

Online Marketing Strategies and Sales Performance of Manufacturing Companies in Delta State

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Abstract

This study examines online marketing strategies as a strategic tool for sales performance of manufacturing companies in Delta State. The population for this study consists of 460 both small and medium manufacturing companies in Delta State. The sample size for the study is 400 responses. Data was gathered through the use of questionnaire and analysed with the use of descriptive and inferential statistics, as well as Simple percentage, frequency count, mean and standard derivation. The hypothesis was tested through the use of Pearson product moment correlations. Finding from the result shows that there is significant relationship exist between cause marketing strategy and customer's loyalty which increase sales performance of the companies. The second hypothesis tested also show that a relationship exist between relationship marketing and online marketing strategy, which represent customer's huge purchase among the manufacturing companies, which implies that there exist a good relationship between the manufacturing companies and customer's which show positive increase in sales performance. Findings the third hypothesis tested also show that there is a significant relationship between logistics marketing strategy as it show in the volume of sales performance among the manufacturing companies, This equally shows that when a good logistics marketing strategy is maintained by the manufacturing companies, their sales volume would increased and positively affect sales performance. Based on all the findings of the results the study then recommended among others that marketing manager of the manufacturing company should pay close attention to cause marketing strategy as it enhance the volume of sales performance of the organisation goods and services.

Keywords: Online Marketing Strategy, Sales Performance and Manufacturing Companies.

INTRODUCTION

The recent social media marketing strategy as a long term, forward thinking approach to increase sales planning with the primary goal of achieving long term competitive advantage (Chan, 2018). This prompts businesses the ability to see something from a particular position of online marketing as an act of surgery performed to remain relevant competitive in the business environment with good marketing strategy process that would enable companies to focus scarce resources on the best opportunities to increase their sales performance and achieve a long term competitive advantage. However, online marketing strategy has become known as having a decisive importance for any manufacturing companies sought to stay competitive in the business environment. Dolan, Conduit, Falry, and Goodman (2017) online marketing strategy has increased the potential benefits of online marketing business for leaders who need to ensure their processes align with technology advancement. Failing to recognise the potential benefits of online marketing might cause a loss of productivity revenue and communication (Cheng & Liu, 2017). The advancement of technology has offer marketers and business leaders an opportunity to evaluate data and use the information to improve their productivity (Keegan & Rowley, 2017).

In order for companies to sustain competitive advantage and increase sales revenue and communication, companies must plan to satisfy customer requirements and ensure innovative technological strategies that will be implemented (Cheng & Liu, 2017). Manufacturing companies are aware of the marketing strategies in today's competitive business environment. Online marketing strategy helps company to better identify and address client needs (Lockett, 2018). Recognise online marketing and practicing it is to know online current capabilities (Herhausen, Miocevic, & Morgan, 2020). Online shopping is one of the fastest growing trend in today business world as goods and services are sold online. The marketing strategies that would help organisation in their sales performance in social media is by engaging with customers online by utilising marketing tactics such as cause marketing, relationship marketing and logistics marketing (Agbogun & Ehiedu, 2022).

Nigeria business environment like any other business all over the world has progress in technology know how in doing business recently, particularly attention has being given to communication and interpersonal interactions in social media. A great number of people now have a good knowledge of the use of social media to be in charge of many aspects of their daily businesses online. Many businesses are done through social media which is a new measurable extent to business operations. Business has benefited from social media in enhancing their credibility, creating strategic connection and expanding physical contact with customers and suppliers as a means of sending or receiving information. With this recent development the online platform as succeeded

in experiencing large crowd and additional efforts need to be devoted into product appreciation to increase sales performance of organisations. This study looked at the online marketing strategies used by manufacturing companies in Delta State to ensure their sales performance.

Statement of the Problem

Businesses all over the world have moved their modes of reaching out to and connecting with their customer from the known traditional marketing methods which have been disrupted by digitization (Caliskan, Ozen, & Ozturkoglu, 2020), and staying ahead of competition in today's market is difficult because of changes in consumer behaviour spurred by technology (Vidili, 2020). Therefore, in order to sustainably develop online sales and established them as a distinct competitive advantage, it is crucial to make strategic decisions that place an emphasis on customer centered sales tactic (Zuh & Gao, 2019) due to the widespread adoption of online marketing as a form of digital marketing, companies that have yet to establish an online presence are at a competitive disadvantage.

Online marketing can reach enormous audiences, tailor interactions and produce measurable results (Chaffey, Ellis, Mayer & Johnson, 2019). Manufacturing Companies are among companies that use social media platform to encourage customers that their goods and services are worth buying, which has led manufacturing companies to involve in online marketing strategies to be able to convince customers to buy their goods and services. However, taking into account the importance of marketing strategies in publicising and realising better sales performance among the manufacturing companies, it was of vital importance that this study be done to investigate the effect of marketing strategies in terms of cause marketing, relationship marketing and logistics strategies as it increase sales performance of manufacturing companies to increase their sales performance in Delta State.

Objectives of the Study

The broad objective of this study is to investigate online marketing strategies and sales performance of manufacturing companies in Delta State. The specific objectives are to:

1. To examine how online cause marketing strategy influence sales performance of manufacturing companies product in Delta State.
2. To ascertain how online relationship marketing strategy increase sales performance of manufacturing companies product in Delta State.
3. To determine online logistic strategy as it enhance sales performance of manufacturing companies' product in Delta State.

LITERATURE REVIEW

Concept of Sales Performance

Sales performance is a combination of sales effectiveness a company's sale professionals ability to win at each stage of the customer's buying process and ultimately earn the business on the right directions and in the right time frame, and sales efficiency is the speed with which each task in the sales process is completed that is customer performance which encompasses a satisfied and loyal customer, market performance which integrates financial performance, and volume of sales and market share made up of profit and returns on investment (Alharbi, 2017; Peterson, & Maxwell, 2022). Zhang and Pan (2018) believes that sales performances is a direct inducement that provides an additional value or incentive for the goods to the sales force, distributors, or consumers with the primary goal of generating an immediate sales they are a tool for achieving overall company performance (Daniel, 2018; Prinka, Bansal, & Surya, 2019). Sales performance showed an image of the level of customer loyalty to a company's goods and services. As businesses become more confident about future process of growing opportunities, the stress is on sales organisations to meet ever greater revenue targets. However, for this reason, making sales performance in the economy force a more rigorous and data driven approach to basic importance of sales process such as strategic planning responsibilities allocation, resource and compensation programming.

The extent of actual work performed by an individual or the extent to which work is demonstrated by an individual can be view as performance although superior performance can be realised through strategic initiatives (Pires, Rocha, Borni, & Rossetto, 2015). Strategic selling proposal do not work in an era of increasing competition and tense negotiation with buyers. The key to sales success is to provide value that the buyer isn't currently considering in their decision making process. Performance of a company has a financial and strategic dimension that is measured on the basis of the market (Mandler, Sezen, Chen & Ozsomer, 2021). Strategic performance is a sign that the company competitive position and market share in relation to main competitors is better.

Sales performance has been become larger to include both the outcome and behavioural measurable extents. Sales consequence have repeatedly been viewed as evidence of behavioural performance by performance oriented salespeople, and as a result, a positives relationship has been discovered to exist between the job involvement of a larger whole of commitment and sales performance. In order words, committed salespeople are expected to put in more effort on the job, which has a direct impact on job performance (Syedia, Zehra & Sadia, 2019).

Concept of Online Marketing

Online marketing describe the ways to make contact with customers through the online channels. Yasmin, Tasneern, and Fatema (2015) state that the term describes the promotion on mobile phones, social media, display advertising as well as search engine marketing. The attempt of selling goods and services on the internet started thirty years ago and online electronic marketing phenomena empowered buyer digitally (Minculete & Ciar, 2018).

Today online marketing forces companies to transform their marketing if they wish to successfully manage a portfolio of profitable offering (Oracle, 2018). Online marketing goal is to draw prospective clients and to improve a product brand image. DeVries (2018) predict the success of an integrated marketing mix where online marketing focus on quality and personalised online engagement.

Efforts are made available for best favourable, authentic and relevant online content that might be offer for free. In terms of relevance created to enhanced niches and most influential customers find online marketing advantageous since they stay updated with goods and services, they engage more, get precise information and prices that can be compared with competitive product, they make immediate purchase and share experience or content of goods and services. The basic importance goal of online marketing is to provide interesting ways of advertising and promotion that successfully grab the attention of target audiences. Online marketing allows companies of all sizes to present their waves online, at any time, to potential clients who may be anywhere in the world (Shukia, 2022). The success of manufacturing companies requirement of market share depends heavily on their level of information on social media.

Online Marketing Strategy

Online marketing strategies are a beneficial distribution channels use by marketers to get their goods and services to end users (Van, Eijnden, Lemmes & Valkenburg, 2016). Online marketing strategies is beneficial to marketers as regard to customer learnig new access, new goods and services, how to access various demographics and how to use virtual storefronts (Ceric, D'Alessandro, Soutar, & Johnson, 2016). Online marketing is used by companies to obtain additional customer and to increase product brand awareness (Keegan & Rowley, 2017).

Online marketing is a new stage of engagement and networking which requires useful analytical tools (Keegan & Rowley, 2017). In the study of Numan, Sibai, Schivinaki, and Christodoulides (2018) they pointed out that the influence of online marketing ability affect customer satisfaction that is notable for identifying diverse opportunities to increase sales. Furthermore, in the perception of online marketing strategies Marder and Yau (2018) believes that online marketing strategies connect the creation and

sharing of content online which help business leaders achieve product branding goals and improve communication with the target audience.

The emergence of new technologies and audience is now the status quo for online marketers who must compete in an increasingly crowded and fragmented environment. The adoption of online marketing strategies in manufacturing companies has led to the key strategies to increase product brand visibility, connect with target audiences and drive sales (Sharma & Sheth, 2020). Online marketing today is more competitive than ever, but there are lots of strategies that can help improve marketing performance to stand out from competitors and connect with the target audience using the following strategies:

Cause Marketing Strategy: is advertising done for profit making company to achieve increase revenues at the same time make better society through corporate social responsibility the ability to act independently and with a fresh approach, such as integrating campaigns clear expression of advertisements. Cause marketing is also know to be a potential profit making initiative by a profit company or brand to raise awareness, money or consumer engagement in a social platform (Shobha, 2016). Cause marketing strategy is a profit and a non- profit organisation working together for specified benefits. Customers are involved to be actively interested in cause marketing relating to assistance of those who need gift at point which goods are paid for at the counters, which is a high extent to which an organisation attracts public notice of cause strategy related marketing issues. Cause marketing is different from corporate giving (philanthropy) in that the latter usually entails a specific tax-deductible payment, whereas cause marketing is a promotional effort that is not always predicated on a donation.

Ho1: There is no significant relationship between cause marketing strategy that influence sales performance of manufacturing companies in Delta state

Relationship Marketing Strategy: is a marketing perspective that first emerged within the concept of service marketing and is based on establishing relationship that will last for many years by entering into a one on one dialogue with customers (Murat, 2023). Marketers that want loyal customers will develop and maintain relationship with existing customers (Juanamasta, Wati, Hendrawati, Wahyuni, Pramudianti, Wisnujati & Umanailo, 2019). The truth that the cost of acquiring new customers is higher than the cost of retaining existing customers has made relationship marketing even more important in the business environment. The effectiveness of relationship marketing in creating customer loyalty is that it contributes to reducing costs by enabling existing customers to buy more and more frequently (Salem, 2021) customer retention and happiness, rather than sales transactions, are the focus of relationship marketing, which evolved from direct response term value of client connections and goes beyond

invasive advertising and sales promotional messaging to communicate with customers. Relationship marketing has remain in existence or operation which was develop gradually as an internet and mobile platforms that work jointly on an activity and social information channels, such as means for attending to customer relationships on appointment the action of combining different things of search optimisation and strategic material, public relations, internet platforms, and practical use development are all good examples of relationship marketing.

Ho2: There is no significant relationship between relationship marketing strategy as it increase sales performance of manufacturing companies in Delta state.

Logistic Marketing Strategy: logistics is integrated in large entities and support the flow of the goods and services, as well as information from upstream to downstream side (Marwan, Setiawan, & Suryadi, 2020). Logistics strategy is in charge of the end move of goods and services to the customer on time, cause to continue in the same level of genuine quality and quantity, where the most important reason is to make practical and effective use of resource based theory in recognising the relationship between supply chain integration. Logistics inter-gradation ability to performance within the restrict of online channel retailing Information integration capability and organisation were found to interstates ability in logistic management while supply chain effects greatly financial performance. The factors that shape online logistic performance are positive sign that can be seen in staff quality and online payment with ICT brining to indicate positive logistic performance. Logistic management department is an influencing factor on effective logistic management within manufacturing company. Technology changed highly make a difference to have an effect on logistic management which is measure and express in productivity, fast reaction rate and cost reduction and inventory management is less connected. In the study of Erceg and Sekadoska (2019) revealed how companies can establish their competitive advantage on account of their online supply strengths as well as by utilising online logistic tools to progress supply chains. The role of the study was to investigate how online logistic process action bring together so as to establish a link to competitiveness and the formal request of different e-logistics tools and methods by companies.

Ho3: There is no significant relationship between online logistic strategies as it enhances sales performance of manufacturing companies product in Delta state.

Theoretical Framework

The theory for this study is diffusion of innovation theory which was provided by Rogers, (1983), explains how, why and the rate at which new innovation is accepted. Diffusion of innovations theory provides how innovations are follow by different consumers. Diffusion of innovations theory sees innovation to be transferred through

particular systems using certain channels (Rogers, 1995). Rogers (1995), states that diffusion process is a way of passing new ideas, using different channels, to group members within a given time period. Schiffman and Kanuk (2010) maintain that the degree of acceptance of innovations vary with consumers with some accepting innovations easily, others take longer time to accept the innovations while others reject the innovations completely. Consumer adoption of innovation depends on its relative advantage, compatibility, complexity, consumer trial it, and observability (Rogers, 1995; Kotler, 2003; Schiffman & Kanuk, 2010).

The eventual effect of this theory is that consumer adopted a new idea, means of buying goods and services product as section of a social system. Adoption entails a consumer doing something different from what they previously did (buying goods and services or use a new channel to acquire and perform a new behaviour etc.). Adoption depends on the customer's perception of the idea, behaviour or service as unique. Diffusion innovations theory is capable of being imagined as a result the new channels which enable consumers to buy goods and services.

Empirical Review

Adekola (2021) empirically examines effect of marketing strategy on performance of manufacturing firms (Nigeria). The study sought to assess the effect of place and price on performance of manufacturing firms. The study adopted the survey research design to test a sample of 398 respondents from the population management staff of manufacturing firms in North central Nigeria. Data was collected through the use of structured five point Likert scale questionnaire instrument. Regression technique was used to test the research hypotheses. The study found that there is negative effect of place on performance of the firms, and positive effect of price on performance of the manufacturing firms in North central Nigeria. The researcher converse the managerial insinuations of the study findings and propose directions for future research.

Atinuke and Faleye (2020) empirically tested impact of marketing strategies on sales performance of some selected food beverages companies (Nigeria). Marketing strategies have become important tools globally for any organisation to remain in competitive market environment. for the study data was gathered using questionnaire structured on the basis of the research hypotheses which was presented to the respondents. A correlation of 972 which showed a strong direct correlation between marketing strategies and sales performance was tested.

The null hypotheses at 5% level of significance are rejected while the alternative hypotheses is accepted. Thus the analysis inferred that there is significant relationship between marketing strategies and sales performance in chosen beverages companies. It was then suggested that fast moving consumer goods producers should seek out more

segments in the market so as to meet the needs of their numerous customers. if this is done, it will serve as a strategic tool in organisational productivity perfectly.

Neelapala, Devi and Banavathu (2023) examine the impact of digital marketing practices on sales growth and sustainability of micro, small and mediums businesses. The study goal is to uncover which aspects of digital advertising have the greatest impact on sales and revenue. The data provided is analysed using quantitative methods. Data from an online survey of 150 micro, small and medium businesses in the Hyderabad area were analysed. The result showed that digital marketing has a significant positive effect variation on business outcomes such as revenue growth and company lifespan. From the study, the authors suggest that promotional efforts should be spread throughout a wide variety of digital channels such as web, social media, and search engine among the most widely used digital platforms for long term.

METHODOLOGY

Agbonifoh and Yomere (1999) survey research method is the systematic gathering of information from respondents for the purpose of understanding and predicting some aspect of the behaviour of the population of interest. A descriptive survey method was used to investigate the online marketing strategies and sale performance of manufacturing companies in Delta State. The research population consist of 460 manufacturing company in Delta State both small and medium. The sample size was made up of 400 manufacturing companies from the target population which had equal probability of being selected for the study. The data gathering technique for the study was a structured questionnaire title online marketing strategies and sales performance, the response scales for the items in the questionnaire sections were organised. The descriptive and inferential statistics were used to analyse the data collected from respondents. The Pearson Product Moment Correlation was used to test the hypotheses because it helped assess how closely one independent variable was related to a dependent variable. For evaluating the hypotheses, the alpha threshold of significance was fixed at 0.5.

Results and Discussions

A total number of 460 copies of questionnaire were distributed and total numbers of 400 were returned by the respondents without errors and were found useful for the study. This figure was believed to be adequate for the research study base on the level of quality and good reaction rate from the respondents.

Table 1

Summary of Demographic results

		Count	Percentage
Sex	Male	266	66.5%
	Female	134	33.5%
	Subtotal	400	100.0%
Age	18-25	32	8.0%
	26-35	132	33.0%
	36-45	121	30.2%
	46-55	67	16.8%
	Above 55	48	12.0%
	Subtotal	400	100.0%
	Subtotal	400	100.0%
Education Level	Secondary School	3	0.8%
	ND/NCE	197	49.2%
	HND/BSC	120	30.0%
	Masters	69	17.2%
	Doctorate	11	2.8%
	Subtotal	400	100.0%
Employment Status	Management Staff	84	21.0%
	Full time Senior Staff	76	19.0%
	Full time Junior Staff	70	17.5%
	Part time Employee	130	32.5%
	Interns	40	10.0%
	Subtotal	400	100.0%
Income Level	below 100,000	216	54.0%
	100,001-200,000	90	22.5%
	200,001-300,000	55	13.8%
	300,001-400,000	29	7.2%
	Above 400,000	10	2.5%
	Subtotal	400	100.0%

The study aimed to investigate the relationship between online marketing strategies and sales performance of manufacturing companies in Delta State. Data were collected from 400 respondents, and the findings are summarized below:

The majority of respondents were male (66.5%) compared to females (33.5%). Regarding age distribution, the largest proportion fell within the age range of

26-35 years (33.0%), followed by 36-45 years (30.2%). In terms of education level, most respondents had ND/NCE qualifications (49.2%), followed by HND/BSC (30.0%), and Masters (17.2%). Employment status varied, with the highest percentage being part-time employees (32.5%), followed by management staff (21.0%). Income levels were predominantly below 100,000 NGN (54.0%), followed by 100,001-200,000 NGN (22.5%).

Table 2: Cause Marketing Strategy of Manufacturing Companies in Delta State

S/N	Items of Cause Marketing Strategy of Manufacturing Companies	SA	A	N.S	SD	D	\bar{x}	S.D	REMARKS
1.	The business has gotten customer loyalty because of cause marketing strategy transaction	175	105	21	6	14	3.89	1.2487	Significant
2.	With this strategy customers always call for more purchase and order	170	110	22	8	10	3.59	1.0416	Significant
3.	My business customer has increased in number because of cause marketing strategy	140	110	40	15	15	3.03	1.2146	Significant
4.	When I started using cause marketing strategy my services has increased	180	100	10	16	14	3.82	1.4333	Significant
5.	I have been able to open up new branches as a result of customer loyalty	120	160	20	8	12	3.39	1.0091	Significant

S/N	Items of Cause Marketing Strategy of Manufacturing Companies	SA	A	N.S	SD	D	\bar{x}	S.D	REMARKS
6.	Since I started using cause marketing strategy I make more profit due to customer loyalty	170	110	10	20	10	3.15	1.1958	Significant
7.	Price of product are fixed and customers are okay with it	38	13	9	150	110	2.17	1.3959	Not Significant
8.	Cause marketing has given more product in sales than ever	7	13	20	160	120	2.59	1.1909	Not Significant
9.	The business realize more revenue from sales due to the number of customers who purchase the product	170	110	10	18	12	4.10	.8804	Significant
10.	More profit is made from sales with less stress	150	110	9	37	14	3.87	1.3115	Significant

The mean for accepting an item as significant is 3.00

Table 1 reveals information concerning cause marketing strategy if manufacturing companies. Which cut of the Ten items, only eight items (1,2,3,4,5,6,9,10) are considered significant since the mean scores of the respondents responses on cause marketing strategy of manufacturing companies are above 3.00 (the criteria mean). While the respondents were negative towards the other two items (7, and 8) were their score was less than 3.00. This goes to showed that manufacturing companies in Delta State practice cause marketing strategy at a good level.

Table 3: Relationship Marketing Strategy of Manufacturing Companies in Delta State

S/N	Items on Relationship Marketing Strategy	SA	A	NS	D	SD	\bar{x}	S.D	Remarks
1.	The better relationship that existed with the manufacturing companies and its customers got them increased recommendation for purchase from other customer	170	110	20	6	14	3.04	1.4982	Significant
2.	The companies has good relationship with the customers in problems solving and efficient result that has increased customer purchase of their products	150	130	20	8	12	2.76	1.3361	Significant
3.	The companies provides better after service to its customers that has help sustain its relationship	170	110	10	17	13	3.04	1.3882	Significant
4.	Customers reward from the companies has put them in a good place with their customers that has increased purchase of their product	170	110	20	6	14	3.06	1.5497	Significant
5.	The companies treat their customers with respect and that has earned them more purchase from the customer	160	120	20	8	12	3.89	1.1563	Significant
6.	The relationship between the companies and customers has pay off with a better business expectations	17	13	10	165	115	2.12	1.0512	Not Significant

S/N	Items on Relationship Marketing Strategy	SA	A	NS	D	SD	\bar{x}	S.D	Remarks
7.	The companies treat all customers very important and not less important due to their relationship strategy	39	12	9	155	115	2.61	1.0987	Significant
8.	Strong relationship build by the companies has turn out to be long lasting which has increased customers purchase	160	120	20	8	12	3.60	1.2361	Significant
9.	Customer purchase has increased due to the better relationship strategy use by the companies	160	120	10	18	12	3.06	1.5497	Significant
10.	More customers are interested in the company goods through their website	140	120	9	38	13	3.89	1.1563	Significant

Table 2 scores as clearly showed that respondents are good with the relationship marketing strategy. Where number like (1,2,3,4,5,7,8,9 and 10) were all significant as their mean scores are greater than 3.00. While number 6 has less mean score, due to the fact the respondents did not find that claim to be true. With this result it shows that manufacturing companies have a strong position in relation to their relationship strategy with their customers.

Table 4: Logistics Marketing Strategy of Manufacturing Companies in Delta State

S/N	Items of Logistics Marketing Strategy	SA	A	NS	D	SD	\bar{x}	S.D	REMARKS
1.	The company marketing strategy is guided by a clear policy on delivery	180	95	25	8	12	3.98	0.8636	Significant
2.	The company marketing strategy	150	130	20	6	14	3.09	1.4877	Significant

S/N	Items of Logistics Marketing Strategy	SA	A	NS	D	SD	\bar{x}	S.D	REMARKS
	is guided by a refund policy								
3.	The company logistics marketing strategy ensures that customer's orders are delivered at the right address and place	170	110	10	17	13	3.92	1.3762	Significant
4.	The company ensure that customer's orders are delivered on time	170	110	10	17	13	3.06	1.5210	Significant
5.	The company online logistics strategy provide a range of delivery option	6	14	20	150	130	2.81	1.14183	Not Significant
6.	The logistics strategy of the company offers a good product packaging services to customer	8	12	20	120	160	2.83	1.0217	Not Significant
7.	The company's logistics strategy ensures that customers product are not damaged	140	120	9	38	13	3.52	1.0973	Significant
8.	The logistics strategy offers tracking services for customers after purchase of	160	120	20	8	12	3.14	1.5261	Significant

S/N	Items of Logistics Marketing Strategy	SA	A	NS	D	SD	\bar{x}	S.D	REMARKS
	product								
9.	The logistics strategy enables the company to offer free delivery to customer for next purchase	170	110	10	18	12	4.07	1.2547	Significant
10.	The logistics strategy of the company has put smile in the faces of customers	150	110	9	28	23	3.11	1.2862	Significant

All other items response from respondents showed that the mean score is 3.00 except for item 5 and 6 which were less not up to 3.00. With this it shows that manufacturing company uses logistics strategies to relatively great scale.

Testing of the Hypotheses

The hypothesis is tested by using Pearson's product movement correlation which was adopted for the study.

Table 5: Cause Marketing Strategy and Sales Performance of Manufacturing Companies in Delta State

		Cause Marketing Strategy	Sales Performance
Cause Marketing Strategy	Pearson Correlation	1	.537**
	Sig. (2-tailed)		.000
	N	400	400
Sales Performance	Pearson Correlation	.537**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The table revealed that cause marketing strategies and sales performance of manufacturing companies in Delta State. The result reveal that the correlation

coefficient, (r) is .537 while the significant level is .000 which is lesser than the alpha level of .05. This is an indication that a high positive correlation exist between cause marketing strategy and sales performance of the companies in Delta State. Therefore the null hypothesis show that there is no statistically significant relationship between cause marketing strategy and sales performance in manufacturing companies in Delta State is rejected. This reveals, an increase in cause marketing strategy of manufacturing companies may lead to a corresponding increase in their sales performance

Table 5: Relationship Marketing Strategy and Sales Performance of Manufacturing Companies in Delta State

		Relationship Marketing Strategy	Sales Performance
Relationship Marketing Strategy	Pearson Correlation	1	.627**
	Sig. (2-tailed)		.000
	N	400	400
Sales Performance	Pearson Correlation	.627**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

This table shows the correlation result between relationship marketing and sales performance. The result reveal that the correlation coefficient (r) is .627 while the signification level is .000 which is lesser than the alpha level of .05. Therefore the null hypothesis show that there is no significant relationship between the adaption of relationship marketing strategy and sales performance among manufacturing companies in Delta State is rejected. This shows that an increase in relationship marketing strategy of the manufacturing companies may lead to a corresponding increase in their sales performance.

Table 6: Logistics Marketing Strategy as it Enhance Sales Performance of Manufacturing Companies in Delta State

		Logistics Marketing Strategy	Sales Performance
Logistics Marketing Strategy	Pearson Correlation	1	.600**
	Sig. (2-tailed)		.000
	N	400	400
Sales Performance	Pearson Correlation	.600**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The table shows the correlation analysis between logistic marketing strategy and sales performance. The result shows that the correlation coefficient, (r) is .600 while the significant level is .000 which is lesser than the alpha level of .05. Therefore the null hypothesis which stated that there is no significant relationship between the adaption of logistic marketing strategy and sales performance among manufacturing companies in Delta State is rejected. This goes to show that an increase in logistic marketing strategy may lead to a corresponding increase in the value of sales performance of manufacturing companies.

Discussions of Findings

A total of 460 copies of the questionnaire were distributed and 400 copies were returned without errors and found useful. The response rate of 87% and found useful and adequate for the research study. On the demographic result, the dominance of males in the sample may suggest a gender disparity in the manufacturing sector in Delta State, which could influence marketing strategies and sales performance. The concentration of respondents in the age range of 26-35 years and 36-45 years indicates that these age groups are likely to play significant roles in decision-making processes within manufacturing companies. The high proportion of respondents with ND/NCE qualifications compared to higher degrees suggests that the workforce in the manufacturing sector may have limited formal education beyond the diploma level. The prevalence of part-time employees in the sample may indicate a trend towards flexible employment arrangements in the manufacturing industry. The majority of respondents having income levels below 100,000 NGN could highlight the economic challenges faced by individuals working in this sector. Overall, these findings suggest that there

are diverse demographics within the manufacturing workforce in Delta State, with implications for online marketing strategies and sales performance.

For cause marketing strategy and sales performance of manufacturing companies in Delta State the hypothesis tested revealed that there is a statistically significant relationship between cause marketing strategy and sales performance of manufacturing companies in Delta State, with an increase in cause marketing strategy will lead to a corresponding increase in their sales performance. This finding goes with the consistent of Onuorah and Ehiedu (2021) that with the use of cause marketing strategy online approach has a great effect on sales performance of manufacturing companies as well as a better and favourable understanding.

Relationship marketing strategy and sales performance which is the second hypothesis tested it was found that there is a statistically significant relationship associated between the use of relationship marketing as an online marketing approach and sales performance of manufacturing companies. This just gives an understanding that establishing a better relationship with customer is of greater benefit for customer to purchase the companies' product. The findings also reveal that a high level of marketing relationship online would increase sales performance, close deals with customer's faster, improve companies corporate image, early delivery of customer's purchase which can reflect in great sales performance. For logistic marketing strategy and sales performance the finding revealed that there is a significant relationship between using logistic marketing strategy online and sales performance of manufacturing companies in Delta State, this just show that if the manufacturing companies maintain an effective logistic marketing strategy their product sales will increase. The study is in line with Erceg and Sekadoska (2019) who believes that online supply strengths as well utilising logistic tools to progress supply chain. Logistic plays a huge role in companies performance where consideration of how, when and where the customer receives their products brings about companies performance. From the findings it was clear that online marketing strategy helps companies to better identify and address client needs this was show in the study of Lockett (2018). Why Cheng and Lin in their own study also saw the need why manufacturing companies should be involved in online marketing strategies since it is the new trend in today competitive business environment. Herhausen, Miocevic and Morgan (2020) study show the consistent as online shopping is one of the hottest trend in today business world were goods and services are sold to customer's.

CONCLUSION

The main objective of this study is to find out online marketing strategies as it influence organisational performance in the manufacturing companies in Delta State. The study narrowed it objective to specific three online marketing strategies that focused on cause

marketing strategy, relationship marketing strategy and logistics marketing strategy within the manufacturing companies in Delta State. Manufacturing companies in Delta State have seen the need to work with online marketing strategy in order to achieve great business measure and excellence and gain customer loyalty and better relationships. Thus the conclusion was drawn from the tested hypotheses that there is statistically significant relationship between the three studied dimensions of manufacturing companies, cause marketing strategy, relationship marketing strategy and logistic strategy and customer loyalty and better relationship among manufacturing companies in Delta State.

RECOMMENDATIONS

Based on the discussion from the findings of the study the following recommendations were made:

- Marketing manager of the manufacturing company should pay close attention to cause marketing strategy as it enhanced the volume of sales performance of the organisation goods and services online.
- Marketing manager of the manufacturing company should see reason why they should take a good time out to improve the relationship marketing strategy they have with their customers online so as to retain them for future businesses in other to remain relevant in the business space online with their customers, these can be achieved by people who monitored the relationship matters with customers to achieve better relationship with their customers.
- Marketing manager of Manufacturing company should maintain the arrangement of their logistics policy since it put the company in a better space by given them the good response they enjoy from their customers in respect to sales performance of company's goods and services.
- Marketing manager should try as much as possible to have good company policy that will retain their space in the social media channels in running their day to day business operations online for maximum business success and better competitive advantage.

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