

Effects of Pricing Strategies on Marketing Decisions of Selected Bakeries in Bida, Niger State

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Abstract

The study assessed the effect of pricing strategies on marketing decision of selected bakeries in Bida, Niger State. Survey research design was adopted for the study. Data for the study were obtained through the administration of questionnaires designed in five point likert scale format. Data collected were analyzed using percentages, mean values and standard deviation. Hypothesis formulated for the study were tested using Spearman Correlation Test. Findings of the study reveal that cost-plus pricing, value-based pricing and price skimming strategies significantly influence the marketing choices of bakeries in Bida, Niger State. The study however recommends that Bakery businesses in Bida should continue to leverage on the power of pricing strategies. They should be diligent in considering both production costs and desired profit margins when setting prices. To enhance their marketing decisions, bakeries should adopt a market-oriented approach. Regularly assessing customer feedback and market demand can ensure that pricing strategies remain aligned with evolving customer preferences. Also, a balanced approach that incorporates multiple pricing strategies may be beneficial. For instance, a combination of cost-plus pricing for regular products and price skimming for new product launches can help optimize profitability and market positioning.

Keywords: Pricing, Strategy, Marketing Decision, Cost-Plus, Value-Based, Price Skimming.

Introduction

The dynamic interplay between pricing strategies and marketing decisions is a central concern in the field of marketing. Over the years, various pricing strategies have emerged as essential tools for businesses to influence consumer behavior, position their products or services, and drive profitability (Jobber, 2019). In this context, the pricing strategies under investigation include cost-plus pricing, value-based pricing, and price skimming.

In the contemporary business landscape, characterized by rapid changes in consumer behavior, digitalization, and global economic challenges (Kotler et al., 2017), pricing strategies have become increasingly crucial. Small and medium-sized enterprises (SMEs) like bakeries in Bida, Niger State operate within this complex environment. The effectiveness of their pricing strategies in influencing marketing decisions can significantly impact their competitiveness and long-term sustainability.

The pricing strategy is a crucial element of marketing decision making that can significantly impact a business's success (Ali & Anwar, 2021). A pricing strategy is the method used by a business to set the price of its products or services, taking into consideration factors such as costs, competition, and customer demand. Marketing decision making, on the other hand, involves analyzing the market, identifying target customers, creating marketing plans, and implementing strategies that align with the company's overall objectives (Anwar & Ghafoor, 2017).

However, despite their significance, the specific mechanisms by which cost-plus pricing, value-based pricing, and price skimming influence marketing decisions in SMEs remain underexplored, posing a significant gap in the literature. To address this gap, this study focuses on selected bakeries in Bida, Niger State, and seeks to unravel the intricate relationship between pricing strategies and marketing decisions.

As businesses strive to align their pricing strategies with evolving consumer preferences and digital trends, understanding how cost-plus pricing, value-based pricing, and price skimming impact marketing decisions in the bakery sector is critical. The insights gained from this study are expected to offer practical guidance to bakery owners and managers in Bida and contribute to the broader academic discourse on pricing strategies.

In view of the above, this study seeks to examine effect of pricing strategies on marketing decision of selected bakeries in Bida, Niger State.

Statement of the Problem

Pricing strategies are fundamental determinants of marketing decision-making, shaping how businesses position their products or services in the market and influencing consumer behavior and brand perception (Jobber, 2019). Understanding the intricacies of how cost-plus pricing strategies, value-based pricing strategies, and price skimming strategies impact marketing decisions is crucial for businesses to navigate competitive landscapes effectively, especially in the context of evolving consumer preferences and the digital age. The contemporary business environment is characterized by rapid changes in consumer behavior, digitalization, and global economic challenges (Kotler et al., 2017). In this dynamic landscape, companies must make informed marketing decisions that align with pricing strategies to maximize profitability and market share. Despite the critical role of pricing strategies, the specific mechanisms by which cost-plus pricing, value-based pricing, and price skimming strategies influence marketing decisions remain underexplored, posing a significant gap in the literature.

Hence, this study seeks to examine the effect of cost-plus pricing strategies, value-based pricing strategies, and price skimming strategies on marketing decisions of selected bakeries in Bida, Niger State, to provide a comprehensive understanding of how these pricing strategies impact marketing decision-making in the rapidly evolving business landscape.

Objectives of the Study

The main objective of this study is to examine the effect of pricing strategy on marketing decision using some selected Bakeries in Bida, Niger State. Other specific objectives are to:

- i. To evaluate the influence of cost-plus pricing strategies on marketing decision of selected bakeries in Bida, Niger State.
- ii. To determine the effect of value-based pricing strategies on marketing decision of selected bakeries in Bida, Niger State.
- iii. To examine the effect of price skimming strategies on marketing decision of selected bakeries in Bida, Niger State.

Research Questions

The following research questions guides this study:

- i. To what extent does cost-plus pricing strategies influence on marketing decision of selected bakeries in Bida, Niger State?
- ii. To what extent does a value-based pricing strategy enhance marketing decision of selected bakeries in Bida, Niger State?
- iii. To what extent does price skimming strategies impact on marketing decision of selected bakeries in Bida, Niger State?

Statement of Hypothesis

The following hypotheses are formulated:

Ho₁: Cost-plus pricing strategies have no significant influence on marketing decision of selected bakeries in Bida, Niger State.

Ho₂: Value-based pricing strategies do not enhance marketing decision of selected bakeries in Bida, Niger State.

Ho₃: Price skimming strategies has no significant impact on marketing decision of selected bakeries in Bida, Niger State.

Limitations of the Study

The main limitation of this research is the reliance on information supplied by the selected businesses who normally do not want to disclose the secret of their business mostly to unknown persons for the fear of been subjected to payment of tax. Also, some businesses lack proper record keeping and accounting procedures. Sometimes do not have the requisite knowledge needed for keeping formal records of business.

The second limitation in this research is the sample size and scope used which may not be adequate for generalization. Based on this, the authors therefore, recommend further studies in this area to cover the research gap.

Literature Review

Conceptual Framework

The price of products and services is one of the major factors that are considered by those who purchase. Pricing is the process of establishing a price by taking into consideration the components, policies, objectives and strategies of the organization in relation to pricing. When pricing is being analyzed, the marketing mix, 4P's that is price, place, promotion and product must be taken into consideration. Heads of both public and private organizations do not have a choice but to make critical decisions on pricing. Bett (2018) argued that pricing affect customer loyalty though the research did not focus on performance of the organization.

Price is viewed in school of economics as a component that determine the profit from the different between buying and selling price. Field of accounting sees price as part of sales which when less from cost of sales, one gets gross profit. However, price is view as a strategy that can be used to improve sales and thereafter increase profitability. Pricing strategies are based on price decision made by top management to improve the competitiveness of the organization with an aim of improving profitability (Sammut, Bonnici & Channon, 2014). Price strategies are mainly affected by corporate image, geographical location, discounts, price discrimination a price sensitivity which affect the buyers' bargaining power as results of substitute awareness, end benefit effects, total expenditure effects, shared cost effects and sunk investment effects. However, the role of developing pricing strategies lies with the top management. Where they need to take into consideration the effect of pricing service has impact on marketing structure, technology among other changes in external environment.

Pricing strategy is one of the most difficult areas of marketing decision making (Roth, 2017). It deals with the methods of setting profitable and justifiable prices. A firm's pricing strategies may be based on costs, demand, or the prices of competing products. However, where knowledge is required on product that would provide the highest profits, the manager must be interested in assigning costs incurred in the entire value chain to the different products before a meticulous determination of the overall profitability of the products (Rajan & Ittner, 2012).

Too many businesses have been lost because they priced themselves out of the marketplace (Gregson, 2014). Consumers' standard of living is closely tied to the reigning prices of goods and services, while in some other cases the price of a commodity may confer some prestige or feeling of importance or superiority on the buyer or consumer of the product (Agbonifoh, 2017).

Kotler and Armstrong (2017), price is one of the four components that make up what is known as the market mix (4Ps). This component is responsible for 20% of a client's ongoing maintenance costs. Every organization, whether it's in a developed country like the U.S. or an agricultural country like Nigeria, needs to figure out how to value systems that keep clients happy. However, just as the degree of use varies from one country to the next or

from one industry to the next, so do the types of estimating methodologies used by associations reflect the uniqueness of the economy in which the association is located.

The price you set for your product or service plays a large role in its marketability. It is further clarified by Jones and Richardson (2017) as Pricing for products or services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes. The impact of pricing strategy on performance has been validated in prior studies as expounded by (Akroush, 2012) where empirical results performance, showing a strong positive link between pricing strategy and overall performance (Akroush, 2012). Pricing strategy may vary from market to market because of many reasons associated with the PESTEL model such as political, economic, social, technological, environmental and legal forces.

Morris (1987), a pricing technique is in addition focused at the characterized clients and against contenders. When selecting a pricing strategy, the businesses as well as financial goals are kept in mind because the elements of a business plan can influence the choice of a pricing strategy. Also, the price assigned to a product also influences the consumer's perception of the product and this in turn impact on their willingness to purchase the product. Furthermore, Ding (2017) noted, that pricing strategy also helps as a market segmentation strategy since it can be used to differentiate products from those of competitors. Pricing has always been an integral component of marketing.

Objectives of Pricing Strategies

Weber (2015) a firm ought to decide upon the objectives of pricing before determining the price itself. Some of the main objectives of pricing strategies are as follows:

Survival: A fundamental pricing objective is to survive. Most organizations will tolerate short losses and many other difficulties in order to continue existing. Since pricing is such a flexible variable to adjust, it is sometimes used to increase or decrease demand in order to match the company's resources and supplies with fluctuations in market conditions Profit maximization: Based on the fact that business organizations are set up to maximize profit; therefore, prices are set up in order to achieve this objective.

Return on Investment: For pricing to obtain a prescribed rate of return on investment capital is a profit-oriented objective. However, a targeted return may not be the maximum possible return. Ethical considerations and the desire to maintain customer good will may limit the targeted return.

Market Share: The extent of market share obtained can be regarded as the benchmark of success for an organization. For this reason, market share can be increased by an organization as an objective for pricing.

Cash Flow: Some organizations set prices to recover cash as fast as possible. Financial managers are interested in quickly recovering of capital spent in developing products. A disadvantage of this approach could be high prices which allow competitors with lower prices to gain a large share of the market.

To prevent competition: Prices are set at times in order to prevent new entrant from gaining access into the industry. More so, organizations must constantly watch the entrance of the industry, at the same time, avoid overpricing or underpricing of the products.

Relationship between Pricing Strategies and Marketing Decisions

Pricing strategies play a crucial role in marketing decisions, as they directly impact on profitability, competitiveness, and perception of a product or service. Here are some relationships between pricing strategies and their impact on marketing decisions:

Product Positioning: Pricing strategies help position of a product or service in the market. High pricing may create a perception of exclusivity and luxury, while low pricing may convey affordability and value. The pricing decision influences how consumers perceive the product's quality and value proposition (Kotler, 2017).

Competitive Advantage: Pricing strategies can be used to gain a competitive advantage. Setting prices lower than competitors' prices can attract price-sensitive customers and capture market share. Alternatively, premium pricing can differentiate a product by emphasizing its superior quality or unique features (Jobber, 2019).

Revenue Generation: Pricing decisions directly impact revenue generation. By analyzing costs, demand, and competitors' pricing, businesses can set optimal prices to maximize their revenue. Pricing strategies such as price skimming, penetration pricing, or psychological pricing can be employed to achieve revenue goals (Nagle, 2016).

Demand Management: Pricing strategies influence consumer demand. Price elasticity of demand determines how changes in price affect the quantity demanded. Businesses can use pricing to manage demand fluctuations, stimulate sales during low-demand periods, or maintain premium pricing during high-demand periods (Lancaster, 2017)

Customer Perception and Brand Image: Pricing decisions shape customer perceptions of a brand. Premium pricing can enhance brand image, associating the product with prestige and quality. Conversely, discount pricing or price promotions may position a brand as affordable but potentially lower its perceived value (Keller, 2019).

Review of Related Studies

Due to divergent findings, research methodologies and data analysis adopted by different scholars in the area of discourse. This study presents prior studies of scholars as follows:

Somefun and Solomon (2023) investigated the current state of pricing strategies existing among SMEs. The study used qualitative data. The study will employ a cross-sectional design. The interview questionnaire was self-constructed. The setting of the research was in Lagos State, at Ikeja and Surulere. They analyze two pricing models (business services and products) from two different industries as well as the nature of the business in order to recommend pricing strategies that are compatible with the pricing models. The study used content analysis to analyze the data. 40 SME owners and managers were interviewed.

Jennifer (2022) study was based on descriptive, and examines pricing strategies and marketing performance of Telecommunication firms in Port Harcourt. The source of data used in this study was mainly secondary with the review of relevant literature that bothers on both variables. The study reveals that a well-tailored pricing strategy that considers the perception and sensitivity of target customers, as well as organizational goals, will have a positive impact on organizational marketing performance. The study found out that there is a positive relationship between values based pricing and marketing performance. Also, the study reveals that there is a positive relationship between costs based pricing and marketing performance. Based on the findings, the study concludes that there is a positive relationship between pricing strategies and marketing performance.

Syed and Ahmad (2021) examined the effect of the cost of produced goods on pricing strategies in the process of strategic decision. The research used a historical and descriptive method and depended basically and simply on secondary devices as sources of data. Results from the data acquired reference that customers have an understanding of fair value reflected in prices of the firm's products. The researcher will use both analytical and descriptive methods which appropriate the context of the current research which is generally based on the theoretical underpinnings and fieldwork. The outcomes indicate that the cost of produced products used in organizations provides quality information; there is an effect of this information on the pricing decision-making; there are parts in which pricing strategy much relied on the information provided by the cost systems.

Bayad and Govand (2021) aimed to examine pricing strategies as a determining factor in influencing consumer behaviour. The present research applied quantitative research method via adapting questionnaire from academic sources. The sample size for the current study is 162 which gathered via random sampling method. The results show that Penetration Pricing has significant positive influence on consumer behaviour at 5% level. The results show that Price Skimming has significant positive influence on consumer behaviour at 5% level. The results show that marketing sharing sites has significant positive influence on consumer behaviour at 5% level. The results show that blog has significant positive influence on consumer behaviour at 5% level. The results show that Competitive Pricing has significant positive influence on consumer behaviour at 5% level. Moreover, all beta value is higher than .001. All models have very high adjusted R² indicating the ability of the models explaining the variation of consumer behaviour due to variation of independent variables is very high. The F-value shows that the explanatory variables are jointly statistically significant in the model and the Durbin-Watson (DW) statistics reveals that there is autocorrelation in the models.

Bello (2020) explored the effect of pricing and product strategy on performance of small and medium enterprises in Kaduna State Nigeria. A total of 75 managers were used in data analysis through a survey questionnaire. The study is cross sectional in nature. Smart PLS 3.0 was used in testing the measurement and structural model. The findings revealed that service price and service product is significantly related to small and medium enterprise performance. The findings of the study are important to researchers and policy makers. It

will go a long way in assisting producers that will come up with durable and high quality product so as to be competitive and gain competitive edge.

Onyeaghala (2019) assessed the impact of pricing strategy on sales performance of consumable goods. This study adopted the survey design method. The population of the study comprised of staff of six enterprises that deal on consumables goods in Wukari, totaling thirty-two (32). The researchers used purposive sampling because the selected enterprises are the major dealers in consumable goods in the area. In addition, because the population of the enterprises is manageable, the researcher used the entire population as the sample size. Questionnaire served as instrument for data collection. The researcher adopted both descriptive and inferential statistics using tables with frequencies and percentages to present data and the Pearson Product Moment correlation to test the formulated hypotheses aided by the Statistical Package for Social Scientists (SPSS). Cost-plus, mark-up and competitors-oriented pricing strategies were the measured dimensions of the independent variable whereas, sales performance served as the dependent variable. Findings from data analysis shows that cost-plus pricing strategy has no influence on sales performance of consumable goods; mark-up pricing strategy has no influence on the sales performance of consumable goods; competitors' pricing strategy has an influence on the sales performance of consumable goods.

Ibrahim (2019) assessed the effects of pricing strategies on sales performance of street hawkers in Ghana. The study adopted the survey design. Data were gathered from a purposively selected sample of 198 traders at their hawking sites using a structured interview guide and data analyses carried out using SPSS version 20. The findings of the study reveal product bundle pricing and psychological pricing strategies used by hawkers. The majority of the hawkers have not been able to increase performance.

Anna (2018) conducted a study on the relationship between customer value and pricing strategies by selecting 129 samples of washing machine models which assessed through the conjoint analysis technique. The output was then regressed on the market prices of the products and the result revealed that the alignment between price and value for the customer is limited, only one of the two subsamples presented had positive impact among the variables.

Agwu (2017) researched on the effect of pricing strategies on the purchase of consumer goods. The researcher utilized a descriptive and historical method and relied heavily and solely on secondary instruments as sources of data. Findings from the researcher's data indicated that consumers have a perception of value reflected in prices of firm's products. It was also found out that competitor' price affects the purchase and informs purchase decision. Therefore, the researcher recommends that firms should focus on communicating value to customers through prices and should also be on the watch for competitors' prices and examine how much it affects purchase of their products.

Spyros (2017) carried out their research on wholesale provision of broadband services, an alternative pricing strategies and associated policies using a cost model created from actual market data. It showed that there are several factors that should be considered when new

producers design their broadband deployment strategy. Ruiliang (2009) investigated pricing strategies and firm performances under alliance brand using game-theoretic model and concluded that optimal pricing and brand management strategies exist in a competitive market for firms.

Mohsen and Sahar (2017) carried out a study on the Mediating Role of Competitive Strategies in the Effect of Firm Competencies and Performance in Jeddah, Saudi Arabia. Using a sample of 213 SMEs drawn from a population of 496 registered SMEs, the study used a survey to collect data from randomly selected respondents from the area under study. Chi-square Test of Association was used to analyze and test the hypothesis for the study. The results indicated that cost-inclusive pricing strategy does not affect performance of SMEs neither does it give leverage over competitors.

Similarly, Anna (2016) conducted a study on the relationship between customer value and pricing strategies by selecting 129 samples of washing machine models which assessed through the conjoint analysis technique. The output was then regressed on the market prices of the products and the result revealed that the alignment between price and value for the customer is limited, only one of the two subsamples presented had positive impact among the variables.

Micheal (2016) examined the relevance of pricing strategies on the corporate performance of brewery industry in Nigeria for the period 2005-2013. The study adopted descriptive research design and the secondary data gathered from the quoted brewery industries was analyzed using panel data regression model. The result revealed that pricing strategies have a great influence on the performance of brewery as it was showed that 91 percent in the performance of the industry can be explained by the pricing strategy. This further revealed the degree or extent to which both variables are correlated. However, the adopted sales strategy was revealed to be negatively related to the performance of the brewery industry in Nigeria as its limitation was showed from the level of net revenue of the industries. The negative effect was more visible in International Brewery as revealed by the fixed effect panel model.

Howard and James (2016) based their study on the effect of decision context on perceived risk in pricing strategies and attribution theory where more than 100 business managers were used and findings suggest that when pricing are dominated by an uncontrollable environmental factor, managers themselves tend to select pricing strategies with external orientations to avoid risk.

Victor (2016) carried out a study on price strategies as a determinant of performance on Romanian companies in export markets. Specifically, the study was focused on mark-up pricing strategy and price skimming strategy. The methodology adopted for the study was a cross sectional design method using questionnaire as a major data collection instrument. The target population for the study was 54 exporting companies in Romanian. The study employed stratified random sampling; selecting 22 companies that were used as a study focal point. The data collected was analyzed using SPSS. The study found among others

that mark-up and skimming pricing strategy has no positive effect on sales of export products.

Kostis and George (2015) conducted a study on new industrial service pricing strategies and their antecedents where data were collected through a mail survey from 129 transportation and 48 information technology companies. Moreover, 20 in-depth personal interviews were conducted in the initial phase of the research and concluded that skimming pricing and penetration pricing relate to the company's corporate and marketing strategy and the service characteristics, while market conditions influence the adoption of pricing similar to competitive prices.

Similarly, David and David (2012) adopted exploratory research design on a mail survey that was conducted using a questionnaire based on the dual scenario technique on marketing orientated pricing: Understanding and applying factors that discriminate between successful high and low price strategies, found out that six marketing-orientated factors ability of customers to pay; brand value; degree of competition; price acting as a barrier to entry; demand compared to supply and the use of a building market share objective. These factors are significantly discriminated between the uses of successful high versus low pricing strategies.

Methodology

The approach for the study design was survey design because it entails going to the field for data collection. The study areas include; Zallaks Parks with 20 workers, Peoples bread bakery with 17 employees, Nakowa bakery with 27 workers and Promise bread bakery which has 33 employees all with a total of 97 workers, within Bida metropolis in Niger state. The sample size for the study was 78 using Taro Yamane formula, a stratified sampling technique was used so as to give a proper representation of the staffs of the studied businesses. It is a sampling technique that involves dividing the population into smaller groups to complete the sampling process. The instrument used for data collection was the administration of questionnaires. However, the questionnaire was structured using Likert scale (Rensis, 1932) that provides five options for the respondents per question as strongly agreed (SA), agreed (A), undecided (U) disagree (D) and strongly disagreed (SD).

The response gotten from the questionnaires were presented in tabular forms. The responses were converted to frequencies and percentages. Interpretation was based on the findings and the research question of the study. The hypothesis formulated was tested using Spearman Rank Correlation Technique. The technique measures the extent of association between the independent and dependent variables.

Results and Discussion

To ascertain the validity of the instrument used, the table below shows the relationship between the variables in the study.

Correlations

			Cost Plus Pricing	Marketing Decision
Spearman's rho	Cost Plus Pricing Strategy	Correlation Coefficient	1.000	.635
		Sig. (2-tailed)	.	.012
		N	78	78
	Marketing Decision	Correlation Coefficient	.635	1.000
		Sig. (2-tailed)	.012	.
		N	78	78

Source: SPSS Output (2023)

Conclusion: Since $P_{sig} 0.000 < 0.05$, we reject H_{01} and hence conclude that there is a strong positive correlation between cost-plus pricing strategies and marketing decision of selected bakeries in Bida, Niger State. This suggests that better marketing decision tend to be associated with good pricing strategies of the studied organisations.

H₀₂: A Value-based pricing strategy does not enhance better marketing decision of selected bakeries in Bida, Niger State.

Correlations

			Value Based Pricing Strategy	Marketing Decision
Spearman's rho	Value Based Pricing Strategy	Correlation Coefficient	1.000	.843**
		Sig. (2-tailed)	.	.000
		N	78	78
	Marketing Decision	Correlation Coefficient	.843**	1.000
		Sig. (2-tailed)	.000	.
		N	78	78

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

Source: SPSS Output (2023)

Conclusion: Since $P_{sig} 0.000 < 0.05$, we reject H_{02} and hence conclude that value-based pricing strategies enhance marketing decision of selected bakeries in Bida, Niger State.

H₀₃: Price skimming strategies has no significant impact on marketing decision of selected bakeries in Bida, Niger State.

Correlations

			Price Skimming Strategy	Marketing Decision
Spearman's rho	Price Skimming Strategy	Correlation Coefficient	1.000	.608*
		Sig. (2-tailed)	.	.016
		N	78	78
	Marketing Decision	Correlation Coefficient	.608*	1.000
		Sig. (2-tailed)	.016	.
		N	78	78

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output (2023)

Conclusion: Since $P_{sig} 0.000 < 0.05$, we reject H_{03} and hence conclude that price skimming strategies has significant influence on marketing decision of selected bakeries in Bida, Niger State.

Conclusion and Recommendations

Conclusions

The findings from this study shed light on the crucial relationship between pricing strategies and marketing decisions in the context of selected bakeries in Bida, Niger State. The research has established that pricing strategies, specifically cost-plus pricing, value-based pricing, and price skimming, significantly influence the marketing choices of these bakeries. Cost-plus pricing, which considers production costs and desired profit margins, holds a substantial sway over the marketing strategies of the bakeries. This implies that they strategically factor in the cost of production and profit goals when determining the prices of their bakery products, which in turn shapes their broader marketing approach.

Moreover, value-based pricing, aligning product prices with perceived value, emerged as a potent influencer of marketing decisions. The statistically significant positive impact indicates that these bakeries prioritize customer perceptions and preferences in their pricing strategies, allowing them to build a stronger brand image and cater to their target market effectively.

Furthermore, price skimming, as a strategy to maximize initial profits for new bakery products, was found to have a notable impact on marketing decisions. This strategic approach is statistically significant and serves as a tool for gaining a competitive advantage, particularly during product launches.

Findings

In view of the analysis and test of hypothesis carried out, the following can be summarized and as well linked to prior studies.

- The research demonstrates a clear relationship between pricing strategies and marketing decisions within the selected bakeries of Bida, Niger State.

- ii. The analysis confirms that cost-plus pricing strategies significantly influence the marketing choices of these bakeries. This pricing approach, based on production costs and profit margins, holds a considerable sway over their overall marketing strategies.
- iii. Additionally, value-based pricing strategies emerge as a crucial factor, enhancing the marketing decisions of the bakeries. Aligning product prices with perceived value proves to be a statistically significant positive influencer, allowing the bakeries to establish a stronger brand image and cater to customer preferences effectively.
- iv. Moreover, the study establishes that price skimming strategies have a notable impact on marketing decisions.
- v. The utilization of price skimming to maximize initial profits for new bakery products is statistically significant, suggesting its importance in gaining a competitive edge during product launches.

Jennifer (2022) study in Port Harcourt concurs with the study's findings on the importance of well-tailored pricing strategies. Both studies emphasize the need to consider customer perceptions and organizational objectives in pricing decisions. The study by Bello (2020) supports the Bida study by indicating that pricing strategies significantly influence business performance, particularly for small and medium enterprises.

Bayad and Govand (2021) both studies emphasize the importance of pricing strategies, with Bayad and Govand's research demonstrating the impact of pricing strategies on consumer behavior, which is aligned with the Bida study's focus on pricing's influence on marketing decisions. Onyeaghala (2019) study in Wukari does not align with the Bida study's findings. Onyeaghala's research suggests that certain pricing strategies, such as cost-plus and mark-up, do not significantly affect sales performance, while the Bida study emphasizes the influence of pricing strategies on marketing decisions.

Recommendations

In view of the analysis, research findings and conclusions drawn, the following recommendations were put forward:

- i. Bakery businesses in Bida should continue to leverage the power of pricing strategies. They should be diligent in considering both production costs and desired profit margins when setting prices. Furthermore, they should consistently assess and align their product prices with the perceived value in the eyes of their customers.
- ii. To enhance their marketing decisions, bakeries should adopt a market-oriented approach. Regularly assessing customer feedback and market demand can ensure that pricing strategies remain aligned with evolving customer preferences.
- iii. A balanced approach that incorporates multiple pricing strategies may be beneficial. For instance, a combination of cost-plus pricing for regular products and

price skimming for new product launches can help optimize profitability and market positioning.

- iv. Bakery owners and managers should invest in training and skill development in pricing strategies. This will empower their teams to make informed decisions and adapt to changing market dynamics effectively.
- v. Periodic competitive analysis can provide valuable insights into pricing strategies adopted by competitors. This information can help bakeries fine-tune their own pricing strategies to maintain competitiveness.

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