



## MARKETING STRATEGIES AND SUPPLY CHAIN PERFORMANCE OF FAST FOOD OUTLETS IN CROSS RIVER STATE.

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**ABSTRACT:** *The study examined the role of marketing strategies on supply chain performance of fast food outlets in Cross River State. The specific objectives of the study are; to examine the effect of pricing strategy, packaging strategy, promotional strategy and location strategy on supply chain performance of fast food outlets in Cross River State. In the course of this study, the researchers adopted survey design. Data information for this research work were collected from primary sources. The study employed multiple regression analysis to measure the degree of relationship between variables tested in the article. Findings from the research demonstrated that pricing strategies, packaging strategies, promotional strategies and location strategies have a significant influence on supply chain performance of fast foods outlets in Cross River State. On the basis of the findings from results, the following recommendations were made: marketing managers of fast food outlets should carefully adopt the current research model to effectively implement extensive use of discount pricing, competitive pricing, menu pricing and bonuses in order to enhance their supply chain performance. With regards to packaging, the marketing manager should design the firm's offer such that meals that are packaged should be linked to a special event in the customers' life.*

**KEYWORDS:** Marketing Strategy, Supply Chain Management, Pricing Strategy, Promotion Strategy, Location Strategy, Packaging Strategy.



## INTRODUCTION

No business exists and operates in a vacuum, but as a part and parcel of the environment in which it finds itself Mpuon et al. (2019). Efficient and effective marketing strategy is a function of the marketing and supply chain manager's ability to understand the environment in which the business operates Amadi et al. (2024). Marketing environment consists of a set of factors or forces that operate or influence a company's performance in its chosen target market Mpuon (2018). Marketing strategy is important for the success of supply chain performance of fast food organization Mpuon et al. (2023). The process of communicating the value of a product or service to customers in the present technological era, for the purpose of selling the product or service has become complex in recent times due to globalization. There is also the need to exceed customers' requirements by providing them with products and services that offers them satisfaction (Carmin, 2020) and Etim et al. (2023). Fast food business achieves this objective by effectively considering the total marketing environment and its impacts on supply chain product or service Mpuon (2019). More importantly, owners of the business have understood the role that marketing strategies play in enhancing supply chain performance of contemporary companies (Duwuchwuba, 2013). In today's fast-paced, the bottom line of a firm's marketing strategies is to make profits and contribute to the growth of companies supply chain Amadi et al. (2024). Many fast food are interested in studying, evaluating and implementing marketing strategies that aim at improving their supply chain in terms of customer retention and maximizing share of customers in view of the beneficial effects on the financial performance of the firm.

A market-focused fast food first determines the potential customer's desire and then builds the products or services. Marketing theory and practice are justified in the belief that customers use a product or service because they have a need, or because it provides a perceived benefit (Koller & Keller, 2016). For marketing strategy plan to successful strengthened supply chain performance in today's violatal market, the mix of the four Ps" must reflect the wants and desires of the consumers in the target market. According to Akinyele (2021), strategic marketing is a driver of supply chain performance that facilitates organizational positioning in a dynamic environment and that it helps to enhance the development of new product/service for existing markets. The study will focus on the role of marketing strategies on supply chain performance of Fast Food outlets in Cross River State. Fast food in Nigeria, like Calabar are struggling to survive under intense competitive supply environment and they have not performed creditably well and hence have not played the expected vital and vibrant role in the economic growth and development of Nigeria. The situation has been of great concern to the government, citizen and operators. These challenges could be as a result of perceived ineffective marketing strategy to improve on supply chain and logistical activities which is having negative effect on the organizations supply chain performance in terms of product quality, customer satisfaction and profitability. Fast food operators need to provide a quality product with good packaging that satisfies customer needs offering, affordable price and engaging in wider distribution and back up with effective promotion strategy in order to survive the pressure from global market competitive environment. It is on this basis, that the researchers seeks to understand the role that marketing strategies can play in enhancing supply chain performance of fast food outlets. The broad objectives of the study are to examine the role of pricing strategy, packaging strategy, promotional strategy and location strategy on supply chain performance of fast food outlets in Cross River State. The study sough to answer the following research questions; to what extent does pricing strategy, packaging strategy,



promotional strategy and location strategy affect supply chain performance of fast food outlets in Cross River State? Based on the objectives of the study, the following hypotheses were formulated:

**H<sub>01</sub>:** There is no significant relationship between pricing strategies and supply chain performance of fast food outlets in Cross River State

**H<sub>02</sub>:** There is no significant relationship between packaging strategy and supply chain performance of fast food outlets in Cross River State

**H<sub>03</sub>:** There is no significant relationship between promotional strategy and supply chain performance of fast food outlets in Cross River State.

**H<sub>04</sub>:** There is no significant relationship between location strategy and customer's supply chain performance of fast food outlets in Cross River State.

## LITERATURE REVIEW

The growth in services has generally been achieved not only because of the development in the service sector, but the maturation of the real sector, brought about by the conscious application of marketing tools in the service sector Mpuon and Oyong (2019). During the last three decades, the concept of marketing has changed dramatically from selling to product era. But the marketing activities of 1990s have embraced the new concept of marketing, which has shifted the focus of marketing from the product to the customer in the context of the broad external environment. According to Fifield (2013), knowing everything there have to know about the customer is not enough. Marketers must know the customer in a context that includes the competitive environment of supply chain partners, government policy and regulation, and the broad economic, social and political macro forces that shape the evolution of markets. The marketing concept rests on four major pillars, namely: the market, customer orientation, co-coordinated marketing and profitability through customer satisfaction. The marketing concept started with a well-defined market, focuses on the customers' needs by co-coordinating all the activities that will affect customers and produce profit through creating customer satisfaction (Kent, 2016, Borden, 2015., Kotler ,2011).

### Historical background of fast food in Nigeria

The origin of fast food is traceable to the late 1979s and early 1980s. Fast food in Nigeria focuses on the rapidly growing fast food industry in Nigeria and contains analysis of market size, key competitors, growth drivers, industry challenges and forecasts for the sector fast food in the traditional sense is not new to Nigeria. The corner seller of soya, roasted plantain, fired yam and roasted corn has been an age-old feature of many Nigerian towns serving snacks while traditional fast food delicacies still remain as well as mobile market fast food vendors. Since the 1960s, Nigeria has had one of the fastest population growth rates in world. In 2010, almost half of all Nigerians live in cities, a number totaling 73 million, were people choose to settle in Nigeria's crowded cities, the time to prepare meals has become more demanding. With more women joining the workforce their traditional roles have changed. As a result, many urban people now opt to eat some of their meals outside the home. More recently, modern Nigerian



fast food restaurants have also spring up to cater to a more up-market consumer with Western tastes, modern fast food restaurant place an emphasis on cleanliness, hygiene and comfort.

### **Relationship marketing in service organisations**

Mpuon (2018) argued that the importance of relationship with customers is emerging as an important requirement for effective service marketing. While some services can adequately be delivered by means of a series of discrete transactions, others are more effectively provided at the opposite end of what Gronroos (2021) described as a marketing strategy continuum by means of relationship marketing in organisations. Some marketing authors have argued that developing relationships has become the key focal point for marketing attention, replacing earlier preoccupation with services and before that, with product development.

It has been pointed out by many writers that the contribution on establishing contract with a potential customer and making the first sale is minimal, if not negative. For many service firms as crunched Fast food Calabar, it is only when a relationship becomes established that the customer becomes profitable to the organisations Mpuon et al. (2021). Exchange should not be seen as a series of discrete events, but should indeed take place in order to establish and extend relationship. If attention is limited to the study of single isolated exchanges, the heart of marketing is ignored. That Zaltman (2015) defined marketing as a system where people or groups are interrelated, engaged in reaching a shared goal and have 'patterned relationship' with one another.

In establishing and maintaining customer relationship, fast food should offer what Gronroos (2021) and Mpuon et al. (2022) described as a set of "promises". This is connected with among other things, the nature of a service, financial solutions or the transfer of information. On the other hand their customers will in return give another set of promises concerning their commitment to the relationship. Gronroos (2021) argued that for service marketing, the promise concept is as important as the exchange concept. A number of strategies are used by service providers to develop relationships with their customers. At a relatively simple level, incentives for frequent users can help to develop short to medium term loyalty. Many Fast food s reward frequent customers with free or reduced - price - accommodation. This creates more extensive loyalty, and relationships are developed to the point where the customer assigns value to the service provider for identifying the customers" needs and wants, and satisfy them.

### **Service marketing mix**

According to Kent (2016), the marketing mix is the set of tools available to the marketing manager to shape the nature of the services offered to consumers. The tools can be developed to affect both long - term strategies and short - term tactical programmes. The concept of marketing mix was given prominence by Borden (2015), who described the marketing executive as "a mixer of ingredients ... who is constantly engaged in fashioning creatively a mix of marketing procedures and policies... to produce a profitable enterprise". Borden's initial analysis was based on a study of manufacturing industries at a time when the importance of service to the economy has not been recognized. More recently, the 4ps of the Marketing mix has been, found to be too limited in their application to services.

Consequently, a number of analysts have redefined the marketing mix in a manner that is more applicable to the service sector. While many have sought to refine the marketing mix for



general application (Kent 2016, Brookes 2018 and Wind 2016), the expansions by Booms and Bitner (2021) and Christopher (2021) provide useful frameworks for analysis, though there are not empirically proven theories of service marketing. In addition to the four traditional elements of marketing mix, both frameworks add the additional elements of people and process.

### **The elements of marketing mix**

The elements of marketing mix are often called the four P's of marketing. The marketing mix is often crucial when determining a product of brands offer, and is often associated with the four P's: Price, Product, Promotion, and Place. In service marketing however, the four Ps are expanded to the seven P's or Seven P's to address the different nature of services.

#### **Product**

Goods manufactured by organization for end-users are called products, products can be of two types- tangible products and intangible product (services). An individual can see, touch and feel tangible products as compared to intangible products. A product in a market place is something which a seller sells to the buyer in exchange of money.

#### **Price**

The money which a buyer pays for a product is called PRICE of the product. The price of a product is indirectly proportional to its availability in the market. Lesser its availability, more would be its price and vice versa. Retailers stores which stock unique products (not available at any other store) quote a higher price from the buyers.

#### **Place**

Place refers to the location where the products are available and can be sold or purchased. Buyers can purchase products either from physical markets or from virtual markets. In a physical market, buyers and sellers can physically meet and interact with each other where as in a virtual market buyers and sellers meet through internet.

#### **Promotion**

Promotion refers to the various strategies and ideas implemented by the marketers to make the end users aware of their brand. Promotion includes various techniques employed to promote and make a brand popular amongst the masses. Promotion can be through advertising and word of mouth.

### **Four c's of marketing mix**

Nowadays, organizations treat their customers like kings. In the current scenario, the four C's has thus replaced the four P's of marketing making it a more customer oriented model. Koichi Shimizu in the year 1973 proposed a four C's classification, Commodity – (Replaces products. Cost – (Replaces Price) involve manufacturing cost, buying cost and selling cost. Channel – The various channels which help the product reach the target market. Communication – (Replace promotion) Rober F. Lauterborne gave a modernized version of the four C's model in the year 1993. According to him the four C's of marketing are: Consumer, cost, convenience,



communication, consumer solution, not product: consumers want to buy value or a solution to their problems. Cost, not price: Consumer wants to know the total cost of acquiring using and disposing of a product. Convenience, not place: Customer wants products and services to be as convenient to purchase as possible. Communication, not promotion: Customers want two-way communication with the companies that make the product.

### **Marketing strategies of fast food outlets organization**

According to Kotler (2011) and Mpuon et al. (2023), the goals indicate what a business unit wants to achieve, strategy, therefore is a game plan for achieving the goals. Until recently, service organisations lagged behind service firms in their use of marketing tools. Most of the service firms in the past (Law and Accounting firms) believed that it is unprofessional to use marketing strategies, coupled with the fact that services are more difficult to manage, using the traditional 4 Ps. That was why Booms and Bitner suggested three additional Ps for service marketing: People, Physical Evidence and Process. Because most services are provided by people, the selection, training and motivation of employees can make a huge difference in customer satisfaction, ideally, employees should exhibit competence, a caring attitude, responsiveness, initiative, problem-solving ability, and goodwill.

Hence Gronroos (2021) and Mpuon et al. (2023) argued that service marketing require not only the 4 Ps but also other marketing thrust namely: Internal marketing and external marketing. Kotler (2011) sees Internal marketing as the work to train and motivate employees to serve customers well. Internal marketing should precede external marketing. Roller argued that it makes no sense for a firm to promise excellent service before the company's staff will be ready to provide such services. Because the client judges services not only by its technical quality, but also by its functional quality, fast food must deliver "high tough" as well as "high tech." Most Fast food s have now taken over the concept of interactive marketing to enable them compete effectively. Interactive marketing describes the employee's skill in serving the clients.

Fast food s must look at the similarities between product and service, not their differences, for the provider to successfully service the competitive market place. The organisation must determine the wants and needs of the target customers and what they might want and need in the future. Once these wants and needs are identified, the availability of want satisfying products should also be communicated to the target customers, while embarking on integrated marketing to ensure optimum satisfaction, delightness and profitability.

### **Product strategy of fast food**

Products are the means by which organisations seek to satisfy consumer needs. A product in this sense is anything that the organisation offers to potential customers, which may satisfy a need, be it tangible or intangible. After initial hesitation, most marketing managers are now happy to class an intangible service as product. Thus, Fast food outlets Services, Bank accounts, Insurance Policies and Holidays etc. are frequently referred to as products, sometimes to the amusement of non-marketer, as where Movie Stars or even Politicians are referred to as products to be marketed. Product mix decision facing Fast food outlets Organisations can be very different from those dealing with physical goods. Most fundamentally, Fast food Services can only be defined using process descriptions of outcomes. Therefore, quality becomes the key element defining the services of Fast food outlets Organisations.



### **Pricing strategy of fast food**

Most Fast foods use pricing as a competitive strategy. Some price their services in relation to demand for such services. While others set their prices in such a way that it will attract and retain customer patronage. The prices of accommodation in most Fast food are being established after passing through the following steps: Analyzing the demand for rooms and their supply. Compare and rank the rooms on noticeable physical attributes. Then establish the room prices. In addition to these strategies, Fast food considers the prevailing prices of other Fast food outlets across the state. It gives them the opportunity to price their services favorably in all aspects.

### **Promotion strategy of fast foods**

Ebitu (2012) and Etim et al. (2023) sees promotion as the voice of the firm in the market place that persuades customers to patronize the company's products and services. The promotion strategy of Fast food s involves the information and communication of the services and products the Fast food is offering to their target market. According to Jackson (2015) and Mpuon et al. (2023), if the potential market is to be reached and exploited to the full, it must be told about the services which are being created and available to fulfill their needs. Kotler (2011) sees promotion as the activities that organisations undertake to communicate and promote its goods and services to the target market. Promotion is very essential in the Marketing of Fast food outlets Services. Fast food s should inform their target customers of the availability of certain services and their readiness to offer quality services Etim et al. (2021).

### **People strategy**

The traditional 4Ps of marketing approach worked well in the marketing of physical goods. But additional marketing elements require much attention in the marketing of services. Booms and Britner (2011) suggested three additional Ps for service marketing: People, Physical evidence and Process. The people element is very important in the marketing of services. Because most services like that of Fast food are provided by people, the selection, recruitment, training and motivation of employees have an invaluable impact to customer satisfaction. Employees should be trained to exhibit competence, a caring attitude, responsiveness, initiative, problem-solving ability, and good will. Service Firms such as Federal Express and Marriott, U.S.A. trust their people enough to empower their front - line personnel to spend up to \$100 to resolve customer problem. In Fast food Calabar, when a customer is delayed for over 20 minutes in providing a particular service, the service will consequently be provided free of charge and the price of the service will be subtracted from the salary of the personnel in charge. This policy ensures constant struggle by the Fast food attendants to deliver quality and quick services.

### **Physical evidence strategy**

Service Organisations demonstrate their service quality through physical evidence and presentation. Fast food outlets Organisations develop a look and observable style of dealing with customers, that carries its intended customer value propositions, whether it is cleanliness, speed or some other evidence like the structures and equipment used in delivering their services. A Fast food with fine and costly structures, neat and well - dressed attendants and well - decorated environment, helps to reassure the customer the quality of the Fast food s intended services.



### **Process strategy**

Service Firms normally choose a profitable process of delivering their services, taken in consideration; the long-term and short-term needs of their target market. Restaurants have developed different formats as cafeteria style, fast food, buffet, and candlelight service. In Nigeria, marketing oriented Fast food usually apply these processes based on their SWOT (Strength, Weakness, opportunity and Threat) analysis. They figure out the best time to apply a particular process.

Process in this context is all about production and operation management. Increasingly, service organisations are discovering that operations management ideas are now an essential input to their control of cost, systems improvements and level of customer services. Filfield (2013) defined operations as "The means by which resource inputs are combined to create useful outputs (i.e. benefits)". Thus, this definition of operations has made operation management a concept in the service organisations.

### **Operations strategy**

The service industry has a very important operations function, although it is often not regarded by some service firms who have not yet understood the importance of operations management. For example, banking, financial services, healthcare and especially fast food management would cease to function where there is no careful planning, the processing of documents and documentation scheduling of activities and where applicable, the traffic flow of people involved in the process. Fast food s should embark on efficient and effective operation management, as it is very difficult, if not impossible for any organization to prosper in its business activities without careful application of the concept of operation management.

### **Human resource strategy**

Distilled to its very essence, the strategic human resource function is responsible for two broad areas within the organization, Fifiield (2013): Recruitment and selection, motivation and reward system.

The marketing strategy-human resources strategy interface will center on similar areas of those strategies already discussed above. It is the job of human resource strategy to recruit, select, motivate and reward in order to improve internal efficiency and to achieve organizations objectives in the market place. Fast foods start new employees in the "lowest" position in the organization- facing the customers. Then they reward those who do well by increasing their pay and reducing their amount of customers contact.

### **Financial strategy**

According to most of the major texts on finance, the financial management of any organization can be seen as having four separate tasks: The acquisition of fund, investing of funds in economically productive assets, managing of these assets and the eventual reconversion of some (or all) of the productive assets into future returns to the original investors, creditors, suppliers, employees and other interested groups. Fifiield (2013) added two other tasks of financial management: Keeping a record of revenues and expenses and achievement of the long-term financial objective. Although all these aspects of financial strategy and management impinge on marketing strategy, the area of interest centres on the discussion of the word





"assets", as seen from the marketing viewpoint, can be taken from Levitt, as quoted by Fifield (2013), (in his article, "Marketing intangible products and product intangible" in the Harvard Business Review, May/ June 1981).

A customer is an asset that is usually more precious than the tangible asset on the balance sheet. You can usually buy balance sheet assets. There are lots of willing sellers. You cannot so easily buy customers. They are far less willing than the sellers and have lots of eager sellers offering them many choices. More ever a customer is a double asset, first, he is the direct source of cash from sale, and second, his existence can be used to raise cash for the bankers and investors, cash that can be converted into tangible assets.

From this viewpoint, the marketing and finance functions have a lot in common. Marketing strategy can subsequently be looked as a process of investing funds into economically productive assets (the customer), the management of these assets, and finally the eventual reconversion of some or all these productive assets into future returns (profit) to the original investors. Management of fast food s should, however, must appreciate the fact that, the investment of, and management of assets for a return is the very essence of marketing strategy. Marketing cost should not be viewed as an expense, but an investment that will bring a future return.

### **Strategic market position**

The strategic market position statement is the vital link between the whole areas of business strategy development and marketing strategy development proper. It is not just an advertising slogan as often understood. Fifield (2013) argued that strategic market position should attempt to sum up all the business objectives; business strategy and sustainable competitive advantage, argument into a form, which is both easily understood and easily recognizable by the people in the organization who will have to carry them out. Fast foods application of the strategic market position is aimed at creating a sense of purpose in the Fast food and thereby creates behaviour that the customer will understand and by which the customer will be able to differentiate a Fast food's services from that of the competitors.

### **Competitive strategy**

The heavier competition becomes, the higher the cost of handling that competition and the lower the profit made by the organisation. As such, if a Fast food wants to achieve above average profit, it must try as much as possible to curtail competition. The firm can take a differentiation method, by offering a wide range of services of differentiated qualities. The services must be in a way "unique" in terms of customers' perception, in fact, differentiation is all about creating service identity and customer loyalty. The Firm can also drive its cost base down to the point, which is lower than any of the competitors (cost leadership). Sustainable competitive advantage concept aims at good profit position to the organisation. Simply put, if an organisation is able to do something better than its competitors, it will make better profit and vice versa.



## **THEORETICAL FOUNDATION OF THE STUDY**

Dynamic capabilities are the organizational processes where capabilities are embedded, the positions the firm have gained and the evolutionary paths adopted and inherited. Based on the perspective, the marketing factors that determine the competitive advantage are marketing efficiency resulting from the marketing organizational process and the endowments of market assets that has generated such as customers' satisfaction and brand equity i.e. market position. In the context of global competition, Resource based view (RBV) and dynamic capabilities theory suggest that historical evolution of a firm constraints its strategic choice and so will affect market outcomes.

### **Marketing impact theory**

The need for measuring marketing impact is intensified as firms feel increasing pressure to justify their marketing expenditures. This theory was propounded by Rego in 1972. Accordingly, marketing practitioners and scholars are under increased pressure to be more accountable for showing how marketing activities link to shareholder value. It is important to know that marketing actions, such as packaging, brand name, density of the distribution channel, advertising, permanent exhibitions, sponsoring, press bulletins, among others can help long-term assets or positions as brand equity and customers' satisfaction. The strength of this theory shows that marketing actions help brand equity and leads to consumers' satisfaction.

## **RESEARCH METHODOLOGY**

In this study, the researchers adopted survey design. Survey design is a subtype of ex-post facto design which used questionnaires to predict and described significant relationship among variables. This helped in the measurement of multivarian variables and their relationship with one another. The adoption of this design allowed the use of questionnaire in data collection and determining the relationship between the variables under study. This research focused on the role of marketing strategy on supply chain performance of fast food outlets in Cross River State. The population of the study, according to Ahmad & Warraich (2013), refers to the totality of the element that forms the basis of analysis. It is not limited to person alone but it could be things, animals, objects or event. The population of this study therefore consist of the customers of fast food in Cross River State. The population of the study comprise of 180 workers and customers of fast food. With respect to the Sampling design and procedures, according to Obasi (1999), simple random sampling is a situation where the researcher gives all the members equal chance of selection. The study adopted simple random sampling to select eleven (11) fast food outlets from the three (3) senatorial districts in the state. The study also adopted census sampling technique because it is a method of statistical enumeration where all members of the population are studied.

Considering Sources of data and date collection method, data information for this research work were collected from primary and secondary sources. Primary sources is the basic data information collected in this study from the field using a structured questionnaire. The instrument was administered to respondents. Secondary source was basically published and unpublished data and information that are collected or obtained during this study from library such as text books, journals, company reports, and research publications gathered from the



internet. The study employed multiple regression analysis to measure the degree of relationship between variables tested in the study; independent t-test was used to validate values obtained from the multiple regression analysis. However, a logical and objective analysis of relevant question bothering on each research question is used to generate answer to the research question raised. Summaries of the conclusion reached were presented at the end of each analysis this formed the basis of the research finding and summary. To ensure validity of the instrument, the research ensured that the entire measuring instrument passed through an expert for proper checking and corrections to endure real validation of the population and the study undertaking. This ensured that both face and internal validity are achieved at the end of the research.

Reliability is an essential concept in research because an unreliable instrument cannot yield reliable results under any situations. Reliability is useful because it helps to improve the validity of a research. To ensure the consistency of the instrument, copies of the instrument were pre-tested in Cross River State using twenty-five (25) customers. The pre-test result indicated high reliability and provides a good measure of the ability of the dependable data.

## RESULTS

TABLE 4.1

Distribution and return of questionnaire

S/N	Option	Frequency	Percentage
1	Number of questionnaire correctly completed	121	75.63
2	Number of questionnaire not properly completed	39	24.37
	Total	160	100

Source: Field Survey, 2023

Table 4.1 shows that out of 160 questionnaires distributed, 121 representing 75.63 percent were properly completed and returned; while 39 representing 24.37 percent of the questionnaire were not properly completed thus resulting in missing values in some questionnaire items.

Table 4.2 shows that out of the 160 respondents surveyed, 81 representing 50.6 percent were male; 77 representing 48.1 percent were females; and 2 representing 1.3 percent were missing values as they did not respond to the item.

Table 4.3 shows that out of the 160 respondents surveyed, 50 representing 31.3 percent are married; 71 representing 44.4 per cent are single while 38 representing 23.8 per cent are divorced.

Table 4.4 shows that out of the 160 respondents surveyed, 69 representing 43.1 percent are between 20 to 25 years of age; 69 representing 43.1 percent are between 31 to 35 years of age; 20 representing 12.5 percent are from 36 years and above.



Table 4.5 shows that out of the 160 respondents surveyed, 39 representing 24.4 percent are FSLC holders; 40 representing 25.0 per cent are WAEC/GCE holders; 55 representing 34.4 percent were HND/BSC holder and 25 representing 15.6% were postgraduate students.

Table 4.6 shows that out of the 160 respondents surveyed, 43 representing 26.9 percent were students, 78 representing 48.8 percent were employed, 16 representing 10.0percentwere unemployed and 23 representing 14.4 percent were retired.

Table 4.7 shows the respondents responses on pricing strategies of fast food businesses in Calabar. Out of the 160 respondents, 3 representing 1.9 percent strongly

TABLE 4.2

Distribution of respondents by Sex

	Frequency	Percent	Valid percent	Cumulative percent
Missing Values	2	1.3	1.3	1.3
Valid Male	81	50.6	50.6	51.9
Female	77	48.1	48.1	100.0
Total	160	100.0	100.0	

Source: Field Survey, 2023

TABLE 4.3

Distribution of respondents by marital status

	Frequency	Percent	Valid Percent	Cumulative percent
Missing Values	1	.6	.6	.6
Valid Married	50	31.3	31.3	31.9
Single	71	44.4	44.4	76.3
Divorced	38	23.8	23.8	100.0
Total	160	100.0	100.0	

Source: Field Survey,

TABLE 4.4

Distribution of respondents by age

	Frequency	Percent	Valid Percent	Cumulative percent
Missing values	2	1.3	1.3	1.3
Valid 20-25	69	43.1	43.1	44.4
31-35	69	43.1	43.1	87.5
36 and above	20	12.5	12.5	100.0
Total	160	100.0	100.0	

Source: Field Survey, 2023



TABLE 4.5

Distribution of respondents by educational qualification

	Frequency	Percent	Valid Percent	Cumulative percent
Valid Missing value	1	.6	.6	.6
FSLC	39	24.4	24.4	25.0
WAEC/GCE	40	25.0	25.0	50.0
HND/B.Sc.	55	34.4	34.4	84.4
Post Graduate	25	15.6	15.6	100.0
Total	160	100.0	100.0	

Source: Field Survey, 2023

TABLE 4.6

Distribution of respondents based on occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	43	26.9	26.9	26.9
Employed	78	48.8	48.8	75.6
Unemployed	16	10.0	10.0	85.6
Retired	23	14.4	14.4	100.0
Total	160	100.0	100.0	

Source: Field Survey, 2023

### Data analysis and interpretation

TABLE 4.7

Pricing strategies of fast foods businesses

S/N	Variable	Frequency					Total
		SA	A	U	D	SD	
1.	The prices of menu in the restaurant are competitive.	104	34	9	10	3	160
2.	The price offering is lower than in other restaurants	17	81	34	19	9	160
3.	Discount is given for large purchases in the restaurant.	44	11	61	29	15	160
4.	Price incentives are offered at special seasons.	18	32	59	32	19	160
5.	Gifts items are given to patrons.	41	27	41	26	25	160



6.	I am happy with the price of items in the menus.	43	42	28	25	22	160
7.	Bonuses are offered to patrons for new purchases to a certain level.	35	33	35	21	30	160

Source: Field survey, 2023

Disagreed that the prices of menu in the restaurant is competitive; 10 representing 6.3 percent disagreed; 9 representing 5.6percent were undecided on the statement; 34 representing 21.3 percent agreed and 104 representing 65.0 percent strongly agreed.9 representing 5.6 percent strongly disagreed that the price offering is low than in other restaurants; 19 representing 11.9 percent disagreed; 34 representing 21.3 percent were undecided on the statement; 81 representing 50.6 percent agreed and 17 representing 10.6 percent strongly agreed.15 representing 8.1 percent strongly disagreed that discount is given for large purchase in the restaurant; 29 representing 18.1 percent disagreed; 61 representing 38.1 percent were undecided on the statement; 11 representing 6.9 percent agreed and 44 representing 27.5 percent strongly agreed.19 representing 11.9 percent strongly disagreed that price incentives are offered at special seasons; 32 representing 20.0 percent disagreed; 59 representing 36.9 percent were undecided on the statement; 32 representing 19.4 percent agreed and 18 representing 11.3 percent strongly agreed.25 representing 15.6 percent strongly disagreed that gifts are given to patrons; 26 representing 16.3 percent disagreed; 41 representing 25.6 percent were undecided on the statement; 27 representing 15.6 percent agreed and 41 representing 25.6 percent strongly agreed.22 representing 13.8 percent strongly disagreed that they are happy with the price of items in the menus ; 25 representing 15.6 percent disagreed; 28 representing 17.5 percent were undecided on the statement; 42 representing 26.3 percent agreed and 43 representing 25.0 percent strongly agreed. 30 representing 18.8 percent strongly disagreed that bonuses are offered to patrons for new purchases to a certain level; 21 representing 15.0 percent disagreed; 35 representing 21.9 percent were undecided on the statement; 33 representing 20.6 percent agreed and 35 representing 21.9percent strongly agreed.

TABLE 4.8

Packaging strategies of fast foods businesses

S/N	Variable	Frequency					Total
		SA	A	U	D	SD	
1.	The restaurant offers well packaged menus.	120	31	6	1	2	160
2.	The restaurant offers special menus at all times.	35	59	49	13	4	160
3.	The restaurant offers special meals at special days and events.	55	23	57	18	7	160
4.	The restaurant package meals with special activities.	37	33	49	21	20	160



5.	I am happy with the restaurant's packaging style.	90	22	18	17	13	160
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Source: Field survey, 2023

Table 4.8 shows the respondents responses on packaging strategies of fast food businesses in Calabar. Out of the 160 respondents, 2 representing 1.3 percent strongly disagreed that the restaurant offers well packaged menus; 1 representing 0.6 percent disagreed; 6 representing 3.8 percent were undecided on the statement; 31 representing 19.4 percent agreed and 120 representing 75.0percent strongly agreed.4 representing 2.5 percent strongly disagreed that the restaurant offers special menus at all times; 13 representing 6.9 percent disagreed; 49 representing 30.6 percent were undecided on the statement; 59 representing 36.9 percent agreed and 35 representing 21.9percent strongly agreed.7 representing 3.8 percent strongly disagreed that the restaurant offers special meals at special days and events; 18 representing 11.3 percent disagreed; 57 representing 35.6 percent were undecided on the statement; 23 representing 14.4 percent agreed and 55 representing 34.4percent strongly agreed.20 representing 12.5 percent strongly disagreed that the restaurant package meals with special activities; 21 representing 13.1 percent disagreed; 49 representing 30.6 percent were undecided on the statement; 33 representing 20.6 percent agreed and 37 representing 23.1percent strongly agreed.13 representing 8.1 percent strongly disagreed that they were happy with the restaurant's packaging style; 17 representing 10.6 percent disagreed; 18 representing 11.3 percent were undecided on the statement; 22 representing 13.8 percent agreed and 90 representing 56.3percent strongly agreed.

Table 4.9 shows the respondents responses on promotional communication strategies of fast food businesses in Calabar. Out of the 160 respondents, 14 representing 7.5 percent strongly disagreed that they heard about the restaurant from friends and relatives; 26 representing 15.0 percent disagreed; 6 representing 2.5 percent were undecided on the statement; 25 representing 15.6 percent agreed and 89

TABLE 4.9

Promotional communication strategies of fast foods businesses

S/N	Variable	Frequency					Total
		SA	A	U	D	SD	
	Promotional Communication Strategies						
1.	I heard about the restaurant from friends and relatives.	89	25	6	26	14	160
2.	I heard about the restaurant on radio.	20	57	23	35	25	160
3.	I heard about the restaurant on television.	35	34	22	42	27	160
4.	I have seen the restaurant's outdoor advertisement.	40	58	18	26	18	160
5.	I heard about the restaurant on flyers.	46	58	13	20	23	160



6.	I received SMS from the restaurant sales persons.	32	26	16	36	50	160
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Source: Field survey, 2023

Representing 55.6percent strongly agreed.24 representing 15.0 percent strongly disagreed that they heard about the restaurant on radio; 35 representing 21.9 percent disagreed; 23 representing 14.4 percent were undecided on the statement; 57 representing 35.6 percent agreed and 20 representing 12.5percent strongly agreed.27 representing 16.9 percent strongly disagreed that they heard about the restaurant on television; 42 representing 25.6 percent disagreed; 25 representing 13.8 percent were undecided on the statement; 34 representing 21.3 percent agreed and 35 representing 21.9percent strongly agreed.18 representing 11.3 percent strongly disagreed that they had seen the restaurant's outdoor advertisement; 26 representing 16.3 percent disagreed; 18 representing 11.3 percent were undecided on the statement; 58 representing 36.3 percent agreed and 40 representing 25.0percent strongly agreed.23 representing 14.4 percent strongly disagreed that they heard about the restaurant from flyers; 20 representing 12.5 percent disagreed; 13 representing 6.9 percent were undecided on the statement; 58 representing 36.3 percent agreed and 46 representing 28.8percent strongly agreed.50 representing 31.3 percent strongly disagreed that they received SMS from the restaurant sales persons; 36 representing 22.5 percent disagreed; 16 representing 10.0 percent were undecided on the statement; 26 representing 16.3 percent agreed and 32 representing 20.0percent strongly agreed.

Table 4.10 shows the respondents responses on location strategies of fast food businesses in Calabar. Out of the 160 respondents, 17 representing 10.6 percent strongly disagreed that the restaurant is well located in town; 7 representing 4.4 percent disagreed; 8 representing 3.1 percent were undecided on the statement; 22 representing 13.8 percent agreed and 106 representing 66.3percent strongly agreed.15 representing 9.4 percent strongly disagreed that the restaurant is located in a commercial area; 10 representing 6.3 percent disagreed; 15 representing 9.4 percent

TABLE 4.10

Location strategies of fast foods businesses

S/N	Variable Location Strategies	Frequency					Total
		SA	A	U	D	SD	
1.	The restaurant is well located in town.	106	22	8	7	17	160
2.	The restaurant is located in a commercial area.	58	62	15	10	15	160
3.	The restaurant has a good parking space.	78	37	22	14	9	160
4.	The restaurant is located close to where I reside or leave.	53	39	10	37	21	160
5.	The restaurant is located close to my workplace.	67	21	9	25	38	160

Source: Field survey, 2023





were undecided on the statement; 62 representing 38.8 percent agreed and 58 representing 36.3percent strongly agreed.9 representing 4.4 percent strongly disagreed that the restaurant has good parking space; 14 representing 8.8 percent disagreed; 22 representing 13.8 percent were undecided on the statement; 37 representing 23.1 percent agreed and 78 representing 48.8percent strongly agreed.21 representing 12.5 percent strongly disagreed that the restaurant is close to where they reside or live; 37 representing 23.1 percent disagreed; 10 representing 6.3 percent were undecided on the statement; 39 representing 24.4 percent agreed and 53 representing 33.1percent strongly agreed.38 representing 23.8 percent strongly disagreed that the restaurant is located close to their workplace; 25 representing 15.6 percent disagreed; 9 representing 4.4 percent were undecided on the statement; 21 representing 13.1 perc2ent agreed and 67 representing 41.9percent strongly agreed.

Table 4.11 shows the respondents' responses on reasons for dining out. Out of the 160 respondents, 30 representing 18.1 percent strongly disagreed that they dine out to escape from boredom; 13 representing 8.1 percent disagreed; 13 representing 8.1 percent were undecided on the statement; 31 representing 19.4 percent agreed and 73 representing 45.6percent strongly agreed.25 representing 15.0 percent strongly disagreed that they dine out to due to lack of time to cook at home; 26 representing 16.3 percent disagreed; 18 representing 11.3 percent were undecided on the statement; 61 representing 38.1 percent agreed and 30 representing 18.8percent strongly agreed.18 representing 10.0 percent strongly disagreed that they dine out to for social meetings with friends; 13 representing 8.1 percent disagreed; 22 representing 13.8 percent were undecided on the statement; 57 representing 35.6 percent agreed and 50 representing 31.3percent strongly agreed.33 representing 20.6 percent strongly disagreed that they dine out to for relaxation to cool off; 15 representing 9.4 percent disagreed; 14

TABLE 4.11

## Reason for dining out

S/N	Variable Reasons for dining out	Frequency					Total
		SA	A	U	D	SD	
1.	I dine out to escape from boredom.	73	31	13	13	30	160
2.	I dine out because I have no time to cook at home	30	61	18	26	25	160
3.	I dine out for social meetings with friends.	50	57	22	13	18	160
4.	I dine out for relaxation to cool off.	53	45	14	15	33	160

Source: Field survey, 2023



TABLE 4.12

## Supply chain performance

S/N	Variable	Frequency					Total
		SA	A	U	D	SD	
1.	I am satisfied with the services of the restaurant.	117	34	7	2	0	160
2.	I will visit the restaurant again.	68	67	14	8	3	160
3.	I will recommend this fast food restaurant to my friends.	73	45	25	7	10	160
4.	I will increase the frequency of my visits to the restaurant.	71	37	6	15	31	160

Source: Field survey, 2023

Representing 7.5 percent were undecided on the statement; 45 representing 28.1 percent agreed and 53 representing 33.1percent strongly agreed.

Table 4.12 shows the respondents' responses on their patronage/satisfaction of fast food businesses in Calabar. Out of the 160 respondents, no respondent strongly disagreed that they are satisfied with the services of the restaurant; 2 representing 1.3 percent disagreed; 8 representing 4.4 percent were undecided on the statement; 34 representing 21.3 percent agreed and 117 representing 73.1percent strongly agreed.3 representing 1.9 percent strongly disagreed that they are will visit the restaurant again; 7 representing 4.4 percent disagreed; 14 representing 8.8 percent were undecided on the statement; 67 representing 41.9 percent agreed and 68 representing 42.5percent strongly agreed.10 representing 5.6 percent strongly disagreed that they are will recommend this fast food restaurant to their friends; 7 representing 4.4 percent disagreed; 25 representing 15.6 percent were undecided on the statement; 45 representing 28.1 percent agreed and 73 representing 45.6percent strongly agreed.31 representing 19.4 percent strongly disagreed that they are will increase the frequency of their visits to the restaurant; 15 representing 9.4 percent disagreed; 6 representing 3.8 percent were undecided on the statement; 37 representing 23.1 percent agreed and 71 representing 44.4percent strongly agreed.

## Test of hypotheses

### Hypothesis one

There is no significant impact of pricing strategies on customers' patronage of fast food

The result in table 4.13 shows the multiple regression analysis of the effect of pricing strategies on customer patronage of fast foods. With r-value of 0.431 and a probability value (0.000) less than 0.05 significance level, it reveals that pricing



TABLE 4.13

Table showing multiple regression result of pricing strategies on customer patronage

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	.431 <sup>a</sup>	.186	.145	2.997

a. Predictors: (Constant), Bonuses, Competitive Price, Menu price items, Gifts, Low price, Price incentives, Discount pricing

TABLE 4.14  
ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean square	F	Sig.
1	Regression	286.958	7	40.994	4.565	.000 <sub>b</sub>
	Residual	1257.116	140	8.979		
	Total	1544.074	147			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Bonuses, Competitive Price, Menu price items, Gifts, Low price, Price incentives, Discount pricing

TABLE 4.15  
Coefficients

Model		unstandardized coefficients		Standardized coefficients beta	T	Sig.
		B	Std. Error			
1	(Constant)	12.629	1.274		9.910	.000
	Competitive Price	.605	.281	.185	2.158	.033
	Low price	-.090	.295	-.029	-.306	.760
	Discount Pricing	-.634	.271	-.249	-2.341	.021
	Price Incentives	-.142	.285	-.049	-.499	.619
	Gifts	.151	.230	.066	.657	.512
	Menu price Items	.704	.205	.303	3.424	.001
	Bonuses	.445	.208	.197	2.139	.034

a. Dependent Variable: Customer patronage.

Strategy has a significant impact on customers' patronage of fast foods. However, not all pricing strategy variables significantly impact on the customer patronage; this is evident as Table 4.15 reveals that Competitive price (0.033), discount price (0.021), menu pricing



(0.001) and bonuses (0.034) all having a probability value less than 0.05 really significantly influence customer patronage. On the other hand, strategy such as low price (0.760), price incentives (0.619) and gifts (0.512) does not necessarily impact on customer patronage as each of these variables have a p-value greater than 0.05.

### Hypothesis two

There is no significant impact of packaging strategies on customers' patronage of fast food

The result in table 4.16 shows the multiple regression analysis of the effect of packaging strategies on customer patronage of fast foods. With r-value of 0.580 and a probability value (0.000) less than 0.05 significance level, it reveals that packaging strategy has a significant impact on customers' patronage of fast foods. However, not all packaging strategy variables significantly impact on the customer patronage; this is evident as table 4.18 reveals that packaged meals/special activities (0.000), and the right packaging style (0.000) all having a probability value less than 0.05 really significantly influence customer patronage. On the other hand, strategy such as well-packaged menus (0.165), special menus (0.741) and special meals (0.623) does not necessarily impact on customer patronage as each of these variables have a p-value greater than 0.05

### Hypothesis three

There is no significant impact of promotional strategies on customers' patronage of fast food.

TABLE 4.16

Table showing multiple regression result of packaging strategies on customer patronage

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	.580 <sup>a</sup>	.336	.314	2.654

a. Predictors: (Constant), Right packaging style, packaged meals/Special

activities, well packaged menus, Special menus, Special meals

TABLE 4.17

ANOVA<sup>a</sup>

Model		Sum of squares	Df	mean square	F	Sig.
1	Regression	530.765	5	106.153	15.074	.000 <sup>b</sup>
	Residual	1049.273	149	7.042		
	Total	1580.039	154			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Right packaging style, packaged meals/Special activities, well packaged menus, Special menus, Special meals



TABLE 4.18

Coefficients<sup>a</sup>

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.391	1.477		5.680	.000
Well packaged Menus	.498	.358	.109	1.394	.165
Special menus	-.099	.300	-.030	-.331	.741
Special meals	-.124	.252	-.046	-.492	.623
1 Packaged meals/Special activities	.8372	.190	.342	4.416	.000
Right packaging Style	.988	.189	.411	5.243	.000

a. Dependent Variable: Customer patronage

The result in table 4.19 shows the multiple regression analysis of the effect of promotion strategies on customer patronage of fast foods. With r-value of 0.441 and a probability value (0.000) less than 0.05 significance level, it reveals that promotion strategy has a significant impact on customers' patronage of fast foods. However, not all promotional strategy variables significantly impact on the customer patronage; this is evident as table 4.21 reveals that outdoor advertisement (0.000), and print advertisement (0.000) all having a probability value less than 0.05 really significantly influence customer patronage. On the other hand, strategy such as family and friends promotion (0.434), radio advertisement (0.552), TV advertisement (.381) and direct marketing (0.445) does not necessarily impact on customer patronage as each of these variable have a p-value greater than 0.05.

#### Hypothesis four

There is no significant impact of location strategies on customers' patronage of fast food.

The result in table 4.22 shows the multiple regression analysis of the effect of location strategies on customer patronage of fast foods. With r-value of 0.645 and a probability value (0.000) less than 0.05 significance level, it reveals that location strategy has a significant impact on customers' patronage of fast foods. However, not all location strategies significantly impact on the customer patronage; this is evident as table 24 reveals that commercial area (0.012), good parking space (0.000) and proximity to residence (0.000) all having a probability value less than 0.05 really significantly influence customer patronage. On the other hand, strategies such as good location (0.684) and proximity to workplace (0.333) does not necessarily impact on customer patronage as each of these variables have a p-value greater than 0.05.

TABLE 4.19



Table showing multiple regression result of promotion strategies on customer patronage

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	.441 <sup>a</sup>	.194	.160	2.955

a. Predictors: (Constant), Direct marketing, friends/family promotion, Print advertisement, Outdoor advertisement, TV advertisement, Radio advertisement

TABLE 4.20

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	297.178	6	49.530	5.673	.000 <sup>b</sup>
	Residual	1231.146	141	8.732		
	Total	1528.324	147			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), direct marketing, Friends/Family promotion, Print advertisement, Outdoor advertisement, TV advertisement, Radio advertisement

TABLE 4.21

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients	Standardized coefficients	T	Sig.
		B	Std. error	beta	
1	(Constant)	13.627	1.099	12.402	.000
	Friends/Family promotion	-.150	.191	-.065	.434
	Radio Advertisement	-.166	.279	-.068	.552
	TV advertisement	-.224	.255	-.098	.381
	Outdoor advertisement	.677	.201	.283	.001
	Print advertisement	.579	.191	.252	.003
	Direct marketing	.133	.173	.064	.445

a. Dependent Variable: Customer patronage.



TABLE 4.22

Table showing multiple regression result of location strategies on customer patronage

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	.645 <sup>a</sup>	.417	.396	2.399

a. Predictors: (Constant), Proximity to workplace, Good location, Proximity to residence, Good parking space, Commercial area

TABLE 4.23

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean square	F	Sig.
1	Regression	595.745	5	119.149	20.701	.000 <sup>b</sup>
	Residual	834.573	145	5.756		
	Total	1430.318	150			

a. Dependent Variable: Customer patronage.

b. Predictors: (Constant), Proximity to workplace, Good location, Proximity to residence, Good parking space, Commercial area

TABLE 4.24

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized T coefficients beta	Sig.
		B	Std. error		
1	(Constant)	8.211	.884	9.290	.000
	Good location	.019	.047	.027	.684
	Commercial area	.499	.195	.203	.012
	Good parking space	.851	.194	.322	.000
	Proximity to residence	.752	.145	.353	.000
	Proximity to workplace	.125	.129	.069	.333

a. Dependent Variable: Customer patronage



## DISCUSSION OF FINDINGS

The result of the analysis reveals that marketing strategy has a significant impact on customers' patronage of fast foods in Cross River State. However, not all pricing strategy variables significantly impact on the customer patronage; The study revealed that price variables such as Competitive price, discount price, menu pricing and bonuses significantly influence customer patronage. On the other hand, strategy such as low price, price incentives and gifts does not necessarily impact on customer patronage of fast foods in Cross River State. This finding is supported by the study of Nezakati, Kuan, &Asgari, (2011) which revealed that price is one of the factors affecting customer loyalty towards fast food restaurants in Malaysia. In his study, price had a moderate positive relationship (0.361) with customer loyalty. This supports that not all aspects of price have a strong positive relationship with customer patronage as this study has shown.

Secondly, the analysis reveals that packaging strategy has a significant impact on customers' patronage of fast foods. However, in this study not all packaging strategy variables significantly impact on the customer patronage; packaged meals/special activities, and the right packaging style significantly influence customer patronage. On the other hand, strategy such as well-packaged menus, special menus and special meals do not necessarily impact on customer patronage. This result is supported by the findings of Oladele, Olowookere, Okolugbo, &Adegbola, (2015) that the level of influence of packaging attributes on customer patronage is significant. When fast foods package meals alongside special activities, perhaps offer meals packaged in customized bags on the customers' birthday or wedding anniversary this will positively affect customers' patronage.

Thirdly, the analysis reveals that promotion strategy has a significant impact on customers' patronage of fast foods. However, the study has shown that not all promotional strategy variables significantly impact on the customer patronage; For instance, outdoor advertisement, and print advertisement significantly influence customer patronage of fast foods in Cross River State. On the other hand, strategy such as family and friends' promotion, radio advertisement, TV advertisement and direct marketing does not necessarily impact on customer patronage of fast foods in Cross River State. This is in agreement with the study by Nezakati, Kuan, &Asgari, (2011) which revealed that promotion has a weak positive relationship (0.285) with customer patronage loyalty. The findings support this study because of all six variables tested under promotion, only two (outdoor and print advertisement) significantly affect customer patronage. Thus, inasmuch as there is a significant relationship between promotion strategy and patronage of fast foods in Cross River State, the relationship is not a very strong one.

Finally, the analysis reveals that location strategy has a significant impact on customers' patronage of fast foods. This study shows that not all location strategies significantly impact on the customer patronage; as commercial area, good parking space and proximity to consumers' residence significantly influence customer patronage. Whereas, strategies such as good location and proximity to workplace do not necessarily impact on customer patronage of fast foods in Cross River State. In their study, Ahmad, &Warraich, (2013) mentioned that among other factors, ease and the location of the restaurant is one of the most important factors that influence customers to select that particular restaurant which satisfy their needs and wants regarding quality of the food, restaurant environment and is easily accessible. The well-located and ample parking space is beneficial both for the restaurant management and customers who





often see the cost of attaining parking near a restaurant as a non-revenue generating expenditure. Winsor & Lasser (2020) emphasized that the value of well-located parking has a direct consequence on consumer intentions to patronize a restaurant.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

The overall objective of the study was to examine the role of marketing strategies on supply chain performance of fast food outlets in Cross River State. The study specifically assessed certain marketing strategies such as pricing, packaging, promotion and location strategies. Results indicated that each of these strategies significantly influenced supply chain performance of fast foods in Cross River State. Explanations of the results are that if fast foods in Cross River State apply these marketing strategies, it will have a positive effect on supply chain performance and they will have high patronage. Increased patronage in turn will lead to increased sales volume and enhance profitability of the firm. This will also result in the expansion of fast food businesses and such companies adopting these strategies will benefit from the dividends of increased returns-to-scale and attractive returns-on-investment.

### Recommendations

Based on the findings, the following actions are hereby recommended:

- i. Marketing managers of fast food firms should be sure to make extensive use of discount pricing, competitive pricing, menu pricing and bonuses in their businesses to enhance their supply chain performance. It would make a lot of sense if the firm adopts the idea of using yellow tags to display discounted percentages which have been removed off from the price of the product. E.g. “30% off”, “50%” off or the “buy 2 ice creams get one free!!!” These give the customer a feeling that he can save more by patronizing the fast food offering the discounts and bonuses. Thus, he is inclined to stop by and patronize the fast food.
- ii. With regards to packaging, the marketing manager should design the firm’s offer such that meals that are packaged should be linked to a special event in the customers’ life. It could be a wedding anniversary, a bridal shower, or any other momentous event that are special to the customer. To this end, the manager should create a database that includes individual customers’ special moments and dates. This will guide the firm in offering its package with special activities. Hence, the customer will be more inclined to patronize the firm regularly and also recommend it to other potential customers.
- iii. Again, the firm should plan for outdoor advertisement such as billboards and neon signs; and print advertisement such as flyers, posters, newspaper adverts and magazine sponsorships. This should be part of the business budget and should not be taken lightly. The marketing manager should work with the finance manager on this.
- iv. Finally, entrepreneurs thinking of starting a fast foods business should ensure that it is located in a commercial area, should have good parking space and should be reasonably close to consumers’ residence. Environmental scanning will be helpful in achieving this.

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