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Editorial

It is with great pleasure to present to our teeming audience this edition of Ilorin Journal of Marketing; Vol 4 No 1, January 2017. The history of the Journal dated back to 2014 when I was the Head of Department. I appointed the founding Editor, Dr. M. A. Aremu to assist the Department in putting in place an Academic Journal that will enable the Academic Staff both within and outside the University to publish their research. It is with great joy that he has done well in keeping the dream aglow. He has successfully produced five issues of the Journal before appointing me as the Editor, on my resumption from Sabbatical leave. This was due to the pressure of work from his office as the successive Head of Department and his confidence in me. I commend him for giving me this opportunity. I am equally using this opportunity to appreciate the support of Dr. Y. I. Mustapha, the incumbent Head, Department of Marketing. He has been very committed to the successful completion of this edition.

This edition has been put together to further show case our pursuit for excellence and scholarship. There have been very few journals in Marketing, therefore, the purpose of floating the Ilorin Journal of Marketing is to enable upcoming and practicing marketers both in the Academic and Corporate Sector to publish their works and contribute to the growing discourse in Marketing. We have received a lot of manuscripts from authors but only ten of the papers have been able to scale through our rigorous review and editorial process. It is our hope that those authors whose papers were rejected will not be discouraged to submit their manuscripts for the subsequent issues. The art of writing for academic publication can only be mastered through continuous learning and training. We should not forget that practice makes perfect.

We sincerely express our profound gratitude to our anonymous reviewers and members of the editorial board for the great job done. We have put all the papers in this issue through plagiarism and grammar check, despite all these, we cannot rule out the possibility of having minor mistakes. We promised to keep on doing better as we make progress in our subsequent publication. It is, therefore, expected that we shall be getting feedback from our readers which we believe, will help us be on the right course. Thank you all for your support.

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Instruction to Contributors

Ilorin Journal of Marketing (IJM) is double blind peer-reviewed journal published bi-annually by the Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria. Ilorin Journal of Marketing is dedicated to increase the depth of knowledge about marketing and related disciplines with the ultimate aim of adding value to knowledge. The Journal gives focus to all (but not restricted) areas of marketing management

Guide lines for paper submission

All submissions should be original papers that have not been accepted for publication or undergoing review process from other journal outlets.

Organization of Manuscript

Manuscripts should be arranged in the following sequence:

Title Page - This should contain the following information: A concise title of the paper, Name (s) of Author (s), Institutional Address, e-mail and GSM Nos of all the authors. Please indicate the corresponding author in case of multiple authors. All these should be in the first page of the manuscript. The next page should begin with the title of the paper followed by an **Abstract** (The abstract should be written in English and must not exceed 200 words and a maximum of 7 key words). The latest edition of American Psychological Association (APA) 6th reference format should be followed.

Submission of Manuscripts

All papers should be clear and concise (MicroSoft Word), double space on A4-size paper (210mm x 297mm) on one side of the paper only; allowing 1 inch margin on all sides. The font size should be 12 point and the font style is Times New Roman. No paper should exceed 15 pages (5,000 words) including references, tables and illustrations.

Ilorin Journal of Marketing welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence.

Authors are invited to submit electronic copy of their manuscripts as attachment to: **ijm@unilorin.edu.ng, aremulalaa@yahoo.com, and drgbadeyan@hotmail.com**

The journal accepts papers throughout the years. Our objective is to inform authors of the decision on their manuscript(s) within four weeks of submission. All accepted articles become the copyright of Ilorin Journal of Marketing. Authors however, will be held responsible in case, copyright of others are violated.

Contents	Volume 4, Number 1, 2017	Pages
The determinants and efficiency of maize crops marketing in Ilorin Metropolis ¹ Ayinde Opeyemi Eyitayo Ph.D., ² Ibrahim, Hussain Kobe, ³ Salami Mercy Funke & ⁴ Yusuf Kamil Oladapo		1
Diversification strategy and organization market share in the Nigerian manufacturing industry <i>Dr. Oyefesobi Oluwakemi O., Moshood Abiola, Dr. Akintunde Samuel O., Moshood Abiola, Dr. Suraju A. Aminu</i>		19
Application of gap analysis model to service and delivery system of dual purpose kerosene in Osun State, Nigeria <i>Babatunde B.O (Ph.D)</i>		32
Assessing consumers' awareness of pharmaceutical products labeling, in North-Eastern Nigeria <i>Lawan A. Lawan & Ali Baba Musami</i>		43
Business diversification and market-based performance of selected corporate organizations in Nigeria <i>ONIGBINDE Isaac Oladepo (Ph.D.)</i>		56
Consumer perception of service delivery in tertiary institutions in Katsina State, Nigeria <i>Aliyu Mamman Ph.D, Ismail Kayode Olaoye Ph.D, AbdulRahaman Abdulrazaq Morenikeji</i>		72
Determinants of customer satisfaction in Nigerian Banking Industry <i>BakareAkeem Adewale</i>		86
Impact of advertising on consumer buying behaviour <i>Suleiman Abubakar Sadiq Ph.D</i>		105
Corporate governance mechanism and business performance: Analysis of external forces in Nigerian's Telecommunication Companies <i>Abdulhameed Ahmed Yahaya (Ph.D.), Kabir Jinjiri Ringim (Ph.D.)</i>		122
Exchange rate and trade balance in Nigeria: Testing the j curve effect <i>Adebayo Sunday ADEDOKUN, Ph.D.</i>		133