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## INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/15690

DOI URL: <http://dx.doi.org/10.21474/IJAR01/15690>



### RESEARCH ARTICLE

#### EFFECTS OF MARKETING PROMOTION ON FARM PRODUCE IN CROSS RIVER STATE

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#### Manuscript Info

##### Manuscript History

Received: 15 September 2022

Final Accepted: 19 October 2022

Published: November 2022

##### Key words:-

Promotion, Farm Products, Harvest, And Marketing Strategies

#### Abstract

Increase in sales is the heartbeat of every marketer. This is achieved very much by promotion. This study evaluated the effect of marketing promotion on farm product in Cross River State. Objectives were raised for the study which led to the raising of research questions. Organically, the following hypotheses were formulated: awareness creation has no positive impact on farm products in Cross River State; social media makes no positive impact on farm products in Cross River State; branded promotional gifts has no correlation with sales of farm products in Cross River State and customer loyalty makes no positive impact on farm products in Cross River State. Difference in mean statistic was used to test the hypotheses which led to the following findings: awareness creation has positive impact on farm products in Cross River State; social media makes positive impact on farm products in Cross River State; branded promotional gifts has correlation with sales of farm products in Cross River State and customer loyalty makes positive impact on farm products in Cross River State. It was concluded that farmers can use promotion to push up demand for their farm products. It was recommended that the farmer should maximize awareness creation on his farm products since it makes positive impact on farm products; social media should be well utilized by the farmer since it makes positive impact on farm products; branded promotional gifts should be well considered by the farmer since it correlates with sales of farm products and customer loyalty should be always exploited by the farmer since it makes positive impact on farm products.

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#### Introduction:-

##### Background of the Study

Al over the world, everybody selling a good or service really wants people to patronize him. This patronage come to play as the seller engages more diversified approaches to locating customers. This is where marketing promotion comes to play. The manufacturer of a product is never happy when customers fail to identify with his product. So is with the service provider. According to Koyenikan (2021), the forgoing concept is the reason why Marketing admits that production ends when the product has reached the final consumer. But promotion ensures that there is a repeat purchase. A promotion positions product brand on the market, makes people be aware of the product or service as well as how the product could benefit by choosing

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you. With so many brands of similar products or services promotional techniques become decisive for many potential clients. According to Yakubu (2020), a promotion strategy is defined by the plan and tactics being implemented in the marketing plan to increase your product or service demand. Promotional strategies play a vital role in the marketing mix (product, price, placement, and promotion). The promotion strategy is subsumed in marketing strategy. According to Alabi and Aruna (2020), the marketing strategy refers to the strategic planning and long-term actions of any organization with the purpose of achieving defined goals.

The attraction of customers to a product is the sole aim of promotional marketing. This attraction is better understood by Inbound marketing which really is the strategic process that uses pull marketing—content marketing, blogs, events, SEO, social media—to create brand awareness and attract new customers. In the view of Thornton (2020), this process of inbound marketing often happens even before the potential customers decide to make a purchase because the very first step is to know and connect with the brand to which they will eventually come back to take action. Being a form of native marketing, inbound marketing relies a lot on organic leads, making the brand appear more human because the methods used in this type of marketing strategy is both educational and entertaining. The way the product is presented is a great concern in inbound marketing because the customer relies heavily on personal conviction methodology being communicated to him. Once the customer finds out that a product communicated to him is good from the informational piece of content, he will instantly trust the marketer the more.

The use of media of communication is the focus of Outbound or push marketing which refers to any strategy uses different media of communication such as TV commercials, radio ads, print advertisements, or sales calls (known as cold calls). According to Nwosu, Oguoma, Ben-Chendo and Henri-Ukoha (2022), out bound marketing is a more aggressive form of marketing as it brings sales on the spot, but it has a lower ROI than inbound marketing, adding that being driven by sales, outbound marketing does not really build long-term relationships with customers. In all, note Chandio, Jiang, Yuansheng, Sahito and Larik (2021), marketing promotion strategies play four different roles that look like a funnel that leads to purchasing. Promotional strategy makes people aware of the by exploiting the target audience of their products by building on the profile of the people they want to reach. In addition, marketing promotion makes people interested on the product or service being marketed and helps create interest around it, and make people intrigued and interested while differentiating the brand from the competition. Marketing promotion also creates service demand by making people start relating emotionally to the product/service being marketed by projecting the attributes of the product so that people may benefit them. Promotional marketing also makes people take action on the product by creating a way for the target audience to engage with the product/service.

The farmer is a producer of farm products either for family consumption or for commercial purpose. The farmer can use the product of the farm without complain. But once it is for commercial purpose, many factors come into play as customers would want to get the best out of the product. This would engage the farmer into logical reasoning of preservation since the farm products are all perishable. Thus, the farmer would want to dispose the products as soon as they are harvested. But the consumers in the locality may not always demand the products, so the farmer sometimes travel far with the products or use any wide covering media to get at prospective consumers in far and distant lands. Promotion, thus, helps the farmer to locate prospective consumers in distant lands. This research evaluates the effect of marketing promotion on farm products in Cross River State.

### **Statement of the Problem**

In the situation of improved agricultural productivity, there is always the tendency to sell and generate income. This involves increasing sales volume by such strategies as promotion strategies. Each farm product has its own challenges and methodology of sales. The promotion strategies included: awareness creation, use of social media, branded promotional gifts and gaining customer loyalty.

Awareness creation by the farmer is one area that is very crucial in Cross River State. This strategy of promotion has to be very audacious and financially backed which many of the peasant farmers cannot provide. The result is that the farmer is condition taker as the goods are perishable, which results to lower income.

The use of social media is very crucial to the survival of any business since the revolution of the internet services. Many businesses use the social media to get many friends and use marketing promotional strategies to convince prospective buyers. Much as this is relevant, its availability is a great concern. To the farmer in Cross River State, income is very low which frustrates the use of social media. Many of them do not have cell phones with internet, and so, may not have access to the internet. Some that have do not recharge often. So, the use of internet is highly restricted.

Branded promotional gift is a promotion that requires strong medium of distribution and wider coverage which the farmer in remotest areas of Cross River State has not the means to realize. This strategy would require branded farm products to be distributed to the public with the intent that uses would at later time, locate the customers, to wit, the farmers for patronage. But this is of slim chance with farmers because of the financial outlay.

The issue of customer loyalty is quite challenging among the farmers in Cross River State because there are many peasant farmers producing very many products. And being that the products are perishable, no one particular farmer is sure to be maintaining the product as fresh as needed, which requires high cost of storage facility, which is usually outside the reach of many farmers in Cross River.

### **Objectives of the Study:-**

The objective of the study is to evaluate the effect of marketing promotion on farm products in Cross River State. Specific objectives included:

1. To evaluate the effect of awareness creation on farm products in Cross River State.
2. To examine the effect of social media on farm products in Cross River State.
3. To study how branded promotional gifts impacts on farm products in Cross River State.
4. To find out how customer loyalty on farm products in Cross River State.

### **Implications of the Study**

The study will induce further enquiries into the uses of the principles of marketing to developing values for firms in periods of security challenges. These challenges would help to improve the yield of firms even in austere times and insecurity-ravaged places.

## **Section Two**

### **Review Of Related Literature**

#### **Conceptual Review**

Every company wants people to have good perception of the company. This informs many steps to be taken to achieve this as there are many company strategists/marketers. The farmer is one person that would want to dispose of his products as soon as they are produced because, generally speaking, farm products are perishable. According to Ceesay (2020), **a promotion strategy is a plan that may be put into action to change people's ideas about the company, bring in more prospective customers, and enhance the amount of participation that consumers have with the business;** it determines who the company should target as audience, describes where and when the promotion plan should be carried out and offers a graphical picture of how to carry out your marketing strategy and communication. Despite the financial commitment on advertising on an annual basis, several marketers are reporting that their efforts are producing diminishing returns.

Every strategy must be harnessed to attract the requisite customers. When brand is advertised it is necessary to ensure that the messages sent across get to the target customers expected because there are an excessive number of alternatives and marketing voices. This is because there are an excessive number of alternatives and marketing voices. In addition, explains World Bank (2020), it is quite challenging to turn individuals into customers if marketing promotion does not stimulate them emotionally, inspire interest in what the market promoter has to give, and pique the desire of the customers to buy what is presented to them. Another reason for this is that without resonant marketing voices, it is impossible to turn individuals into paying consumers.

### **Role of Promotion in an Organizational Marketing**

Marketing Mix is comprised of four items—Product, Pricing, Promotion and Place. Promotion is a component of marketing communication that reaches target market to improve brand awareness and drive engagement with

new and existing consumers. That is to say that promotion helps the marketer make more sales. The farmer uses promotion to showcase his products to the public in far places. In Cross River State, it takes 4-5 five hour drive for the farmer to carry goods from Aya, the Northern side or from Obudu in the North Eastern part to Calabar, the Last of the Southern part as the capital. So, many farmer prefer the use of marketing promotion, the type that can afford them the leverage to showcase for buyers without incurring much expenses. According to Wilson (2022), promotion is done with the goals of gaining the attention of target audience, raising the demand for goods and services being marketed, as well as generating interest in those goods and services, and convincing them to buy from the stock being marketed. According to Peacock (2022), the following is a list of the four functions of promotion that are considered to be the most important:

### **Building Awareness**

This entails raising the level of awareness among the marketer's target audience. The promoter first decides on the intended recipients of his promotional and marketing communications, known as his target audience, and it is only then the marketing promoter would be able to choose his methods of outreach.

### **Foster Interests**

Obtaining people's participation and interest in the firm is a priority to the marketing promoter. According to Nwafor (2021), one requires a content marketing plan that has been properly crafted to provide enough material for lead nurturing and to demonstrate uniqueness to separate oneself from one's competitors.

### **Generate Demand**

Boosting the appeal of the company's goods and services to potential customers is the pivot of marketing promotional strategy. Sharing some of company product's beautiful features and advantages with target audience helps build an emotional connection with the prospective customers.

### **Induce Prospects to Take Action**

Establishing a call-to-action makes it possible for the target audience to connect with the material being provided and also helps to find the subsequent actions in a straightforward manner. According to Nuru (2021), this offers the opportunity to position oneself as a marketing promoter to produce conversions, including but not limited to the promoter's website, digital advertising, and social media, among other possible locations, which suggests that marketing promotions plays a part in the customer's decision-making process at any and all stages of the purchase process. In addition to this, it aids the marketing promoter in creating a stronger relationship with the clients and nurture repeat business, which will result in those consumers staying with the promoter for a longer period. At Ugep, there is a wide market for farm products in Cross River State as call action enable buyers from Ebonyi State and Eastern part as well as Aya and Northern part and from Obudu in the East to converge for connection with the farm products.

### **Types of Promotion**

There are a number of various promotional marketing techniques that could be used to attract prospects and clients, as well as those who are interested in the product being hitherto promoted. The marketer could also use promotional marketing products methods to attract those who are interested in the product. According to ILCA (2021), from tried-and-true marketing methods like face-to-face sales to forward-thinking marketing techniques like digital advertising and consumer loyalty programmes, there are many different marketing approaches to choose from:

#### **Personal (Face-to-Face) Selling**

In order to win over prospective clients, a company routinely organizes face-to-face sales presentations delivered by its representatives. Developing connections with the marketing promoter, on the other hand, is much less difficult than doing it through any of the other methods. Farmers in Cross River State due to the remoteness of the farms to the cities, prefer face to face marketing where they can interact with the buyers.

#### **Traditional Advertising**

Running sponsored advertisements of any form allow a reach out to a broader audience and helps the market promoter generate quick interaction and transactions. This leads to more sales. This type of marketing is conducted on a one-to-one basis, and the costs connected with it are decided by competitive bidding like print

advertising, billboards, TV, radio and the rest. In Cross River State, the farmers are chiefly peasants and so, rarely use media advertisement to market their products.

### **Direct Marketing**

It is the process of communicating a message that is hyper-targeted to a particular audience via the use of many marketing channels. It provides more possibilities to gather input from consumers swiftly and sustain interactions with those clients. Think about the fact that the continued success of the company is entirely dependent on the patronage it receives for a while. When a customer buys one item from the promoter, tries it out, and finds it to be exactly what they were looking for, there is a substantial chance that they will stick with the company for a significant length of time. According to Greenwood and Mullineaux (2022), it would be a huge mistake if the promoter forgot about these customers. Instead, the promoter of the product may incentivize individuals to share their information by giving complimentary goods or services in exchange for the information they supply. The promoter may put an information to use to sell his wares in a new market where people have no idea that the product exists, and this requires extensive promotion. Customers who are delighted with a product are far more likely to desire to buy it from the same individual retailer again in the future. In spite of this, the overwhelming majority of businesses have a history of making the mistake of ignoring consumers in some way; they do not include customers in giving information about what they think about a product that is in question. Farmers in Cross River State make use of this strategy mostly by talking to the buyers directly themselves.

The marketing promoter should never disregard any of the clients that come into his business place of business. They have already decided to purchase the wares and have no intention of changing their minds now. So, gathering as much information as you can about the customers **is the most productive course of action the marketing promoter can take.** As Food and Agricultural Organization-FAO (2019), **can state**, the promoter may make the offer to give them with an item or service in exchange for the information that they provide in exchange for the information that they provide. With the aid of the information that the promoter has obtained, the promoter will be able to promote his stuff to a new market that is completely unaccustomed to his products. This will be possible because of the information that the marketing promoter has gathered.

### **Social Media**

The marketing promoter has the option of marketing his product on a wide range of platforms available on the internet, each of which grants him access to a sizeable population of prospective buyers. In the now, practically everyone uses at least one social media network, and two of the most popular ones are Facebook and Instagram. If the marketing promoter makes use of these two platforms, he would be able to increase people's awareness of the products he sells. According to Devendra (2022), the promoter may talk about the several applications it is put to work in and how crucial it is for those specific uses. In addition, you may demonstrate folks how your product is superior to other items. This would be in contrast to other promotional strategies, which merely impose their product on everyone without respect for the individual consumers' requirements or preferences. Farmers in Cross River State make use of the social media as they incur costs they would not like to sustain over time.

When it comes to the efficiency of direct marketing, there is nothing that can compare to the use of social media as a promotional strategy. As Ammani (2022), can specify, it is now much simpler for a company to communicate with individuals in the real world, even on a more personal level, because social networking websites such as Facebook, Twitter, and Google+ attract millions upon millions of users on a daily basis. Examples of these websites include Google+ and Twitter. The social media environment provides a more relaxed atmosphere in which the promoter can advertise his products. The promoter can "connect" with consumers on a more relaxed and personal level via social media, which enables him to engage with them rather than "trying to sell" its products to the customers who are out there. The customer can instantly connection with a large number of potential customers via social media, and everyone of these customers will have their own individual perspective regarding your company or business. As a direct consequence of this, there is currently a sizable population of prospective customers in the market.

It is essential to bear in mind that the importance of establishing a presence for the company on as many different social media platforms as possible. As Food and Agricultural Organization-FAO (2022), can state, it is imperative that the marketing promoter make certain that the manner in which he can present his business to be totally in alignment with the brand that has been established. Also, the promoter should create content that will educate his readers and the individuals with whom he does business on the service or product his company offers.

**Sales Promotion**

Execution of a transitory marketing activity to draw attention and encourage customers to make a conversion or purchase the product or service. Even while the marketing promoter can get fast responses and participate in the conversation, the setting is not conducive to the development of meaningful relationships that last. According to Dori (2021), when merchandise is displayed at retail businesses, it is often organised on racks and shelves in such a way that it is immediately visible to customers as soon as they enter through the front door, adding that convenience and encouraging customers to make hasty purchases are the two key drivers behind why shops do this. This strategy encourages customers to make hurried purchases of particular products while they are waiting in line to pay for the items they have purchased from the business.

**Branded Promotional Gifts**

A wide variety of companies utilises this tried-and-true strategy to successfully sell their brands to consumers. According to Uremadu, Onyele, Ariwa (2021), instead of handing out business cards, this marketing strategy involves printing the company name, logo, and contact information on a practical present, and this method replaces the traditional method of passing out business cards. For example, some companies do distribute several of their products freely with their brand names printed on the envelopes of the products. The logic for this is derived from the fact that most people will chuck out a business card without even casting a cursory glance at it. Such products are usually useful items and people do not often throw them away. Additionally, people enjoy getting free items, and a well-known truth is that a happy customer will bring in greater money for your organization. Additionally, people really enjoy receiving free items. Therefore, providing the customers with free presents is one of the most efficient strategies to maintain their satisfaction with the business of the promoter.

**Public Relations**

The marketing promoter is able to handle both positive and negative voices from customers if he supplies appropriate information and do so in order to construct a favourable image for his company and establish closer relationships with his customers. If he does this, he can handle both positive and negative voices from customers. According to Ebere and Osundina (2021), public relations, often known as the act of building a favourable brand image in the eyes of the media, has continuously been recognised as one of the most effective marketing methods. The marketing promoter would be able to engage with the target demographically in a meaningful way if he provide the prospective customers with good information about his organisation and share that information with his would-be customers. As can be examined by Ukeje (2020), businesses engage in public relations efforts such as holding press conferences, distributing news releases, and conducting interviews with members of the media. The use of sponsorships as a sort of public relations strategy is something that organisations use rather regularly in order to establish a favourable image for their organization.

However, in Cross River State, the use of Public Relations by farmers is highly limited as many of them cannot afford rarely go to the media nor pay advertizers. As can be analyzed by Ishola, Olaleye, Ajayi, Femi (2022), when the marketing promoter gets in touch with his customers via phone calls, emails, or text messages in order to learn about their experiences shopping with him, he may accomplish three things: providing the appearance that he cares about his customers and gives them the sense that he cares about them; opening the way for a variety of different types of marketing and advertising, as well as offering feedback about his clients which may be useful to him in making adjustments to his business.

The marketing promoter has the option to notify his customers about any existing or upcoming sales that apply to his products at any point in the course of the discussion that he is having with them. If the customers are satisfied with the services they are being given, the promoter may politely enquire as to whether or not they would be willing to leave a positive review on the website. As a direct consequence of this happening, the organisation's reputation will improve.

**Word-of-mouth marketing**

It is the process of encouraging individuals to communicate about your company's products and services with other people who are a part of their social networks, such as friends and family. It will provide qualified leads since consumers trust their friends and family's words more than they believe a business's words.

### **Throwing Contests for Promotion**

Businesses widely use this sort of promotional strategy in order to carve out a niche in the market for a product that has only recently been launched to customers. For instance, marketing promoter might have seen that many bloggers and YouTubers have been posting about the relationships they have formed with a variety of firms and encouraging their viewers to accomplish various challenges so that they may be included in their contests. According to Okumadewa (2017) , in addition, many companies provide their clients with the option to earn a unique discount by entering a code made available by a certain YouTuber or blogger. Alternately, the promoter may arrange contests in a more traditional manner. For instance, the promoter could hold a competition in the store and invite customers to join so that they have a greater chance of winning.

### **Customer Loyalty Program**

With the assistance of a customer loyalty programme, the marketing promoter would be able to persuade his current clientele to make further purchases and to continue being clients of his business. This will, over the course of time, bring the promoter a significant rise in income. Farmers scout for customers much anywhere including Cross River State, and customer loyalty is the teleguide for improving buyers.

### **Customer Incentive Referral Program**

Through the implementation of this marketing strategy, explain Iganiga and Unemhilin (2021) , the current clientele of the marketing promoter will be leveraged, and will be incentivized to refer his products or services to the members of their own families and social networks. In exchange for their recommendation, the promoter may give them some freebies or offer them a discount on the next purchase they make. For instance, many online shops provide a “Customer Incentive Referral Program” to broaden their customer base by using their current audience. According to Akintunde , Adesope and Okruwa (2013) , this allows them to attract new customers more easily. When compared to the expenses associated with more traditional types of promotion, the price of this strategy is noticeably more affordable.

### **Customer’s Appreciation Events**

A strategy of this sort comprises organizing a gathering for the customers of the marketing promoter on a more personal scale than usual. This tiny gesture will not cost the promoter as much as more extensive marketing would, but it will improve individuals’ brand loyalty towards his firm.

### **Causes and Charity**

People have a strong desire to cultivate ties with companies that, in addition to providing high-quality goods and services, also contribute positively to society’s development. Because of this, a significant number of smaller firms, in addition to power corporations, have begun to implement this strategy in order to expand their customer base. In order to accomplish this goal, the marketing promoter will need to work in conjunction with a charitable organisation or a non-governmental organisation (NGO). According to Ebere and Osundina (2018), the promotwer can publicize his initiative on his social media accounts, website, and in his stores so that people become aware of it and buy his products so that they may do their part to contribute to society. This can be done so that people can do their bit to contribute to society. This strategy targets people’s emotional responses in an effort to boost sales. The goal is to appeal to people’s feelings. There is no drawback to putting this strategy into action, therefore, there is no reason not to give it a try.

### **Components of Promotional Strategies**

#### **1) Budget**

Budget is one of the factors that influence marketing promotional strategies . Whatever the situation the promoter should know beforehand how much he can invest in promotion to boost the sale of the product.

#### **2) Message**

When marketing promoter is setting product out in marketing, he requires a message that would make his product stand out among other similar products. It is not an easy task to find the right message for the product, and it requires a lot of brainstorming.

#### **3) Target Market**

A promotional strategy is incomplete without the target market. According to Ejike, Ohajianya and Lemchi (2019) , whether the promoter’s product is designed for females or males, the promoter must decide his target market

before setting his product out in the market. If the promoter is sure of his target market, his work would become easy to plan his promotional strategy.

#### 4) Strategy

There are various types of promotional strategies that the marketing promoter can opt to promote his product. The promoter must figure out which type of promotional strategy is going to boost his sales. In addition, he can also observe the promotional styles of companies which are selling similar products.

#### Importance of Promotion Strategy

Promotion of a company's products or services is one of the most essential steps involved in the marketing process. According to Alabi (2021), it focuses on how to correctly market your product and service to potential clients, as well as how to convince them to make a purchase of whatever it is that you are selling, and it teaches you how to do both of these things effectively. **The marketing promoter can take potential clients from the awareness stage into the action stage if he has an amazing marketing plan and apply it appropriately. This help in fund generation while it also leads to building a considerable amount of brand awareness, and cultivating a long-term relationship with target audience.** According to Olomola, and Kwabena (2014), one of the numerous benefits that may accrue to a company that puts time and effort into building a favourable corporate image and reputation is word-of-mouth marketing, which is only one of the many benefits that may accrue to the organisation. In the assessment of Ochigbo (2021), a company's success depends on a number of elements, one of which is its level of promotion and marketing, and in the marketing of products, potential customers are given the chance to know the benefits that will accrue to them or their organizations by the by making a purchase of the product, which in turn increases the likelihood that the potential customers will make a purchase.

#### Fish Farming in Cross River State

This is about the most common and perhaps most hyped form of livestock farming in Nigeria at the present, and not Cross River State alone. It is estimated that five out of every ten Nigerians consume catfish on a weekly basis, meaning that at the very least 75 million catfish are bought and consumed every week in Nigeria alone. That makes the demand for the product very high. Borehole and overhead tank: This will serve as the water reservoir for the fishes. According to IMF (2019), before beginning a catfish farming business, here are a few pointers to consider: size: decide what size the farm will be, and the size will determine if there is already the necessary capital or if there is the need to access outside funding; Level of demand: since the objective is to make profit, there is the need to investigate the level of demand for the catfish in the desired market area; estimate the cost: once this is done, that is market research, you will understand how many numbers of catfish you're likely to sell per month. The next step is to try to know the monthly cost which includes one off expenditures such as building of fish tanks, and recurrent expenditures such as fish feed and medication as well as the competitors: business is about winning market share, so there is the need to find out if there were other fish farms operating before in the intended market; knowledge base: continue to increase the knowledge base about catfish breeding and farming, marketing, negotiation, market dominance etc so that your business can be profitable.

#### Pig Farming in Cross River State

As Apata, Sanusi, Obaisi and Ajani (2022), can identify, before starting pig farming there is need for: a piece of land for breeding: it is advisable to secure a piece of land in the rural areas because land is cheaper there, and the pigs can root around in the fields once in a while; standard pens: to house the pigs with proper drainage to eliminate bad odour and diseases; water pool: it is important to note that pigs like swimming and being able to keep cool is necessary for their well beings because pigs are not sweating animal; veterinary doctor: secure the services of vet doctor for regular checkup and vaccination as well as feeding and nutrition advice; employ workers; feeding: Pigs eat a wide variety of food, but they need a balanced diet like humans do. Their diet should contain fibre, energy, protein, carbohydrates, vitamins and minerals in order for them to thrive.

#### Poultry Farming in Cross River State

Poultry farming business is part of the animal husbandry which is as old as mankind itself. In Cross River State, this aspect of livestock farming presents one of the finest opportunity for entrepreneurs to make good money within the shortest period of time possible, and it is made possible due to the quick maturity of chickens and turkeys. There is also that overwhelming demand for eggs on a daily basis. A farmer might start poultry farming either for the meat of the chicken and turkey, or for the eggs that the chicken can lay. According to Apata, Sanusi, Obaisi and Ajani (2022), before starting, there is need for: a piece of land; pens (chicken's houses): housing is very important for



chicken rearing and effective keeping and management; poultry housing are classified according to the scale and the management system; Feeders, Drinkers, Perches. Nests, Crates, Lighting system, Waste disposal system, Incubator, Heaters or brooders, Egg tray, Cages and coops.

#### **Rabbit Farming in Cross River State**

Rabbit rearing is very popular in the suburbs of the entire Cross State, being most farmed on commercial scale in Ugep, Onikpani and Aya . It is a business that requires less space and can therefore be done anywhere. The capital investment is relatively small. There is need to have an in-depth knowledge of how to raise the animals, and do extensive market research to determine who the customers are. Every single part of the rabbit is useful; from the skin which is used to leather production, to its furs which is used for clothes manufacturing and meat for consumption. According to Ekwere & Edem (2021) , before starting rabbit farming business there is need to get : Cages or hutches: which protect the rabbits from heat and humidity; Feeders and drinkers; kits/baby rabbits and Feed : This may be processed feed or edible vegetable and leaves, elephant grass, potatoes and different kinds of herbs.

#### **Goat Farming in Cross River State.**

Goat farming is very popular in Cross River State . According to Oloade & Olagunju (2020), the meat is alleged to be the best kind of animal meat for the following reasons: it tastes good, and traditionally has a lower fat content than chicken does, and a higher protein content than beef does. It also has a lot of byproducts such as cheese, yogurt, ice cream, and butter. These are the reasons goat farming is considered by wise farmers as a lucrative venture and it is increasingly becoming very popular among modern farmers in Nigeria. According to Ewubare and Eytipe (2021) ,before starting goat farming, there is the need for : a piece of land/pasture: acquire a good grazing ground that grows plenty of grass varieties. Goats need a large expanse of land, because they move around a lot while grazing; appropriate fencing – Construct short perimeter fence round your pasture or barbwire fence ; housing: goats like to stay indoors when the weather is not conducive e.g too hot or raining.

#### **Livestock Farming in Cross River State**

Poultry farming , Pig farming, Fish farming, Snail farming, Cattle farming, Goat farming and Rabbit farming . The kind of animals reared in Cross River State for consumption, based on the demand for them, include Cow, Goat, Cattle, Pig, and several others while poultry birds includes chicken, turkey and duck. Fish, with an emphasis on the catfish breed, is also another livestock bred for its meat in Cross River State .

In Cross River State, cattle rearing is done chiefly in Obudu Cattle Ranche, though there are pockets of cattle and cow rearing littered here and there in the State. Cattle farming explain Madugu & Bzugu (2022), is the process and practice of raising and nurturing cattle from birth until the point at which they provide meat or milk for consumption. The reasons why cattle farming is lucrative in Nigeria are not hard to imagine. At Obudu , cattle are raised primarily for beef or milk production. Other 'by-products' include dairy products, cow hide, cow horns, bones, hooves and stearic acid. Cattle farmers basically raise cattle either to sell as a whole or sell their products. According to Ekwere & Edem (2021) , starting cattle rearing business implies the need for :Farmland: A very large piece of land; Farm equipment like cow sheds, feeding and watering equipment as well as healthy calves.

#### **Crop Production in Cross River State**

Crop production is by far the largest sub-sector in Cross River State which produces crops like : cassava, cashew, onions, rice , beans, tomato, okro, pepper, cowpea, mellon, yam , cocyam and others. According to Okezie, Nwosu and Njoku (2022), depressed productivity in the sector is attributed to low usage of improved seeds by farmers, poor quality of inputs, little or no access to credit and an ageing farming population. Farming in Nigeria is a venture that can be learned and practiced. Easy steps to help a farmer include: making a proper plan, researching about farming types, identifying a good land, selecting the desired seed and cultivating are easy steps to help start a farm.

#### **Contextual Review:**

Review of literature is hinged on different levels of Awareness creation. The effect on farm products in Cross River State is the anchor point that evaluates the products one after another .

**Empirical Review**

Empirical Review in Line with Objective 1 :To evaluate the effect of awareness creation on farm products in Cross River State.

Okezie (2021) , conducted a survey research design on the effect of awareness creation on product development by interviewing 10 farmers in Odukpani in Cross River State. 7(70%) said that awareness creation really boosts farm product development , while rest were neutral. So , we concluded that awareness creation is key to farm product development. It is therefore , recommended that both government and the farmers should embark on farm product development.

**Empirical Review in Line with Objective 2 :To examine the effect of social media on farm products in Cross River State.**

Effiong (2022), conducted a survey research design on the effect of social media on product promotion among farmers in Akwa Ibom State, in interviewing 20 farmers in Oron. 15 (75%) , agreed that social media are veritable means of improving farm products , while the rest were neutral . So ,we conclude that the impact of social media in the improving of farm product is great. It is therefore recommended that farmers should utilize social media to reach out of very wide audience.

**Empirical Review in Line with Objective 3 : To study how branded promotional gifts impacts on farm products in Cross River State.**

Isong (2021) , conducted a regressional research design on the use of promotional gifts in the boosting of demand of farm products between 2000 and 2020 , from data collected from Cross River State Ministry of Agriculture. In the regression that followed , it was discovered that use of promotional gifts has positive effect on boosting of product purchase. It was concluded that no government can feed its populace without encouraging massive production via product development. It is therefore recommended that government should encourage farmers to increase production by cushioning the effects of promotional strategies.

**Empirical Review in Line with Objective 4 : To find out how customer loyalty on farm products in Cross River State .**

Ekpenyiong (2021),conducted a corelational design on the effect of customer loyalty on farm product development from data collected from Akwa Ibom State Ministry of Agriculture between 2000 --2020. After regression via SPSS software, it was discovered that customer loyalty for farm products could be increased by ample use of promotional strategy . It was concluded that there is no sound firm management without sound customer loyalty being embarked upon . So, it was therefore, recommended that farmers should engage more in increasing customer loyalty via strong promotional strategies for the farm products.

**Theoretical Framework**

This research is based on Neo Keynesian Model of economic growth and development in which total output of the economy is a function of the variables of :

1. Amount of the services of each nation's national stock employed
2. Natural Resources available in each country from where the productions are made
3. Labour Force employed from the population
4. Cost of the Knowledge applied in the Production of goods and services
5. The environmental conditions where the production took place –socio-cultural and religious conditions in which the production took place.

Since the countries to be studied are all developing nations, there are assumptions of interrelated equations based on the fact that the nations have strong economic stability which cannot be explained by mere lack of capital or per capita income . This is aligned with the postulation of Leibenstein that for economic development to take place, series of shocks must be imposed on the population which must be large enough to utter the existing pattern of behavior most significantly.

**Section Three****Issues**

The following research questions are raised for the study:

1. What effect has awareness creation on farm products in Cross River State?

2. To what extent does social media affect farm products in Cross River State?
3. To what extent does branded promotional gifts impact on farm products in Cross River State?
4. How does customer loyalty affect farm products in Cross River State?

### Gaps

15

Ebere and Osundina (2018), stated that awareness creation on farm products in cross River State has not been too wonderful, but did not explain the militating factors. Also, Ewubare and Eyitope (2021), while stating that social media affect farm products patronage in Cross River State, did not state the effect of the limitations of the social media. In the same way, Ekwere & Edem (2021), while noting that branded promotional gifts is a great booster to farm products in Cross River State, did not emphasize on the effect of promotional gifts on capital outlay of farmers to procure farm implements. All these gaps shall be filled by this study.

### Outcomes

The study made use of primary and secondary data for the study, The primary took care of the questionnaire raised to address the pertinent contingent issues. The secondary data took care of documentations of people over the years. The study evaluated the effect of marketing promotion on farm products in Cross River State. **That implies determining the effect of marketing promotion on the farm products planted and harvested in Cross River State..**

The questionnaire were raised, where leading questions were completely avoided. The questionnaire was raised in such a way that the respondents were given ample chance to respond the way they chose to. Cluster Sampling was used to gather people together. Then the respondents were not manipulated in their responses. This implies that simple random sampling was used to address people's responses, while both cluster and stratified random samplings were adopted to cover respondents from various areas.

Whereas the primary sources were used to raise unleading questions that gave wide latitude to the respondent, and the interviews as well as direct observations made, the secondary data were sourced from libraries, internet, textbooks and journals.

### Population of the Study

The population of this study is two million eight hundred thousand, two hundred and ten (2,800,210) being the population of farmers in Cross River State as can be verified from the State Ministry of Agriculture.

### Determination of Sample Size

The sample size is four hundred (400), being calculated from the population using Yameni Statistical formular (1977). Simple random sampling method was applied in choosing respondents. In determining the sample size of the study Yamen (1977) statistical model was applied:

$$\text{Where: } n = \frac{N}{1 + N(e)^2}$$

$N$  = The population size  
 $n$  = Desired sample size  
 $e$  = Margin or error (5%)  
 $1$  = Statistical constant

Therefore, the sample size is:

$$n = \frac{2,800,210}{1 + 2,800,210 (0.05)^2}$$

$$= \frac{2,800,210}{1 + 7000.525}$$

$$= \frac{2,800,210}{7001.525}$$

$$n = 400$$

Out of 400 sample size, 300 farmers were actually selected for the study, representing 75% of the sample size.

**Instrument for Data Collection :**

Majority of the respondents are not well lettered which prompted the researcher to use the services of Research Assistants in explaining the details of the questionnaire to reach the respondents in Pidgin English. The primary research instrument used for the collection of primary data is the questionnaire.

**Method of Data Analysis:**

The methods of data analysis applied in this study is Sample Mean formular used in testing the hypotheses. The table value of the t-table is taken at 5% level of significance, which is 1.96 for two-tailed test or 1.65 for one-tailed test. Any calculated value less than 1.96 or 1.65 means that null hypothesis is not rejected, otherwise, it is rejected. Simple Percentage Distribution was adopted to address the questionnaire. while sampling distribution statistic was employed to test the hypotheses.

**The following research questions are raised for the study :****What effect has awareness creation on farm products in Cross River State?**

Out of the 400 people, 260 (70%) said that awareness creation is vital to the marketing of farm products since it determines how far a product is patronized spontaneously. 140(30 %) are of the opinion that farmers have lagged behind in Cross River State in the area of sensitization. So, we conclude that in an insecure environment, place is a factor that every consumer considers as to nearness or fairness of the product.

**To what extent does social media affect farm products in Cross River State?**

Out of the 400 people, 300 (75%) noted that social media is a recognized force in moving farm products and their patronage forward in Cross River State; 100 (25%) agreed to that but added that lots of encouragement from the government is need since most farmers are poor to pay media services. So, we conclude that farm products are better marketed by awareness creation.

**To what extent does branded promotional gifts impact on farm products in Cross River State?**

Out of the 400 people, 260 (65 %) responded that branded promotional gifts really affect patronage of farm products in Cross River State. 140 (35%) agreed but added that every body is affected by marketing of farm products. So, we conclude that branded promotional gifts has great effect on demand of farm products in Cross River State.

**How does customer loyalty affect farm products in Cross River State?**

Out of the 400 people, 230 (57.5%) said that customer loyalty is a potent force in increasing patronage of farm products in Cross River State. 170(42.5%) said that farm product challenge in Cross River State is poor to productivity due to low awareness creation. So, we conclude that customer loyalty has to be beefed up by the combination of many strategies.

The following null hypotheses are formulated by the study :

**H<sub>1</sub> : Awareness creation has positive impact on farm products in Cross River State.**

Difference of Mean calculated value = 1.69

Table value = 1.65

Decision : Since 1.65 is not greater than 1.69, the null hypothesis is hereby rejected. This means that awareness creation has positive impact on farm products in Cross River State.

**H<sub>2</sub> : Social media makes positive impact on farm products in Cross River State.**

Difference of Mean calculated value = 1.67

Table value = 1.65

Decision : Since 1.65 is not greater than 1.67, the null hypothesis is hereby rejected. This means that social media makes positive impact on farm products in Cross River State.

**H<sub>3</sub> : Branded promotional gifts has correlation with sales of farm products in Cross River State.**

Difference of Mean calculated value = 1.97

Table value = 1.96

Decision : Since 1.96 is not greater than 1.97, the null hypothesis is hereby rejected. This means that branded promotional gifts has correlation with sales of farm products in Cross River State.

**H<sub>4</sub> : Customer loyalty makes positive impact on farm products in Cross River State.**

Difference of Mean calculated value = 1.68

Table value = 1.65

Decision : Since 1.65 is not greater than 1.68 , the null hypothesis is hereby rejected . This means that customer loyalty makes positive impact on farm products in Cross River State .

### **Discussion of Results:-**

The study discovered that awareness creation has positive impact on farm products in Cross River State. This agrees with the view of Armstrong (2019), in the review of related literature that awareness creation is the key to product development . After the analysis of the hypothesis , the study found out that social media makes positive impact on farm products in Cross River State. This is in tandem with the submission of Duncan (2021), in the literature review that farmers should increase patronage by social media interaction . The study discovered that branded promotional gifts has correlation with sales of farm products in Cross River State. This is in agreement with the view of Brown (2022), in the literature review that farmers should embark on sound promotional strategies to boost farmers product demand. The study discovered that customer loyalty makes positive impact on farm products in Cross River State . This is in agreement with the view of Brown (2022), in the literature review that customer loyalty is the mainstay of the organization .

### **Section Four**

### **Conclusion And Recommendations:-**

#### **Summary of Findings :**

After testing the hypotheses, it was discovered that :

1. awareness creation has positive impact on farm products in Cross River State.
2. social media makes positive impact on farm products in Cross River State.
3. branded promotional gifts has correlation with sales of farm products in Cross River State.
4. customer loyalty makes positive impact on farm products in Cross River State.

### **Conclusion:-**

Social media have become veritable means of reaching out to customers at all levels. There is hardly any person who is not using either Facebook or Instagram or Whatsapp. By using these platform , one can make people aware of their product. One can talk about the uses of the social media and how essential it is in swaying patronage . In addition to this, a marketer can show people how his product is better than other similar product. As Ekwere & Edem (2021), can relate, unlike other promotional strategies which are blindly pushing their product on everyone. Social media ensures that product has reachability to the marketer's potential customers who have high chances to get converted. Free Product and sample Giveaways is a promotional strategy is used by both small as well as powerful companies. By using this strategy, a marketer can boost the sale of his product instantly. This strategy is mostly adopted by food or cosmetic companies, and so very good for farm products . The farmer can provide a sample of his products free of cost and make people taste them. It is a very good promotional strategy. Customer Incentive Referral Program uses current customers and encourages them to refer the products or services to their families and friends. The promoter can offer the customers gifts or discounts on their next purchase in exchange for their referral. This strategy is far less expensive than the traditional style of advertising. Point of Sale Promotion and End Marketing displays products conspicuously and strategically so that they come first in the eyes of customers as soon as they enter the store. According to Food and Agricultural Organization-FOA (2020), this strategy is carried out for two reasons : convenience and impulse. This strategy makes people buy certain products impulsive while waiting for departure.

Branded Promotional Gifts is an effective strategy that can be used by farmers to promote their products . In this strategy, farmers they print their names and contact information on a functional gift which stays with the receivers for a very long time. This is also the best way to keep customers happy because people love getting free gifts and a happy customer will definitely patronize the farmer's product . Causes and Charity can be utilized by farmers to connect with customers who like giving back to the society . According to Ewubare and Eytipe (2021) , many small, as well as powerful companies, use this strategy to strengthen their customer base. To do this, the promoter needs to tie-up with some charity organization or an NGO, and then initiatives are advertised on social media handles, website which makes people to become more aware of the farmers products and so , buy them .

After-Sale Customer Survey reaches customers via telephonic calls or emails or text messages to know about their experiences using the product of the farmer. According to World Economic and Financial Surveys (2022), this strategy opens the doors for promotional activities and produces customer's feedbacks that can help the farmer or marketer improve on his business.

### Recommendations:-

Following the findings of the research, the following are hereby recommended :

1. The farmer should maximize awareness creation on his farm products since it makes positive impact on farm products .
2. Social media should be well utilized by the farmer since it makes positive impact on farm products .
3. Branded promotional gifts should be well considered by the farmer since it correlates with sales of farm products .
4. Customer loyalty should be always exploited by the farmer since it makes positive impact on farm products .

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