Title of Article: Marketing Strategies and Performance of Agricultural Marketing Firms: Conceptual and Empirical Integration Study from Nigeria,

Author(s): Adegbuyi, O.A

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Abstract: This book examines the application of Contemporary Marketing Strategies and their impact on agricultural marketing firms performance in South-West Nigeria. The study was carried out on established conceptualised Contemporary Marketing practice comprising of four different approaches - Transaction, Database, Analysis Interactive Mix and Network Marketing. The general objective of the study was to examine the application/adoption of Contemporary Marketing Strategies and the Performance of agricultural Marketing firms in Nigeria’s buyer-seller relationships. Data for this research were obtained from both primary and secondary sources. Relevant published and unpublished literature provided the secondary data. The primary data were obtained through structured questionnaires (administered to sampled agricultural marketing firms managers involved in three major divisions of Industrial, Food and other Agro sectors in South-Western, Nigeria). One thousand one hundred and ten (1,110) copies of the questionnaire were administered, out of which eight hundred and eighteen (818) were collated for the analysis, representing 79 per cent return rate.