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Editorial

It is a normal thing in life that people often want to become winners and never losers. This is because winners are honoured and celebrated. This is also the same in the corporate world, there is always the desire for a corporate entity to become an award-winning company. The benefit of winning for a company includes: the elevation of the company's status, the attraction of new customers and employees to the business, improvement of the employees' morale and increase customer loyalty. The simple truth is that winning involves overcoming challenges from the competitors. In other words, when a person is good at doing something, others will like to copy him. Jay Baer succinctly expressed this by saying that "If your competitors start copying you, then you are doing something right!" Baer an American marketing consultant, speaker, and author was born on September 29, 1969. He is recognized as having attained high visibility and expertise in Marketing.

I seriously believe that with the contributions we are getting in terms of paper submission to our Journal, from within and outside the University; we are doing right and we mean to keep doing so till the end. I am happy to inform you that with the emergence of Ilorin Journal of Marketing about six years ago, there are now new Marketing Journals coming into the limelight from other Universities. This is serving as a good development to the field of Marketing in Nigeria. We hope that this will give room for broader and diverse discourse in the marketing discipline. This edition is quite an improvement over the past issues and we promise to keep doing so till the Journal becomes the best. We thank all the contributors and our anonymous reviewers for their commitment and support.

We look forward to receiving your comments and criticism. This, we believe, will further add value to our work.

Thank you.

Prof. R.A. Gbadeyan,
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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, ismyoriss@gmail.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.

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