EFFECTS OF MARKETING SERVICES ON FIRM'S GROWTH: A STUDY OF GOD IS GOOD TRANSPORT OWERRI, NIGERIA

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Abstract

This paper examined the effect of marketing services on firm's growth: A study of God is Good Transport Owerri. The paper identified delay as a problem. The objective is to examine whether marketing services effect firm's growth of God is Good transport Owerri. The specific objectives are to: examine the extent people i.e. staff of God is good transport Owerri contribute to firm's growth. Examine if physical evidence i.e. environment of God is good transport Owerri ensures relaxation. Examine if processing of receipt of God is Good transport Owerri is being delayed. Research questions were to what extent does marketing services effect firm's growth of God is Good transport Owerri? Among others . Research hypotheses one among others stated that there is significant relationship between marketing services and firm's growth of God Is Good transport Owerri. Review of related literature comprises of conceptual framework, theoretical framework, and consulting services. Survey research design was adopted. Regression analysis was applied for the study. This paper among others found out that the application of three (ps) of marketing services is very essential. The paper concluded among others that the application of three (ps) increase the number of vehicles and the expansion of branches. This paper recommended among others that firm's should endeavour to embark on three (ps) of marketing services because it is inevitable.

Keywords: People, Physical Evidence, Process, Business Growth and
Sustainable Economic Development

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Background to the Study
Services marketing are marketing based on relationship and value. It may be used to market a service or a product. Ambler (2000) stated that marketing deals with goods and marketing services. Service marketing mix involves three Ps that is people, physical evidence and process. Service marketing also includes the service scope referring to, but not limited to the aesthetic appearance of the business from the outside, the inside and the general appearance of the employees themselves.

Services are no longer a minor or superficial part of economics, but go to the heart of value creation in the economy (Vargo and Lusch, 2004). Service marketing has been relatively gaining ground in the overall spectrum of educational marketing as development economics farther away from industrial importance to services oriented economics.

There are many definitions of what constitutes a service. Services according to Ubanagu and Ndubisi (2004) are those intangibles offered for sale that directly satisfy consumer needs on their own capacity or rights instead of serving as arguments to other tangible products. Agbonifoh, Nnolim, Ekerette, and Ogwo (1998) defined services as an offer for sale in its own right rather than as an adjunct to or accompaniment to tangible products or objects.

Kotler (1991) opined that service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. In service marketing, many metaphors have been used to describe service (Goodwill, 1996) services marketing comprises of people, physical evidence and processes.

For most services people are a vital element of marketing mix. Where production can be separated from consumption as is the case with most manufactured goods, management can usually take measures to reduce the direct effect of people on the output as received by customers. While the importance attached to people management is improving quality within manufacturing companies is increasing, this is especially true in those services where staff have a high level of contact with customers. People planning within the marketing mix also involve in developing a pattern of interaction between customers themselves, which can be very important where service consumption takes place in public.

The tangible nature of a service means that potentials customers are unable to judge that service before it is consumed, thereby increasing the riskiness inherent in a purchase decision. An important element of marketing planning is therefore to reduce this level of risk by offering tangible evidence of the nature of the service. This evidence can take a number of forms. At its simplest, a brochure can describe and give pictures of important elements of the service product, for instance a holiday brochure gives pictorial evidence of hotels and resorts for this purpose. The appearance of staff can give evidence about the nature of service; a tidily dressed ticket clerk for transportation business gives some physical evidence that projects the business as being run with care and attention. Buildings are frequently used to give physical evidence of service nature.

A service firm has no products, only interactive processes (Gronroos, 2001). Production processes are usually of little concern to consumers of manufactured goods, but can be of critical concerns to consumers of high contact services where consumers can be seen as co-producer of the service.

The paper sets to investigate whether firms that do not embark on three (Ps) of service marketing normally, have a problem and do not progress in business.

Statement of the Problem

In as much as every firm wants to grow in business major attention and concern should be given to customers. It means that any hindrance that will affect the success of the firm should be tackled immediately. Based on this premise, the paper perceived delay as a problem. There is an adage which says that time is money. No passenger will like to be delayed from leaving for his or her destination at the appointed time. In this case all efforts will be made not to delay the passengers from leaving as scheduled.

Objectives of the Study

The objective of this paper is to examine whether marketing services effect firm's growth of God is Good transport Owerri.

The three specific objectives are to:
1.   Examine the extent i.e. staff of God is Good transport Owerri contribute to the firm's growth.
2.   Examine if physical evidence i.e. environment of God is Good transport Owerri ensures relaxation.
3.   Examine if processing of receipts of God is Good transport Owerri is being delayed.

Research Questions

This paper requires these research questions to be observed. The research questions are:
1.   To what extent does marketing services effect firm's growth of God is Good transport Owerri?
2.   To what extent does God is good transport Owerri staff contribute to firm's growth?
3.   To what extent does the environment of God is Good transport Owerri ensures passengers to relax?
4.   To what extent does processing of receipts of God is Good transport Owerri being delayed?

Research Hypotheses

This study is guided by these research hypotheses. The research hypotheses are:
H I: There is significant relationship between marketing services and firm's growth of God is Good transport Owerri.
H II: There is significant relationship between God is Good transport Owerri staff and firm's growth.
H III: There is significant relationship between environment of God is Good transport Owerri and relaxation.

H IV: There is significant relationship between processing of receipts of God is Good transport Owerri and delay.

Review of Related Literature
Conceptual Framework

Figure I: Three (Ps) of Marketing services model

People

Passengers
Satisfaction
Level

Physical evidence   process
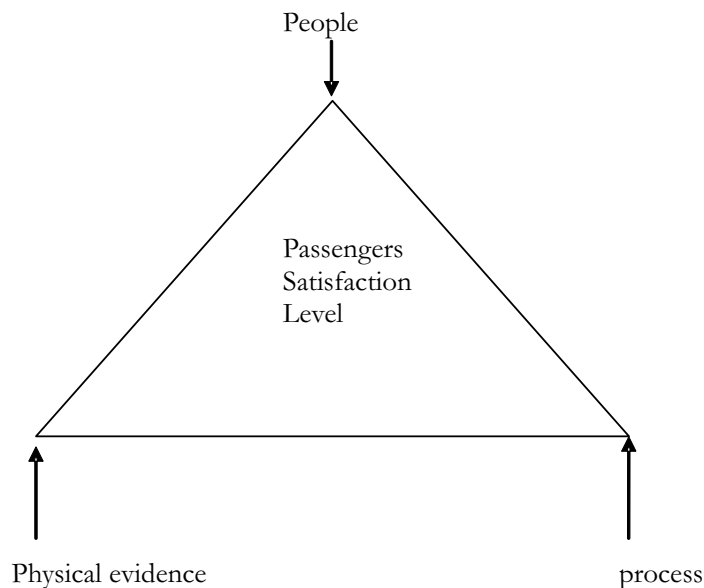
These three (Ps) point at satisfying the passengers of God is Good transport Owerri.
People i.e. the staff of the firm do everything to make the passengers comfortable and relaxed. The staff of the firm put on their clean uniform exhibit good decorum. Staff of the firm are mindful of their social responsibility with the passengers; they attend to passengers as kings.

Physical evidence, which is the environment of the firm's premises, is assured to be neat and conducive for passengers to relax. Based on this premise the passengers do not feel delayed because the passengers are being entertained by the cable network. The structure or structures within the premises are well painted. Physical evidence which involves the environment is supposed to be fascinating. Musical system and television are fixed in order to make the passengers relax. By the provision of these passengers will envisage a serene environment and that will lure them to relaxation.

Process, involves writing and preparation of receipts which will be issued to the passengers. The receipt will make the passenger eligible to travel. It indicates that the passenger has paid his or her transportation fee. However, to maintain the passenger, process of receipts should not take much time, because time is precious. Once there is no delay in receipts processing more passengers will be patronizing God is Good transport Owerri. The marketing concept means that an organization aims all her efforts at satisfying customers at a profit (Perreault, Cannon and McCarthy, 2010).

Theoretical Framework

This paper recognizes the AIDAS theory. This theory was developed by Elmo Lewis in 1898. A, stands for attention, I, stands for interest, D, stands for desire, A, stands for action, S, stands for satisfaction. The passengers are residing in Owerri. These passengers have seen the physical evidence of God is Good transport Owerri. People, that is staff of God is Good transport Owerri; are prudent in preparing receipts for passengers, that are queuing.

Physical evidence that is environment is always neat and attractive due to the manner it is being kept. The neatness makes passengers to relax. This draws attention of passengers to God is Good transport Owerrri. The same is applicable to the staff, the decorum, and the manner in which the staff dress and the way the staff comport themselves also attract attention.

The way the three (Ps) of marketing services is applied in God is Good transport Owerri lead passengers from attention to interest to desire to action and to satisfaction. From attention, the passengers become interested to patronize God are Good transport Owerri, and then comes desire which will take the passengers to action. Action means to pay for the transportation fee which requires the receipt that will qualify the passenger for the journey. Satisfaction is assured because God is Good vehicles are always in good shape. Once a passenger is satisfied the passenger will keep on patronizing God is Good transport Owerri.

Meaning and Definition of Consulting

According to international labour office (1990) two basic approaches to consulting exist. The first approach takes a broad functional view of consulting, while the second approach views consulting as a special professional service and lays emphasis on a number of characteristics that such services must be possessed. From the functional approach, Steele (1975) explains consulting in this way: "by the consulting process or structure of a task where the consultant is not actually responsible for doing the task itself, but is helping those who are".

Block (1981) sees consulting as which takes place when one tries to change or improve a situation but has no direct control over the implementation. From the second approach, Greizner and Metzger (1983) said that "management consulting is an advisory contracted for and provided to organizations by specially trained and qualified persons who assist, in an objective and independent manner. As earlier explained the two approaches are regarded complementary rather than conflicting.

The definition given by inter labour Office (1996) which states that management consulting is an independent professional advisory services assisting managers and organizations in achieving organizational purposes and objectives by solving management and business problems, indentifying and serving new opportunities, enhancing learning and implementing changes.

Consumers can be convinced due to the adequate services received. The decorum matters a lot because it is an integral part of service marketing. The marketer ensures that the consumer achieves its personal needs as long as service is concerned. If a consumer happens to be satisfied due to the service received, the past experience will prompt a repeat patronage. The

expected service by a customer once satisfied will always patronize that organization. The marketing managers will always perceive the service and always eager to deliver. Service delivery includes pre and post contacts of customers and external communications to consumers which is a two-way communication. Perceptions of service quality specifications have to be translated by marketing managers. The expectations of consumers must be perceived by management. This goes to indicate that adequate services marketing close or bridge the gap between the management and the consumers.

Methodology

This paper applied survey research design. The survey research design is suitable to have insight at effects of marketing services on firm's growth.

Discussion of Findings

The paper found out that the application of three (Ps) of marketing services is very essential. It has been observed that gradually the firm grows because passengers become satisfied and keep on patronizing the firm. The vehicles keep increasing in number and branches keep expanding. The management does away with old vehicles and purchase new ones. The management furnishes the environment very well for passengers to relax. In 1998, the management engaged through strategic incentives to excel in business environment; with a humble beginning, it originated at Uselu, it has been driven by commitment in services delivery. Abia state Umuahia terminal, new central park ohia, Enugu-Portharcourt express way Umuahia Abia. God is Good Motors Maraba terminal Abuja-keffi road by Abacha road junction via Nyanya opposite Ondo fueling Station.

God is Good Motors Zuba terminal market space 206 zubu market Abuja. God is Good Motors Utako terminal plot 113 Utako district FCT Abuja. Bayelsa terminal opposite Werma Bank kpansia by INEC junction Yenagoa. Delta state God is Good Motors Asaba terminal Asaba – Onitsha express way by head bridge. God is Good Motors Warri terminal number 138 Effurun – sapele road by Airport junction Effurun Delta state. Edo, God is Good Motors Auchi terminal, Auchi – okene express way by old staff quarters Auchi polytechnic. God is Good Motors Yaba central park terminal opposite psychiatric hospital yaba Lagos. Rivers God is Good motors Portharcourt terminal 228 Aba road by Bori camp just after INEC office Portharcourt rivers state. God is Good motors Uyo terminal 3 monsignor Akpan Avenue Itam industrial layout opposite timber market Itam.

God is Good motors Benin central terminal no 12 Akpakpava Road by first Benin city Edo state. God is Good motors Benin head office, 202 B Uselu – Lagos Road, near Ediaken Market Benin City. Enugu, God is Good motors Enugu terminal No 7 market opposite state library Holy Ghost Park Ogui Enugu State. Imo state God is Good motors Owerri terminal 31 Relief market road junction off Egbu road Owerri Imo state. Lagos state, God is Good motors Ajah terminal near police station in Ajiwe – Aja. God is Good motors Festac terminal, Festac gate Bus-stop.

God is Good motors Ikotun terminal 29 Ikotun Road opposite Ikotun Local Government Area Ikotun Bus-stop Lagos State. God is Good Motors Iyanaipaja terminakl 164 Lagos – Abeokuta express beside Diamond bank Lagos. God is Good motors Jibowu terminal 20

Ikorodu express road Jibowu Lagos. God is Good motors Volkswagen terminal, Volkswagen bus-stop. God is Good motors also ply to Togo, Ghana, Ivory Coast, and Burkinafaso.

Conclusion

The paper concludes by saying that the application of marketing services of three (Ps) is inevitable. Customers are kings, without customers there will be no business. Customers keep patronizing a firm. Patronage brings growth in market share, sales volume and profit. Patronage checks competition. The application of three (Ps) increase the number of vehicles and the expansion of branches. Old vehicles were written off and new ones were obtained. Staff of the firm becomes happy with the job.

Recommendations

The recommendations of this paper are:

1. Firms should endeavour to embark on three (Ps) of marketing services because it is inevitable.
2. Firms should engage on three (Ps) of marketing services because it leads to repeat patronage which induces firms growth.
3. Firms should indulge in three (Ps) of marketing services because it prompts staff to deliver their best to satisfy the passengers, which projects customers as kings.

Test of Hypotheses

Test of Hypothesis One

H_0:   There is no significant relationship between marketing services and firm's growth of God is Good transport, Owerri.

H_1:   There is significant relationship between marketing services and firm's growth of God is Good transport, Owerri.

The questions in table 4.1: Aspects to the relationship between marketing services and firms growth; and table 4.1.2: Aspects related to God is Good motors employees responses on their level of firm's growth, were used in testing this hypothesis. (see the Appendix for this table)

Test of Hypothesis Two

H_O: There is no significant relationship between God is Good transport Owerri Staff and firm's growth.

H_1:   There is significant relationship between God is Good transport Owerri staff and firm's growth.

The questions in table 4.2: Aspects related to the relationship between God is Good transport Owerri Staff and firm's growth were used in testing this hypothesis. (see the appendix for this table).

Test of Hypothesis Three

H_0:   There is no significant relationship between the Environment of God is Good transport Owerri and relaxation.

H_1:   There is significant relationship between the Environment of God is Good transport Owerri and relaxation.

The questions in table 4.3: Aspects related to the relationship between the Environment of God is Good transport Owerri and relaxation used in testing this hypothesis. (See Appendix for this table).

Test of Hypothesis Four

H_0:   There is no significant relationship between processing of receipts of God is Good transport Owerri and delay.

H_1:   There is significant relationship between processing of receipts of God is Good transport Owerri and delay.

The questions in table 4.4: Aspects related to the relationship between processing of receipts of God is Good transport Owerri and delay. (See Appendix for this table).

Conclusion and Recommendation

The paper concluded among others that the application of three (ps) increase the number of vehicles and the expansion of branches. This paper recommended among others that firm's should endeavour to embark on three (ps) of marketing services because it is inevitable.

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Appendix
Table 4.1:
Respondents on the relationship between marketing services and firms growth of God is Good Transport Owerri.

STATEMENT	SD	D	N	A	SA	TOTAL
Opportunities for buying tickets online are available which positively influences firm's growth.	5	3	2	5	25	40
In our organization customers have to stand in long lines or face frowning tickets at our tickets counters before purchasing their bus tickets.	20	5	3	4	8	40
In our transport firm, the prices of our tickets are affordable/comparable to those of our competitors.	4	4	2	10	20	40

Table 4.1.2: God is Good Transport Employees Responses on the level of their Firm's Growth.

	To a High Extent	To a Little Extent (Average)	To a Poor Extent	TOTAL
How much do your works contribute to the firm's growth in terms of having more buses and new branches?	20	10	10	40
	20	10	10	40

Hypothesis One
H_0: There is no significant relationship between marketing services and firm's growth of God is Good transport, Owerri.
H_1: There is significant relationship between marketing services and firm's growth of God is Good transport, Owerri.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.934[a]	.873	.869	.43178	.676

Predictors: (Constant), Marketing service
Dependent Variable: Firm's growth

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.515	1	48.515	260.223	.000[b]
1 Residual	7.085	38	.186		
Total	55.600	39			

Dependent Variable: Firm's growth
Predictors: (Constant), Marketing service

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.417	.115		3.643	.001
Marketing	.760	.047	.934	16.131	.000

a.   Dependent Variable: Firm's growth

R   = 0.934

R2   = 0.873

T   = 16.131

F   = 260.223

DW   = 0.676

Interpretation
The regression sum of squares (48.515) is greater than the residual sum of squares (7.085), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.934, indicates that there is a positive relationship between marketing service and firm's growth. R square, the coefficient of determination, shows that 78.4% of the variation in firm's grow this explained by the model.
With the linear regression model, the error of estimate is high, with a value of about 0.43178 The Durbin Watson statistics of 0 .676, which is not tends to 2 indicates there no is autocorrelation.

Marketing service coefficient of 0.934 indicates a positive significance between marketing service and firm's growth, which is statistically significant (with t = 16.131). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus there is a significant relationship between marketing service and firm's growth of god is good transport, Owerri.

Table 4.2:
Responses of the Respondents on the Relationship between God is Good Transport Owerri Staff and firm's Growth.

Statement	SD	D	N	A	SA	TOTAL
In our organization good leadership and management training are available.	4	5	1	10	20	40
In our firm training of marketing staff and branch managers/employees positively influences firm's growth.	5	5	5	20	5	40
In our firm our bus drivers are properly trained and to adhere strictly to road safety principles.	3	4	3	8	22	40
In our organization, incompetent employees are identified and provided with necessary support.	15	5	2	3	15	40

Hypothesis Two
H_O: There is no significant relationship between God is Good transport Owerri Staff and firm's growth.
H_1:   There is significant relationship between God is Good transport Owerri staff and firm's growth.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.954a	,909	.907	.36440	0.05

a.   **Predictors: (Constant), God is Good transport**

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.554	1	50.554	380.715	.000b
1 Residual	5.046	38	.133		
Total	55.600	39			

Dependent Variable: Firm's Growth
Predictors: (Constant), God is Good transport

Coefficients[3]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant) 1	.216	.104		2.084	.044
God is Good transport	.811	.042	.954	19.512	.000

a. **Dependent Variable: Firm's Growth**

R = 0.954

R2 = 0.909

T = 19.512

F = 308.715

DW = 0.05

Interpretation

The regression sum of squares (50.554) is greater than the residual sum of squares (5.046), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.954, indicates that there is a positive relationship between God is Good transport and firm's growth. R square, the coefficient of determination, shows that 90.9% of the variation in firm's growth is explained by the model.

With the linear regression model, the error of estimate is high, with a value of about 0.36440.The Durbin Watson statistics of 0 .05, which is not tends to 2 indicates there no is autocorrelation.

Marketing service coefficient of 0.954 indicates a positive significance between God is Good transport and firm's growth, which is statistically significant (with t = 19.512). Therefore, the

null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus There is a significant relationship between God is Good transport and firm's growth

Table 4.3:

Statement	SD	D	N	A	SA	Total
In our environment Good seats are available for our passengers to relax.	2	2	1	5	30	40
In our organization cable televisions are provided for our customers to relax.	10	3	2	5	20	40
The environment is safe, clean and provided with toilet facilities.	1	4	5	5	25	40
The canteen in our transport firm serves well prepared dishes and drinks for customers' relaxation.	5	5	5	5	20	40

Hypothesis Three

H_0:   There is no significant relationship between the Environment of God is Good transport Owerri and relaxation.

H_1:   There is significant relationship between the Environment of God is Good transport Owerri and relaxation.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.893a	.797	.791	.54536	0.03

a. Predictors: (Constant), Environment of God is Good transport

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	44.298	1	44.298	148.945	,000b
1 Residual	11.302	38	.297		
Total	55.600	39			

Dependent Variable: Relaxation
Predictors: (Constant), Environment of God is Good Transport

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.435	.148		2.940	.006
1 Environment of God is Good transport	.961	.079	.893	12.204	.000

Dependent Variable: Relaxation

R   =   0.893
R2   =   0.797
T   =   12.204
F   =   148.945
DW   =   0.03

Interpretation

The regression sum of squares (44.298) is greater than the residual sum of squares (11.302), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.893, indicates that there is a positive relationship between the environments of God is Good transport and relaxation. R square, the coefficient of determination, shows that 79.7% of the variation in firm's growth is explained by the model.

With the linear regression model, the error of estimate is high, with a value of about 0.36440. The Durbin Watson statistics of 0 .03, which is not tends to 2 indicates there no is autocorrelation.

Environment of God is Good transport coefficient of 0.893 indicates a positive significance between environment of God is Good transport and firm's growth, which is statistically significant (with t = 19.512). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus there is a significant relationship between environment of God is Good transport and relaxation

Table 4.4
A Response of the Respondents on the Relationship between processing of receipts of God is Good Transport Owerri and delay.

Statement	SD	D	N	A	SA	Total
Queue discipline is maintained on the processing of receipts/tickets of God is Good Transport thereby eliminating delay.	5	3	2	5	25	40
Some of our receipts or tickets are processed online thereby eliminating delay.	5	5	2	4	24	40
Our staffs are properly trained for fast receipt/ticket processing, thus eliminating delay.	2	3	5	4	26	40

Hypothesis Four

H_0:   There is no significant relationship between processing of receipts of God is Good transport Owerri and delay.

H_1:   There is significant relationship between processing of receipts of God is Good transport Owerri and delay.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the 1 Estimate	Durbin-Watson
1	.934a	.873	.869	.43178	.676

Predictors: (Constant), Processing of receipts
Dependent Variable: Delay

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.515	1	48.515	260.223	.000b
1 Residual	7.085	38	.186		
Total	55.600	39			

Dependent Variable: Delay
Predictors: (Constant), Processing of receipts

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.417	.115		3.643	.001
Processing of receipts	.760	.047	.934	16.131	.000

a. Dependent Variable: Delay

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Interpretation

The regression sum of squares (48.515) is greater than the residual sum of squares (7.085), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.934, indicates that there is a positive relationship between the processing of receipts of God is Good transport and delay. R square, the coefficient of determination, shows that 79.7% of the variation in delay is explained by the model.

With the linear regression model, the error of estimate is high, with a value of about 0.43178. The Durbin Watson statistics of 0.676, which is not tends to 2 indicates there no is autocorrelation.

Processing of receipts of God is Good transport coefficient of 0.893 indicates a positive significance between processing of receipts of God is Good transport and delay, which is statistically significant (with t = 16.131). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus there is a significant relationship between process of receipts of God is Good transport Owerri and delay.