

Title of Article: Competitive marketing strategies: Tools for enhancing value in the dynamic world of Business.

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Abstract Developing solid competitive marketing strategies in order to contribute towards long-term sustainable success has become imperative today for every success driven organization. The paper examines a number of Competitive Strategies, which have become strong tools for enhancing value in the Nigerian Telecommunication industry. The objectives of the paper among others are to (i) Examine whether there is any relationship between the use of competitive marketing strategies and business success and (ii) Find out whether the various competitive marketing strategies used by Nigerian Telecommunication firms have effects on rival companies, among others. The paper uses survey method with two hypotheses stated in the null form, with structured questionnaire, which were, distributed among the sampled respondents who are secondary school teachers in Lagos, Ogun, and Oyo states of Nigeria. Results were analyzed with the aid of correlation test statistics. Findings show that there is significant positive relationship between the use of competitive Marketing Strategies and Business Success. Findings also reveal that the various Competitive Strategies used by players have effects on other competitors. The paper makes various policy recommendations, which operators in the Nigerian Telecommunication Industry will find useful, if faithfully implemented. These include the need for firms to constantly engage in research to meet the changing needs of their esteemed Customers. Companies must identify where they could have competitive advantage over their Competitors and the Companies must render quality Service and try to constantly improve their offers in the face of changing market Dynamics, among others.

Key words: Competition; Marketing; Strategies; Enhancing; Value; Business.