



BUYER SUPPLIER TRUST AND MARKETING EFFECTIVENESS OF PHARMACY STORES IN PORTHARCOURT, NIGERIA

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Abstract

This study examined the relationship between Buyer supplier Trust and Marketing Effectiveness of Pharmacy Stores in Port Harcourt. The study population comprised 120 registered and functional pharmacy stores operating in Port Harcourt, Rivers State and the sample size for the study was 92 Managing Directors of the pharmacy stores. The structured questionnaire was administered to the Managing Directors of each of the pharmacy stores at their respective offices. Total 80 copies of the questionnaire were retrieved and used for the study. The respondent's demographics were analyzed by employing the descriptive statistics. Correspondingly, the Pearson Product Moment Correlation was used in testing the study hypotheses in other to ascertain the relationship between the predictor variable (Buyer Supplier Trust) and the criterion variable (Marketing Effectiveness). The results showed that Buyer Supplier Trust significantly influenced Marketing Effectiveness of Pharmacy Stores in Port Harcourt hence, the authors therefore concluded that Buyer Supplier Trust meaningfully affect Marketing Effectiveness and consequently recommended that the management of Pharmacy Stores in Port Harcourt should consistently monitor and improve on their business Trust relationship in other to enhance their level of marketing effectiveness.

Keywords: Buyer Supplier Trust, Marketing Effectiveness, Pharmacy Stores, Performance

INTRODUCTION

Recently, the management of strategic relationship between buyer-supplier has received increasing interest by scholars and academics in the field of relationship marketing. Today's organizations are striving to improve their marketing effectiveness in response to the turbulent business markets and the need to efficiently control and manage business activities. Furthermore, they have realized that efficiency and effectiveness in the management of buyer-supplier relationships enhances marketing effectiveness. To achieve this, retail organization are encouraged to adopt the buyer-supplier relationship attributes such as trust, Power dependence, cooperation and commitment, which have been affirmed by researchers as some of the determinant factors that could influence retail stores marketing effectiveness.

The importance of customer trust in building long lasting business relationships cannot be over emphasized. Trust as an important component has moved from transaction-based to pattern-based relationship (Murphy et al, 2007). In fostering meaningful business relationships confidence is important for the company because a company cannot establish the true relationship without trust. Therefore, customers require full confidence in the company in other to relate with them fully without bias or fear of being unduly exploited.

According to Ba and Pavlou (2002) , trust is defined as an assessment of one's relationship with others who will conduct certain transactions in line with expectations in an environment full of uncertainty. Trust occurs when a person is confident in the reliability and integrity of the people he or she interacts with either on a short or long term basis.

Furthermore, Barnes (2004) posited that trust involves the willingness of a person to behave in a particular way because of the belief that its partners will deliver what he expected. Confidence is indeed a strong business foundation. Without trust, no business transactions can take place. So it is clear that confidence is the driving force of business. Trust can be interpreted as "a hope that depend on a person or a group of words, promises, statements, or written arguments from individuals or other groups that can be justified". Basically customer confidence arises from a coaching process that is long enough for both sides to trust each other. If trust has been established between the customer and the company, it will not be too difficult for the company to retain customers.

The development of studies of trust in organizational settings has been viewed as an emerging requirement and resulting transformations of labor and it is also recognized that the existence of trust between individuals, in teams in organizations is a necessary mechanism for the work to be done in an efficient way . It is believed that trust allows lower transaction costs and promotes long-term relationships and it is a driver of success in strategic alliances that improves company level of marketing effectiveness (Freire, 2000).

However, Blomquist and Stahel (2000), opined that all organization have specific image, reputation, internal rules and culture which defines the behavior and conduct of their employees. As trust is created between individuals and the organization, the companies need to ensure that they exhibit good ethical behaviors that will enhance the development of the already existing business relationship which will ultimately impact on their level of performance or effectiveness.

Remarkably, the essence of trust building and development in business transactions is to ensure that the company performs well as a result of customer satisfaction, loyalty, retention and referrals. Marketing effectiveness defines the extent to which an organization acquires market share over competitors, advertising and promotional share of the market.

The concept of marketing effectiveness has been extensively discussed because of its strong association with many valuable organizational outcomes such as stable, long-term growth, enhanced customer satisfaction, a competitive advantage, and a strong marketing orientation (Appiah-Adu *et al*, 2001). Although, respective researchers have conducted empirical investigations involving the concept of marketing effectiveness, a few conceptual measures of the construct exist. Based on the review of relevant literature obtained from previous studies, it appears that there is paucity of research on Buyer supplier Trust and how it affects marketing effectiveness of pharmacy Stores in Port Harcourt. Against this backdrop this study is designed to empirically evaluate the relationship between Buyer supplier Trust and Marketing Effectiveness of pharmacy Stores in Port Harcourt.

LITERATURE REVIEW

Theoretical Framework - Network Perspective Theory

Network Perspective argues that firms rely not only on their relationship with direct partners but with the extended network of relationships with supply chain firms. It argues that competitive advantage can only be achieved through efficiently and effectively orchestrated supply chains. Therefore, the focus of the Network Theory (NT) is to develop long-term, trust based relationship between supply chain firms. Network theory provides a useful framework for analysis of a business situation, and it adds a new level of complexity to understanding the relationship perspective (Croom, Romano, & Giannakis, 2000). Network relations create information sharing that enables buyers and sellers to have access to resources and knowledge beyond their abilities, leading to long-term relationships (Mattila, 2012). This approach is a structure formed by the main dimensions (activities, resources and actors) that connect a set of relationships.

Most of the previous studies state that relationship functions such as activities, resources and processes must be managed in a network in order to establish interactions for better

benefits and long-term relationships. This is where networks are a set of relationships among constellations of actors (Ritter, 2004) and these relationships make connections with each other to provide the functions of benefits and exchange processes of their business and others for better performance.

NT is descriptive in nature and has primarily been applied in SCM to map activities, actors, and resources in a supply chain. The focus has been on developing long-term, trust based relationships between the supply chain members. Examples of issues include buyer-supplier relationships (Puschmann, & Alt, 2011), third party logistics Robogara, (2017)., & management roles in supply networks (Henri, *et al*, 2016)). This theory can be applied in this study because for marketing effectiveness to be attained both the suppliers and buyers need to improve on the level of business trust, power - dependence and adequate communication.

Understanding Buyer Supplier Trust

The importance of customer trust in building long lasting business relationships cannot be over emphasized. Trust as an important component has moved from transaction-based to pattern-based relationship (Murphy *et al*, 2007). In fostering meaningful business relationships confidence is important for the company because a company cannot establish the true relationship without trust. Therefore, customers require full confidence in the company in order to relate with them fully without bias or fear of being unduly exploited.

According to Ba and Pavlou (2002), trust is defined as an assessment of one's relationship with others who will conduct certain transactions in line with expectations in an environment full of uncertainty. Trust occurs when a person is confident in the reliability and integrity of the people; he or she interacts with either on a short- or long-term basis.

Furthermore, Barnes (2004) posited that trust involves the willingness of a person to behave in a way because of the belief that its partners will deliver what he expected. Confidence is indeed a strong business foundation. Without trust, no business transactions can take place. So, confidence is the driving force of business. Trust can be interpreted as "a hope that depend on a person or a group of words, promises, statements, or written arguments from individuals or other groups that can be justified". Basically, customer confidence arises from a coaching process that is long enough for both sides to trust each other. If trust has been established between the customer and the company, it will not be too difficult for the company to retain customers.

Trust is key in interpersonal and business interactions (Hsuet *et al.*, 2007; Van Tonder & Pelzer, 2018). This is evinced by the many research efforts in other academic disciplines such as sociology, social psychology, economics, and marketing (Hsu *et al.*, 2007). Trust is crucial in

interactive exchanges between stakeholders because customers are anticipated to pay for services they have not yet received or experienced (Morgan & Hunt, 1994). Moorman *et al.* (1993) defined trust as the willingness to rely on an exchange partner in whom one has confidence. On that account, trust also relates to the perceived credibility and benevolence of the firm rendering the service. Credibility indicates a customer's perception that the words and promises of a service firm can be trusted, whereas benevolence indicates a customer's belief that a service firm's motives and intents are beneficial to its customers (Cater & Zabkar, 2009; Doney & Fullerton, 2011; Tabrani *et al.*, 2018). Similarly, trust is explained as the belief that the other party will act or perform in a socially responsible way and thus will meet the trusting party's expectations devoid of taking any advantage of its vulnerabilities (Gefen, 2000). Accordingly, trust enables customers to share personal information based on a belief that the information will stay confidential, pay for goods and services, and act on advice (Ponder *et al.*, 2016). When the service provider is regarded as trustworthy by customers, there is a higher chance that they will share germane information to see to it that the relationship continues to grow and develop (Cazier *et al.*, 2007; Chai & Kim, 2010).

In service marketing, Berry and Parasuraman (1991) posited that the buyer- supplier relationship requires trust based on the fact the customer typically purchases a service before experiencing it. A positive service experience can improve trust and loyalty could be developed through the relationship that exists between the parties.

Kotler (2003), opined that the concept of trust came into marketing literature as a result of rational orientation in relation to marketing activities. In a monetary services market, Bayne (1999) regards trust as a variable that can only work jointly with integrity, equity or distinction. Furthermore, Wirtz and Lihotzky (2003) posited that trust and convenience is the most suitable approach for trade-based organizations. It is pertinent to note that trust essentially contribute to sales growth through effective buyer-supplier relationship management. It is therefore important to have an in-depth understanding of the relevance of trust in a long-term business relationship. As noted by Kiarie (2017), the key factors that are considered when it comes to trust are the credulous behavior in customer supplier relationship and the effect of trust on the supplier – customer relationship. Furthermore, the awareness and critical role that trust play in the supply chain management has been recognized by Tarafdar and Grunfleh (2013). Recently, Moore (2012) also acknowledged that when organizations have collaborations, the sharing of knowledge and resources are extremely important, as such trust could be developed through effective communication while information sharing is considered necessary in building trust. Apart from the growing importance of trust in the buyer-supplier relationships, trust has led to

the creation of opportunities for studies since the traditional ways of doing business in most firms is contradictory to the model that trust offers (Kiarie, 2017).

Nature of Marketing Effectiveness

Marketing effectiveness as the function of improving how marketers go to market with the goal of optimizing their marketing spend to achieve even better results for both the short- and long-term objectives (Nwokah and Ahiuazu,2006).

According to Berry and Parasuraman (1991), marketing effectiveness concept first came into existence in the 1990s. Marketing effectiveness posits that managers should have adequate information and distribute appropriate resources to different market. Notably, Zhou, Gao, Yang, and Zhou, (2005) asserted, that the original obligation of marketing effectiveness is that managers must identify the primacy of studying the market, distinguish the several opportunities, select the best market to serve and offer superior customer value to satisfy their needs and wants. Furthermore, Nwokah, (2006) argued that organizations that have the high level of marketing effectiveness are those that are close to their consumers, have common set of values and also demonstrate an external market orientation. In addition, Benjamin, *et al* (2003) agrees that companies with high marketing effectiveness operate better when compared with companies that do not have. The competitive environment of business today demands that for organization to be successful and move forwarding its selected market segment, there must be implementation of marketing. The marketing effectiveness concept has drawn increased attention among academic researchers and business practitioners over the years. Remarkably, Benjamin, *et al* (2003), Avwokemi, (2005) and Armstrong, (2006) posited that only a few organizations completely practice refined marketing. Ultimately, marketing effectiveness differentiate the amateur from the expert in the global market Zhou, *et al*, (2005).

The concept of marketing effectiveness has been extensively discussed because of its strong association with many valuable organizational outcomes such as stable, long-term growth, enhanced customer satisfaction, a competitive advantage, and a strong marketing orientation (Webster, 1995). Although, respective researchers have conducted empirical investigations involving the concept of marketing effectiveness, a few conceptual measures of the construct exist. Appiah-Adu *et al.* (2001,) citing Kotler (1977, 1997) operationalized marketing effectiveness as blend of five components, notably: customer philosophy, integrated marketing organization, adequate marketing information, strategic orientation, and operational efficiency.

Appiah-Adu *et al.* (2001) further argued that first; it is imperative to identify the importance of studying the market, recognizing the numerous opportunities, selecting the most

appropriate segments of the market to operate in and endeavoring to offer superior value to meet the selected customer's needs and wants. The firm, they argue must be suitably staffed to enable it perform marketing analysis, planning and implementation. Sequentially, marketing effectiveness calls for management to have sufficient information for the purpose of planning and effective resource allocation to varying markets, products and territories. Marketing effectiveness is also contingent upon the adeptness of managers to deliver profitable strategies from its philosophy, organization and information resources. Companies are expected to regularly monitor their operations and objectively ascertain whether they are doing well or not. One of the measure or attributes of ascertaining the viability of a company is through its level of marketing effectiveness.

However, considering the nature of this study, the researcher only adapted two measures of marketing effectiveness as proposed by Kotler, (1977) and (1997) respectively. The measures are strategic orientation and operational efficiency. The next section discusses the measures of marketing effectiveness used for the study.

Strategic Orientation

Strategic orientation as observed by Kotler (1997) is the direction in creating the proper behaviors in order to achieve the performance of the market. Strategic orientation helps to generate number of realistic alternatives and provide prioritization. It is a specific method use in developing strategies. It again analyses the strengths, weaknesses, opportunities and threats (SWOT) of an organization. SWOT analysis combines internal analysis of a project (strength and weaknesses). The other one is external analysis (opportunities and threats). This is associated with factors that are beyond the control of an organization. SWOT helps an organization to strategic options from which they can make their choice. Kotler (1977) also found that strategic orientation has to do with formal marketing planning, the current marketing strategy of an organization and the contingency thinking and planning. A company's marketing effectiveness is reflected or shown in the extent to which it exhibits strategic orientation.

Operational Efficiency

Previous studies on operational efficiency revealed that organization requires right strategy implementation and control to attain marketing effectiveness or organizational productivity. Kotler and Armstrong, (2012) also found that operational efficiency is a managerial objective, because it deals with earning and profit which is crucial in competitive market. Efficiency could be seen as the ratio between input to run a business operation and the gain which is accrued to the business from the output.

According to Kotler (1997, 1977) and Peters (2004), operational efficiency is viewed in terms of the size of the greater portion of the market that the organization occupies. The major determinants of the competitiveness are the organization's ability to adopt the right strategy. Operational efficiency is management objective because it relates with how the firms can maximally utilize available resources to produce good that will satisfy their customers hence, increasing earnings and profit of the organization. The technical efficiency level of a retail organization is a comparative measure of how well it is able to process inputs to achieve its outputs as compared to its maximum potential for doing so. A retail organization can be technically inefficient, if its operation is below customer expectations.

Trust and Marketing Effectiveness

Preliminary investigations and the review of literature from previous empirical works actually revealed that trust is an antecedent to marketing effectiveness. According to Sahay (2003), the importance of trust in partnerships and alliances has noticeably increased in the last quarter of the 20th century. This means that trust building should not be the concern of the buying firm only (Sabrina and Sandra, 2011). Kosgei and Citau (2006) in their research on relationship management and organization performance concluded that trust is essential and beneficial to the supplier firm. They added that trust building is a costly, difficult, and time-consuming procedure, which leads to strong successful and long-term buyer – seller relationships.

In another study conducted by Jiang *et al* (2011) they posited empirical evidence on the effects of trust and dependence in business relationship in the construction industry. They tested the extent to which trust and dependence act as antecedents to the four dimensions identified in literature as important determinants of relationship – quality, commitment, communication, satisfaction and long-term orientation. From their study, it was found that trust has a significant impact on relationship consequences than dependence.

Furthermore, in a study on the influence of interpersonal trust and organizational commitment on perceived organizational performance, Erlan (2013), examined the influence of organizational social capital and organizational citizenship behavior on perceived organizational performance. The findings showed that interpersonal trust is accepted as an attribute of organizational social capital and organizational commitment.

Recently, Iacobucci & Ostrom, (2016) in their study on the impact of trust on organizational performance of selected institutions in Romanian financial and banking institutions found that trust positively correlates with marketing effectiveness. They also added that genuine interpersonal communication amongst the management strata could inspire

employees to work at their best potential, which could boost individual and organizational effectiveness.

Remarkably, in the study conducted by Ramazan *et al* (2017) on the effect of organizational trust on work engagement: an application on logistic personnel, they found that there is a close relationship between organizational trust and work engagement. The increased level of trust from employees to their organization will make them feel part of that organization and increase their commitment to work. An increase in the overall level of output and work commitment will cumulatively influence a firm's level of marketing effectiveness. From the review of relevant and empirical literature it appears that buyer supplier trust influences marketing effectiveness and the authors also agree with the views of previous studies. On the basis of the forgoing discussions the authors hypothesizes as thus:

H₀₁: There is no significant relationship between buyer supplier trust and strategic orientation of Pharmacy stores in Port Harcourt

H₀₂: There is no significant relationship between buyer supplier trust and operational efficiency of Pharmacy stores in Port Harcourt

A conceptual framework of the relationship between Buyer Supplier Trust and Marketing Effectiveness is depicted in figure 1 as follows:

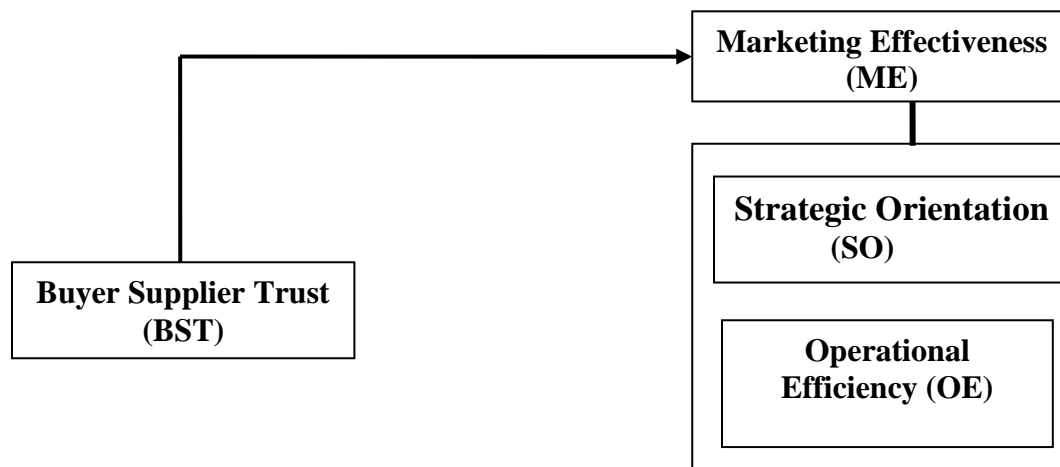


Figure 1: Conceptual framework of the relationship between Buyer Supplier Trust and Marketing Effectiveness

RESEARCH METHODOLOGY

The research approach adopted in this study is the non- experimental research type and it was designed based on the cross-sectional survey method which offers a wide coverage and permits generalizability of research findings. The population for this study consists of one

hundred and twenty pharmacy stores operating here in Port Harcourt. These firms are functional and also registered with the Nigeria Business list.com.ng, Nimed Health Blog (2020). Correspondingly, the sample size for the study constitutes ninety-two (92) registered pharmacy stores in Port Harcourt. The sample size was obtained using Krejcie and Morgan (1970) table for determining sample size for a given population. However, the authors distributed one (1) copy of the questionnaire to each managing Director of the 92 pharmacy stores. In all, ninety-two (92) managing directors of the pharmacy stores constituted our respondents for the study. Structured copies of Questionnaire was the instrument used in collecting primary data from the respondents which were designed in the Likert five-point scale of strongly agree to strongly disagree

The content validity was ensured by senior academics and experts in measurement and evaluation studies. Here, instrument was assessed for the relevance of each item, in line with the specific purpose of the study and the hypotheses that were tested and for the adequacy of the items with regards to measuring the variables they were designed to measure, as well as the ease with which each of them was scored and used in the analysis of data. Further, Cronbach's Alpha was estimated to ascertain the reliability and internal consistency of the measurement instrument while the Pearson Product Moment Correlation (PPMC) was used in testing the relationship between (Buyer supplier Trust and marketing effectiveness of pharmacy stores in Port Harcourt, Rivers State of Nigeria with the aid of the Statistical Package for Social Sciences (SPSS) version 22.0. Table 1, shows the instrument reliability rate for the constructs of the study.

Table 1. Reliability Coefficients of Buyer supplier Trust and marketing effectiveness of pharmacy stores

Variables	Construct	No. of Items	Alpha (α)
Buyer-Supplier Trust	Buyer-Supplier Trust	6	0.684
Marketing Effectiveness	Power Dependence	6	0.730
	Strategic Orientation	5	0.815
	Operational Efficiency	5	0.777

Table 1, depicts the instrument reliability result. The results indicated high reliability values for the research instruments used in the study. This therefore entailed that the research instruments used for the study had satisfactory construct reliability.

ANALYSIS AND FINDINGS

Univariate Data Analyses

Univariate analysis is basically the process of describing individual variables in a study. According to Sullivan (2001), univariate statistics are used to describe the distribution of a single variable through the use of simple frequency tables. According to Saunders *et al* (2003), commencing initial analysis is best done by looking at individual variables and their respective components. Earlier in this study, we clearly delineated our study variables as – Buyer-Supplier Trust - predictor variable; and Marketing Effectiveness as the criterion variable.

Table 2. Response Rates and descriptive statistics for Buyer Supplier Trust

	Buyer Supplier Trust	SA	A	U	D	SD	Mean	Std.
		(5)	(4)	(3)	(2)	(1)		
1.	Buyer Supplier Trust enhances strong, successful and long-term buyer-supplier relationship.	25	35	5	12	3	3.84	1.141
2.	Buyer supplier relationship quality is anchored on trust.	44	21	-	14	1	4.16	1.163
3.	Buyer Supplier Trust has no link with marketing effectiveness	37	27	-	8	8	3.96	1.335
4.	Buyer supplier Trust energizes workplace performance	36	18	9	9	8	3.81	1.379
5.	Buyer supplier Trust increases business commitment	24	33	9	8	6	3.76	1.204
6.	Buyer-supplier relationship are not built on trust	43	20	8	4	5	4.15	1.181

Table 2 shows the response rates and descriptive statistics for buyer supplier trust. Item 1 showed that buyer supplier trust enhances strong, successful and long-term buyer-supplier relationship. This response got a high mean score of 3.84. Likewise, it was agreed that Buyer supplier relationship quality is anchored on trust. Thus, Item 2 also attracted a high mean score of 4.16. Item 3 also got an affirmation that trust has no link with marketing effectiveness. This was attested to by a high mean score of 3.96. The fourth item also got an affirmation that trust energizes workplace performance. This was attested to by a high mean score of 3.81. The fifth item also got an affirmation that trust increases business commitment. This was attested to by a high mean score of 3.76. The last item equally received an affirmation that buyer-supplier relationship is built on trust. This was attested to by a high mean score of 4.16.

Table 3. Descriptive Statistics for Marketing Effectiveness

	N	Minimum	Maximum	Mean	Std. Deviation
Operational Efficiency	80	1.40	5.00	3.9200	.90490
Strategic Orientation	80	1.40	5.00	3.9700	.99625
Valid N (listwise)	80				

Table 3 illustrates the descriptive statistics for marketing effectiveness which are strategic orientation and operational efficiency with mean scores of 3.3.92 and 3.97 respectively.

Table 4. Descriptive Statistics for the Study Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Buyer- Supplier Trust	80	2.25	5.00	3.8823	.82210
Marketing Effectiveness	80	1.70	5.00	3.9450	.91360
Valid N (listwise)	80				

Bivariate Analysis

In a bivariate analyses, two variables that are associated or correlated is been evaluated to ascertain the magnitude of relationship that exist between them. This section depicts the test of hypotheses and the Pearson Product Moment Correlation is considered appropriate and was used to test the hypothesized relationships in our study. The study hypotheses and analysis are presented as follow.

Test of Hypothesis 1

H₀₁: There is no significant relationship between buyer supplier trust and strategic orientation of Pharmacy stores in Port Harcourt.

Table 5. Relationship between Buyer supplier trust and strategic orientation

		Trust	Strategic Orientation
Buyer Supplier Trust	Pearson Correlation	1	.887**
	Sig. (2-tailed)		.000
	N	80	80
Strategic Orientation	Pearson Correlation	.887**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows the result of correlation matrix obtained for between buyer supplier trust and strategic orientation. Similarly displayed in the table is the statistical test of significance (p - value), which makes possible the generalization of our findings to the study population. From the result obtained in Table 5 above, the correlation coefficient (ρ) showed that there is a significant relationship between buyer supplier trust and strategic orientation. The correlation coefficient of 0.887 confirms that there is a very strong correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between buyer supplier trust and strategic orientation of Pharmacy stores in Port Harcourt.

Test of Hypothesis 2

H₀₂: There is no significant relationship between buyer supplier trust and operational efficiency of Pharmacy stores in Port Harcourt.

Table 6. Relationship between buyer supplier trust and operational efficiency

		Trust	Operational Efficiency
Buyer Supplier Trust	Pearson Correlation	1	.866**
	Sig. (2-tailed)		.000
	N	80	80
Operational Efficiency	Pearson Correlation	.866**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6 shows the result of correlation matrix obtained for between trust and operational efficiency. Similarly displayed in the table is the statistical test of significance (p - value), which makes possible the generalization of our findings to the study population. From the result obtained in Table 6 above, the correlation coefficient (ρ) showed that there is a significant relationship between buyer r supplier trust and operational efficiency. The correlation coefficient of 0.866 confirms there is a very strong correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between buyer supplier trust and operational efficiency of Pharmacy stores in Port Harcourt.

Relationship between Buyer Supplier Trust and Marketing Effectiveness

The tests of hypotheses one and two in Table 5 and Table 6 respectively revealed that there is a significant positive relationship between buyer supplier trust and the measures of marketing effectiveness of Pharmacy stores in Port Harcourt. This finding confirms the arguments of Gualandris and Kalchschmidt (2016) that it may be beneficial to network the supplier, to develop partnerships and alliances based on trustworthiness that will have mutual benefits both. This could be based on production, finance, personal, and or symbolic networking, which will turn on strategic alliances, allowing the information sharing, risk sharing and mitigation, obtaining mutual benefits and coordinating plans, permitting the improvement of the supply chain.

Our finding is in agreement with the findings of the study conducted by Ramazan *et al* (2017) on the effect of organizational trust on work engagement: an application on logistic personnel; they found that there is a close relationship between organizational trust and work engagement. The increased level of trust from employees to their organization will make them feel part of that organization and increase their commitment to work. An increase in the overall level of output and work commitment will cumulatively influence a firm's level of marketing effectiveness.

The ability of the supplier to follow contractual obligation especially predefined delivery schedule is always the prime criteria for selection in this fast-moving world. This means that suppliers who have capacity and keep their promises are easier and profitable to work with in a supply chain. Wachivri, (2015) contend that customers' expectations are also increasing for high quality products at low cost and organizations are prone to more and more uncertain environment/settings to satisfy this requirement. Organizations will find that their conventional supply chain integration will have to be expanded beyond their peripheries through global networks. The strategic and dynamic technological innovations in supply chain will impact on how organizations buy and sell in the future. Based on the empirical and theoretical findings, the authors concluded that buyer supplier Trust positively and significantly affect marketing effectiveness of pharmacy stores in Port Harcourt.

CONCLUSION

Trust, if principally built through supplier centric measures of performance like reliability in delivery and conformity of product quality can substantially influence organization's performance. This article has elaborately discussed the underpinning concepts surrounding Buyer Supplier Trust and Marketing Effectiveness of pharmacy stores in Port Harcourt. The germaneness of good buyer supplier trust in influencing marketing effectiveness of pharmacy stores cannot be ignored. Empirical evidence obtained from the analysis of data and the review

of extant literature suggests that Buyer Supplier Trust relates positively with Marketing Effectiveness with its proxies as strategic orientation and operational efficiency. Conversely, buyer supplier trust is an essential determinant of viable business relationship that enhances marketing operations and culminates in improving effectiveness. Consequent on the findings of the study, the authors concluded that buyer-supplier trust positively affect marketing performance of pharmacy stores in Port Harcourt and thus recommended that Pharmacy stores in Port Harcourt should be purposive in building good customer trust for better and improved performance.

LIMITATIONS OF THE STUDY

This current study was basically designed to evaluate the relationship between buyer supplier trust and marketing effectiveness of pharmacy stores in Port Harcourt, Rivers State Nigeria. Port Harcourt comprised two major Local Governments: Obio/Akpor and Port Harcourt City Local Government Areas. These Local Government Areas are the largest in Rivers State in terms of population because of the heavy presence of oil and gas and other manufacturing companies, thereby making the area a commercial nerve Centre. This study was limited to only functional and registered pharmacy stores in Port Harcourt City Local Government area of Rivers state. However, the study ought to have as well investigated Obio Akpor Local Government Area but due to limited time, finance and other relevant logistical challenges the authors could not extend the study to the area. The authors therefore suggested that further studies should be conducted in pharmacy stores in other local Government Areas in Rivers State to ascertain if the same results will be obtained, thus checking generalizability of the current findings.

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