

## CHAPTER 1

### INTRODUCTION

#### 1.1. Background of the study

Marketing is an integral part of any organization. This would help increase customer base and make an organization very popular if adequately and properly done. Marketing is the action or business of promoting and selling products or services, including market research and advertising (Wikipedia, 2009). It can also be a process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Organizations that want to be successful must do all it can to have an effective and efficient marketing network.

Marketing isn't as simple as paid advertising on television or in newspapers. Marketing is any technique used to make the public aware of a company and what it has to offer over its competitors. The variations of marketing activities are vast and encompass almost every kind of media and company-initiated outreach. Faith based organizations are organizations based on a particular religious ideology, has religiously oriented mission statements and often draws its activists (leaders, staff, volunteers) from a particular religious group(Wikipedia, 2009). "Faith-based organization" currently acts as broad shorthand for a wide spectrum of organizations that deserve more specific treatment in the academic literature.

#### 1.2 Statement of the problem

The activities of faith based organizations in Nigeria have witnessed a steady decline in patronage due to religious inclination of Nigerians. Since it's a proven fact that marketing improves other organizations that are not faith based.

#### 1.3 Purpose of the study

The purpose of the study will analyze the effects of marketing activities and Faith based organizations. The following are the aims and objectives of carrying out this research work:

- i) To examine the association between Need Identification and faith based organization.
- ii) To examine the association between Service Quality and faith based organization

#### 1.4 Research Questions

- i) To what extent does Need Identification relate faith based organization?
- ii) To what extent does Service Quality relate faith based organization?

#### 1.5 Conceptual Framework of Marketing activities and faith based organization

Source: Conceptualized from literature, 2016

#### 1.6 Research Hypothesis

- H<sub>O1</sub> There is no significant relationship between Need Identification and Customer Satisfaction.
- H<sub>O2</sub> There is no significant relationship between Need Identification and Market Share.
- H<sub>O3</sub> There is no significant relationship between Service Quality and Customer Satisfaction.
- H<sub>O4</sub> There is no significant relationship between Marketing Communication and Market Share.

#### 1.7 Significance of the study

This research work is based on marketing activities and Faith based organizations. This study will be of benefits and interest not only to faith based organization, but it will be valuable to other service sectors in Nigeria as a whole. The study will also be a source of secondary data to other researchers who wish to conduct studies on related issues. It is also of great importance to other organizations in that at the end of

the study, they would diligently make reference to this work and also take the necessary measures to meet up with efficient and effective marketing activities that will improve their levels of sales. The study at its completion will help and improve both lecturers and students moral on the effective ways to manage their organizations.

### **1.8 Scope and limitation of the study**

This study is restricted to three organizations in Port Harcourt, Rivers State and it's focused on the effect of marketing activities on faith based organizations. Financial and time constraint in getting the enough data from respondents was a major limitation of this work.

### **1.9 Definition of terms**

**Faith based organization(FBO):** organization based on a particular religious ideology, has religiously oriented mission statements and often draws its activists (leaders, staff, volunteers) from a particular religious group.

**Marketing:** this is about communicating the value of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service, or brand. The oldest – and perhaps simplest and most natural form of marketing – is 'word of mouth' (WOM) marketing, in which consumers convey their experiences of a product, service or brand in their day-to-day communications with others. These communications can of course be either positive or negative.

**Marketing activity:** Marketing activities are nothing but how you are going to handle the marketing mix (price, product, place, promotion, positioning, people, physical evidence) in order to market your product successfully. The various activities involved in handling the above mentioned comprises the marketing activities.

**Organization:** this is an entity comprising multiple people, such as an institution or an association, that has a collective goal and is linked to an external environment.

**Need identification** is a process where sales representative talks to his customer in the form of a question and answer session to identify the gap that the latter wants to fill for his business to grow and achieve the set-forth targets

**Customer Satisfaction** as the customer's perception that compare their pre-purchase expectations with postpurchase perception.

**Service quality** as the comparison of performance with ideal standards. As can be seen from this review, service quality definitions are often focused on the customer.

## **MARKETING ACTIVITIES AND FAITH BASED ORGANIZATIONS**

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