

VOL. 5 NO. 2 DEC., 2019



ISSN: 2536-7358

# IJAD



## **ILORIN JOURNAL OF ADMINISTRATION AND DEVELOPMENT**

**JOURNAL OF THE DEPARTMENT OF PUBLIC ADMINISTRATION  
UNIVERSITY OF ILORIN, NIGERIA.**

## Editorial Board

Chairman, Editorial Board: Prof. Muftau A. Ijaiya

## Editor-in-Chief

Dr. Oyedele Samuel Olanrewaju  
samolaoyedele@gmail.com

## Business Manager

Dr Akindele Iyiola Tomilola  
akindele.it@unilorin.edu.ng/wuratomil@yahoo.com

## Language Editors

Prof. S. T. Babatunde  
Dr. A. S. Abubakar

## Editorial Secretary

Ishola Abdulrasaq Ajadi  
ishola.aa@unilorin.edu.ng/ishosquo@gmail.com

## Editorial Advisory Board

Prof. Toyin Falola	University of Texas, Austin, USA
Prof. Matthew Okotoni	Obafemi Awolowo University, Ile-Ife
Prof. Haruna Dlakwa	University of Maiduguri, Maiduguri
Prof. Moti Ukertor	University of Abuja, Abuja
Prof. Adejo Odoh	Ahmadu Bello University, Zaria
Prof. Saliu Hassan	University of Ilorin, Ilorin
Prof. Shehu Dalhatu	Bayero University, Kano
Prof. Kunle Ajayi	Ekiti State University
Prof. Charles Ukeje	Obafemi Awolowo University, Ile-Ife
Prof. Adeyemi Sidikat. L.	University of Ilorin, Ilorin
Prof. Albert Isaac Olawale	University of Ibadan, Ibadan
Prof. Sharlene Swartz	Human Social Research Council, South Africa
Prof. Solomon Akinboye	University of Lagos, Akoka
Prof. Fajonyomi Banji	Lagos State University, Ojo
Prof. Gbevrebie Daniel	Covenant University, Ota
Prof. Robert Moser	University of Texas, Austin, United States.
Dr. Mohammed Musa Kirfi	Federal University Kashere, Kashere, Gombe
Dr. Isiaka Sulu Babaita	University of Ilorin, Ilorin
Dr. Bondarenko Dmitri Mikhailovich	Russian State University for the Humanities.
Dr. Nduka Otiono Carleton	University, Ottawa, Canada.
Dr. Augustine E. Ayuk	Clayton State University, Georgia, Atlanta USA.
Dr. Akin Olufowose	Institute of Public Administration of Nigeria, Abuja



## TABLE OF CONTENTS

<b>Editorial Board</b>	ii
<b>Instructions to Contributors</b>	iii
<b>Editorial Comments</b>	iv - v
<b>Contents</b>	vi-vii
<b>An Appraisal of the Extent of Monitoring Compliance with the Federal Character Principle in Gombe State Civil Service, Nigeria.</b> MUSA Mohammed Kirfi (Ph.D.) MUAZU Mohammed ABDULKADIR Abubakar	1-28
<b>Employees' Participation in Decision Making Process: Implications for Organizational Performance in Osun State University, Nigeria</b> OBEMBE, Mayowa Paul ASA, Kolawole Jayeola, Ph.D. LASISI, Olukayode Idris	29-42
<b>Chief Executive Officer's Communication Styles and Employees Motivation: A study of Selected CEO'S In Lagos, Nigeria.</b> IBRAHIM, Medinah Hayatudeen	43-63
<b>Product Positioning Strategies and Customer's Choice of Cosmetic Products in Lagos State</b> OLOWO, Ahmed AbdulGaniyu BELLO, Kamal Asola (Ph.D.) IMOUKHOME, Egun Omoniyi (Ph.D.) ABDULRAHEEM Mulikat (Ph.D.)	64-73
<b>Taxable Capacity: A Means for Internally Generated Revenue in Kaduna North Local Government Area of Kaduna State, Nigeria</b> SA'ADU, Yahaya SANI, Kasimu UMAR, Abubakar Yaru IDRIS, Ibrahim SANI, Barakatu	74-88

Stomach Infrastructure and Politics of Redistribution in Africa: A Study of Nigeria (2014-2019) <b>AYENI, Evans Oluwagbamila</b> <b>SANI, Kasimu</b> <b>IDRIS, Ibrahim</b> <b>UZOIGWE, Michael Obinna</b>	<b>89-102</b>
Effective Job Placement and Organizational Efficiency: A Survey of Adamawa State University, Mubi Nigeria (2015 – 2018) <b>UMAR, Dahiru Jongur (Ph.D.)</b> <b>DAHIRU, Dauda Gombi</b>	<b>103-117</b>
Unemployment in Nigeria: Implications for Youths' Advancement and National Development <b>MAKINDE, Lawrence Olajide</b> <b>ADEGBAMI, Adeleke</b>	<b>118-129</b>
Restructuring Nigeria for Self-Reliance: Prospects and Challenges <b>RAJI, Abdulwasiiu Adeyemi (Ph.D.)</b> <b>PUKE, Tunde Anthony (Ph.D.)</b> <b>AKOWE, Joel (PhD) OMOLEGBE, Leah Tinuola</b>	<b>130-150</b>
Discourse on Rural Development and Sustainable Environment in Nigeria <b>ADEPOJU, Banji Marcellinus (Ph.D.)</b> <b>ODEWALE, Ayotunde David (Ph.D.)</b>	<b>151-160</b>
Interpersonal Relationship and Employee Retention: An Exploration of Zinger Model <b>IBRAHIM, Medinah Hayatudeen</b>	<b>161-174</b>

Product Positioning Strategies and Customer's Choice of Cosmetic Products in Lagos State Nigeria

**OLOWO, Ahmed AbdulGaniyu**

\*Department of Marketing, Faculty of Management Sciences,

University of Ilorin, Ilorin.

senolowo@gmail.com

**\*BELLO, Kamal Asola (Ph.D.)**

**\*IMOUKHOME, Ebum Omoniyi (Ph.D.)**

**\*ABDULRAHEEM Mulikat (Ph.D.)**

### **Abstract**

Manufacturers deal with a number of uncertainties, trending technologies and tendency of peer influences among users of goods and for them to gain competitive advantages and new markets, organisations try to surpass their competitors by positioning their product in the mind of users through quality and pocket friendly product. It is based on afore-mentioned that the study examined the impact of product positioning on the choice of cosmetic products. The intention of this study focus mainly on the impact of product pricing positioning strategies and quality position strategies on the customer's choice of cosmetic products. 265 structured questionnaires were administered but only 247 were correctly filled and returned by the respondents. Multiple regression technique was used in analysing the data with confidence level at 0.05. Result showed that there is moderate positive relationship between price positioning strategies and customer choice of cosmetic product having  $\beta = 0.684$  and  $p$  value = 0.000 and quality positioning strategies  $\beta = 0.73$  and  $p$ -vaalue = 0.000 which implies that 0.73 increase in quality positioning of cosmetic products will lead to 73% increase in the choice made by customers of cosmetic products in Lagos state, Nigeria. This study therefore concludes that price positioning strategies and quality positioning strategies have moderate positive impact on the customer choice of cosmetic products and the study recommended that manufacturers of cosmetic should be proactive and strategic in handling these key elements to build long lasting relationship with their customers.

**Key words:** Product Positioning, Price Positioning Strategies, Quality Position Strategies, Cosmetics

