

INFLUENCE OF MARKETING STRATEGIES ON SALE OF PERIODICAL PUBLICATIONS BY THE PERIODICAL STREET VENDORS IN ZARIA METROPOLIS, KADUNA STATE, NIGERIA

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Abstract

Purpose

The paper was on the Influence of marketing strategies on sale of periodical publications by the Periodical Street Vendors in Zaria Metropolis, Kaduna State, Nigeria.

Design/Methodology/Approach

The descriptive survey research design was adopted for the study. The population of the study comprised of all the twenty-one (21) static Periodical Street Vendors in Zaria Metropolis. The whole population from the fourteen locations were used for the study because the size of the population was manageable. A self-developed 5-point Likert scale questionnaire was used to gather data on the extent to which the marketing strategies influence the sale of their periodicals. Research question one was analyzed descriptively using frequency distribution tables and percentages, while mean and standard deviation were used to answer research question two. Chi-Square test statistical method was used to test if the marketing strategies adopted by periodical Street Vendors influence the sale of periodicals in Zaria Metropolis, Kaduna State, Nigeria.

Findings

Findings from the study revealed that marketing strategies adopted by periodical street vendors influence the sales of periodicals in Zaria Metropolis, Kaduna State, Nigeria (mean 3.02-3.49>3.00). The finding also revealed that marketing strategies adopted by the Periodical Street Vendors significantly influence the sale of their periodical publications in Zaria Metropolis, Kaduna State, Nigeria ($p = 0.00 < 0.05$).

Originality/Value

The marketing strategies adopted by periodical street vendors can be used by other vendors who sell products other than periodicals.

Keywords: Marketing Strategies, Periodical Publications and Periodical Street Vendors

Paper Type: Empirical research

Introduction

Marketing can be considered to be a management activity that emphasizes on the effort to satisfy the needs and desire of target customers' needs and desires, profit-making and sales of product rather than product, goods or service providers. Marketing offers better value for money causes responses and immediately motivates clients, customers or buyers (DePelsmacker, Patrick, Maggie & Joeri, 2001). Marketing plays significant role in ensuring that products are sold out to the right

customers, at the right time, in the right package and the right price with the sole aim of satisfying customer needs and for profit maximization.

Bhowmik (2005) stated that street vendors include all those that sell goods and services in a public space such as regulated street markets, transportation hubs, natural market areas, sidewalks, and in and along the streets. Street vending constitutes significant proportion of the informal sector activities in Africa, Asia, and

Latin America. Periodical Street Vendors over the years have been involved in the sale of one type of periodical or the other. Yet, they seem not to be affected by the several challenges that could have to truncate their businesses.

Marketing strategy has become an important tool globally for any organization to remain in a competitive market environment and to be strong. According to Goi (2005), defined marketing strategy as the set of marketing tools that firms use to pursue their marketing objectives in the target market. Aremu and Lawal (2012) viewed strategy as a pattern of resource allocation decisions made throughout an organization. This encapsulates both desired goals and beliefs about what is acceptable and the most critically unacceptable means for achieving them. A marketing strategy consists of an internationally integrated but externally focused set of choices about the organization that addresses its customers in the context of a competitive environment (Jorge, 2006).

Thus, marketing strategy, according to Owomoyela, Oyeniyi and Ola (2013), is a way of providing a quality product that satisfies customer needs, offering affordable prices and engaging in wider product distribution backed up with effective promotion strategy. In a way, marketing strategy is a vital prerequisite that influences organizations', vendors' and businesses' ability to strengthen their market share and minimize the effects of competition and sales of goods and services for maximum profit or interest.

Small scale businesses and street vendors need to develop and implement efficient and effective marketing strategies that will incorporate relevant dimensions of the marketing concept. Marketing strategy in any organisation determines in the long term whether a business will succeed or not. It has been recognised as the most important business activity and an essential element of business survival and growth. Marketing strategies influence the performances or sale of goods and services by street vendors or small scale businesses in Nigeria and the world at large.

Marketing strategy must focus on delivering greater value to customers and the firm at a lower cost (Chiliya, Herbst & Roberts- Combard 2009).

Statement of the Problem

In order to improve sales of periodicals, vendors or small scale business enterprises must adopt and utilise certain tenets of marketing. According to Waithaka. Muturi and Nyabuto (2014), small scale businesses (vendors) form the backbone of economic growth in Sub-Saharan Africa including Nigeria where Small Scale Businesses/vendors provide livelihood and employment of the bulk of the people. Adoption of marketing strategy in any organisation will determine in the long-term whether a business will succeed or not. Fro, negative perceptive Street Vendors, according to Anetor (2015), contribute to traffic congestion as well as pollution while some street vendors are perceived to be involved in criminal activities ranging from theft to the sales of illicit goods and services. On the positive angle however, despite these social ills, it is estimated that street vending accounts for 15 to 25% of total informal employment in African cities, Nigeria inclusive (Skinner, 2011). Street vendors within Zaria metropolis make use of different marketing strategies to market different products ranging from snacks, perfumes, rechargeable lanterns, snazzy electronic gadgets, shirts, fruits, and periodicals etc. Periodical Street Vendors in Zaria metropolis have remained in the business for more than 20 years without necessarily going into other business ventures. This would not have been possible if the Periodical Street Vendors do not employ some tenets of marketing their periodical publications to remain in the business. This prompted the need for the researcher to find out the marketing strategies the Periodical Street Vendors have been adopting for the sale of their products as well as the extent to which the marketing strategies influence the sales of their periodical publications.

It is within this premise that a study on the influence of marketing strategies on sale of periodicals by the periodical Street Vendors in Zaria metropolis, Kaduna State, Nigeria has been carried out.

Objectives of the Study

1. Identify the marketing strategies adopted by the periodical Street Vendors in Zaria Metropolis for the sale of periodical publications
2. Examine the extent to which marketing strategies adopted by the periodical Street Vendors in Zaria metropolis influence the sale of periodicals.

Research Hypothesis

Ho1: The marketing strategies adopted by the Periodical Street Vendors in Zaria Metropolis have no significant influence on their sale

Review of Related Literature

Conceptual Framework

A conceptual framework is a structure that researcher believes can best explain the natural progression of the phenomenon to be studied (Camp, 2001). The conceptual framework upon which this work is carried out is presented in Figure 1.

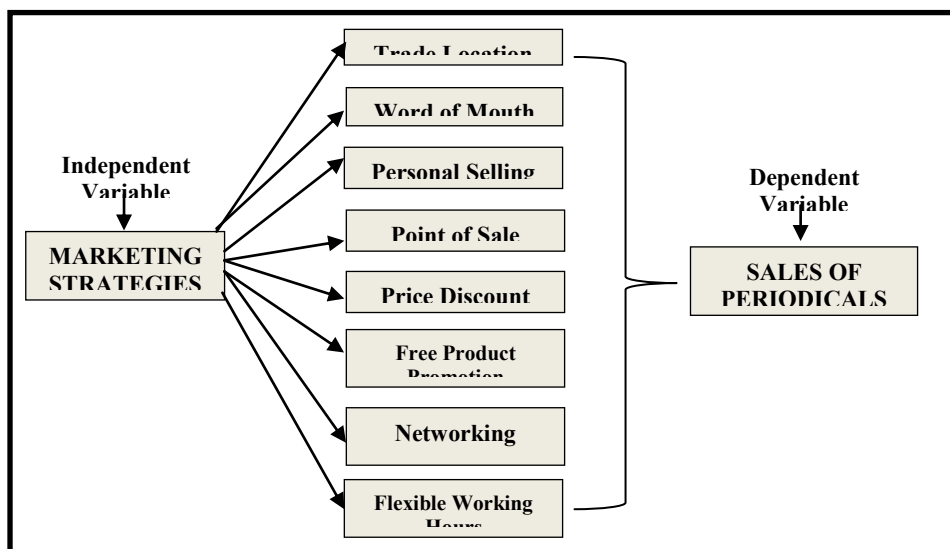


Figure 1: Conceptual Framework on Marketing Strategies on the Sales of Periodicals

The conceptual framework in Figure 1 shows the variables of interest in the study. The variables further classified into two are the dependent and the independent variables. The conceptual framework shows that the sales of the periodicals by the Periodical Street Vendors is a function of or is dependent on the marketing strategies adopted by the Street Vendors. The Marketing strategies range from Trade location, Word of mouth, Personal selling, Point of sale, Price discount and Free product promotion. Figure 1 also shows the relationship between the variables (cause-effect relationship).

Types of Marketing Strategies Adopted by Street Vendors

According to Nasibu (2015), there are numerous strategies employed by Vendors to market their

products. The strategies include: Word of mouth; Personal selling; Points of sale display; Price reduction; Free product technique; and Place location as the most common promotion strategies employed by street vendors. Thus:

Trade Location

Vendors situate themselves in strategic locations to attract pedestrians to buy more of their products. The street vendors, especially the mobile ones, immediately re-locate to new places where they reckon that business may be booming. Also, those vendors who are stationary may relocate temporarily or permanently to new settings where business may be booming. Sometimes, they may remain in one place but send their helpers like relatives to go round with their goods and services to places where they assume business is booming.

By going to strategic areas for the sale of their products, vendors get contact with to potential customers for quick a sale of their wares. Nasibu (2015) noted that street vendors' business location is highly influenced by customer access and availability of a high population. There is possibility of making more sales in populated business location. Unpopulated business location could cause business failure of small businesses. It implies that the trade location as a strategy is positively related to the highly populated locations which will in turn brings about a higher sale of products.

Word of Mouth

Word of mouth (WOM) is increasingly recognised as an important form of business promotion, particularly within professional services environments where credence qualities play critical role in consumers' choices. Jillian, Geoffrey, and Tim (2008) suggested that the potential for WOM to influence perceptions or actions depends on the nature of the sender-receiver relationship, the richness and strength of the message, its delivery and various personal and situational factors. Burton and Khamash (2010) found that customers acquired from WOM not only have a higher contribution margin but also have a higher retention rate than those acquired from traditional media. Sales of products using the WOM strategy will enable the marketers to present and convince the customers to buy the products.

Personal Selling

Personal selling is a technique that involves direct contact between buyer and seller (Boone & Kurtz, 2014). By adoption of personal selling strategy, Street Vendors go direct to buyers to convince them to buy their products. They knock at the doors of their potential customers to show them the stock for sale. Other Vendors are fond of entering the buses, offices, or go directly to the working place of potential customers to induce the purchase of their products. Most often, street vendors use personal selling as a means of persuading, informing, educating, collecting orders and

feedbacks from their customers. Personal selling therefore helps to persuade customers as well as inform them on the products which in turn helps in building a good relationship between the Street periodical Vendor and the customers.

Point of Sale Display

This is a marketing communication tool used by almost all street vendors. Street Vendors make sure that their products are visible to customers either by moving in front of the potential customers or by going near stationary and slowly moving vehicles such as commercial, private buses and cars. Nasibu(2015) noted that street vendors use the slogan "looking and asking is free" believing that one can't buy until he/she looks and become interested. Areni, Duhan, and Kiecker (1999) showed that the point of purchase/sale influences sales volume and profitability; however, the level of increase differs. By using this marketing strategy, products become visible to customers; this will arouse their interest to buy the products.

Price discount

Nasibu(2015) found that Street Vendor's price is lower than that charged by the formal business. The researcher further found out that Street Vendors are in the view that, price reduction is the best promo tool that can attract a tenth of customers per minute. Kazmi and Batra (2009) emphasized that if one can reduce price, then one can make a high sales volume. However, Street vendors contended that it is difficult for them to use this technique occasionally since the costs of doing business keep increasing. The basic advantages that price discounts offer include the flexibility and convenience of the implementation (Kazmi & Batra, 2009). They can be used to retain present customers as well though, they can't be used throughout the life of a business. This is an indication that price discount plays a significant role in the sale of products especially when the products are closed to expiring. This will encourage quick purchase of products.

Free Product Promotion

Street vendors promote sale of their products through the use of free products, whereby a customer buys one product, the customer will be given another product free. In order to get a free item, a customer must buy one first. The free product can be in the same product line or different, with the price being either the same or less than that price of the purchased product. Nasibu (2015) found out that Street Vendors sell used clothes under this arrangement, such that the customers were given free cloth after buying one and paying for the product. A free product technique has the potential to raise sales in the short term but may upset long term sales as customers build additional inventory to qualify for a discount (Pestorius, 2006). Free Product Promotion helps to boost sale of products.

Networking

Street Vendors engage in networking. That is, a relationship that involves co-operation and collaboration between and/or among the vendors. Willemse(2011) noted that networking usually takes the form of information sharing on prices of items, especially those items whose prices are relatively low, and/or fast-moving items (with a high rate of sales turnover). Not only do they share information about items, they also share information about wholesalers and retailers who have flexible terms of trading concerning repayments and returning defective goods that may have been bought as well as those who have credibility for selling quality goods. The networking strategy also assists vendors to reduce cost. Reddy (2015) noted that networking also offers opportunities for new relationships, links or markets and access to new or complementary competencies. This will help in boosting the sales of Street periodical Vendors individually and collectively.

Flexible Operating or Working Hours

One major strategy the Street Vendors adopt for the sale of their wares is the exploitation of flexible operating hours. They do not have specific working hours. Rather, they decide to work long or short hours depending on the circumstances in which they find themselves (Golden & Powell, 2000). In most cases, their

working hours depend on the target customers, the season, social, religious and economic conditions and their general health. This Flexible Operating or Working hours enables the Street periodicals Vendors to engage in other businesses that will help in financial sustenance.

Previous Studies

Rupolia, Choudhary, Purohit (2015) carried out a study on promotional strategies adopted by Apparel Street Vendors influencing customers' shopping decisions. The study identified the various Promotional Strategies adopted by the Apparel Street Vendors for promoting their products. Also, it particularly brought out the most effective technique in promoting their Street wares that influence customers' shopping decisions. The study used primary data collected through in-depth quantitative analysis to represent street markets in Mumbai. The sample included 129 active street shoppers. The relevant data collected by using a pretested questionnaire was further analysed using descriptive statistical techniques. The study brought out that few strategies utilised by the street vendors in promoting their product relate to the Promotional Strategies used in conventional marketing literature. Word of Mouth Strategy was found to be the most effective tool of promotion which the Street Vendors had great impact on the customers buying decision. The marketing industry experts have realized the utility of this marketing tool.

In another study by Nasibu (2015) on the marketing communication strategies of Street Vendors in Dares Salaam. The study explored the marketing communication strategies (MCS) used by Street Vendors in Dares Salaam Tanzania. Specifically, it looked at the type of MCS applied and the strengths and weaknesses of each. A qualitative data consisting of an interview and focus group discussions were collected from 59 Street Vendors in Dares Salaam. The data were analysed using qualitative content analysis. The findings showed that the MCS used by the Street Vendors is weak and relatively similar. However, its choice is highly influenced by costs and marketing skills among the Street Vendors. This implies that the marketing opportunities of Street Vendors are underutilised since the

public is not well informed about their offerings. This calls for interventions for Street Vendors, particularly in marketing skills development.

Bennett (2017) carried out a study on marketing strategies: how small restaurant businesses use Social Media. Social media has changed the way businesses relate to their customers. The multi-case study determined the strategies of 5 owners of small restaurant businesses in Western North Carolina who successfully used social media marketing for 1 year or more. Rogers's diffusion of innovation theory was the conceptual framework for this study. The data collection included semi-structured interviews, documents about social media marketing strategies, and social media pages and websites from the participating restaurants. The data were analysed following Yin's 5-step analysis plan. The participants showed that word-of-mouth has the potential to increase sales and to grow business. These findings contribute to positive social change by increasing the sustainability of small businesses in the community. It may drive economic development and improve community relations.

Gbolagade, Adesola and Oyewale (2013) carried out a study on the impact of marketing strategy on business performance in selected Small and Medium Enterprises (SMEs) in Oluyole Local Government, Ibadan, Nigeria. The survey research design method was used in the study. It involved using a self-design questionnaire in collecting data from one hundred and three (103) respondents. The instrument used in the study was a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyse the data with the aid of Statistical Package for Social Sciences (SPSS) version 20. The results showed that the independent variables (i.e Product, Promotion,

Place, Price, Packaging and After-sales service) were significant joint predictors of business performance in terms of profitability, market share, return on investment and expansion. ($F(6, 97) = 14.040$; $R^2 = 0.465$; $P < .05$). The independent variables jointly explained 46.5% of the variance in business performance. Subsequently, recommendations were made to SMEs operators to produce quality products, charge competitive prices, use attractive packages for the product, engage in after-sales service and provide other distinctive functional benefits to consumers.

Research Design and Method Adopted

The quantitative research method was adopted for the study. The population of the study comprised of all the twenty-one (21) static Periodical Street Vendors in Zaria Metropolis. The whole population from the fourteen locations were used for the study because the size of the population was manageable. Umar (2015) posited that if the entire population is sufficiently small, the researcher can include the entire population in the study. Self-developed questionnaire on marketing strategies adopted by Periodical Street Vendors was used as the instrument for data collection for the study. A benchmark mean of 3.00 and above was used as High Influence while mean of less than 3.00 was used as No Influence.

Result and Discussion

Marketing Strategies the Periodical Street Vendors in Zaria Metropolis Adopt for Sale of Periodical Publications

The marketing strategies adopted by the Periodical Street Vendors range from trade location to flexible operating or working hours. This is presented in Table 1.

Table 1: Marketing Strategies Adopted by the Periodical Street Vendors for Sale of Periodical Publications

S/N	Marketing Strategy Adopted	Types of Periodical Publications							
		Newspaper		Magazines		Journal		Newsletter	
		F	%	F	%	F	%	F	%
1	Trade Location	21	100.0	20	95.2	9	42.9	15	71.4
2	Word of mouth	20	95.2	21	100.0	10	47.6	18	85.7
3	Personal selling	21	100.0	21	100.0	21	100.0	20	95.2
4	Point of sale	20	95.2	21	100.0	7	33.3	16	76.2
5	Price discount	18	85.7	16	76.2	20	95.2	20	95.2
6	Free products promotion	21	100.0	21	100.0	21	100.0	21	100.0
7	Networking	20	95.2	19	90.5	15	71.4	20	95.2
8	Flexible Operating or Working Hours	19	90.5	18	85.7	19	90.5	17	81.0

Key:- F- Frequency; %- Percentage

The table 1 showed the respondents' responses on the marketing strategies adopted by the Periodical Street Vendors in Zaria Metropolis for marketing their periodicals. On the marketing strategies adopted by the Periodical Street Vendors for sales of Newspapers, it was revealed that 'trade location', 'personal selling' and 'free products promotion' are the major marketing strategies adopted by Periodical Street Vendors in the sale of Newspapers as indicated by all the respondents 21(100%). On the other hand, price discount is the least adopted marketing strategy employed by Periodical Street Vendors as indicated by 18(85.7%) of the respondents.

Based on the sample, 50% average response scores of the Periodical Street Vendors in Zaria Metropolis successfully employed all the marketing strategies for the sale of Newspapers, Magazine, and Newsletters with 70-100% response scores respectively. However, in the case of Journal publications, strategies 1, 2 and 4 were generally not fully employed. Different marketing strategies are being adopted by the Periodical Street Vendors for the sale of periodicals in Zaria Metropolis as indicated in table 1.

For the sale of magazines, four marketing strategies were adopted. These were the word of mouth, personal selling, point of sale and free products promotion strategies with 100% response. 'Price discount' marketing strategy is the least adopted marketing strategy for the sale of magazines in Zaria Metropolis. The marketing strategy adopted by the Periodical Street Vendors for the sale of journals are 'personal selling' and 'price discount' with 100% response scores. This might not be unconnected with the fact that journals are mostly published

by researchers with academic qualifications or expert knowledge which are evidence-based. 'Price discount' being another strategy employed for the sales of journals could be attributed to the fact that it is to ensure that the products are sold before the next publication of the journals. Free products promotion was found to be the major marketing strategy adopted by the Periodical Street Vendors for the sale of newsletters with 100% response scores. Trade Location was the least marketing strategy adopted as indicated by 71.4% response. From table 1, it can be concluded that no single marketing strategy works for the sale of the different periodical publications being sold by the Periodicals Street Vendors. That is, different marketing strategies work for the sale of different periodicals at different levels.

The findings of this study is in line with that of Nasibu(2015), who found out that numerous marketing strategies were employed by Vendors to market their products. The strategies include: word of mouth; personal selling; points of sale display; price reduction; free product technique; and place location as the most common promotion strategies employed by street vendors. From this finding, it is evident that all the identified marketing strategies are being adopted by Street Vendors for the sale of one periodical or the other as seen in their responses in table 1.

Extent to which Marketing Strategies Adopted Influence the Sale of Periodical Publications by the Periodical Street Vendors in Zaria Metropolis

It is expected that the marketing strategies adopted by the Periodical Street Vendors should influence the sale of periodicals at various levels. In order to find out the extent to which

the identified marketing strategies influence the sale of periodicals, the opinion of the respondents were sought and presented in table 2.

Table 2: Extent to which Marketing Strategies Adopted Influence the Sale of Periodical Publications by Periodical Street Vendors

S/N	Strategies	Newspaper		Magazine		Journal		Newsletter		Cumulative	
		\bar{X}	S.D	\bar{X}	S.D	\bar{X}	S.D	\bar{X}	S.D	\bar{X}	S.D
1	Trade location	3.71	0.90	3.67	1.07	2.57	1.03	3.14	1.11	3.41	1.03
2	Word of mouth	3.14	1.40	3.43	1.25	2.71	1.19	3.67	1.07	3.18	1.23
3	Personal selling	3.67	1.15	3.05	1.20	4.19	1.17	3.05	1.12	3.49	1.16
4	point of sale	4.05	1.20	3.38	1.16	3.05	1.28	3.43	1.33	3.47	1.24
5	price discount	2.67	1.02	2.90	1.22	3.67	1.16	3.38	1.40	3.04	1.20
6	free products promo	2.95	0.87	3.43	1.03	3.76	1.14	3.43	1.17	3.39	1.05
7	networking market	3.19	1.33	3.29	1.15	2.29	1.10	3.24	1.09	3.02	1.17
8	flexible operating	3.00	1.58	3.62	1.12	2.48	1.25	3.14	1.11	3.18	1.27
	Cumulative									3.27	1.17

Benchmark: Aggregate Mean ≥ 3.00 = High Influence (HI); Aggregate Mean < 3.00 = No Influence (NI)

Key: S.D - Standard Deviation, HI – High Influence; I – Influence; RI – Rare Influence; NI – No Influence; UD - Undecided

The table 2 showed the respondents’ opinions on the extent to which the marketing strategies adopted by the Periodical Street Vendors in Zaria Metropolis influence their sale of periodical publications. The table revealed an aggregate mean response scores of between 3.02 to 3.49. They are all greater than the benchmark mean of 3.00. This implies that the adoption of marketing strategies have influenced the sale of periodicals by the Periodical Street Vendors in Zaria Metropolis. In particular, majority of the Periodical Street Vendors were of the opinion that the adoption of ‘personal selling strategy has highly influenced the sale of periodicals with mean response score of 3.49. Though above the average mean score of 3.00, the least marketing strategy that influence sales of periodical publications is ‘network marketing’ with response score of 3.02.

The findings from this study indicated that ‘personal selling’ strategy is the major strategy that influenced the sale of periodical publications by the Periodical Street Vendors in Zaria Metropolis. In the opinion of the

Periodical Street Vendors, ‘personal selling’ strategy influenced the sale of periodical more than other marketing strategies adopted. The technique involves direct contact between buyer and seller. The finding disagreed with the findings of Nasibu (2015) who found that street vendors’ business location is highly influenced by customer access and the availability of a high population. This could be as a result of the kind of products the street vendors he studied sell. This particular study was essentially carried out for Periodical Publications only.

Null Hypothesis Testing

H01: The marketing strategies adopted by the Periodical Street Vendors in Zaria Metropolis have no significant influence on their sale.

In order to test the Null Hypothesis, the opinion of the respondents on the influence of marketing strategies adopted for the sale of periodicals by the Periodical Street Vendors were subjected to Chi-square test. The result is shown in table 3.

Table 3: Chi-square Analysis for the Influence of Marketing Strategies Adopted

Variable	N	Mean	Std. Dev.	df	X ² -cal	X ² -crit	p-value	Remark
Marketing Strategies								
	21	35.88	5.41	88	124.60	101.88	0.006	Sig
Sale of Periodicals								
Significant at p<0.05								

The table 3 showed the summary of chi-square analysis on the opinion of the respondents on the influence of marketing strategies adopted

by the Periodical Street Vendors on the sale of their periodical publications. The table revealed that the p-value (0.006) is less than 0.05 alpha

level of significance. In other words, the χ^2 -calculated 124.60 is greater than χ^2 -critical of 101.88. Hence, the hypothesis which stated that the marketing strategies adopted by the Periodical Street Vendors in Zaria Metropolis have no significant influence on their sale of periodical publications, is rejected. This is because the p-value of 0.00 is less than 0.05 level of significance. This implies that the marketing strategies being adopted by the Periodical Street Vendors significantly influence sale of their periodical publications in Zaria Metropolis, Kaduna State, Nigeria. This finding is in line with the findings of Gbolagade, Adesola and Oyewale (2013) who found that the independent variables (i.e. Product, Promotion, Place, Price, Packaging and After-sales service) were significant joint predictors of business performance in terms of profitability. It could be said that adoption of relevant marketing strategies can or is needed to influence the sale of products and services by business entrepreneurs

Conclusion

The paper assessed the influence of marketing strategies on the sale of periodical publications

by Periodical Street Vendors in Zaria Metropolis, Kaduna State, Nigeria. The implication or the role played by the different marketing strategies in marketing of periodicals by the periodical street vendors can never be overemphasized. It is therefore concluded that the marketing strategies adopted by the Periodical Street Vendors to a very high extent influence the sale of periodical publications in Zaria Metropolis. The marketing strategies adopted by periodical street vendors can be used by other vendors who sell products other than the periodicals.

Recommendations

1. Publishers of academic journals should liaise with the street vendors so as to make journals available to periodical street vendors to make the public access academic journals without necessarily going to the institutions where they are published.
2. The marketing strategies adopted by periodical street vendors can be used by other vendors who sell products other than the periodicals

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