the marketer will be able to segment the market efficiently. It will also enable the firm to effectively focus its marketing efforts on chosen segment. For instance, it would be nice if advertising could be directed mainly to the opinion leaders if they are accessible.

**Differentiable:** According to Kotler (1996), the segments are conceptually distinct and respond to various marketing-mix elements and programs in different ways. If married and unmarried women react identically to a perfume sale, they are not distinct categories.

**Actionable:** Effective programs can be formulated for attracting and serving the segments.

**Techniques For Marketing Segmentation**

The marketing segmentation can be classified along product line i.e.

1. Consumer goods
2. Industrial goods
3. Service goods
4. Government contractor industries

Because of the heterogeneity and complexity of the ultimate consumers in the consumer market, the concept of marketing segmentation is fully practiced in the market into segments. In attempting to break the market into segments, the marketer will use different variables. Which are:

**Income Segmentation:** As income is the main determinant of individual purchasing power, it is a very logical basis for segmentation. In most cases, individual income does not only limit how much one can buy or cannot buy. Someone with a low income is usually interested in buying the basic essential of life.

**Age Segmentation:** When the market is segmented along age line, the total market is divided into categories such as babies, children, adult and the aged.

**Geographical Market Segmentation:** Within Nigeria, there is enough variation in consumption pattern to justify geography market segmentation. These variations are the result of different culture, topography and climates.

**Education Market Segmentation:** This basic segmentation is further complicated by the fact that there are lots of well-educated people with high income. i.e. high income earners.

**Advantages Of Marketing Segmentation**

The firm or marketer who is in line to the needs of different segment may have the following as an added gain:

1. Market segmentation determines differences among consumers in terms of buying habits, attitudes, personalities, usage, rates and buying patterns.
2. Market segmentation promotes company’s image. The marketer is associated with a particular segment of the market.
3. Market segmentation makes the marketers to avoid duplication of efforts and other resources. For instance, all company resources are geared towards satisfying a particular segmented market alone and not necessarily the total market.
4. Markets segmentation gives a clearer picture of the market. Therefore, market will be able to understand each group of buyers and how best to meet their various needs, wants and satisfaction.
5. Market segmentation enables market to identify marketing opportunities more quickly and thus evaluates, select policies, which will benefits the company over longest period of time.
6. Market segmentation helps to provide the consumers variety of products in a producer-segmented market. This enables a consumer to make his choice out of variety of products bringing consumers satisfaction.

**F. Market Targeting**

Kotler (1996) opines that once the firm has identified its market- segment opportunities, it has to evaluate the various segments and decide how many and which ones to target. It is also an act of evaluating, selecting and concentrating those market segments that the company can serve most effectively. More so, it is said to be a system of market where products are specifically designed or adapted on a number of variables. For example, preparing or producing a commodity like limousine, which is very costly, one will target the very people of the population.

Target marketing helps seller identify marketing opportunity better. The vendors have the ability to create the ideal product for each target market. To effectively reach the target market, they can modify their prices, distribution routes, and advertising. They can't focus on the buyers who have the highest purchasing interest instead of spreading their market efforts (short run method) (riffle approach). Target marketing calls for three (3) major steps:

1. The first is market segmentation i.e. the act of dividing a market into distinct group of buyers who might require separate products and or marketing mix. The company identifies different ways to segment and evaluates each segment attractiveness.
2. The second step is marketing targeting, i.e. the act of evaluating and selecting one or more of the market segments to enter.
3. The third step is product positioning i.e. the act of formulating a competitive positioning for the product needed and a detailed marketing mix.

Kotler (1996) opined the following stages a firm can use to respond to the reveal of market structure. These are:

i. Undifferentiated Marketing

ii. Differentiated Marketing

**Undifferentiated Marketing:** Undifferentiated marketing ignores market segment differences in favor of pursuing the entire market with a single market offer. It focuses on the demands of the buyer rather than the distinctions between buyers. The goal of undifferentiated is to create a product and a marketing strategy that appeals to a broad range of buyers. It is based on wide distribution and widespread advertising. Its goal is to give the product a better image in people's minds. Coca-early cola's marketing of only one drink in one bottle size and one flavor to suit everyone is an example of undifferentiated marketing..

Undifferentiated marketing is often seen as the marketing counterpart to standardization and mass production in manufacturing. The narrow product line keeps down production, inventory and transportation costs. The undifferentiated advertising programs keeps down advertising costs. When several competitors practice undifferentiated marketing, the result is intense competition in the largest market segments and under satisfaction of the smaller ones.

**Differentiated Marketing:** In differentiating marketing, the firms operate in several market segments and designs different programs for each segment. Differentiated marketing typically creates more total sales than undifferentiated marketing. However, it also increases the costs of doing business. The following costs according to Kotler are likely to be higher:

* **Product Modification Costs:** Modifying a product to meet different market-segment requirements usually involves some R&D, engineering and or special tooling costs.
* **Manufacturing Costs:** It is usually more expensive to produce 10 units of 10 different products than 100 units of one product. The longer production set up time, the smaller the sales volume of each product the more expensive the product becomes.
* **Administrative Costs:** The company has to develop separate marketing plans for each market segment. This requires entry-marketing research, forecasting, sales analysis, promotion planning and channel management.
* **Inventory Costs:** It is more costly to manage inventories containing many products than inventories containing few products.
* **Promotion Cost:** The company has to reach different market segments with different promotion programs. The result is increased promotion-planning costs and media costs. Since differentiated marketing leads to higher sales and higher costs, nothing general can be said regarding this strategy’s profitability. Companies should be conscious about over segmenting their market. If this happens, they may want to turn to counter segmentation to broaden the customer base.

In conclusion, with regards to the aforementioned strategies, which are at the disposal of the company, if implemented and use effectively and efficiently it will definitely lead to increasing the sales volume of the company thus increasing their profitability level. With the use of market positioning strategies, product market entry, market segmentation and market targeting, organization be more efficient in adopting the right strategies towards satisfying the consumer needs profitably and which will eventually leads to increase sales volume in the company profitability level.

**2.1.7 Additional Ps in Marketing**

As well as the standard four Ps (Product, Pricing, Promotion and Place), services marketing calls for extra three Ps, totalling seven and known together as the extended marketing mix. These new marketing Ps have been elaborated by Enyioko, (2014) thus:

* **People:** Any person coming into contact with customers can have an impact on overall satisfaction. Whether as part of a supporting service to a product or involved in a total service, people are particularly important because, in the customer’s eyes, they are generally inseparable from the total service.
* **Process:** This is the process involved in providing a service and the behaviour of people, which can be crucial to customer satisfaction.
* **Physical evidence:** Unlike a product, a service cannot be experienced before it is delivered, which makes it intangible there physical evidence like testimonies and demonstrations are necessary.
* **Personalization:** Customization of products and services through the usage of the Internet is what we're talking about here. Dell on-line and Amazon.com are two early instances, but the concept is being expanded with the rise of social media and powerful analytics. This concept will continue to gain traction as new technologies emerge.
* **Participation:** This is to allow customers to have a say in what the brand should stand for, what product directions should be, and even which commercials should be seen. Through the democratization of information, this concept is building the groundwork for disruptive transformation.
* **Peer-to-Peer:** This refers to customer communities and networks where advocacy takes place. The difficulty with marketing in the past has been that it has been "interruptive" in nature, attempting to impose a brand on the customer. P2P is currently known as social computing, and it is expected to be the greatest disruptive force in marketing in the future.
* **Predictive Modelling:** This refers to neutral network algorithms that are being successfully applied in marketing problems (both regression as well as classification problems).

**2.1.8 NGOs Promotion Strategy**

NGOs has certain rules which one of them is “NGO cannot be profitable from the clients or the people”, Based on this fact NGO cannot make profit from the clients or the people, so they need to come up with some sort of strategy so they can maintain them self, all of the NGOs has some sort of cost and if they can level their cost it’s a pleasure for those organizations and if they go below, the organization cannot last for long so they had to have marketing skills and strategies. Usually NGOs are seeking ways to assess and enhance their ability to generate income to cover their service cost (Bolivia, 2007).

In some NGOs, clients of those organizations are willing to pay more for some additional services, these services are one of the strategies which they can have for Marketing NGOs, with a good strategy an organization which is non-profitable can have a plan to level their costs and also ability through increased users or higher prices. Alternatives include reducing costs, investing in new profitable services, or developing new approaches that will increase service use by existing clients (Bolivia, 2007). Cost controlling and marketing strategy in NGOs are the most important part gap in the organization.

One of the way NGOs control cost and marketing is through special packages (Bolivia, 2007). In special package system there are always people who are willing to pay more for some additional services, for example in the UnAids they charge people for full vaccination, or if people wanted to do some tests which on a normal day the organization wouldn’t do as a usual task, so they can charge people and with this method they can set back on track (Bolivia, 2007; Heather & Ann, 2007).

**2.1.9 Implementation, Control And Organisation Of Promotional Strategies**

**A. Implementation Of Promotional Strategies**

The overall strategy must now be developed into an action plan. The detailed implication of strategic decisions made must be considered. The action plan should specify how the plan is to be controlled, the appropriate form of marketing organisation needed for achieving the objectives, and the management responsible for its implementation, control and evaluation.

Implementation requires resources collectively known as the four Ms, they are:

* Man power
* Materials
* Money
* Machinery

They are employed to facilitate the achievement of the marketing objectives of the Strategic Business Units.

**B. Control Of Promotional Strategies**

Control is required to keep the marketing plan on a path that will help achieve the objectives. It is concerned with detecting, correcting and preventing unacceptable variances, which may occur, such as overachievement and underachievement.

Control involves comparing budgeted performance to actual performance. If no difference occurs, then monitoring continues. If any variance occurs, then the causes are identified and corrective actions taken to correct them. Some control techniques which may be used includes:

* **Budgeting:** A budget is a quantitative revenue and cost, planned to achieve stated objectives. Budgets may be compiled for any planning period, consisting of a monthly breakdown of revenues and costs into which the effect of seasonality is built.
* **Marketing Cost analysis:** Strategic Business Units most profitable are determined. Each type of marketing cost is allocated between products or markets on an agreed basis, usually time spent.
* **Ratio analysis:** Standards are set for the Strategic Business Units and performances judged. It is expressed in percentages and ratios.
* **Reporting Systems:** This allows management to evaluate the performance of sales staff and others. Written or oral reports on calls made by sales staff, the results of calls (Bookings received) and information about competitors or customer reaction to the implementation of the marketing plan are used. Reporting systems are very important in the Hotel business where sales staff turnover is high, as they help to ensure continuity of customer service.

**C. Organisaton Of Promotional Strategies**

The Marketing organisation can be defined as the relationship of functions and authority arranged to accomplish efficiently, marketing objectives. Efficient and effective members of staff with specific duties should be employed. There should also be division of labour among them. The various strategic Business Units or departments should be well organized so that the Marketing objectives set can be achieved.

**2.2 Theoretical Review**

The theory applied in this research work was the Dynamic Capabilities Theory.

**2.2.1 Dynamic Capabilities Theory**

The study also adopted Dynamic Capabilities Theory propounded by Owomoyela et al., (2013). The theory assumes that the combinations of resources and competences can be developed, deployed and protected to enhance the performance of a firm. According to Dynamic Capabilities Theory, it is the marketing strategy adopted by an organization to market her services that determines its competitive advantage over other organization. Dynamic capabilities theory suggests that efficient price and place marketing strategies of services offered by an organization will affect the services delivery of other organizations. This theory was considered appropriate because it offers useful explanation on the relationship between price and place marketing strategies and services delivery of NGOs.

**2.3 Empirical Review**

Vinay (2006) studied the “Marketing Strategies used by NGOs” and explore the existing marketing strategies adopted by various NGOs. The NGOs (30 in number) were studied on the basis of different parameters and an analysis was done. The analysis threw light on various gaps and the lacking areas of NGOs and also on the unique marketing strategies used by the NGOs. The findings of the research project show that most of the NGOs depend on the traditional methods to market themselves. Out of 30 NGOs interviewed, 29 depend on donations. NGOs must learn to come up with new and better ways to advertise themselves, such as collaborating with academic institutions and utilizing the volunteer potential of students.

Obasan et al., (2013) examined the effect of Aggressive marketing strategies on the product performance of telecommunication industry in Nigeria. The study made use of survey research design where well-structured questionnaires were employed. To give room for easy measurement of variables, a likert scale of strongly agreed to strongly disagree was adopted. The obtained data were analyzed using simple percentage, descriptive statistics and validation of proposition was confirmed through regression model. The study revealed that marketing strategies has a significant effect on product performance with reference to Nigeria Industry, as most, if not all organizations adopt marketing strategies that affect customer patronage as well as the development of dynamic marketing strategies that reflect current state of customer preference.

Nwambeke et al., (2020) looked into the impact of marketing tactics on commercial bank financial service delivery in Nigeria, using commercial banks in the Abakaliki metropolis as a case study. The study's goal was to determine the impact of price and location marketing strategies on commercial banks' financial service delivery in Nigeria. The researchers used a survey research approach and a multiple linear regression model in their investigation. The Statistical Package for Social Sciences (SPSS) 2.0 version was used to examine the primary data gathered through surveys. The study discovered that commercial banks' price marketing strategy for selling their financial services has a positive but negligible impact on commercial banks' financial service delivery in Nigeria. The study also discovered that commercial banks' place marketing approach for selling their financial services has a favorable and significant impact on commercial banks' financial service delivery in Nigeria. The conclusion implies that the pricing strategy used by Nigerian commercial banks has had no impact on the delivery of financial services by Nigerian commercial banks. Another conclusion of the findings is that the pricing approach used by commercial banks in Nigeria has altered the delivery of financial services.

Eniola & Olorunleke (2020) investigated the effect of marketing strategy on performance of an organization with exceptional focus on Small and Medium Enterprises (SMEs) in Kwara State, Nigeria. The outcomes of the research exhibit that the factors which are product, promotion, packaging, and price were noteworthy joint indicators of business performance. The investigation prescribes that operators to make quality products; charge aggressive costs, position properly, use appealing package for the product, take part in after sale service and give other particular practical advantages to shoppers.

# CHAPTER THREE

# METHODOLOGY

**3.0 Introduction**

This section deals with the method used to obtain data for the achievement of the research work. Basically, it discussed the design of the research, collection of data used, its sources and the method used in collecting all these data. It includes: area of the study, population of study, sample size and techniques, instrument for data collection, validation of instrument, and data analysis technique.

**3.1** **Research Design**

In this study, the researcher will make use of a cross sectional survey design in carrying out this research because this research involves the systematic study of population through sampling i.e. taking a part of portion out of the entire population to represent the total population.

**3.2 Study Area**

The study would be conducted at Slum2school Africa which is located at Babatope Bejide Crescent, Lekki Phase 1, Lagos State, Nigeria. Slum2school Africa is a non-governmental organization with over 10,100 volunteers from over 30 countries and has supported over 110,500 children educationally and psychologically; and it serves as a perfect study area for research of this type.

**3.3 Population of the Study**

This is the total number of people living within a defined area, or it can refer to a group of people from a defined area that have a similar characteristic (Asika, 2000). The population of this study will therefore comprise of the entire management team of Slum2school Africa at Lekki Phase 1, Lagos State, Nigeria.

**3.4 Sampling Technique and Sample Size**

A simple random sampling technique will be used in selecting samples in order to carry out this research effectively and maintain a limit time frame towards the completion of the research work. A sample size of 50 members of the management team will be purposefully sampled and the information to be obtained from this sample will therefore be the basis upon which inferences, deduction, and conclusions of this research work will be based.

**3.5 Validity Of Research Instrument**

The drafted questionnaire will be given to the researcher’s supervisor who is an expert in this area, for him to scrutinize the questionnaire for content validity and his suggestions will be use to improve the final questionnaire. Also a pilot study will be carried out on a small portion of the sample in order to measure how reliable the questionnaire is before proceeding with its administration to the selected samples.

**3.6 Description Of Data Collection Instrument**

The data collection instrument to be used by the researcher is questionnaire. The questionnaire as a survey instrument is well noted for its wider reach, accuracy, uniformity, and anonymity. The questionnaires will be carefully scrutinized and approved by the project supervisor before they will be administered to the respondents concerned. The first section of the questionnaire will deal with background information of the respondents and the other section will enable the respondents to respond clear to questions. Questionnaires were taken to various respondents personally and collected by hand. A total of 50 copies of questionnaires will be distributed to respondents at Slum2school Africa located at Lekki Phase 1, Lagos State, Nigeria.

**3.7 Method Of Data Analysis**

Data to be gathered through the questionnaire will be analyzed and presented through the use simple tables, frequency, percentages and graphs. The data will be compiled and analyze using Statistical Package for Social Science (SPSS) version 25.

**CHAPTER FOUR**

**DATA PRESENTATION, ANALYSIS AND DISCUSSION**

**4.1 INTRODUCTION**

The purpose of this study was to examine the influence of promotional strategies adopted by Slum2School on peoples’ perception and attitude on the NGO. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed to the respondents. Fifty (50) copies of questionnaire were distributed and forty-nine (49) copies were retrieved. This gave a response rate of return of 98%.

**4.2 Demographic Data of Respondents**

**Table 1: Respondents Demographic Information**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Frequency** | **Percent** |
| **Sex** | Male | 19 | 38.8 |
| Female | 30 | 61.2 |
| **Total** | **49** | **100.0** |
| **Age** | 20-25yrs | 25 | 51.0 |
| 26-30yrs | 12 | 24.5 |
| 31-49yrs | 9 | 18.4 |
| 50 yrs and above | 3 | 6.1 |
| **Total** | **49** | **100.0** |
| **Marital Status** | Single | 21 | 42.9 |
| Married | 23 | 46.9 |
| Divorced | 5 | 10.2 |
| **Total** | **49** | **100.0** |
| **Educational Qualification** | O'level | 10 | 20.4 |
| ND/NCE | 12 | 24.5 |
| HND/B.Sc | 18 | 36.7 |
| M.Sc/MBA | 9 | 18.4 |
| **Total** | **49** | **100.0** |

**Source: Field Survey, 2021**

From the above table 1 it can be observed that 38.8% of the respondents were male while 61.2% were found to be female. 51% of the respondents were between ages 20-25 years, 24.5% are between ages 26-30 years, 18.4% are between ages 31-49 years while 18.4% are ages 50 years and above. 42.9% of the respondents are single, 46.9% are married, while 10.2% are divorced. Finally, 20.4% of the respondents have O’level educational qualification, 24.5% have ND/NCE, 36.7% have HND/B.Sc, while 18.4% of the respondents have M.Sc/MBA.

**4.3 Analysis Of Data Based on Research Questions**

**Research Question 1: To what extent are people aware about the existence of Slum2school?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 2: Have you heard about slum2school before?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 25 | 51.0 | 51.0 | 51.0 |
| No‎ | 15 | 30.6 | 30.6 | 81.6 |
| Don't Know‎ | 9 | 18.4 | 18.4 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 51% of the respondents have heard about slum2school before, 30.6% have not while 18.4% of the respondents don’t know about slum2school.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Fig. 1: Respondents response on if they have heard about slum2school**  **Table 3: How did you know about slum2school?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Family/friends | 6 | 12.2 | 12.2 | 12.2 |
| School | 11 | 22.4 | 22.4 | 34.7 |
| Social media | 22 | 44.9 | 44.9 | 79.6 |
| Campaigns | 10 | 20.4 | 20.4 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 12.2% of the respondents heard of slum2school through their family/friends, 22.4% heard through their school, 44.9% heard through social media, 20.4% of the respondents heard through campaigns.

**Fig. 2: Respondents response on how they know about slum2school**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4: How aware are you about slum2school?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Very aware | 21 | 42.9 | 42.9 | 42.9 |
| Aware | 19 | 38.8 | 38.8 | 81.6 |
| Slightly aware | 3 | 6.1 | 6.1 | 87.8 |
| Unaware | 6 | 12.2 | 12.2 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 42.9% of the respondents are very aware of slum2school, 38.8% are aware of slum2school, 6.1% are slightly aware of slum2school, 12.2% of the respondents are unaware of slum2school.

**Fig. 3: Respondents response on how aware they are about slum2school**

**Research Question 2: What promotional strategies are people aware of that are being used by Slum2school?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 5: Are you aware of slum2school promotional strategies?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 41 | 83.7 | 83.7 | 83.7 |
| No | 8 | 16.3 | 16.3 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 83.7% of the respondents are aware of slum2school promotional strategies, while 16.3% of the respondents are not aware of slum2school promotional strategies.

**Fig. 4: Respondents response on their awareness about slum2school promotional strategies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 6: Which of slum2school promotional strategies are you most exposed to?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Use of social media | 25 | 51.0 | 51.0 | 51.0 |
| Conducting periodic orientation | 3 | 6.1 | 6.1 | 57.1 |
| School/home variations | 21 | 42.9 | 42.9 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 51% of the respondents are exposed to the use of social media, 6.1% are exposed to conducting periodic orientation, while 42.9% are exposed to school/home orientation.

**Fig. 5: Respondents response on the slum2school promotional strategies they are most exposed to.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 7: Which of these promotional strategies do you perceive to be most effective?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Use of social media | 21 | 42.9 | 42.9 | 42.9 |
| Conducting periodic orientation | 10 | 20.4 | 20.4 | 63.3 |
| School/home variations | 18 | 36.7 | 36.7 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 42.9% of the respondents perceived the use of social media to be the most effective, 20.4% believe conducting periodic orientation is most effective, while 36.7% of the respondents perceived school/home orientation to be the most effective.

**Fig. 6: Respondents response on which slum2school promotional strategies is most effective.**

**Research Question 3: Are people aware of Slum2school’s school media promotional strategies?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 8: Are you aware of slum2school social media platform?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 40 | 81.6 | 81.6 | 81.6 |
| No | 2 | 4.1 | 4.1 | 85.7 |
| Don't Know | 7 | 14.3 | 14.3 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 81.6% of the respondents are aware of slum2school social media platform, 4.1% are not aware, while 14.3% of the respondents do not know.

Also, respondents who are aware of slum2school social media platform stated that the platforms are facebook.com/slum2school, instagram.com/slum2school, twitter.com/slum2school, and youtube.com/user/slum2school.

**Fig. 7: Respondents response on if they are aware of slum2school social media platform.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 9: Which slum2school social media platform are you most exposed to?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Instagram | 10 | 20.4 | 20.4 | 20.4 |
| Twitter | 19 | 38.8 | 38.8 | 59.2 |
| Facebook | 20 | 40.8 | 40.8 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 20.4% of the respondents are mostly exposed to Instagram, 38.8% are exposed to twitter, while 40.8% of the respondents are exposed to Facebook.

**Fig. 8: Respondents response on which slum2school social media platform they are most exposed to.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 10: Which of the social media platforms are used mostly for slum2school promotional strategies?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Instagram | 9 | 18.4 | 18.4 | 18.4 |
| Twitter | 17 | 34.7 | 34.7 | 53.1 |
| Facebook | 23 | 46.9 | 46.9 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 18.4% of the respondents stated that Instagram is mostly used for slum2school promotional strategies, 34.7% stated that twitter is mostly used for slum2school promotional strategies, while 46.9% of the respondents stated that Facebook is mostly used for slum2school promotional strategies.

**Fig. 9: Respondents response on which social media platform slum2school use mostly for their promotional strategies.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 11: How frequent are slum2school’s promotional strategies on their social media platform?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Every day | 25 | 51.0 | 51.0 | 51.0 |
| Twice a week | 16 | 32.7 | 32.7 | 83.7 |
| Once a month | 8 | 16.3 | 16.3 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 51% of the respondents stated that slum2school promotional strategies are on their social media platform everyday, 32.7% stated that slum2school promotional strategies are on their social media platform twice a week, while 16.3% of the respondents stated that slum2school promotional strategies are on their social media platform once a month.

**Fig. 10: Respondents responses on how frequent are slum2school promotional strategies on their social media platform.**

**Research Question 4: Do people perceive the promotional strategies used by Slum2school to be effective?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 12: Do you perceive slum2school social media promotional strategies to be effective?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 30 | 61.2 | 61.2 | 61.2 |
| No | 13 | 26.5 | 26.5 | 87.8 |
| Don't Know | 6 | 12.2 | 12.2 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 61.2% of the respondents perceive slum2school social media promotional strategies to be effective, 26.5% perceive it not to be effective, while 12.2% of the respondents do not know.

**Fig. 11: Respondents response on whether slum2school social media promotional strategies are effective.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 13: Do you perceive slum2school offline campaigns to be effective?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 30 | 61.2 | 61.2 | 61.2 |
| No | 14 | 28.6 | 28.6 | 89.8 |
| Don't Know | 5 | 10.2 | 10.2 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 61.2% of the respondents perceive slum2school offline campaigns to be effective, 28.6% perceive it not to be effective, while 10.2% of the respondents do not know.

**Fig. 12: Respondents response on if they perceive slum2school offline campaigns to be effective.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 14: How effective do you perceive slum2school promotional strategies?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Very Effective | 23 | 46.9 | 46.9 | 46.9 |
| Slightly Effective | 24 | 49.0 | 49.0 | 95.9 |
| Not Effective | 2 | 4.1 | 4.1 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

**Source: Field Survey, 2021**

From the above table it can be observed that 46.9% of the respondents considered slum2school promotional strategies to be very effective, 49. % considered it to be slightly effective, while 4.1% of the respondents stated that it is not effective.

**Fig. 13: Respondents response on how effective they perceive slum2school promotional strategies.**

**Table 15: Effective promotional strategies by slum2school**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Frequency | Percent |
| **Slum2School has touched the lives of many people in my community** | Strongly Agree | 16 | 32.7 |
| Agree | 19 | 38.8 |
| Neutral | 8 | 16.3 |
| Disagree | 4 | 8.2 |
| Strongly Disagree | 2 | 4.1 |
| Total | 49 | 100.0 |
| **Slum2School offer scholarship scheme** | Strongly Agree | 19 | 38.8 |
| Agree | 18 | 36.7 |
| Neutral | 6 | 12.2 |
| Disagree | 6 | 12.2 |
| Total | 49 | 100.0 |
| **I see Slum2School as a credible NGO** | Strongly Agree | 22 | 44.9 |
| Agree | 19 | 38.8 |
| Neutral | 4 | 8.2 |
| Disagree | 4 | 8.2 |
| Total | 49 | 100.0 |
| **Slum2School have donations from international organization** | Strongly Agree | 17 | 34.7 |
| Agree | 26 | 53.1 |
| Neutral | 4 | 8.2 |
| Disagree | 2 | 4.1 |
| Total | 49 | 100.0 |
| **Slum2School carried out social-economic impact in my community during lockdown** | Strongly Agree | 17 | 34.7 |
| Agree | 20 | 40.8 |
| Neutral | 3 | 6.1 |
| Disagree | 4 | 8.2 |
| Strongly Disagree | 5 | 10.2 |
| Total | 49 | 100.0 |
| **Slum2School provide equitable health care from community to community** | Strongly Agree | 12 | 24.5 |
| Agree | 24 | 49.0 |
| Neutral | 2 | 4.1 |
| Disagree | 6 | 12.2 |
| Strongly Disagree | 5 | 10.2 |
| Total | 49 | 100.0 |

**Source: Field Survey, 2021**

Regarding the effective promotional strategies used by slum2school the above table 15 shows that 32.7% of the respondents strongly agreed that slum2school has touched the lives of many people in their community, 38.8% agreed, 16.3% neutral, 8.2% disagreed while 4.1% strongly disagreed. 38.8% of the respondents strongly agreed that slum2school offer scholarship scheme, 36.7% agreed, 12.2% neutral, while 12.2% of the respondents disagreed. 44.9% of the respondents strongly agreed that they see slum2school as a credible NGO, 38.8% agreed, 8.2% were neutral, while 8.2% of the respondents disagreed

Also, 34.7% of the respondents strongly agreed that slum2school have donations from international organizations, 53.1% agreed, 8.2% are neutral, while 4.1% of the respondents disagreed. 34.7% of the respondents strongly agreed that slum2school carried out social economic impact in their community during lockdown, 40.8 agreed, 6.1% are neutral, 8.2% disagreed, while 10.2% of the respondents strongly disagreed. 24.5% of the respondents also strongly agreed that slum2school provide equitable health care from community to community, 49% agreed, 4.1% are of no opinion, 12.2% disagreed, while 10.2% of the respondents strongly disagreed with the statement.

**Fig. 14: Respondents response on the effect of promotional strategies used by slum2school**

**CHAPTER FIVE**

**SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

**5.1 SUMMARY OF FINDINGS**

From the findings, it was revealed that majority of the respondents have heard about slum2school before, through different means such as from family/friends, schools, social media, and campaigns; and they are very aware of about slum2school and its promotional strategies. Respondents stated that they are expose to slum2school promotional strategies such as use of social media, conducting periodic orientation, and school/home variations; but majority of them perceive use of social media to be more effective.

Findings also showed that respondents are very much aware and exposed to slum2school social media platform which are facebook.com/slum2school, instagram.com/slum2school, twitter.com/slum2school, and youtube.com/user/slum2school and this platforms used by slum2school for their promotional strategies. Respondents stated that slum2school’s promotional strategies are mostly displayed on daily basis on their social media platforms. Findings also show that majority of the respondents found slum2school social media promotional strategies to be effective, as well as their offline campaigns too; majority of the respondents also stated that slum2school promotional strategies is effective.

**5.2 CONCLUSION**

This research concludes that promotional strategies adopted by slum2school has a positive influence on the organization, and peoples’ perception and attitude, as this strategies has help the organization touched lives of many people in the community, it has help them to be seen as a credible NGO, it has also brought about sponsorship from international organization which has help improve the organization scholarship scheme, and provide equitable health care from community to community.

**5.3 RECOMMENDATIONS**

Based on this, this study recommends the following:-

1. NGOs should embrace the use of social media in planning their marketing communication strategies.
2. There should be real commitment on the part of organizations, especially insurance companies, to monitor the perception of people about them and their operations through the social media.
3. Feedback is important to the growth of every NGOs should employ the social media in engaging the masses so as to get quick and effective responses from them which will, in turn, help in the formation of right perception about them.
4. Due to the interactive and conversational nature of social media, NGOs, through their customer service, should be positive and prompt in their use of social media to engage customers for the purpose of obtaining personal information from them.

**5.4 SUGGESTIONS FOR FURTHER STUDIES**

1. Future researchers who are interested in this research may look toward the extent at which promotional strategies affects sponsorship of international organizations on NGOs.
2. Also, research should be carried out on more institutions, and different sectors.

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**QUESTIONNAIRE**

**INFLUENCE OF PROMOTIONAL STRATEGIES ADOPTED SLUM2SCHOOL ON PEOPLES PERCEPTION AND ATTITUDE ON THE NGO**

My name is Oreoluwa Jegede Oluwatise, a final year student of Department of Mass Communication, Mountain Top University. I am carrying out a research on the “Influence of promotional strategies adopted by Slum2School on people’s perception and attitude towards the NGO” in partial requirement for the award of a Bachelor of Science (B.Sc) degree in Mass Communication. Please kindly tick and fix in your sincere responses. All responses will be treated confidentially and used only for academic purposes. Thank you.

**SECTION A: DEMOGRAPHICS**

1. Sex: A. Male( ) B. Female ( )

2. Age: A. 20-25 years ( ) B. 26-30 years ( ) C. 31-49 years () D. 50 years and above ( )

3. Marital Status: A. Single ( ) B. Married ( ) C. Divorced ( )

4. Educational Qualification: A. O’ level ( ) B. ND/NCE ( ) C. HND/B.sc ( ) D. M.Sc/MBA ( ) E. Others, specify …….

**SECTION B**

**Research Question 1: To what extent are people aware about the existence of Slum2school?**

1. Have you heard about slum2school before?A. Yes ( ) B. No ( ) C. Don’t Know ()
2. How did you know about slum2school? A. Family/ Friends ( ) B. School ( ) C. Social media ( ) D. Campaigns ( )
3. How aware are you about slum2school? A. Very Aware ( ) B. Aware ( ) C. Slightly Aware ( ) D. Unaware ( )

**SECTION C**

**Research Question 2: What promotional strategies are people aware of that are being used by Slum2school?**

1. Are you aware of slum2school promotional strategies? A. Yes ( ) No ( )
2. Which of slum2school promotional strategies are you most exposed to? A. Use of social media ( ) B. Conducting periodic orientation ( ) C. School/home visitations ( ) D. Public announcement ( ) E. All of the above ( )
3. Which of these promotional strategies do you perceive to be most effective? A. Use of social media ( ) B. Conducting periodic orientation( ) C. School/home visitations ( ) Public announcement ( ) D. All of the above ( )

**SECTION D**

**Research Question 3: Are people aware of Slum2school’s school media promotional strategies?**

1. Are you aware of slum2school social media platform? A. Yes ( ) B. No ( ) C. Don’t know ( )
2. If yes, which ones do you know? Mention them………………………………………
3. Which slum2school social media platform are you most exposed to? A. Instagram ( ) B. Twitter ( ) C. Face book ( )
4. Which of the social media platforms are used mostly for slum2school promotional strategies? A. Instagram ( ) B. Twitter ( ) C. Face book ( )
5. How frequent are slum2school’s promotional strategies on their social media platform?A. Every day ( ) B. Twice a week ( ) C. Once a month ( ) D. No idea ( )

**SECTION E**

**Research Question 4: Do people perceive the promotional strategies used by Slum2school to be effective?**

1. Do you perceive slum2school social media promotional strategies to be effectives? A. Yes ( ) B. No ( ) C. Don’t know ( )
2. Do you perceive slum2school offline campaigns to be effective? A. Yes ( ) B. No ( ) C. Don’t know ( )
3. How effective do you perceive slum2school promotional strategies? A.Very Effective ( ) B. Slightly Effective ( ) C. Not Effective ( )
4. Instruction: Please fill or tick (✓) appropriately where applicable.

Strongly Agree – SA , Agree – A,Neutral – N ,Disagreed – D , Strongly Disagreed – SD.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **S/N** | **Effective Promotional strategies by the organization.** | **SA** | **A** | **N** | **D** | **SD** |  |
| 1 | Slum2School has touched the lives of many people in my community |  |  |  |  |  |  |
| 2 | Slum2School offer scholarship scheme |  |  |  |  |  |  |
| 3 | I see Slum2School as a credible NGO |  |  |  |  |  |  |
| 4 | Slum2School have donations from international organization |  |  |  |  |  |  |
| 5. | Slum2School carried out social-economic impact in my community during lockdown |  |  |  |  |  |  |
| 6. | Slum2School provide equitable health care from community to community |  |  |  |  |  |  |

Thank You.