



ADOPTION OF MARKETING MIX ELEMENTS IN SOUTH-EASTERN NIGERIA: A NON-PROFIT ORGANIZATION PERSPECTIVE

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Abstract

The objectives of the study were to ascertain the effect of product on service delivery of non-profit organization in South-Eastern Nigeria, to examine the effect of price on service delivery of non-profit organization in South-Eastern Nigeria, to examine the effect of place on service delivery of non-profit organizations South-Eastern Nigeria and to ascertain the effect of promotion (advertisement) on service delivery of non-profit organizations in South-Eastern Nigeria. The population of the study comprised all the management staff of Ministry of Commerce and Industry in Enugu State, Bishop Shanahan hospital Nsukka, Catholic Diocese of Nsukka and Planned Parenthood Federation of Nigeria respectively which totaled 660 (Six hundred and sixty). A sample size of 249 (two hundred and forty nine) was drawn from the population using Taro Yamane sample size determination formula. The content validity and reliability tests of the survey instrument were established. Survey research method was used. Copies of questionnaire were administered to 249 respondents with the aid of three experienced research assistants and 240 copies of questionnaire were returned which formed the basis for data analysis. Data were analyzed using percentage and frequency distribution tables. Four hypotheses were formulated and tested with simple linear regression analysis. The major findings in the study showed that there is significant effect of product, pricing, distribution and promotion (advertisement) on service delivery of non-profit organization in South-Eastern

Nigeria. It was therefore recommended that improving the adoption of marketing mix cum marketing communication mix be expedited to assist managers of non-profit organizations in achieving greater effectiveness and customer satisfaction through marketing.

Key words: Marketing, product, physical distribution, promotion, price, service delivery, non-profit marketing, non-profit organization.

Introduction

No business organization wants to lag behind in championing the satisfaction of their various stakeholders. That is because, they are very much aware that a “victor takes it all” when customer requirements are satisfactorily met. However, commercial activities are now being executed by non-profit organizations as both government and donor support is on the decline (Zhao, Nui & Castillo, 2010). Basically, there is a great similarity between the conventional marketing being practised by profit organization and that of non-profit organization (Khilari, Shikhare & Pillai, 2006). Zhao et al. (2010) observed that there are fewer studies on non-profit organization when compared with that of research conducted on profit making organizations. However, through the provision of goods and services for the overall welfare of the society, non-profit organizations do not exist for personal gratification (through personal profit) but, tend to fulfil their mission via revenue generation programs (Khilari et al., 2006). In essence, non-profit organizations are neither private profit making nor public businesses rather, they are voluntary organizations and do operate for collective interest (Lu, 2008).

Nevertheless, every modern economy consists of consumers, business enterprises and non-profit organizations (Alexander & Weiner, 2016). These bodies interact constantly with the natural environment which is ever-changing and highly dynamic. The economic interactions among these different entities result in the conception, development, production, distribution and consumption of goods and services. The purpose of these activities is to produce goods and services to satisfy human needs and wants. Marketing in its contemporary form and scope is the result of an evolutionary process which started particularly in the United States of America in the early part of the twentieth century (Akchin, 2001). The result is that the definitions of marketing which were considered acceptable about thirty years ago may not reflect the essence and scope of contemporary marketing today. Most marketers are unwilling to accept marketing definition which restricts the performance of marketing functions to business enterprises. The

modern view is that marketing is relevant to any individual or organization whether business or non-profit organization which desires or seeks any form of patronage.

Non-profit organizations rely on marketing principles and practice as similar to profit organizations, they have products and customers to satisfy (Bezuidenhout, 2017; Weideman, 2012). Izabella (2014) noted that non-profit organizations need to create and offer the right products and services for their customer. In agreement with this statement, Bose (n.d.) added that the choice of product that would be attractive is a matter of serious decision making in the face of rising competition for donation for non-profit organizations. Nonetheless, religious organizations that seek to enlarge their congregation can, and do resort to marketing in the same way that profit-oriented enterprises do. Similarly, individuals and non-profit organizations in search of assistance, recognition, or patronage can appeal to marketing and marketers for professional assistance. For example, it is demonstrated that religious organizations care and do apply marketing techniques to increase their membership. Also, hospitals can serve patients better and more profitably through the application of marketing mix programs. In the same vein, political parties do engage in numerous marketing activities and governments can also gain increased public support for their policies and programs by relying on marketing.

Interestingly, charity organizations can raise more funds for their activities if only they will appeal to marketers for assistance. Therefore, the question often raised by those who deny or doubt the applicability of marketing to non-profit organizations is, “what do these organizations market?” What do they give in return for money? In retrospect, the former president of Church of God mission international, Benin City, Nigeria; the late Archbishop Benson Idahosa in response to criticisms of the increasing commercialisation of the church once retorted that “those who say that the church has been commercialized should tell the world what the church is marketing.” In response to the above questions, proponents of non-profit organization pointed out that every religious organization markets a doctrine, promises miracle, godly comfort and a happy everlasting life after death. In return, the church is asking for more devotion from the faithful in terms of abstinence from mundane things and the provision of increased moral and financial support for the church (Bruce, 2010).

However, non-profit organization have started to adopt business techniques (Bothwell, 2018) used in the for-profit sector as they are becoming increasingly confronted with market pressures

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typical of for-profit organization such as competing for funding and the need to earn money to fulfil their missions (Goerke, 2018). These techniques and approaches have recognized the marketing concept which advocates an understanding of the customer as very important to non-profit organization (Ebrahim, 2016). Instead of embracing the marketing concept and beginning the marketing process with the customer and investigating what the market actually needs and wants (Eikenberry & Kluver, 2012), the non-profit organization have an organization-centred marketing mindset and may falsely believe that their profit or service is needed by the target market (Kotler, 2006). Indeed, marketing has traditionally focused on commercial organizations and commercial exchanges or transactions (Galloghter & Weinberg, 2014).

There is a strong minority view which refuses to accept a broadened view of marketing. This minority believes that an attempt to apply marketing to non-profit organizations amounts to an imperialistic expansion of the traditional domain of marketing. They argue that such imperialism is likely to be resisted by non-marketing scholars whose territories are being invaded. The modification and adaptation of commercial marketing tools and techniques in the non-profit sector needs to be discussed and only a special focus will enable justice to be done to help in the search for ways to further assist managers of non-profit organizations in achieving greater effectiveness through marketing. Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007) identified five situations that illustrate non-profit situations which might call for some marketing action. The rationale behind the call for non-profit marketing or social marketing is to encourage non-profit oriented organizations to utilize scientific marketing knowledge to advantage.

Kotler (2006) posed some questions in order to assess the state of marketing acceptance in non-profit organization. He asked about the response of non-profit administrators to marketing, whether they are interested, aware of or enthusiastic and whether they know how to use marketing in their organization. Results indicated that marketing lagged dramatically in adoption by non-profit organization. Even when adopted, the term, “marketing” was used to mean primary hard promotion, where many non-profits rushed into marketing with more enthusiasm than understanding. However there is a literature gap on the application of marketing mix by non-profit organizations in Nigeria to the best of the researchers’ knowledge. Thus, as a matter of fact, this study intent to examine the effects of marketing mix elements on services delivery of non-profit organizations in South-Eastern Nigeria

Review of Related Literature

Marketing Mix Elements

Product (services), price (not necessarily monetary), promotion and distribution are the controllable variables of the non-profit market just as they are in commercial marketing (Agbonifoh et al., 2007).

Product

In the US, non-profit organization via products and services they provide to various stakeholders who need relief aids, relieve the local, state and federal government from supplying those products and services and therefore contribute colossally to the growth of the economy (Pope, Isely & Asamo-Tutu, 2009). For Pope et al. (2009), non-profit organization in 2006 via that relief contributed \$3.4 billion to the US economy. As a matter of fact, no organization exists without a product, and without a product, there is no marketing mix program (Potocan, Ungan & Nedelko, 2017). Product mix is the most essential element of the marketing mix program (Thabit & Raewf, 2018; Khodoparasti, Aboufazli, & Isakhajelou, 2015). It is fundamental in that even if the market does exist, no exchange can take place without an available product (ideas, goods and services).

Interestingly, Protocan (2017) noted that while products and services with physical attributes such as packaging, brand name, design, quality and model name are perceived as product traits of profit organizations; ideas, attitude and behavioural change are the major target of non-profit organization. In view of this, Freitas-da-Costa et al. (2011) concurred that idea, knowledge, attitude, belief and habit are the main products for non-profit organizations. In other words, ideas and services are the key non-profit organization's focus. The non-profit organization according to Novatorov (2020) primarily focuses on attraction of enough resources aimed at developing many products which are distributed to their various target customer groups. However, Bezuidenhout (2017) posited that in South Africa, non-profit organizations depend on product sale besides corporate support, subsidy from government, fees, contribution from churches, foundations' grants and individual support to raise income for its existence. Non-profit organizations sometimes are equally in a contract with a profit making venture to sell their products (Clark, 2012).

Moreover, most non-profit organizations offer services rather than tangible products. Product differentiation, product quality, trademarks and branding are important in selling their services (Anyanwu, 2013). The non-profit organizations offer the services which must be of the right quality to sustain the organization and satisfy some consumer needs. For example, universities and churches render some need fulfilling services, a university seeks to build up the knowledge and character of its students, a church helps to develop people's moral character and to save souls, offer healings and welfare services.

Furthermore, political parties strive to outsmart one another in term of political programs and candidates, and hospitals compete in terms of the range and quality of their services. Consequently, product modifications, product differentiation, the use of brand names and trademarks are common in non-profit marketing (National Council of Non-Profit Organizations, 2019). For example, a school may modify its programs or curriculum, a political party may alter its political programs and a religious organization may modernize its evangelical tools and methods if not its doctrine. Political parties use their emblem, flag and four cardinal programs to differentiate from one another. The Red Cross, UNICEF, War Against Indiscipline (WAI) as well as Expanded Program on Immunization (EPI) have their own trademarks, slogans and symbols. The hypothesis is therefore stated thus:

H1: There is a significant effect of product on service delivery of non-profit organization in South-Eastern Nigeria.

Price

The indispensability of price as part of the marketing mix strategies cannot be underestimated and that is why it is equally being used by non-profit organizations (Izaballa, 2014). As the major source of revenue generation, the competence of price fixing for products and services for non-profit organization determines the failure of success of such organization (Khilari et al., 2006). According to them, the quality of products and services offered to the customers has price at its major determinant. In reality, non-profit organizations charge lower prices than profit organizations for their products and services (Clark, 2012). Clarks (2012) added that the interest of non-profit organizations is to cover their cost of production; while every year, profit-oriented businesses charge 50% gross profit margin to cover 3% to 5% net profit margin for their products. Lu (2008) argued that the intent of non-profit organization is to ensure services

maximization rather than profit maximization. In support of Clark (2012), Izabella (2014), stated that non-profit organizations offer their products at very little prices. Conversely, Schindler (2012) submitted that in as much as non-profit organizations do not dole out dividends to shareholders; they minimize costs by maximizing profit.

Apparently, Schidler (2012) clarified that the pricing difference between profit and not-for-profit organization is just a little. He observed that because non-profit organizations incur the costs of rendering services such as childcare services, education, health services, they receive payment by those who consume or receive these services. For Izabella (2014), non-profit organizations create the right product, create awareness about it, fix its prices and then, go ahead to distributing it to their customers. However, non-profit organizations operate on different pricing strategy from the profit making ventures (Lu, 2008). In line with this assertion, Protocan et al (2017) opined that price must cover the cost of overall business operation of the company rather than just the cost of the product and service respectively. According to them, for non-profit organizations, price may be expressed in term of donations, dues and grants.

More so, price for non-profit marketing could be monetary and it could also be in kind (Juriate et al., 2011). Examples of monetary price in non-profit exchange transactions are the offerings given by church members at every church service. The monetary donations to a political party as well as the membership fee are inclusive. Non-monetary prices are exemplified by the time and conveniences sacrificed to discharge one's obligations as a members of a church or to immunize one's children. In political parties, activists may spend time and effort campaigning and even the vote they cast for the party is a cost or price. The principal interest in pricing in non-profit concerns is not profit but to reach as many people as possible and win their patronage (Juriate et al., 2011). For example, a church wants to convert everybody if possible, a college or university wants to attract as many first rate candidates as possible while the EPI aims at immunizing all children within the age range that constitute its target market. The price paid by the recipient of a non-profit service need not occur simultaneously with the service received (Johnston, 2012). For example, a cripple healed by a church today may perform many free services for the church for the rest of his life. An electorate that is quite satisfied with the implementation of a given political party's program may continue to vote for that party for a very long-time afterwards. Tentatively, the hypothesis is thus stated:

H2: There is a significant effect of price on service delivery of non-profit organizations in South-Eastern Nigeria.

Place (Distribution)

Non-profit organizations equally distribute their products like that of for-profit organizations (Izabella, 2014). Novatorov (2020) concurred with this stating that non-profit organizations also make their products available to their customers. Regrettably, Zhao et al. (2010) observed that in the supply chain literature, the distribution strategy of non-profit organizations have not attracted the deserved attention. Certainly, the prime objective of physical distribution for non-profit organization is to guarantee efficient and effective distribution of products to customer. Undoubtedly, Moreno, Ibanez and Perez (2016) and Potocan et al. (2017) noted that adequate physical and online distribution of products and services are quite normal with non-profit organization similar to profit making organizations.

Nevertheless, Potocan et al. (2017) advised that non-profit organizations need to make their products and services within the reach of their varied customers. They noted that short distribution channels are usually used by non-profit organization and advised that a multi-channel system would provide the necessary service delivery quality. They are also of the opinion that non-profit organization use any or a combination of intensive, selective and exclusive distribution strategy (Kotler, Armstrong & Opresnik, 2018) to meet the yearnings of their customers. Supporting this argument, Zhao et al. (2010) advocated for retail outlets or distribution centres to improve the mobility of products to various destinations.

In a nutshell, distribution in non-profit organizations is concerned with bringing the services closer to the people (Dolnicar, Irvine & Lazarevski, 2015). The use of intermediaries is rare because there is usually nothing physical which the intermediary can help to move or transfer from place to place and from persons to person. For this reason, distribution is often direct. A university may open many campuses and could also have evening and weekend programs to enable it reach those who may not have the time to undertake full-time programs. The Open University system which relies considerably on correspondence tuition and the delivery of lectures via the mass media is a further avenue for more effective distribution. Also, hospitals could have extended opening hours, emergency units which open 24 hours a day, seven days a week, mobile clinics and several branches. A political party could have national, state, local

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government and ward organizations and committees to deliver its programs nationwide. Libraries provide liberal lending services and mobile units. All these are distribution networks which are adaptations of their business counterparts. The hypothesis is stated thus:

H3: There is a significant effect of place on service delivery of non-profit organizations in South-Eastern Nigeria.

Promotion

Humanitarian organization which is a prototype of non-profit organization has high trajectory for promotional programs (Caciya, 2016). Not until recently, application of sales promotion strategy hadn't been fully considered for non-profit organizations (Izabella, 2017). Fundraising, advocacy and program are the three fundamental tasks that initiated the adoption of promotional strategies by non-profit organization (Jahan & Bhuiyan, 2019). Advocacy and fundraising (Orucevic, 2019; Pope et al., 2009) were equally mentioned by Milde and Yawson (2017) as critical marketing elements of non-profit organizations. Study conducted by Foley (2014) concluded that volunteers and donors can be attracted via promotional mix. According to her, there are two major roles that promotion plays for non-profit organization. Firstly, it attracts potential customers and secondly, it serves as a decoy for potential volunteers and donors. For Foley (2014), the survival of non-profit organization is tied to promotional strategies such that public donation and support from government can easily be sustainable.

Unquestionably, advertising, public relations, social media and publicity were outlined by Foley (2014) as being very impactful promotional strategies used by non-profit organization both for awareness creation and customer acquisition. In accordance with this, Orucevic (2019) pointed that advertising and the social media are sine qua non to the execution of non-profit organizations' promotion. In support and in addition to these, Izabella (2017) highlighted on the power of advertising, personal selling, publicity, sales promotion, public relations and direct marketing (Belch & Belch, 2018) in promoting products and services of non-profit organization. Sargent, Foreman and Liao (2010) also concurred with this assertion stating that advertising, personal selling, public relations and sales promotion appear to be the major promotional weapons and live wire of many non-profit organizations. Among these promotional tools, Jahan and Bhuiyan (2019) argued that personal selling is more often used to seduce the audience than the rest tools. They explained that by adopting pull promotional strategy via events and press

releases of their activities, non-profit organizations can draw the attention of their donors. In addition, the use of posters, television and stickers for promotional purposes is common among religious organizations who buy up 30 to 50 minutes air time weekly on radio and television to propagate their doctrine in a feat that business organizations can hardly afford (Shapiro, 2001). The hypothesis is stated thus:

H4: There is asignificant effect of promotion (advertisement) on service delivery of non-profit organizations in South–Eastern Nigeria.

Service Delivery

A few decades ago, service delivery provided by non-profit organization has significantly grown in relevance (Brown, 2017; Baines, Campey, Cunningham & Shields, 2014). Non-profit organizations combine services delivery with ideological communications to attract their target market (Anheier, 2005). Their service delivery has become more universal and they had initiated market forces into public service delivery (Casey, 2016). Hence, it has become imperative that a process of evaluating performance to test the efficiency and effectiveness of services delivered by non-profit organization is a prerequisite for raising fund from private foundation sources and the government (Carnochan, Samples, Myers & Austin, 2013). Excitedly, information technology has been adopted by many non-profit organizations to deliver services to their numerous stakeholders (Hopkins, 2010). Databases, email systems and websites are the information technologies mainly used by non-profit organizations to execute their undertakings (MAP & Idealware, 2012). According Boles (n.d.) through technological innovation, non-profit organization can improve services delivery.

However, a service is intangible in nature (Downton & Rustema, 2012). It is a transaction in which no physical goods are transferred from the seller to the buyer. The benefits of such a service are held to be demonstrated by the buyer's willingness to make the exchange. The service provider must deliver the service at the exact time of service consumption. The service is not manifested in a physical object that is independent of the provider. The service consumer is also inseparable from service delivery. Each service is unique (Johnston, 2012) and can never be exactly repeated as the time, location, circumstances, conditions, current configurations and assigned resources are different for the next delivery even if the same service is requested by the consumer. Mass generation and delivery of service must be mastered for a service provider to

expand. Both inputs and outputs to the processes involved providing services are highly variable as are the relationships between these processes, making it difficult to maintain consistent service quality. As a matter of fact, services involve variable human activity rather than a precisely determined process; exemptions include utilities (Sheelagh & Ken, 2015). The human factor is often the key success factor in service provision. Demand for service can vary by season, time of day, business cycle; although the consistency of service is necessary to create enduring business relationships.

Non-Profit Marketing

Non-profit marketing is the use of marketing tactics by non-profit organization to promote and also to raise donations for the organization (Kara, Spillan & Deshield, 2010). Marketing is as important for non-profit organizations as it is for businesses and uses many of the same marketing tactics to connect with donors and volunteers. It is also often challenging as non-profits must convince their audience to give money without getting anything concrete in return. Padanyi and Gainer (2012) noted that non-profit marketing serves multiple functions in keeping charitable organizations functioning. According to them, those functions include creating Awareness, promoting their cause and services, Fund raising, engaging volunteers, and riving political and social change.No matter what specific goals the non-profit marketing uses to pursue its objectives, most campaigns according to Gonzalez, Vijande and Casielles (2010) is aimed at traditional fundraising, consumer charity, message focussed campaigns and event marketing.

Nonprofits can take advantage of many of the same platform for marketing that for- profit businesses use. The main difference is often that non-profits have a smaller budget and must be strategic about how they contact donors and spread the word about their work. Andreasen and Kotler (2006) observed that non-profits use many free and inexpensive marketing platforms as the social media, online ads, search engine optimization, partnerships, e-mail marketing, Events: public relations, infographics and webinars.

Non-profit Organization

Agbonifoh et al.(2007) defined non-profit organization as one whose goal is not to make profit but to provide some kind of service. However, it may or may not seek to cover its costs. Non-profit organizations differ from business organizations interms of the absence of a profit motive. They are further characterized by multiple objectives and considerable public interest and

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scrutiny. Invariably, they offer services rather than tangible products. While the owners are sometimes difficult to identify, the beneficiaries are the clients, members and the general public. Non-profit organizations are divided into two types (Alexander & Weiner, 2016). They are the government-owned and privately-owned non-profit organizations. However, the government owned non-profit organizations are the public utilities (NEPA, Nigeria Airways, Nigeria ports Authority, Nigerian Railway Corporation etc); Regulatory organizations (law courts, the police force, National Universities Commission, Nigerian Enterprises Promotion Board etc.); social service organizations (ministries, National Directorate of Employment, etc); health organizations (hospitals, clinics, maternities); educational organizations (primary and secondary schools, polytechnic, universities, etc); social causes (War Against Indiscipline, Expanded Program on Immunization). Also, the privately-owned non-profit organizations are the political organizations (movement for Justice in Africa, political parties); cultural organizations (dance groups, tribal associations, etc); religious organizations (various religious denominations); trade organizations (employers' associations, trade unions, etc); social causes (planned parenthood federation of Nigeria); social organizations (social clubs, etc); and philanthropic organizations (Red cross, Rotary club, etc).

Research Methodology

Survey method was used in this study. The population of the study comprised all the management staff of Ministry of Commerce and Industry, Enugu State (125), Bishop Shanahan Hospital Nsukka, Enugu State (170), Catholic Diocese of Nsukka, Enugu State (290) and Planned Parenthood Federation of Nigeria, Ebonyi State (85) respectively. Altogether, 660 management staff was used as the study population. A sample size of 249 was drawn from the population of the study using Taro Yamani statistical formula. The sampling technique adopted for this study was the probability sampling technique and the probability sampling method used was the systematic random sampling. The sources of data collection were mainly primary data generated through questionnaire administered to the respondents through the help of three experienced enumerators. The content validity of the instrument was ascertained by using a questionnaire review-panel that did objective assessment of the questions and ensured their relevance and coverage of the entire study. In establishing the reliability estimate, the test/retest method was used. The instrument was administered to the same group of individual on two different occasions separated by time interval of between 7-14 days. The two sets of data from

the two occasions were correlated using the Pearson product moment correlation coefficient which was calculated and used to adjudge the reliability of the instrument. The value of the coefficient of correlation obtained was 0.78 which confirmed the instrument reliable and acceptable. The statistical technique adopted in testing the hypotheses was simple linear regression (an inferential tool of the statistical package for social sciences version 21).

Data Analysis

Table I; Non-profit organizations offer quality need fulfilling services to satisfy their consumers.

Response options	Frequency	Percentage
Strongly Agree	80	33.00
Agree	140	58.00
Strongly Disagree	5	3.00
Disagree	15	6.00
Neutral	-	-
Total	240	100.00

Source: Survey Data, 2020

Table 1 above revealed that a total of 220 representing (91%) respondents were in agreement that non business organizations offer quality need fulfilling services to satisfy their consumers while 20 (9% respondents did not agree. None of the respondents was undecided at the instance of the research.

Table 2: Non-profit organizations sacrifice their time and conveniences to reach as many people as possible and win their patronage.

Response options	Frequency	Percentage
Strongly Agree	60	25.00
Agree	150	63.00
Strongly Disagree	10	4.00
Disagree	15	6.00
Neutral	5	2.00
Total	240	100.00

Source: survey Data, 2020.

In table 2 above, 210 respondents representing 88% were in agreement that the non-profit organizations sacrifice their time and conveniences to reach as many people as possible and win their patronage while 25 (10%) respondents disagreed with the statement. Only 5 (2%) respondents were undecided at the instance of the research.

Table 3: Non-profit organizations have adaptations (branch networks) to bring their services closer to the people.

Response options	Frequency	Percentage
Strongly Agree	75	32.00
Agree	130	54.00
Strongly Disagree	5	2.00
Disagree	20	8.00
Neutral	10	4.00
Total	240	100.00

Source: Survey Data, 2020

Table 3 above indicated that 205 respondents representing 86% were in agreement about the above statement that non-profit organizations have adaptations to bring their services closer to the people while 25 respondents representing 10% disagreed with the statement. Only 10 respondents representing 4% were neutral at the instance of the research.

Table 4: Non-profit organizations use advertisement to create awareness and promote their programs to the people.

Response options	Frequency	Percentage
Strongly Agree	100	42.00
Agree	110	45.00
Strongly Disagree	5	3.00
Disagree	25	10.00
Neutral	-	-
Total	240	100.00

Source: Survey Data, 2020

Table 4 above indicated that 210 respondents representing 87% were in agreement about the statement that non-profit organizations use advertisement to create awareness and promote their programs to the people while only 30 respondents representing 13% disagreed with the statement. None of the respondents was undecided at the instance of the research.

Test of Hypotheses

Hypothesis I:

H1: There is a significant effect of product on service delivery of non-profit organization in South-Eastern, Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

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1	.648 ^a	.419	.347	12.199
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a. Predictors: (Constant), product

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	859.524	1	859.524	5.776	.043 ^b
	Residual	1190.476	8	148.810		
	Total	2050.000	9			

a. Dependent Variable: Service delivery

b. Predictors: (Constant), product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.143	11.934		-.180	.862
	Product	.905	.376	.648	2.403	.043

a. Dependent Variable: Service delivery

The regression model summary above shows a regression coefficient value of 0.648 which is significant in achieving service delivery in the studied non-profit organizations respectively. The coefficient of determination (R²) of 0.419 indicates that 41% of variations in service delivery in the studied organizations can be explained by product. The remaining 59% can be explained by other related factors not noted in the regression model. This implies that there is an evidence of significant effect and linear relationship between product and service delivery in the studied organizations in South-Eastern Nigeria. Therefore, we accept the alternative hypothesis that there is significant effect of product on service delivery of non-profit organization in South-Eastern, Nigeria.

Hypothesis 2

H2: There is a significant effect of pricing on service delivery of non-profit organization in South-Eastern, Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.548	.492	3.8461

a. Predictors: (Constant), Pricing

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.758	1	143.758	9.718	.014 ^b
	Residual	118.342	8	14.793		
	Total	262.100	9			

a. Dependent Variable: Service delivery

b. Predictors: (Constant), Pricing

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.076	4.413		2.963	.018
	Pricing	.427	.137	.741	3.117	.014

a. Dependent Variable: Service delivery

The regression model above shows a regression value of 0.741 which is positive and significant in achieving service delivery in the studied non-profit organizations respectively. The coefficient of determination (R²) of 0.548 indicates that 54% of variation in service delivery in the studied organizations can be explained by pricing. The remaining 46% can be explained by other related factors not noted in the regression model. This implies that there is an evidence of existence of significant effect and linear relationship between pricing and service delivery in the studied non-profit organizations. Therefore, we accept the alternative hypothesis that there is significant effect of pricing on service delivery of non-profit organization in South-Eastern, Nigeria.

Hypothesis 3:

H3: There is a significant effect of distribution networks on service delivery of non-profit organization in South-Eastern Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.492	3.8461

b. Predictors: (Constant), Distribution network

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.758	1	143.758	9.718	.014 ^b
	Residual	118.342	8	14.793		
	Total	262.100	9			

- a. Dependent Variable: Service delivery
 c. Predictors: (Constant), Distribution network

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.100	6.772		1.639	.140
	Distribution networks	.600	.214	.704	2.802	.023

- a. Dependent Variable: Service delivery

From the regression model above, a regression value of 0.704 can be observed which is positive and significant in achieving service delivery in the studied non-profit organizations respectively. The coefficient of determination (R²) of 0.495 indicates that 49% of variations in service delivery in the studied organizations can be explained by distribution networks. The remaining 51% can be explained by other related factors not noted in the regression model. This implies that there is an evidence of existence of significant effect and linear relationship between distribution networks and service delivery in the studied organizations. Therefore, we accept the alternative hypothesis that there is significant effect of distribution networks on service delivery of non-profit organization in South-Eastern Nigeria.

Hypothesis 4:

H4: There is asignificant effect of promotion (advertisement) on service delivery of non-profit organization in South-Eastern, Nigeria

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.519	.347	12.199

- a. Predictors: (Constant), Promotion (advertisement)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
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1	Regression	859.524	1	859.524	5.776	.043 [†]
	Residual	1190.476	8	148.810		
	Total	2050.000	9			

a. Dependent Variable: Service delivery

b. Predictors: (Constant), Promotion (advertisement)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.143	11.934		-.180	.862
	Advertisement	.905	.376	.748	2.403	.043

a. Dependent Variable: Service delivery

The regression model summary above shows a regression coefficient value of 0.748 which is significant in achieving service delivery in the studied organizations respectively. The coefficient of determination (R²) of 0.519 indicates that 51% of variations in service delivery in the studied organizations can be explained by advertisement. The remaining 49% can be explained by other related factors not noted in the regression model. This implies that there is an evidence of significant effect and linear relationship between advertisement and service delivery in the studied non-profit organizations in South-Eastern Nigeria. Therefore, we accept the alternative hypothesis that there is significant effect of advertisement on service delivery of non-profit organization in South-Eastern, Nigeria

Discussion of Findings

Hypothesis one of this study states that there is no significant effect of product on service delivery of non-profit organizations in South-Eastern region, Nigeria. The result of the analysis of the hypothesis indicated a regression coefficient value of 0.648 which is significant in achieving service delivery in the studied non-profit organizations in the South-Eastern region, Nigeria. This implies that there is an evidence of significant effect and linear relationship between product differentiation and employee service delivery in the studied organizations. This result agrees with the finding by Anyanwu (2013) that product differentiation is important in selling the services of non-profit organizations.

Hypothesis two of this study states that there is no significant effect of pricing on service delivery of non-profit organizations in South-Eastern region, Nigeria. The result of the analysis of the hypothesis showed a regression coefficient value of 0.741 which is significant in achieving service delivery in the studied non-profit organizations. This implies that there is an evidence of significant effect and linear relationship between pricing and service delivery in the studied non-profit organizations. This result is in tandem with the findings of Juriate et al.(2011) that the principal interest in pricing in non-profit concerns is not profit but to reach as many people as possible and win their patronage.

It is stated in hypothesis three of the study that there is no significant effect of distribution networks on service delivery of non-profit organizations in South-Eastern region, Nigeria. The result of the analysis of the hypothesis showed a regression coefficient value of 0.704 which is significant in achieving service delivery in the studied organizations. This implies that there is an evidence of significant effect and linear relationship between distribution networks and service delivery in the studied non-profit organizations. This result is in agreement with the findings of Dolnicar, Irvine and Lazarevski (2015) that distribution in non-profit organizations is concerned with bringing the services closer to the people.

Hypothesis four of the study states that there is no significant effect of advertisement on service delivery of non-profit organizations South-Eastern region, Nigeria. The result of the analysis of the hypothesis showed a regression coefficient value of 0.748 which is significant in achieving service delivery in the studied non-profit organizations. This implies that there is an evidence of significant effect and linear relationship between advertisement and service delivery in the studied organizations. This result is in agreement with the findings of Sargent, Foreman and Liao (2010) that non-profit organizations use advertisement to create awareness and promote their programs to the people.

Conclusion

All organizations adopt the marketing mix elements as a high trajectory to providing goods and services in such a manner that all stakeholders are satisfied with their separate constituencies and jurisdiction. Of course, the fact here is that the non-profit organizations are consciously committed to strategically project the marketing mix variables as arrowhead to winning the marketing war. Indeed, the job of non-profit organization is essentially to maintain

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much needed services typically not provided for by the profit sector or government. Given the increased market pressure non-profit organizations are facing and given that marketing as one of many operational business areas which has been adopted by non-profit organizations some decades ago, the future of non-profit organizations revolves around making the transition from an organization-centred marketing philosophy to a consumer-centred or market oriented philosophy.

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