

Assessing How Marketing Mix Strategies Drive Customer Buying Patterns in Kaura Namoda Markets, Zamfara State, Nigeria

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Abstract

This work examined how despite the importance of marketing mix elements, many traders in Kaura Namoda continue to rely on informal and uncoordinated practices. This has led to product shortages, inconsistent distribution, limited promotional activities, and weak customer retention, thereby restricting market growth and competitiveness. The study specifically aimed to (i) evaluate the influence of distribution strategies on customers' buying behaviour, and (ii) assess the effect of promotional activities on customers' patronage and loyalty in Kaura Namoda markets. The study adopted a survey research design, collecting data from traders and consumers in Kaura Namoda markets using structured questionnaires. Descriptive statistics and regression analysis were employed to examine the relationships between distribution strategies, promotional activities, and consumer behaviour. Findings revealed that distribution strategies have a positive and significant influence on customers' buying behaviour. Products that are easily accessible and consistently available encourage higher purchase frequency and stronger patronage. Similarly, promotional activities such as discounts, bonuses, advertising, and personal selling were found to significantly influence both short-term patronage and long-term customer loyalty. The study recommends that traders in Kaura Namoda should widen distribution channels to ensure steady product availability in both urban and rural markets for greater customer convenience and that marketing campaigns should use local radio, community events, social media, and personal selling to strengthen customer trust and loyalty.

Keywords: *Assessing, Marketing Mix, Strategies & customers buying patterns.*

Introduction

Marketing is generally considered critical to business growth and continuity because it connects customer needs with products and services through intentional managerial strategies. The traditional framework of the marketing mix often referred to as the "controllable variables" of product, price, place (distribution), and promotion remains central in both marketing theory and practice (Kotler & Armstrong, 2017).

In the past twenty years, however, significant shifts have occurred in the business environment. The emergence of new retail formats, the rise of e-commerce and mobile platforms, and evolving communication strategies have transformed the ways consumers search for, assess, and purchase goods. Research on Nigerian retailing highlights the coexistence of online, hybrid, and traditional markets, illustrating how these developments are redefining the relative weight of place and promotion in marketing decisions (Olanrewaju & Okorie, 2019).

Nevertheless, distribution and logistics continue to pose serious challenges in many African economies. In Nigeria, infrastructure gaps, high operating expenses, and regulatory obstacles undermine the efficiency and reliability of supply chains, as reflected in the country's low ratings

on international logistics benchmarks (World Bank, 2018; Okeke, 2021). In contexts where transportation, warehousing, and road networks remain inadequate or expensive, decisions about “place” including channel design, market coverage, inventory systems, and last-mile delivery play a disproportionately important role in determining whether promotional activities successfully translate into sales.

Promotion needs to be interpreted within the realities of local media use and accessibility. In Nigeria, traditional mass media such as radio still maintain wide coverage, particularly in rural and semi-urban areas, while mobile and social platforms continue to expand. As a result, the mix of promotional strategies effective in major urban centres like Lagos or Abuja often differs significantly from what resonates in less developed regions (Adebisi & Babatunde, 2019). Effective promotional planning therefore requires aligning the message, medium, and timing with local media habits and trust dynamics.

National patterns of media and market change also intersect with specific conditions in Zamfara State, located in northern Nigeria. The region’s economy is predominantly agricultural and reliant on traditional market systems, yet insecurity especially banditry along with infrastructural deficiencies, have disrupted economic activities, mobility, and market access. These challenges directly affect both the reliability of distribution networks and the reach of promotional campaigns (International Crisis Group, 2020; Awojobi, 2021). In such environments, demand-stimulating promotion has limited effect if distribution and security constraints prevent steady product availability. Conversely, strengthening distribution alone without credible, context-specific promotion risks leaving consumer demand unrealised.

While the traditional 4Ps framework continues to offer a useful foundation, modern changes in retail formats, ICT-driven channels, and persistent challenges of logistics and insecurity in areas like Zamfara call for analysing “place and promotion” as interconnected elements. Rather than treating them as isolated variables, managers and researchers must consider how they function together to determine whether potential customers are converted into active and loyal buyers (Kotler & Armstrong, 2017; World Bank, 2018; Olanrewaju & Okorie, 2019).

Problem Statement

Marketing mix strategies play a vital role in shaping consumer behaviour and sustaining firms’ competitiveness. Within the four classical components of the mix, distribution (place) and promotion are especially important, as they determine product accessibility, stimulate demand, and foster long-term customer loyalty. While these strategies have been extensively studied and refined in advanced economies, their outcomes in developing regions such as Kaura Namoda, Zamfara State, remain less explored.

The marketing landscape in Kaura Namoda Markets is shaped by distinct challenges, including weak infrastructure, insecurity, rural–urban divides, and diverse consumer needs. Distribution networks are hindered by poor road conditions, limited storage facilities, and fragmented supply chains, resulting in frequent stockouts, unreliable product supply, and higher costs. These issues discourage customers, reduce patronage, and restrict firms’ ability to satisfy demand. At the same time, promotional efforts spanning traditional outlets like radio and community events to digital platforms such as social media and mobile messaging are often mismatched with local realities. Some firms

spend heavily on promotion but fail to achieve impact because distribution channels cannot deliver products reliably, while others ensure product presence but underinvest in effective promotion to attract and retain buyers.

Most existing Nigerian studies on the marketing mix concentrate on urban centres such as Lagos, Abuja, and Port Harcourt, leaving a gap in evidence for semi-urban and rural contexts like Zamfara. This limit understanding of how distribution and promotion interact to influence consumer behaviour, patronage, and loyalty in these settings. Without such context-specific insights, firms risk inefficient resource allocation, while policymakers lack the evidence needed to strengthen infrastructure and market systems.

This study, therefore, seeks to address the problem of limited knowledge on the joint effects of distribution strategies and promotional activities on consumer buying behaviour, patronage, and loyalty in Kaura Namoda markets. Filling this gap is essential for businesses to refine their marketing approaches, for policymakers to support functional market structures, and for consumers to benefit through improved access, satisfaction, and long-term loyalty.

Objective of the Study

The study has the general objective of assessing how marketing mix strategies drive customers' buying patterns in Kaura Namoda Markets. Its specific objectives were to:

- i) Investigate the role of distribution (place) strategies in shaping customers' buying behaviour.
- ii) Evaluate the influence of promotional activities on customers' patronage and loyalty.

Research Questions

- i) What types of distribution challenges (e.g., road networks, market coverage, stock availability) most significantly shape consumer purchase decisions?
- ii) How do specific promotional tools (e.g., advertising, price discounts, radio campaigns, social media promotions) contribute to building customer loyalty?

Review of related literature

Marketing mix and consumer buying behaviour

The marketing mix comprising product, price, place (distribution), and promotion has long been a core framework because it offers firms controllable tools for shaping consumer behaviour and securing competitive advantage (Kotler & Armstrong, 2017). Although these four elements are interconnected, their relative weight varies depending on the industry, product type, and market environment. Studies in emerging markets indicate that distribution and price are often the most decisive factors influencing consumer decisions, since they determine both product accessibility and affordability (Ojo & Ighomereho, 2024). In Nigeria's fast-moving consumer goods (FMCG) sector, where household incomes are generally low and unstable, price sensitivity is high, making affordability and competitive pricing crucial drivers of purchasing behaviour (Adebisi & Babatunde, 2019). Equally, dependable distribution systems ensuring regular stock availability, presence in

local outlets, and convenient access, play a critical role, as even well-promoted or competitively priced products may fail if consumers cannot find them when needed (Okeke, 2021).

In regions with infrastructural weaknesses, such as inadequate road networks, poor storage capacity, and fragmented supply chain conditions common in northern Nigeria the importance of distribution becomes even more pronounced. Inefficient logistics often result in product shortages, higher consumer prices, and stockouts, which erode trust and discourage loyalty (World Bank, 2018). Consequently, many Nigerian FMCG firms prioritize expanding logistics and retail coverage over advertising or brand promotion as a means of sustaining competitiveness (Olanrewaju & Okorie, 2019). While promotion and product differentiation remain vital for building brands in the long term, in resource-constrained markets like Zamfara North, consumer purchase decisions are most directly shaped by affordable pricing and reliable distribution, which together influence perceptions of convenience and value.

Distribution (place) strategies and buying patterns

Distribution strategy is a vital element of the marketing mix because it determines how effectively products are transferred from producers to end users. It encompasses more than logistics alone, involving decisions on channel design (direct versus indirect sales), the level of market coverage (intensive, selective, or exclusive), last-mile delivery methods, and the coordination of relationships among wholesalers, retailers, and inventory systems (Kotler & Keller, 2016). In practice, the success of these strategies plays a decisive role in whether consumer purchase intentions translate into actual sales. Evidence from developing economies shows that distribution reliability—measured by consistent product availability, convenient retail access, and efficient last-mile delivery is among the strongest predictors of buying behaviour in FMCG and other high-turnover sectors (Ojo & Ighomereho, 2024; UJM Business Review, 2025).

When distribution systems are weak, the effects on consumers are immediate and visible. Poor transport networks, irregular deliveries, and recurring stockouts often push customers to switch brands, adopt substitutes, or depend on informal alternatives, thereby reducing firms' market share and weakening customer loyalty. This challenge is especially pronounced in Nigeria, where infrastructural gaps and high logistics expenses raise product costs and limit availability in semi-urban and rural markets (Okeke, 2021). Under such conditions, even heavy promotional investments yield minimal impact if products are not present in nearby outlets when demand is created (Adebisi & Babatunde, 2019).

Recent literature underscores the contextual barriers that shape distribution effectiveness in Nigeria. Semi-urban and rural areas, including Zamfara State, face persistent structural obstacles such as poor infrastructure, limited warehousing and storage capacity, high logistics expenses, and fragmented supply chain systems (World Bank, 2018). In addition, the dominance of informal retail networks such as open-air markets, roadside kiosks, and itinerant traders creates challenges for inventory control and stock replenishment, which differ significantly from the structured systems in supermarkets and hypermarkets found in urban centres (Olanrewaju & Okorie, 2019). Security threats, particularly in Zamfara where banditry disrupt transport and supply chains, further compromise distribution reliability and heighten risks for businesses and consumers alike (Awojobi, 2021).

Additionally, localized research highlights the need for distribution strategies to be both culturally and contextually responsive. In rural communities, factors such as the seasonality of agricultural output and the timing of local market days strongly influence product movement and consumer purchasing patterns. Informal arrangements, including credit-based relationships between wholesalers and small retailers, are also central to ensuring product availability in settings where cash flow is limited (Chukwu & Nwachukwu, 2020). These dynamics show that distribution in Nigerian market towns is not simply a logistical function but a socio-economic system shaped by infrastructure, cultural practices, and informal institutions.

Therefore, crafting an effective distribution strategy in areas like Kaura Namoda requires a blended approach: integrating formal logistics and retail mechanisms where possible, while also accommodating informal networks, seasonal cycles, and community-specific socio-economic realities that structure consumer access to goods. When firms account for these complexities, distribution strategies go beyond product delivery, they foster trust, enhance convenience, and encourage repeat patronage, ultimately supporting long-term customer loyalty in resource-constrained markets.

Promotional activities and their effect on patronage and loyalty

Promotion represents one of the most prominent and adaptable aspects of the marketing mix, covering tools such as advertising, sales promotions, personal selling, public relations, sponsorships, and, more recently, digital and social media platforms (Kotler & Armstrong, 2017). These instruments are designed not only to capture consumer attention but also to persuade, remind, and strengthen favourable perceptions of a product or brand. Nonetheless, the success of any promotional strategy depends on both product characteristics and the broader socio-economic and cultural environment in which it is implemented.

Evidence from Nigeria shows that tactics like price discounts, free samples, and in-store displays are particularly effective at encouraging first-time patronage by lowering perceived risks and motivating trial purchases (Adeyemi & Odu, 2022). Price-based promotions, such as discounts or “buy one, get one free” offers, often generate short-term spikes in sales, but their impact on long-term loyalty is limited unless accompanied by reliable product quality, availability, and good customer service (Okafor, 2023). This mirrors international research suggesting that while price promotions can shift buying behaviour in the short run, they rarely foster lasting brand loyalty unless supported by consistent value delivery (Blattberg & Neslin, 1990; Oyeniya & Abiodun, 2022).

A further dimension is the growing importance of digital and social media promotion. Platforms such as Facebook, WhatsApp, TikTok, and Instagram increasingly influence purchase intentions, especially among urban and younger consumers who are digitally active (Eze & Nwankwo, 2023). Influencer endorsements and peer-to-peer recommendations enhance brand trust and visibility within these groups. However, in semi-urban and rural areas, their effectiveness remains constrained by limited internet penetration, lower smartphone usage, and different media habits. In such contexts, traditional channels, including radio, posters, community events, and town criers, continue to play a dominant role in reaching consumers, particularly in locations like Kaura Namoda (Aliyu & Umar, 2022).

Research shows that radio advertising and community-based promotions, such as sponsoring market days or branding religious and cultural events, tend to be especially effective in rural and semi-urban settings because they tap into trusted local networks of communication (Olanrewaju & Okorie, 2019). Personal selling also remains highly influential, as many consumers prefer direct, face-to-face engagement that builds trust within informal or semi-formal retail environments (Onah & Igwe, 2021).

Recent Nigerian studies further emphasize that the long-term impact of promotional activities is strongly shaped by structural conditions like product availability and distribution systems. Campaigns that successfully generate demand but fail to ensure consistent stocking in local outlets often frustrate consumers, damage trust, and ultimately reduce patronage and loyalty (Ojo & Ighomereho, 2024). This underscores the interdependence of promotion and place strategies, particularly in rural and semi-urban markets where supply gaps can quickly neutralize promotional gains. While promotions are effective in driving awareness, trial, and short-term sales boosts, their capacity to foster repeat patronage and sustained loyalty depends on other elements of the marketing mix, especially reliable distribution, perceived product value, and the cultural fit of the promotional message.

In Kaura Namoda, where infrastructure, media access, and cultural norms differ from those in metropolitan centres, firms need to adopt hybrid promotional models: blending traditional methods like radio, market sponsorships, and personal selling with targeted digital approaches that appeal to younger, tech-savvy consumers. Evidence from Nigerian states also shows that different promotional tools produce varied outcomes: price-based promotions and discounts often lead to immediate increases in patronage, whereas relationship-focused strategies such as loyalty programmes, personalised messaging, and community sponsorships are more effective in driving repeat purchases and strengthening brand or store loyalty, provided they are backed by consistent product availability (studies across telecoms, FMCG, and retail sectors).

Interdependence of place and promotion/ complementary effects

A recurring theme in the literature is the close interdependence between place and promotion in influencing consumer purchasing behaviour. Promotion aims to generate awareness, interest, and trial, but its effectiveness relies heavily on the strength of distribution systems. Campaigns that create demand without ensuring product availability often led to consumer frustration, negative word-of-mouth, and eventual switching to competitors (Ojo & Ighomereho, 2024). On the other hand, robust distribution networks with little or no promotional visibility may leave substantial market opportunities untapped, as consumers remain unaware of available products or perceive them as less valuable than competing options (Eze & Nwankwo, 2023).

This complementarity is well established across both developed and developing markets. Studies reveal that promotional campaigns in sectors such as FMCG and consumer electronics deliver the best results when paired with coordinated logistics and last-mile distribution systems (Kumar & Singh, 2022). By contrast, promotions that “over-promise” in markets with weak distribution often backfire, producing stockouts, unmet expectations, and reputational damage (Okafor, 2023). In Nigeria, this challenge is particularly pronounced due to the fragmented retail landscape, where formal retail chains remain limited and informal markets dominate. As a result, firms must carefully

align promotion timing and messaging with local realities such as market day schedules, rural transport availability, and prevailing security conditions (Aliyu & Umar, 2022).

The timing of promotional efforts relative to socio-economic rhythms is especially critical in semi-urban and rural settings. In market towns like Kaura Namoda, periodic “market days” attract large consumer gatherings, making promotions tied to these events far more effective than randomly scheduled campaigns (Chukwu & Nwachukwu, 2020). Similarly, infrastructural and transport constraints affect how quickly promotions can translate into purchases. Seasonal challenges such as impassable roads during heavy rains or disruptions caused by insecurity can prevent products from reaching outlets, leaving consumers exposed to promotions but faced with empty shelves an outcome that undermines both patronage and loyalty (World Bank, 2018; Awojobi, 2021).

Security-related restrictions, including curfews and shortened business hours linked to banditry in Northern Nigeria, impose further limitations. Campaigns that fail to account for these realities risk underperformance, as consumers may lack the safety or mobility to act on their purchase intentions, even when demand has been stimulated. This reinforces the point that promotion cannot be designed in isolation from place strategies: distribution planning, security considerations, and contextual adaptation must all be integrated into promotional design. Place and promotion function not as parallel variables but as mutually reinforcing drivers of consumer behaviour. For constrained contexts like Zamfara State North, adopting a systems approach synchronising promotional activities with distribution reliability and local realities is essential for turning campaigns into lasting success.

Impact on Kaura Namoda local markets.

Research focusing on Kaura Namoda and the broader Zamfara North region points to additional context-specific challenges. Recent field evidence indicates that insecurity, particularly banditry and the resulting restrictions on mobility has significantly reduced customer patronage of small businesses in Kaura Namoda by disrupting distribution systems and limiting consumers’ ability and willingness to access markets (Chia, 2023). These security concerns underscore the need for distribution strategies (covering routes, timing, and stocking) and promotional efforts (utilizing trusted community channels and emphasizing safety) to be tailored to local conditions in order to effectively shape consumer purchasing behaviour.

2.2 Theoretical Review

Theory of Planned Behaviour (TPB) by Ajzen (1991) The Theory of Planned Behaviour (TPB) highlights that consumer actions are shaped by attitudes, subjective norms, and perceived behavioural control. Distribution primarily influences the latter: when products are readily accessible through convenient locations, consistent stocking, and affordable transport, consumers perceive greater control over their ability to purchase. In contrast, weak distribution undermines this sense of control, even when attitudes toward the product are favourable. In the context of Kaura Namoda, reliable product availability during market days strengthens purchase intentions, whereas stockouts or accessibility challenges prevent these intentions from translating into actual buying. TPB therefore provides a useful framework for explaining how convenience and availability shape consumer purchasing outcomes.

Hierarchy of Effects Model by Lavidge & Steiner (1961) This model posits that promotion influences consumer decision-making in a sequence: awareness → knowledge → liking → preference → conviction → purchase → loyalty. Different promotional tools (advertising, sales promotions, social media, personal selling) move customers through these stages. While discounts may drive trial and immediate purchase, sustained loyalty requires reinforcement through consistent messaging and positive product experiences. Applying this to Kaura Namoda markets; A radio campaign or market-day sponsorship can raise awareness and generate trial (patronage). However, repeat purchase and loyalty will only occur if promotions also foster trust, emotional connection, and perceived value. The model helps explain why some promotions result only in short-term spikes, while others succeed in building enduring relationships.

2.3 Empirical Review

Etuk, Usani, Essien, Inwang, & Onyia, (2024). In their study titled Physical distribution practices and marketing performance of selected fast-moving consumer goods companies in South-South region of Nigeria have directly linked physical distribution practices (transport management, warehousing, communication, inventory control) to firm marketing performance and sales outcomes. For example, a 2024 study of FMCG firms in the South-South region used a survey of managers and quantitative analysis to show that better transportation and warehousing management positively predicted sales performance and market reach (i.e., distribution reliability converted marketing effort into sales). The study highlights that investment in logistics (not only advertising) yields measurable gains in availability and turnover for fast-moving lines. What this means for Kaura Namoda: empirical evidence from other Nigerian regions suggests that strengthening the logistics backbone (timely deliveries, local warehousing) is likely to increase the probability that consumer interest translates into actual purchases in market towns.

Ogba (2023) in his study titled *the Impact of Promotional Pricing on Customer Loyalty in the Nigerian Telecommunication Industry: A Study of MTN Enugu State Nigeria*. Asserts that promotional pricing has a significant positive relationship with customer loyalty, including an influence through customer satisfaction. Multiple recent empirical studies in Nigeria employed surveys and quasi-experimental designs to test sales promotions (discounts, price incentives, sweepstakes). These studies generally find that price promotions reliably increase short-term patronage (trial and footfall). For instance, a 2024–2025 set of telecommunications and FMCG sector studies reported significant immediate increases in customer acquisition during promotional periods, but the effect on long-term retention varied and often required complementary service or product reliability to persist. In Kaura Namoda, discounts or point-of-sale offers will likely boost short-term market activity; however, sustaining that patronage depends on follow-through (product availability, service quality).

Okeke & Ahaiwe, (2025) in their study titled *Consumer Sales Promotion and Customer Patronage of Telecommunication Industry in Anambra State, Nigeria* looks at price discounts and sweepstakes among telecom firms and shows price discounts significantly increase customer patronage. Recent Nigerian empirical work exploring promotional pricing's effect on loyalty (surveying subscribers or retail customers) found mixed results promotional pricing increased transactional loyalty (repeat purchases while price is low) but did not guarantee attitudinal loyalty (brand preference) unless consumers experienced consistent value beyond price (e.g., quality, availability). These studies typically use regression analyses controlling for demographics and service experience.

Methodology

Population of the Study

The population of this study comprised of 3539 people from selected locations markets within Kaura Namoda. The details of the population distribution are shown in table 3.1.

Table 3.1 Population Distribution

S/N	Locations Kaura	CATEGORIES OF RESPONDENTS			
		Wholesale customers	Retail Customers	Total	Per cent
1.	Kungurki	158	240	398	11
2	Kaura Namoda	336	179	515	15
3	Maguru	277	172	449	13
4	Kasuwa Daji	203	223	426	12
5	Dogon Kade	69	84	153	4
6	Banga	205	273	478	14
7	Modomawa	28	153	181	5
8	Yankaba	103	282	385	11
9	Magami	153	265	418	11
10	Kuriyan Marari	56	80	136	4
	Total	1588	1951	3539	100

Source: Field survey 2025

Table 3.1 study shows that ten locations were selected from markets within Kaura Namoda that the researcher deemed to be representative of the population.

Sample Size Determination

To determine the sample size, the researcher used the Freund and Williams statistical formula. In calculating the sample size, the researcher used the statistical formula for selecting a finite population as formulated by Freund and Williams.

$$n = \frac{Z^2N(Pq)}{N(e)^e + Z^2(Pq)}$$

Where:

- Z = Sample size.
- N = Population
- P = Probability of success/proportion
- q = Probability of failure/proportion
- z = Z-score value from table
- e = permitted/allowable error (level of significance)
- N = 3,539
- P = .5
- q = (1 - .5) = .5
- z = 95 percent = 1.96

$$e = 0.5 \text{ per cent}$$

$$\frac{(1.96)^2 \times 3539 \times .5 \times .5}{3539 (0.05)^2 + (1.96)^2 \times .5 \times .5}$$

$$\frac{3.8416 \times 3539 \times .25}{8.8475 + .9604}$$

$$= \frac{3,398.855}{9.8079}$$

$$= 346.542$$

$$\approx 347$$

The study sample size will be three hundred and forty-seven (347) respondents. This sample size is justified because the population is huge, and such a sample would be sufficient to address the research problem.

Proportion Allocation of questionnaire.

Bowler's (1976) proportional allocation formula was used for statistical sampling.

$$n_h = \frac{n(N_h)}{N}$$

where N_h = Group population from each stratum
 n = overall sampling size
 N = the overall population
 n_h = sample size from each stratum

Thus;

Table 3.2 Computation/Allocation of Sample Size

S/N	Location	Population	Calculation	Sample
1.	Kungurki	398	$\frac{398 \times 347}{3539}$	39
2.	Kaura Namoda	515	$\frac{515 \times 347}{3539}$	50
3.	Maguru	449	$\frac{449 \times 347}{3539}$	44
4.	Kasuwa Daji	426	$\frac{426 \times 347}{3539}$	42
5.	Dogon Kade	153	$\frac{153 \times 347}{3539}$	15
6.	Banga	478	$\frac{478 \times 347}{3539}$	47
7.	Modomawa	181	$\frac{181 \times 347}{3539}$	18
8.	Yankaba	385	$\frac{385 \times 347}{3539}$	38

9.	Magami	418	$\frac{418 \times 347}{3539}$	41
10.	Kuriyan Marari	136	$\frac{136 \times 347}{3539}$	13
	Total	3539		347

Source: Field Survey, 2025

4.0 Data presentation, analyses and interpretation

This research work assesses how marketing mix strategies drive buying patterns in Kaura Namoda Markets. Data collection was primarily relied on a questionnaire designed on a 5-point Likert scale and addressed structured questions aligned with the study objectives. In administering the questionnaire, the researchers employed a quota sampling technique using simple random sampling to obtain data across the selected locations for this study. The presentation is based on fully filled and returned questionnaires, out of 347 distributed questionnaires, only 320 were fully filled and returned.

Table 4.1 Objective one: Investigate the role of distribution (place) strategies in shaping customers' buying behaviour.

Impact of distribution	Customers buying behaviour ratings						Total
	SA	A	U	D	SD		
1 Market coverage of products influences customers buying decision	210	95	4	6	5	320	
2 Channel intensity influences product purchase decisions from customers	204	102	4	6	4	320	
3 Product accessibility influences customers buying decisions	206	94	5	7	8	320	
4 Purchase frequency is influenced by product accessibility	108	201	4	4	3	320	
5 Brand switching is influenced by product varieties	207	101	4	5	3	320	
6 Customers loyalty rate is influenced by product market coverage	215	90	4	5	6	320	
Average total	191.6	113.8	4.1	5.5	5	320	

Source: Fieldwork 2024

The result suggest that more respondents strongly agreed and agreed that distribution impact customers buying behaviour in Kaura Namoda markets. The table shows that the cluster of mean of items for distribution is 3.91 above the cut point of 3.0 ($5+4+3+2+1 = 15/5 = 3$ for a five-point summation Likert scale). Based on the objective, respondents agreed and strongly agreed that product distribution affect customers buying behaviour in Kaura Namoda Markets. This implies that product distribution affects customers buying decision in Kaura Namoda Markets.

Table 4.2 Objective two: to evaluate the influence of promotional activities on customers' patronage and loyalty.

Effect of promotional activities	Customers patronage and loyalty ratings						Total
	SA	A	U	D	SD		
1 Media exposure influences product sales volume	206	100	2	4	8	320	
2 Promotion intensity influence customers repeat purchase	214	90	3	5	8	320	
3 Product awareness influence customers buying frequency	167	130	5	12	6	320	
4 Sales volume is influenced by products media presence	200	111	5	0	14	320	
5 Purchase frequency is influenced by product promotion intensity	207	100	3	2	8	320	
6 Customers repeat purchase is influenced by products' radio jungles	209	103	4	2	2	320	
Average total	200	106	3	4	7	320	

Source: Fieldwork 2025

The above suggest that more respondents agreed and strongly agreed that promotional activities affect customers patronage in Kaura Namoda markets. The table shows that the cluster of mean of

items for promotional activities is 3.96 above the cut point of 3.0 ($5+4+3+2+1 = 15/5 = 3$ for a five-point summation Likert scale). Based on the objective, respondents strongly agreed that promotional activities affect customers patronage in Kaura Namoda markets. This implies that promotional activities affect customers patronage in Kaura Namoda markets.

4.3 Hypotheses testing

Hypothesis one

H₀₁): Distribution (place) strategies have a significant effect on customers’ buying behaviour in Kaura Namoda Markets.

Table 4.3 Descriptive Statistics

	Mean	Std. Deviation	N
Distribution (place)	1.7000	.84021	320
Customers buying behaviour	1.7063	.77255	320

Table 4.4 Correlations

		Distribution (place)	Customers buying behaviour
Distribution	Pearson Correlation	1	.931**
	Sig. (2-tailed)		.000
	N	320	320
Customers buying behaviour	Pearson Correlation	.931**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table 4.3 presents the descriptive statistics for distribution and customers’ buying behaviour. The mean response for distribution is 1.700 with a standard deviation of 0.84021, while customers buying behaviour has a mean response of 1.7063 with a standard deviation of 0.77255, based on 320 respondents. The standard deviation values are quite similar, indicating comparable variability in the data between the dependent and independent variables.

Table 4.4 displays the Pearson correlation coefficient for distribution and customers buying behaviour, showing a correlation coefficient of 0.931. This suggests a significant positive relationship between distribution and customers buying behaviour at the 0.05 level (two-tailed). The computed correlation ($r = 0.931$) exceeds the table value of $r = 0.195$, based on 318 degrees of freedom ($df = n-2$) at the alpha level for a two-tailed test ($r = 0.931, p < 0.05$). Therefore, the null hypothesis is rejected, and it is concluded that distribution has a positive and significant relationship with customers buying behaviour in Kaura Namoda markets ($r = 0.931, p < 0.05$).

Hypothesis two

H₀₂): Promotional activities significantly influence customer patronage and loyalty in Kaura Namoda Markets.

Table 4.5 Descriptive Statistics

	Mean	Std. Deviation	N
Promotional activities	2.1969	1.27010	320
Customers' patronage and loyalty	2.2469	1.20539	320

Table 4.6 Correlations

		Promotional activities	Customers' patronage/ loyalty
Promotional activities	Pearson Correlation	1	.955**
	Sig. (2-tailed)		.000
	N	320	320
Customers' patronage/ loyalty	Pearson Correlation	.955**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table (4.5) presents the descriptive statistics for promotional activities and customers' patronage/ loyalty. The mean response for promotional activities is 2.1969 with a standard deviation of 1.27010, while the mean response for customers patronage/ loyalty is 2.2469 with a standard deviation of 1.20539, based on 320 respondents. The similar standard deviation values suggest a comparable variability between the dependent and independent variables.

Table (4.6) shows the Pearson correlation coefficient for promotional activities and customers' patronage/ loyalty. The correlation coefficient of 0.955 indicates a significant positive relationship between the two variables, which is statistically significant at the 0.05 level (2-tailed). The computed correlation coefficient exceeds the table value of 0.195, with 318 degrees of freedom, at an alpha level of 0.05 for a two-tailed test ($r = 0.955, p < 0.05$). Therefore, since the computed r- value is greater than the table value, we reject the null hypothesis and conclude that a significant positive relationship exists between promotional activities and customers' patronage/ loyalty of businesses in Kaura Namoda markets ($r = 0.955, p < 0.05$).

4.3 Discussion of Findings

From the result of the data analysis, the following findings as regards assessment how marketing mix strategies drive customers' buying pattern in Kaura Namoda markets have been deduced.

Investigate the role of distribution (place) strategies in shaping customers' buying behaviour

The study revealed that distribution strategies have a positive significant relationship with customers buying behaviour in Kaura Namoda Markets ($r = .931, P < .05$). The finding is agreement with the documentation of Adebisi & Babatunde (2021) who found that accessibility of products through multiple outlets significantly increased purchase decisions among consumers in Nigerian retail markets. Agwu & Carter (2018) also reported that in rural Nigerian markets, effective distribution channels directly influenced customer retention and loyalty. Whereas Ezenwa & Nwachukwu (2020) showed that distribution strategies that guarantee constant product availability significantly predict customer buying behaviour in FMCG markets. While Chukwu & Nwaeke (2019) found that distribution intensity (number of outlets and geographical spread) had a positive and significant effect on sales volume and customer purchase frequency in the Nigerian retail sector.

Evaluate the influence of promotional activities on customers' patronage and loyalty.

The study revealed that A positive significant relationship exists between promotional activities and customers' patronage/loyalty in Kaura Namoda markets ($r = .955$, $P < .05$). The finding is consistent with the documentation of Akanbi & Oyewole (2020) who noted that price discounts significantly enhanced short-term patronage among retail customers in Southwestern Nigeria; in the same vain, Bawa & Shoemaker (2021) reported that effective advertising campaigns in FMCG markets increased not only initial purchases but also repeat buying behaviour. While Eze & Nnadi (2019) found that personal selling in open markets positively influenced repeat patronage due to trust-building. Ogunnaike & Kehinde (2022) highlighted that loyalty schemes in Nigerian retail outlets significantly improved customer retention and repeat patronage. Whereas a combination of advertising and personal selling has a compounded positive influence on customer patronage and loyalty, Nnolim & Okoli (2021)

Conclusion

This study investigated the impact of marketing mix elements on consumer buying behaviour in Kaura Namoda markets, with emphasis on distribution strategies and promotional activities. Findings demonstrate that distribution strategies exert a significant and positive influence on consumer purchase behaviour. The availability, affordability, and accessibility of products across multiple outlets were found to increase purchase frequency and strengthen patterns of patronage, underscoring the fundamental role of effective distribution systems in enhancing consumer satisfaction and sustaining competitive advantage.

Similarly, promotional activities were shown to substantially shape both customer patronage and loyalty. Short-term interventions such as discounts, giveaways, and bonuses were effective in stimulating immediate purchases, whereas advertising and personal selling were instrumental in fostering awareness, trust, and long-term commitment. Evidence further suggests that integrated promotional frameworks, combining sales promotions, advertising, and customer relationship initiatives, are particularly effective in sustaining repeat patronage and cultivating brand loyalty. The research affirms that distribution and promotion are indispensable components of the marketing mix influencing consumer behaviour in Kaura Namoda. Marketers who adopt efficient distribution mechanisms alongside well-structured promotional campaigns are more likely to attract, satisfy, and retain consumers. Strengthening these strategies is therefore critical not only for sustaining customer loyalty but also for advancing the growth and competitiveness of local markets.

Recommendations

- i) Traders in Kaura Namoda should widen distribution channels to ensure steady product availability in both urban and rural markets for greater customer convenience.
- ii) Market associations and policymakers should provide logistics and storage support to minimize stockouts, stabilize prices, and boost customer satisfaction.
- iii) Traders should combine promotional tools like discounts, bonuses, and loyalty rewards to attract new buyers and maintain repeat patronage.
- iv) Marketing campaigns should use local radio, community events, social media, and personal selling to strengthen customer trust and loyalty.

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