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Editorial

The editor-in-chief for Ilorin Journal of Marketing (IJM), Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria is pleased to issue the Volume 7, Number 1, Year 2021 edition of the Journal. IJM provides a platform to publish current dynamism in the field of marketing through scholarly written articles that investigated existing and emerging real-world situations. The current issue of the Journal comprises of eleven empirical articles which addressed issues from the different areas of marketing.

The first article in this edition written by Gamama, Mustapha and Balami examine the mediating effect of purchase intention on perceived behavioural control and online shopping behaviour of staff of the University of Maiduguri. The study results revealed that purchase intention has no mediating effect on the perceived behavioural control and online shopping behaviour.

In the second article, Omolekan writes on product attributes' influence on consumer experience using Nigeria's online shoppers as a case study. The study employs Partial Least Square Algorithms and Bootstrapping techniques as an analytical method. The study found that the identified tangible and intangible product attributes are significant in predicting online shoppers experience in Nigeria.

The third article by Oteh and others specifically seeks to ascertain youths' information needs from social media platforms and social media's effect on nutritional information consumption. The study's findings revealed that sex, marital status and awareness of nutrition and dietary information negatively influence the use of social media for the consumption of nutritional information. At the same time, location and recommendations by the experts also had a significant positive influence on the use of social media for the consumption of nutritional and dietary information in the study area.

In the fourth paper, Amusa and Abdul explore the effectiveness of the marketing chain of shea-butter in Kwara State, Nigeria. The study's analysis shows that shea-butter production in the study area is based on the traditional method, which resulted in the highest total cost and revenue for the producers compared to that of wholesalers and retailers.

The fifth article is the work of Adamu, Aliyu, Abdulhamid and Yahaya which investigates product packaging's effect on Kaduna Polytechnic Students' purchase behaviour. The authors discovered that product packaging elements such as product shape/size, product colour, and product wrapping materials significantly affect

Kaduna Polytechnic students' purchase behaviour, while product graphic design did not.

The sixth article, written by Woli-Jimoh and Saka addresses the impact of supervisory development programme on the quality of service delivered by the Civil Servants in Kwara State. This work revealed that productivity training programmes impacted on the performance of civil servants in Kwara State because it addresses a specific area of their skills deficiency and knowledge.

In the seventh article, Ayinde and others compare consumers' preference for various poultry egg powder products with fresh eggs in Ilorin Metropolis. The study revealed that consumers in Ilorin metropolis preferred the powdery products than fresh eggs for albumen, yolk and whole egg powder respectively.

The eighth paper on customers' references marketing and patronage authored by Mustapha, Gbadeyan, and Olowo explore the influence of customers' reference marketing on the patronage of Orange Global Oil services, Ilorin. The study found that customers' reference marketing variables such as offering complex-based referral and innovativeness-based referral significantly influence the customers' patronage of Orange Global Oil services.

In the ninth article, Jenyo and others examine the effect of mentoring on job creation capacity among business incubatees in Offa Local Government Area of Kwara State. The study utilised regression analysis as a statistical tool to find that mentoring roles of incubation centres which are exhibited through institutional support, values alignment, self-efficacy and trust affect the job creation capacity among the incubatees.

The tenth article written by Ogah, Aluko and Medeyese examines marketing planning and resources management as a panacea for improving Nigeria's socio-economic development. The study found that financial budget and market research which are metric of marketing planning significantly affect resources management towards socio-economic development in Nigeria.

The final article by Adenuga and others investigates the influence of innovative marketing strategy on non-financial performance of manufacturing companies in Lagos State and the study discovered a positive relationship between innovative marketing strategy and non-financial performance of selected manufacturing companies in Lagos State.

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, ismyoriss@gmail.com, and drgebadeyan@hotmail.com

The journal accepts papers throughout the years. Our objective is to inform authors of the decision on their manuscript(s) within six 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.

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