

E-PROCUREMENT AND MARKETING PERFORMANCE OF SOFT DRINK FIRMS IN BAYELSA STATE, NIGERIA

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ABSTRACT

Our study centered on e-procurement and marketing performance of soft drink firms in Bayelsa State, Nigeria. The research design adopted was descriptive survey, two research questions and two hypotheses. The population of this study consisted of ten soft drink manufacturing companies operating in Bayelsa State. Questionnaire was the major instrument for data collection, and t-test statistics was used with the aid of statistical package for social science (SPSS) version 27 to test the null hypotheses formulated for the study. In course of the study, it was found and held that there is significant relationship between e-procurement and marketing performance of soft drink firms in Bayelsa. This implies that there is significant relationship between marketing analytics and market share of soft drink firms in Bayelsa. There is significant relationship between data base and sales growth of soft drink firms in Bayelsa. Consequently, the study recommended among others that business firms generally and soft drink firms in particular should pay strict attention to marketing analytics as to enhance their market share, help to optimize their supply chain operations to enhance competitiveness and sustainability. Soft drink firms should establish data base to reach their customers, enhance sales growth, and promote competitiveness.

INTRODUCTION

Background of the Study

The soft drinks industry is a very competitive sector, characterized by numerous smaller companies and dominated by few multinationals. The sector is not just growing in consumption but also constantly evolving. For these main reasons, companies are forced to invest in research, innovation and development in order to be competitive and respond to market requests (Akintokunbo, & Adim, 2020). Soft drinks generally include non-alcoholic beverages like bottled water, sugar sweetened beverages, carbonated beverages, sport drinks, energy drinks, diet drinks, fruit beverages, juice drinks and fruit-flavored drinks. Successful soft drink firms adopt use of electronic systems, the computer software platforms to carry out procurement activities, thereby reducing cost, providing efficiency and transparency. And this study is centered on e-procurement and repeat purchase of soft drinks. By implementing supply chain innovation, using e-procurement, soft drink companies can achieve several important goals: Enhance operational efficiency: improve processes and resource efficiency as well as waste minimization. The companies are equally better placed to improve customer satisfaction, optimize inventory management, enhance product availability, and ensure timely delivery among others.

Adoption of e-procurement encompasses the implementation of new and improved strategies, technologies, processes, and practices within the supply chain to enhance efficiency, reduce costs, mitigate risks, and improve overall performance. Performance is considered the result of activities. It entails the real results in strategic marketing process. Thus, e-procurement aspect of strategic marketing management is crucial to increase the performance of a company (Farmanesh, Adibi, & Hasiri, 2017). An organization's performance entails final output that a company gets as calculated in relation to the expected result. Yip and Johnson (2009) agreed that actual company's performance covers three areas of organizations outcomes: this includes financial performance (as exemplified by profits, return on assets and return on investment). It also encompassed performance of a product in the market (this covers sales, market share). The third being that it also focuses on shareholder return (this can be seen in total shareholder return as well as economic value added).

Smith and Morris (2009) noted that in the past, traditional methods of procurement offered little transparency and lesser satisfaction of negotiations with suppliers. However, in the current financial and other economic crisis, e-procurement offers the benefits of greater transparency, better pricing, wider geographical reach and lesser time of transaction; hence, it propels the technology as an essential safeguard in both the service and manufacturing sectors of the economy. Companies are adapting to new technologies in an effort to compete through minimizing costs and improving productivity in the modern marketplace, especially technological adaptation in the area of e-procurement. By restructuring initiatives and making use of new information technologies, businesses are learning to compete using electronic avenues of procurement.

Statement of the Problem

It is strong desire of firms to improve their performance in the market, which is considered paramount and market performance of the firm is cardinal to the corporate wellbeing of business undertakings and also determines the continued existence of the firm in the business landscape adopting e-procurement. E-procurement has actually transformed many businesses when properly aligned with customer expectations to gain patronage, built on customer satisfaction of successful soft drink firms that is so competitive, requiring customer loyalty, while competing for customers that easily switch in our dynamic business environ. Most firms that have not leveraged on e-procurement in rendering quality customer service are witnessing low sales growths and inability to retain their customers, as they fail to create lasting relationship with their customers, insufficient after sales support, and poor customer service despite several studies that have been conducted to find out core drivers of marketing performance (Ateke & Iruka, 2015; Asiegbu, Awa, Akpotu & Ogbonna, 2011). It is against this backdrop this study is set to empirically investigate e-procurement and marketing performance, drawing our analysis from soft drink firms in Bayelsa State, Nigeria.

Conceptual Framework

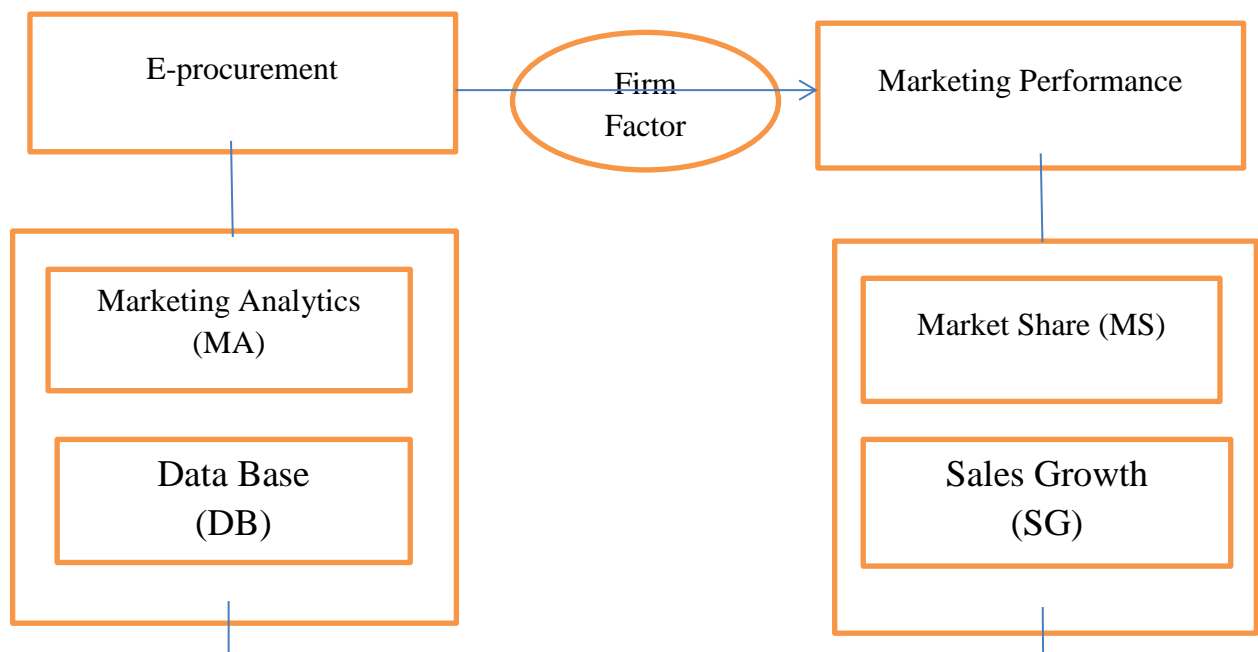


Figure 1: Conceptual framework of the relationship between supply chain innovativeness and marketing performance soft drink firms.
Source: (Ateke & Iruka, 2015)

Aim/Objectives of the Study

The primary aim of this study was to investigate e-procurement and marketing performance of soft drink firms in Bayelsa. The specific objectives are to:

1. Determine the extent to which marketing analytics enhance market share of soft drink firms in Bayelsa.
2. Establish the extent to which data base enhance sales growth of soft drink firms in Bayelsa.

Research Questions

To achieve the objectives of the study, the following questions are posed:

1. What relationship exists between marketing analytics and market share of soft drink firms in Bayelsa State?
2. What relationship exists between data base and sales growth of soft drink firms in Bayelsa State?

Research Hypotheses

The study was guided by the following hypotheses stated in null form, acceptance or rejection of which helped re-enforce the finding of the study:

H0₁: There is no significant relationship between marketing analytics and market share of soft drink firms in Bayelsa.

H0₂: There is no significant relationship between data base and sales growth of soft drink firms in Bayelsa.

Literature Review

Conceptual Review

E-Procurement

Electronic procurement, also known as e-procurement or supplier exchange, is the process of requisitioning, ordering and purchasing goods and services online. It is a business-to-business process. Unlike e-commerce, e-procurement utilizes a supplier's closed system and is only available to registered users. Electronic procurement occurs when the activities of the purchasing process are conducted electronically, typically over the internet, to shorten the cycle time and lower the transaction costs of the acquisition process. There are several internet-based tools and resources to help in the procurement process. Some of the most common applications include internet-based EDI, XML-based data exchange, and email. The internet provides tools for e-sourcing, e-auctioning, e-tendering, e-ordering, and e-catalog.

The internet has enabled firms to integrate their logistics and procurement systems that were previously conducted in each and every country that they operate. E-procurement is the use of internet-based information communication technologies (ICTs) to execute individual or all stages of procurement process including sourcing, negotiation, ordering, receipt and post purchase review (Croom & Brandon-Jones, 2004). There are various forms of e-procurement that concentrate on many stages of procurement process for instance e-tendering, e-marketplace, reverse auction, and e-catalogue purchasing. E-procurement also serves an end-to-end solution that integrates and streamlines many procurement processes throughout the organization. E-procurement system makes it is possible to monitor and measure orders and their details such as: improved standardization of processes, removal of non-value adding activities. This also minimizes paper work and improved efficiency in order approval and processing of documents.

Digitization of your processes gets rid of a number of manual steps while accelerating your workflow and reducing careless errors. Digitization itself can reduce processing costs by up to 70% in an organization. But savings isn't the only thing that e-procurement solutions offer. When a business truly adopts an e-procurement solution and gains 100% user adoption, purchasing compliance increases ten-fold, more spend is brought under management, and goods and services can be

negotiated at better prices from strategic suppliers. In addition, e-procurement can: Optimize spend by reducing maverick purchases, Seize discounts by combining orders and purchasing in volume, Increase overall transaction speed, Standardize the purchasing experience, Negotiate more favorable contracts with strategic suppliers, Strengthen supplier relationships. Safeguard against risk and supply chain disruption, Alleviates routine tasks so procurement teams can focus on strategic initiatives, Minimize fraudulent purchases.

Steps in E-Procurement

The five steps you need to follow are processes that occur in stages when an organization exchanges information with external suppliers such as:

E-Informing: The first stage is called e-informing, which means exchange of information from one party to another, usually across units and external parties.

E-Sourcing: e-Sourcing refers to pre-qualifying all suppliers, allowing a company to see which are most qualified for evaluation. This process coincides with defining your organization's business requirements and organizational goals.

E-Tendering: During the third stage, a company makes in-depth assessment of potential suppliers. They may implement strategies to ensure it's transparent in their assessment. E-tendering provides support in the selection phase of tendering and acts as a communication platform between purchasers and suppliers. It covers the complete tendering process, from creating requirements to contracting. E-tendering helps reduce legal errors, provides clear audit trails, and improves efficiency in tactical procurement processes. Some UN entities use e-tendering, such as UNDP-IAPSO and UNHCR, when they need to formulate long-term agreements for vehicles, tents, motorcycles or pharmaceuticals.

E-Auction: In a traditional auction, the seller is in control because they set the contract terms and negotiate prices. They sell their items to the highest bidder. The buyer can do a reverse auction where they ask for bids from suppliers and get the lowest by accepting it. There are more potential buyers in an online auction or e-Auction, so sellers can't be as restrictive.

E-Ordering: Product ordering is the final step in the e-Procurement process where a business's employees can access and place orders for products. Companies usually use a digital catalog to store their rendered contracts to make it easier for new employees to find information quickly.

Market Analytics

Integration of advanced analytics with supply chain data enables data-driven insights and better demand planning. Supply chain market analytics is a technique used to identify market characteristics for specific goods or services. It provides information that is critical to developing effective procurement strategies, in the context of planning for significant procurement. It remains the tools and processes used to combine and analyze data from multiple systems to gain insights into the procurement, processing and distribution of goods. Here, there is a detailed assessment of your business's target market and the competitive landscape within the soft drink industry. This analysis lets you project the success you can expect when you introduce your brand and its products to consumers within the market. The primary target of soft drink market is younger customers within the age bracket of 10-25 and a secondary market composed of people aged 25-40. Soft drink Company like Coca-Cola targets the market that desires an intense flavor with their regular cola drinks in terms of taste.

Data Base

In e-procurement, supply chain data refers to the information generated and collected throughout the entire supply chain process, from procurement of raw materials to delivery of finished products to customers. High-performance databases are crucial for SCM systems to handle large volumes of data efficiently. Regular monitoring, optimization of queries, index management, and database tuning are essential for maintaining optimal system performance. This ensures smooth and

uninterrupted supply chain operations. Effective database administration can greatly impact supply chain performance, helping businesses stay competitive in a rapidly evolving marketplace (Gopal, Rana, Krishna, & Ramkumar, 2024).

Data is the foundation of successful supply chain management, as it provides valuable insights into customer demands, inventory levels, supplier performance, and more. By analyzing this data, supply chain managers can make strategic decisions that drive efficiency, reduce costs, and improve customer satisfaction. Companies with real-time supply chain visibility experience an 8% reduction in inventory and a 15% increase in perfect order fulfillment. As businesses continue to navigate a rapidly changing landscape, harnessing the power of database administration is critical for optimizing supply chain operations and driving sustained growth.

Indeed, by analyzing customer data, supply chain analytics can help a business better predict future demand. It helps an organization decide what products can be minimized when they become less profitable or understand what customer needs will be after the initial order. Improving data accuracy through database administration can lead to a 10% reduction in supply chain costs. Businesses that integrate advanced analytics with supply chain data achieve an average 20% reduction in forecast errors. Database administration provides real-time data access, improving supply chain visibility and decision-making.

Data analytics is crucial in supply chain management, particularly in demand forecasting. Accurate forecasting enables effective production and inventory planning for customer satisfaction. By analyzing historical sales and customer behaviour data, businesses can effectively plan production and manage inventory to meet customer demand without overstocking or shortages. This prevents excess inventory costs, including storage and handling fees. Data accuracy is enhanced through rigorous validation and cleansing processes within database administration. Optimizing order fulfillment processes with database administration can result in a 25% reduction in order processing time. Optimizing supply chain operations through effective database administration is essential for businesses striving to remain agile and competitive. By leveraging database management techniques, companies can achieve real-time data access, enhance data accuracy, utilize advanced analytics, streamline communication, and ensure efficient order fulfillment.

Marketing Performance

Measuring performance has been a cardinal issue in marketing and stays a vigorous concern for enormous majority of companies (Morgan, Clark & Gooner, 2002). Akintokunbo and Adim (2020) maintained that market performance of the firm is cardinal to the corporate wellbeing of business undertakings and also determines the continued existence of the firm in the business landscape. Market performance has thus continued to enjoy very attractive investigations from practitioners and academics. Efforts have been made to determine how individual marketing programs affect various aspects of market performance. Thus, in a view to determining the core drivers of market performance, several studies have been conducted (Ateke & Iruka, 2015; Asiegbu, Awa, Akpotu & Ogbonna, 2011). Nwokah (2008), used sales growth, profit ability, and market share, and Nwokah and Didia (2015), employed sales growth, customer retention, return on investment, market share, getting valuable information, ability to secure local resource and motivating employees as proxies of business performance.

Market Share

Market share is the percent of total industry sales a company has (Nwulu & Nwokah 2018). The higher the market share, the more sales a company has than its competitors in their industry. Market share indicates how large a company is and how much influence it has in its industry. The business performance and economic profit of the firm may be summarized in market share. One in all the foremost necessary aims of companies is to boost market share to realize larger scale in its operations and improve profitableness. This is because managers forever need to expand their market share. Market share responds to components promoting of selling strategy and one in all

the vital things that have an effect on market share is components of the marketing combine (Farmanesh, Adibi, & Hasiri, 2017).

Market share remains the percentage of a market that is controlled by a company. The higher the market share, the more power the company has over its competitors. Usually, factors such as a company management style are not taken into account when interpreting a company's market share. Market share is expressed as a percentage of the total value of sales of a particular product in a particular market. It can also be expressed as a percentage of the total number of units sold of a particular product in a particular market. There are several factors linked or related to market share dominance. According to studies, market share, brand penetration, and customer loyalty are all positively linked. Farmanesh, et al. (2017) maintained that there are a few main types of companies in a market when considering market share. These are market leader, market challenger, market follower, and market nicher. A market leader has the largest market share. A market challenger has the second largest market share. A market follower is a company that doesn't lead, doesn't try to lead, and simply follows the trends. A market niche focuses on a small segment of a market, such as electric cars. A higher market share can lead to several advantages for a company, such as economies of scale, network effects, and better negotiating power with suppliers and distributors.

Sales Growth

Sales growth is a measure of the change in revenue over a fixed period of time. Comparing revenue between two fiscal periods demonstrates the rate of growth – positive or negative, of a business. It is the increase in sales of a product or service over time. It measures how well a business performs in terms of its revenue from sales. Sales growth can be measured by comparing the year-over-year, quarter-over-quarter, or month-over-month sales. Companies strive to maintain consistent and healthy sales growth over time as it indicates customer interest and demand for the product or service. The goal of any business should be to increase both unit and naira sales growth simultaneously. This indicates that the company is not only selling more units but also commanding higher prices for them. Furthermore, measuring sales growth helps determine whether a business has the potential for long-term success since it shows that customer demand for the product or service is increasing. Sales growth to Nkpurukwe and Chukundah (2022) is actually an incremental change in the sales of product over a given time interval, often expressed as a percentage, a strong metric of marketing performance and by extension business wellness.

Ordinarily, the calculation for sales growth requires reading and understanding both financial statements and other business performance metrics. When looking at sales growth, investors and analysts also consider factors that could affect sales, such as economic conditions, competitors' activities, technological innovations, new product launches, and more. They also analyze any changes in pricing strategies used by the company or its rivals. Sales growth rate is a measure of the rate at which the company's sales are increasing or decreasing compared to previous periods and can be expressed as an absolute value or percentage. This metric generally compares performance between different time frames, such as month-to-month, quarter-to-quarter, or year-to-year. Measuring growth in sales helps evaluate the company's performance compared to its competitors regarding its ability to sell products and services. A strong track record of positive sales growth can indicate that the company's operations are healthy and that it can generate more profits from each sale than competitors. A decrease in sales growth can signal trouble ahead if not addressed quickly with appropriate action plans. The sales growth rate is the percentage increase or decrease over a specific period. It is calculated by comparing the sales at the end of the period with the sales at the beginning of the period. Here's the formula:

Sales Growth Rate = $((\text{Ending Sales} - \text{Beginning Sales}) / \text{Beginning Sales}) * 100$

A business's sales growth rate can be used to benchmark current performance against past performance, providing invaluable insight into how well the company is performing compared to

previous periods. Additionally, it can help identify trends within an organization and inform future decisions regarding marketing strategies, product offerings, and other areas of business operations. Positive sales growth indicates financial strength, and it can give companies the push they need to expand their operations and build upon their success. When analyzing sales growth, the rate of increase is just as important as the end result. Organizations should be able to identify trends to determine what tactics benefit them the most. For example, if a company sees a steady climb in its monthly sales, it can infer that its marketing efforts are working. On the other hand, if a sudden drop-off follows a sharp spike, it may need to rethink its approach. Positive growth in sales also indicates customer satisfaction and loyalty. For any organization to grow its revenue over time, it must consistently provide value to its customers so they will continue returning to purchase more products or services. When customers believe an organization is genuinely interested in meeting their needs, it can increase loyalty, leading to higher overall sales numbers over time. On the other hand, negative sales growth indicates a decline in goods or services sold over time. Negative sales growth can indicate several issues; it could signal an economic downturn, increased competition from other businesses, an inadequate marketing strategy, or poor customer service. It can also signify declining consumer demand due to changing trends or changes in consumer spending habits due to rising inflation and stagnant wages. Companies must act quickly and decisively to address the issue when dealing with negative sales growth. This may involve making personnel changes, cuts in budgets, and re-evaluating their strategies for marketing their products and services. Companies should also look at ways they can improve their customer service to better meet customer needs and expectations and find new sources of revenue or markets for their goods or services. In addition, companies need to closely monitor any changes in market trends so they are aware of sudden shifts in consumer preferences.

Empirical Review

Akintokunbo and Adim (2020) agreed that today organizations are realizing that their level of innovativeness in supply chains is an integral part of strategic success and long-term survival. Supply chain innovation underpins the achievement of sustainable competitive advantage and an ability to respond effectively to rapidly changing markets as organizations strive to be innovative despite intense technological uncertainty. Innovativeness is seen as a complex process that handles environmental and technological uncertainty to seek and adopt new processes, ideas, products and technologies for satisfying customers. They examined the relationship between supply chain innovation and marketing performance. Mass customization, e-procurement and integration were the dimensions of supply chain innovation discussed. The finding from the review of extant literature reveals that Supply chain innovation significantly influences and predicts marketing performance of organizations. The study recommends that companies should invest in modern technologies by increasing specific efforts and strategies regarding choosing, establishing, comprehending, orientating, enhancing and improving technology. Also, there is need for increased capacity on training and development programmes on supply chain management and provide the employees with resources and facilities to enhance efficiency in supply chain management.

Smith and Morris (2009) noted that in the past, traditional methods of procurement offered little transparency and lesser satisfaction of negotiations with suppliers. However, in the current financial crisis, e-procurement offers the benefits of greater transparency, better pricing, wider geographical reach and lesser time of transaction; hence, it propels the technology as an essential safeguard in both the service and manufacturing sectors of the economy. Companies are adapting to new technologies in an effort to compete through minimising costs and improving productivity in the modern marketplace, especially technological adaptation in the area of procurement. By restructuring initiatives and making use of new information technologies, businesses are learning to compete by using electronic avenues of procurement. As a result, increased importance in data sharing and process integration is the tactical result. One of the first steps in this process is selecting the best possible e-procurement solution. Many companies have examined the benefits of risks of

implementing of such a solution and becoming successful using an e-procurement package. Several case studies of the Pittsburgh, PA and north-east Ohio areas illustrate the growing trend towards strategically leveraging the internet through e-procurement systems.

Elsevier (2018) observed that even if sustainability is a relatively new research area, it has already shown an interesting number of measures and metrics mainly de-structured and at very different levels. Furthermore, a specific framework of Key Performance Indicators (KPIs) has not yet been developed for soft drink supply chains (SDSC). This variety is creating confusion among industries when they attempt to select a set of indicators for assessing sustainability in manufacturing in practical terms. A company should be able to analyze each element of its strategy and business model in order to understand which factors influence sustainability. Therefore, to address this challenge, Authors have collected sustainability KPIs SDSCs. KPIs helps soft drinks companies to have a more complete vision concerning their sustainability impact and to point out potential best practices. Finally, in order to provide a practical view of the methodology, a sample is presented and discussed. This is a resupply of March 2023 as the template used in the publication of the original article contained errors. The content of the article has remained unaffected.

Demartini, Pinna, Aliakbarian, Tonelli, and Terzi, (2018) noted that environmental regulations and sustainable developments are forcing industries to assess, optimize and improve their processes to minimize costs and increase the efficiency of industrial sustainability dimension. This effect is more evident in the food industries due to the high impact that this sector has on environmental and economic sustainability, considering the primary role of packaging systems, the huge water consumption both for the production and the cleaning processes or the energy utilization related to the treatment plant or to the raw material production. Thus, the aim of this study was to review the current state of soft drink supply chains with respect to industrial sustainability issues. For this reason, a comprehensive literature review was performed to understand what sustainable best practices and key performance indicators are largely applied to soft drink supply chains and then a comparison with two soft drink case studies was proposed to identify if there is a positive correlation between the literature and practical activities. The proposed case studies were thoroughly analyzed highlighting how the production process impacts on sustainability and pointing out potential best practices and key performance indicators. The key conclusion of this study is, on the one hand, to depict the current set of sustainable best practices and key performance indicators which companies performed according to the literature review and, therefore, revise the actual body of the literature, and, on the other hand, to figure out which of these best (or proper) practices and key performance indicators are also implemented in the real world, helping companies to make decisions.

Gopal, Rana, Krishna, & Ramkumar, (2024) carried out study aimed to understand the impact of big data analytics on the retail supply chain. For doing so, we set our context to select the best big data practices amongst the available alternatives based on retail supply chain performance. We have applied TODIM (an acronym in Portuguese for Interactive Multi-criteria Decision Making) for the selection of the best big data analytics tools among the identified nine practices (data science, neural networks, enterprise resource planning, cloud computing, machine learning, data mining, RFID, Blockchain and IoT and Business intelligence) based on seven supply chain performance criteria (supplier integration, customer integration, cost, capacity utilization, flexibility, demand management, and time and value). One of the intriguing understandings from this paper is that most of the retail firms are in a dilemma between customer loyalty and cost while implementing the big data practices in their organization. This study analyses the dominance of the big data practices at the retail supply chain level. This helps the newly emerging retail firms in evaluating the best big data practice based on the importance and dominance of supply chain performance measures.

Farmanesh, Adibi, and Hasiri, (2017) in their study covering influence of marketing strategy on market share, noted that the business performance and economic profit of the firm may be summarized in market share. They stressed that one in all the foremost necessary aims of companies is to boost market share to realize larger scale in its operations and improve profitableness. Because of this, managers forever need to expand their market share. Market share responds to components

promoting of selling strategy and one in all the vital things that have an effect on market share is components of the marketing combine. The most purpose of this analysis is to review the selling combine influences on market share of compound sheets manufactures corporations in Iran. The results of this study all over that product strategy, promotion strategy, valuation strategy and place strategy are necessary components to extend the market share. Thus, the sub-elements of every of the methods like product selection, product quality, after-sale service and products specification (referring to paint or size) that underneath product strategy; valuation, amount of payment, provide of discounts, that are underneath the valuation strategy; attending in trade honest, active marketing, hiring expertise and educated sale employees, that return underneath promotion strategy; having safety stock, on-time delivery, and inserting of the storage room in situ methods that underneath the place strategy is very important sub-elements to be ascertained in increasing the share market.

Didia and Nwokah (2015) evaluate the association between supply chain integration and business performance in the telecommunication industry in Port Harcourt, Nigeria. A quantitative approach was used and data were gathered from a population of 840 staff and managers in manufacturing firms in Nigeria, with sample size of 450. This study used a structured questionnaire to elicit responses from respondents from the Telecommunication firms in Nigeria. Returned copies of questionnaire were analyzed using both descriptive and inferential statistics. Descriptive statistics was used to determine the mean and standard deviation of the distribution, while the Spearman rank order correlation co-efficient was used to ascertain the associations between the supply chain integration and the dimensions of business performance in the telecommunication firms in Nigeria. The results of the study reported herein, shows that supply chain integration associates with business performance in the Nigeria Telecommunication firms. It is the recommendation of this paper that managers of Nigerian Telecommunication firms should strengthen their practice of supply chain Integration strategy as a paradigm shift from the isolated functional dependence. The study reported in this paper can be carried out in other industry; and also, in other culture to ascertain whether the same, similar or different outcomes can be achieved.

Nwulu, and Nwokah, (2018) investigated the relationship between customer service management and marketing performance of food and beverage manufacturing firms in Nigeria. The design is the cross-sectional survey and data is generated from fifteen (15) quoted manufacturing firms in the country. Relationships are assessed based on null hypothetical statements which examine the insignificance of the effect of customer service management on three measures of marketing performance: sales growth, market share and profitability; using the Spearman's rank order correlation. All hypotheses were rejected based on the evidence of significant associations between the variables. The study, in line with its findings affirmed that customer service management contributes significantly to marketing performance thereby enhancing measures such as sales growth, market share and profitability of food and beverage firms in the Nigerian manufacturing industry.

Lee, Lee, & Schniederjans, (2011) examined supply chain (SC) innovation for improving organizational performance in the healthcare industry. The research model described the impact of SC innovation, supplier cooperation, SC efficiency, and quality management (QM) practices on organizational performance, with dimension-based descriptive statistics on marketing performance. The hypotheses were tested using structural equation modeling based on data collected from 243 hospitals. The results of the study support that organizational performance is positively associated with constructs of each SC innovation factor. Innovative design of SC has a significant impact on selection of and cooperation with excellent suppliers, improved SC efficiency, and encouragement of QM practices. The data used in this study were collected from relatively large hospitals with more than 100 beds in South Korea. The generalization of the study results was considered limited by the size sample of the hospitals. This study provides useful planning information in the healthcare industry. The results suggest successful implementation of SC management is attained through

continuous SC innovation with supplier cooperation, which in turn improves organizational performance.

Parashar, and Jain (2022) in their data analysis study based on consumer behavior on soft drinks produced by Coca-Cola India in North Region, noted that Coca-Cola Plant is one of the biggest names in FMCG market in India. It covers 60 percent of soft drink market and also covers drinking water market of India. The Coca-Cola is itself a popular brand with soft drink products among every person from child to old age people. This study mainly presented an analytical study on consumer behavior on soft drinks related to coca-cola India plant. The study was held in the 4 region of India which includes: Chandigarh, Ambala, Rohtak and Nabipur. Data was collected by the survey and some important observations are concluded. Out of 310 respondents 59.67% respondents are male and 40.32% are female respondents were participated in this survey. The survey is based on age, qualification and area of residence. Maximum male in this region are in favor for stop unhealthy practice in soft drink companies by government. It covers mainly four areas in North region and analysis is done on basis of respondents score.

Hallikas, Immonen, and Brax, (2021) investigated digitalization as a performance driver in supply chains, especially the role of data analytics in the digitalization of procurement. Data analytics capabilities are the firm's abilities to exploit external and internal data in its business processes. Digital procurement capability is the ability of the firm to realize and utilize various e-procurement processes in order to improve supply chain performance. Using structural equation modeling, empirical survey data is analyzed to test the relationships between firm internal and external data analytics capabilities, digital procurement capabilities, and supply chain performance. The study confirms positive and significant relationships among digital procurement capabilities, data analytics capabilities, and supply chain performance. Digital procurement capabilities mediate the positive relationship between external data analytics capabilities and supply chain performance. Thus, external analytics capabilities that increase the firm's understanding of its markets, suppliers, and operating environment are found to co-evolve with digital procurement capabilities, whereas analytics capabilities focusing on internal operational efficiency contribute less to digital procurement capabilities but have an impact on supply chain performance. Therefore, investing in analytics capabilities should improve firms' supply chain performance, whereas in order to improve their digital procurement capabilities firms should strengthen their competences in external analytics.

Siddiqui, Abbas, Idrees, Khan, and Minhas, (2022) examined the relationship of e-procurement i.e., e-payment, e-tendering, e-invoicing and e-customer relationship management on the performance of supply chain management. It was observed that previously it is quite a time-consuming and energy absorbing activity as well as it is inefficient too. With the introduction of e-procurement in the organization, the overall process can be less time consuming as well as it is also very much efficient in order to do all procurement related activities in a timely manner. In this research it has been analyzed that e-procurement is a key role in future for companies as there are many companies already switching their supply chain management process into e-procurement activities as it can be proved in the previous studies that shows how important e-procurement is on the supply chain management and its performance. Present studies attempt the best possibilities with the effect of e-procurement steps which are in practices in supply chain process in Pakistan and manufacturing sector. Through the help of SPSS software, we are able to find the impact of supply chain with e-procurement variables which has a positive impact on supply chain management and results are agreed with the findings of research. The results show that the four electronic variables of e-procurement are essential factor which directly reduce uncertainty in supply chain functions increase supply chain activities and practices, fast moving process, fast moving supply chain order, fulfillment of orders with quick and improve supply chain performance.

Methodology

The research design adopted for the study was a descriptive survey. This design was considered apt because it enabled the researcher to generate data through the standardized collection

procedures based on highly structured research instrument and well defined study concepts and related variables in the supply chain innovativeness and marketing performance of soft drink manufacturing companies in Bayelsa State. The population of this study consisted of the top ten soft drink manufacturing companies operating in Bayelsa State (Engwa, et al. 2015). Hence, a census study of the entire ten soft drink companies carried out. The study respondents in view of limited time covered 30 staff from each of the ten soft drink companies to make a total of 300. Mean and percentage distribution was used to analyze the research questions posed for the study. T-test statistics was used with the aid of statistical package for social science (SPSS) version 27 to test the null hypotheses formulated for the study.

Data Analysis And Presentation

Data Analysis

Research question 1: What relationship exists between marketing analytics and market share of soft drink firms in Bayelsa State?

Table 1: Mean and standard deviation of extent of marketing analytics enhancing market share of soft drink firms in Bayelsa State

S/N	Options	(VHE)	(HE)	(LE)	(VLE)	Mean	Standard Deviation	Decision
1	The relationship between marketing analytics and Increase in Sales is pronounced	100	30	20	22	3.20	1.08	Accepted
2	Marketing analytics simplifies Sales	98	32	11	31	3.14	1.15	Accepted
3	Marketing analytics reduce costs,	46	50	36	40	2.59	1.12	Accepted
4	Marketing analytics increases visibility and Supplier relationships.	99	31	21	21	3.20	1.07	Accepted
5	Marketing analytics help improve furniture distribution operations and boost their profitability	56	40	26	50	2.59	1.21	Accepted
Grand mean						2.94	1.12	Accepted

Source: Survey Data, 2024

Table 4.1 above shows that items (1 to 5) have means which are greater than the criterion mean (2.50). Moreover, the grand mean (2.94) was also greater than the criterion mean. This established

that there is a high level of the marketing analytics enhancing market share of soft drink firms in Bayelsa State.

Research Question 2: What relationship exists between data base and sales growth of soft drink firms in Bayelsa State?

Table 2: Mean and standard deviation of relationship between data base and sales growth of soft drink firms in Bayelsa State

S/N	Options	(VHE)	(HE)	(LE)	(VLE)	Mean	Standard deviation	Decision
1	Data base enhance turnover of soft drink distribution firms in Bayelsa	46	50	36	40	2.59	1.12	Accepted
2	Data base provides greater control over procurement processes	99	31	21	21	3.20	1.07	Accepted
3	Having data base enhances more sales	56	40	26	50	2.59	1.21	Accepted
4	Data base promotes increase in return on investment via sales	100	30	20	22	3.20	1.08	Accepted
5	Data base enhance improvements in vendor sales management	98	32	11	31	3.14	1.15	Accepted
Grand mean						2.91	1.12	Accepted

Source: Survey Data, 2024

Table 2: shows that items (1 to 5) have means which are greater than the criterion mean (2.50). Moreover, the grand mean (**2.91**) was also greater than the criterion means. This established that there is a high level significance between data base and sales growth of soft drink firms in Bayelsa State.

Test of Hypotheses

Hypothesis 1 (H₀₁): There is no significant relationship between marketing analytics and market share of soft drink firms in Bayelsa.

Table 3: Summary of t-test analysis comparing marketing analytics and market share of soft drink firms in Bayelsa State.

t-test

	Mean	Std. Deviation	Std. Error Mean	Df	T	Sig(2 tailed)

marketing analytics	3.89	0.32	1.44	170	20.313	0.000
market share	4.04	0.20	.034			

Table 3 shows that the value of the T-calculated (20.313) at 5 % level of significant. The sig value of 0.000 is less than 0.05 significant levels; therefore, the null hypothesis was rejected. Meaning, there is a significant relationship between marketing analytics and market share of soft drink firms in Bayelsa State.

Hypothesis2 (H0₂): There is no significant relationship between data base and sales growth of soft drink firms in Bayelsa.

Table 4: Summary of t-test analysis comparing data base and sales growth of soft drink firms in Bayelsa

t-test

	Mean	Std. Deviation	Std. Error Mean	Df	T	Sig(2 tailed)
data base	3.89	0.32	1.44	170	20.313	0.000
sales growth	4.04	0.20	.034			

Table 4 shows that the value of the t-calculated (20.313) at 5 % level of significant. The sig value of 0.000 is less than 0.05 level of significance, therefore, the null hypothesis was rejected. Meaning, there is a significant relationship between marketing analytics and market share of soft drink firms in Bayelsa.

CONCLUSIONS

From the outcome of the review of extant literatures, data analyses and statistical test on the hypotheses, the study concluded that there is significant relationship between e-procurement and marketing performance of soft drink firms in Bayelsa. This implies that e-procurement relates with marketing performance of soft drink firms in Bayelsa State. There is significant relationship between data base and sales growth of soft drink firms in Bayelsa.

RECOMMENDATIONS

Base on the findings and conclusions thereof, the following recommendations were made.

- 1 Business firms generally and soft drink firms in particular should pay strict attention to marketing analytics as to enhance their market share, help to optimize their supply chain operations to enhance competitiveness and sustainability.
2. Soft drink firms should establish data base to reach their customers, enhance sales growth, and promote competitiveness as well as sustainability among soft drink firms in Bayelsa State and other States of the federation.
3. Very importantly, the firms should encourage use of e-procurement and modern technology in its supply chain to significantly enhance market share and sales growth rate.

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