

**THE EFFECT OF CONSUMERISM IN THE MARKETING OF PRODUCTS IN
NIGERIA
(AN APPRAISAL OF AGENCIES IN ENUGU STATE)**

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FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA
ENUGU CAMPUS**

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TITLE PAGE

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**A DISSERTATION PRESENTED TO THE
DEPARTMENT OF MARKETING
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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
THE DEGREE MASTERS OF PUBLIC RELATIONS (M.Sc) IN MARKETING**

SUPERVISOR: DR CHUKWUDI NWAIZUGBO

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CERTIFICATION

It is hereby certified that this is an original research work carried out by OKOTIE, VICTORY with Reg. No. PG/M.Sc/08/47366 in the Department of Marketing, Faculty of Business Administration, University of Nigeria, Enugu campus, Enugu and the said research work has not been submitted in full or in part to this or any other institution for the award of any diploma or degree.

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APPROVAL PAGE

This project work as carried out by OKOTIE VICTORY of the department of Marketing, Faculty of Business Administration .University of Nigeria Enugu Campus hereby approved.

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HEAD OF DEPARTMENT

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DATE

DEDICATION

This project is dedicated to the Almighty God who through His infinite mercies this M.Sc programme was completed.

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I acknowledge the grace of our Almighty father without which there will be no life to embark on such a great task like this research.

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ABSTRACT

Consumerism is a social and economic order that is based on the systematic creation and fostering of a desire to purchase goods and services in greater amount. However, modern consumerism can be said to have strong link with the western world, but it is in fact an international phenomena. People purchasing goods and consuming materials in excess of this basic needs is as old as the first civilization. But in Nigeria, of all the rights in consumer protection, the only that is accorded the Nigerian consumers is the right to choose from an array of products that are dominated by fake substandard and deceitful products. It was therefore in line with the above that this research intends to determine the effects of consumerism in products marketing, to examine government efforts in consumerism and its influence on product marketing, to investigate the roles independent organizations in consumerism movement and its impact on marketing activities, to ascertain whether manufacturers imbibe marketing and business ethics in product marketing and sales. This research adopted the survey research design utilizing primary and secondary data. Questionnaires were distributed to four groups of respondents, consumers, retailers and distributors, management and staff of government consumerism agencies and manufacturers of various products, the sample size of 417 was used. The data was analysed using the t-test ANOVA non parametric statistical model in evaluating the hypotheses. The result of the analyses obtained from the research showed that consumerism movement in Nigerian have an effect on product marketing in Nigeria, government efforts in consumerism have an effect on the way products are marketed in Nigeria, independent consumerism organizations do not have significant impact on product marketing in Nigeria, Nigeria manufacturers do not imbibe marketing business ethics in the production of goods marketed and sold to the general public. Though, consumerism cannot be said to have strong footing in Nigeria, efforts must be made by all stakeholders to ensure that consumerism movement is established as to ensure good product marketing in Nigeria.

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CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Consumerism is a social and economic order that is based on the systematic creation and fostering of a desire to purchase goods or services in ever greater amounts (Veblen's, 1899). The term is often associated with criticisms of consumption starting with or, more recently by a movement called Enoughism (Huxley, 1932). Veblen's subject of examination was the newly emergent middle class arising at the turn of the twentieth century, which came to full fruition by the end of the twentieth century through the process of globalization (Barber, 2008). It also may refer to a movement seeking to protect and inform consumers by requiring such practices as honest packaging and advertising, product guarantees, and improved safety standards. In this sense it is a movement or a set of policies aimed at regulating the products, services, methods, and standards of manufacturers, sellers, and advertisers in the interests of the buyer (Ryan, 2007)

Consumerism has strong links with the Western World, but is in fact an international phenomenon. People purchasing goods and consuming materials in excess of their basic needs is as old as the first civilization, however, a great turn in consumerism arrived just before the Industrial Revolution in the nineteenth century, when capitalist development and the industrial revolution were primarily focussing on the capital goods sector and industrial infrastructure. At that time, agricultural commodities, essential consumer goods, and commercial activities had developed to an extent, but not to the same extent as other sectors as members of the working classes worked long hours for low wages as much as 16 hours per day, 6 days per week thus little time or money was left for consumer activities (Ryan, 2007).

According to Calder (1990), when capital goods and infrastructure were quite durable and took a long time to be used up Henry Ford and other leaders of industry understood that mass

production presupposed mass consumption after observing the assembly lines in the meat packing industry and Fredrick Winslow Taylor brought his theory of scientific management to the organization of the assembly line in other industries; this unleashed incredible productivity and reduced the costs of all commodities produced on assembly lines. While previously the norm had been the scarcity of resources. The Industrial Revolution created an unusual economic situation where for the first time in history products were available in outstanding quantities, at outstandingly low prices, thus available to virtually everyone. So began the era of mass consumption, where the concept of consumerism were applicable as to help fight against the mass produces which were not up to the required standard (Chin, 2001). Because consumption is so central to many economies, and even to the current forms of globalization, its effects therefore were also seen around the world. How we consume, and for what purposes drives how we extract resources, create products and produce pollution and waste. Political and economic systems that are currently promoted and pushed around the world in part to increase consumption also led to immense poverty and exploitation

The social transformation was not easy, and it bore heavily on those at the bottom arc of the cycle the workers, both industrial and agricultural. As consumers began to feel more trapped by the new consumerist system, they appealed to the government for help. Thus, consumerism led directly to the Progressive Era, much of which was aimed at consumer advocacy and protection (Miller, 1991). However, opponents of consumerism argue that many luxuries and unnecessary consumer products may act as social mechanism allowing people to identify like-minded individuals through the display of similar products, again utilizing aspects of status-symbolism to judge social economic status and social stratification. Some people believe relationships with a product or brand name are substitutes for healthy human relationships lacking in societies, and along with consumerism, create a cultural hegemony, and are part of a general process of social control in modern society. Critics of consumerism often point out that consumerist

societies are more prone to damage the environment, contribute to global warming and use up resources at a higher rate than other societies.

The concept of consumerism is yet to take root in Nigeria unlike what is obtainable in most other countries of the world. Apart from rudimentary efforts by some government regulatory agencies, nothing is happening as far as protecting the Nigerian consuming public is concerned (Okafor, 2008). The law of consumerism accorded the consuming public the right to be safe, to be informed, to choose and to be heard. But practically, these rights are not accorded to Nigerian consumers. In fact according to Okafor, (2008: 57), he said;

“Of all the rights on consumer protection, the only one that is accorded the Nigerian consumer is the right to choose from an array of products that are dominated by fake, substandard and deceitful products. The average Nigerian consumer does not know his rights. He needs to be educated through massive public awareness campaign. Many Nigerians are just concerned with survival. So, the average Nigerian wants to just have something in the stomach, the cheaper, the better, quality, to him is secondary, however the way forward is that Nigerian manufacturers must work towards offering the right kind of products that will meet consumers’ expectations of convenience, taste and lifestyle, whilst ensuring they are nutritious and affordable. Government regulatory agencies must do their jobs, whilst the legal systems must be overhauled to make them more accessible to both Government agencies and consumers and to deliver justice faster”

Consumers should be vigilant by not compromising quality in products and channelling their complaints against any manufacturer or marketer of sub-standard products to consumerism movements as to take appropriate action.

1.2 STATEMENT OF PROBLEMS

Marketing companies in Nigeria are plagued with various problems associated with the marketing of products and services in the country. Consumerism is often seen by marketers as one of the multifarious problems in the marketing of products and services that organizations are facing, thus it is an external force in the marketing environment which is beyond the control of marketers. Consumerism is a problem to companies engaged in unscrupulous practices that are detrimental to the consumers. It is a problem because they can be forced out of business when consumers reject their products as a result of poor quality, or low standard. Also, it is a problem to them when the government sanctions them in order to protect the consumers, as well as a serious problem when independent organizations are against their sharp practices.

Consumerism can often lead to low sales and turnover of companies because as consumerism spreads, the weaker is the incentive to manufacture for long-lasting, quality products, and the greater the likelihood that cheaply produced products will not be marketed thus leading to a nationwide loss of manufacturing jobs with its corresponding growth in unemployment and the number of welfare recipients, less personal wealth, a shrinking tax base, fewer public services, and greater public and private debt, hopelessness for job seekers and a growing negative balance of trade. Facilitating the sale of whatever is advertised and sold, without examination by the purchaser of quality, origin, environmental degradation or traditions of manufacture from consumerism organizations can increase welfare of the general public.

Many consumerism activists believe the rise of large-business corporations poses a threat to the legitimate authority of nation states and the public sphere. They feel corporations are invading people's privacy, manipulating politics and governments, and creating false needs in consumers. They state evidence such as invasive advertising adware, spam, telemarketing,

child-targeted advertising, aggressive guerrilla marketing massive corporate campaign contributions in political elections, interference in the policies of sovereign nation states, and endless global news stories about corporate corruption, with the above in mind Government needs to set up agencies that should see to the production of standard goods and services as government exist to protect the lives of its citizens and subject corporations as well as individuals to the law of the land.

An important contribution to the critique of consumerism has been made by French philosopher Bernard Stiegler, arguing modern capitalism is governed by consumption rather than production, and the advertising techniques used to create consumer behaviour amount to the destruction of psychic and collective individuation. The diversion of energy toward the consumption of consumer products, he argues, results in an addictive cycle of consumption (Peters, 2007), leading to hyper consumption, the exhaustion of desire, and the reign of symbolic misery, these practices are not ethical, therefore, since consumerism movements seek to align corporation to the production and marketing of goods and services that enhances welfare and at the same time imbibing the culture of ethics in marketing of products. Manufacturers must inculcate in morality in production and marketing of goods that are consumer friendly.

1.3 OBJECTIVES OF THE STUDY

The essence of this research work focuses on the effects of consumerism in the marketing of products in Nigeria. Specific objectives of the study are:-

- i) To determine the effects of consumerism in product marketing.
- ii) To examine government effort in consumerism and its influence on product marketing.
- iii) To investigate the roles of independent organizations in consumerism movement and its impact in marketing activities.
- iv) To ascertain whether manufacturers imbibe marketing and business ethics in product marketing and sales.

1.4 RESEARCH QUESTIONS

- i. Does consumerism movement have any effect on product marketing in Nigeria?
- ii. Do government efforts in consumerism have any effects in product marketing in Nigeria?
- iii. What is the impact of independent consumerism movements has on product Marketing in Nigeria?
- iv. Do manufacturers of product imbibe marketing and business ethics have on product marketed and sold in Nigeria?

1.5 RESEARCH HYPOTHESES

- H₀₁: Consumerism movement does not have any effect in product marketing in Nigeria.
- H₀₂: Government efforts in consumerism do not have any effect on product marketing.
- H₀₃: Independent organizations in consumerism do not have impact in product marketing.
- H₀₄: Nigerian Manufacturers do not imbibe marketing and business ethics in the production of goods marketed and sold to the general public.

1.6 SCOPE OF THE STUDY

The scope of the study is on the effect of consumerism in the marketing of product in of Nigeria. The study will look at the effect of consumers protest, government effort in protecting consumers and the effort of independent organizations on how they affects decision making of marketing organizations for the achievement of marketing philosophy. On the other hand, the geographical scope of the study is the assessment of the role of government agencies in Enugu state of Nigeria.

1.7 SIGNIFICANCE OF THE STUDY

The study will be of immense value to the society and helps to promote healthy marketing practices that will be of mutual benefits to producers that will be of mutual benefits to producers and the end users of products and service. In a more specific way, this study will be significant to the following groups;

1) CONSUMERS

These are the end users of the product and thus are targeted by manufacturers. Therefore, this research work will help to enlighten and educate consumers on their fundamental rights to the purchase and consumption of goods which satisfies and at the same time increases their welfare as advocated by various consumerism movements.

2) MANAGEMENT

The research will also been significant to management as it will help to expose various effects of bad products on the turnover of their firms and organizations. Management generally tries to enhance the value of shareholders and the continual production and marketing of goods increases these objectives, thus, this research will help management to understand the need to imbibe the culture of producing consumer goods which are friendly.

4) ACADEMIC PURPOSES

Also, the study will be significant for academic purposes. As it will not only review various consumerism organisation and impact on the production and marketing of goods but also increase literatures available in this area of marketing research

1.8 LIMITATIONS

There is no research work without some constraints. In the course of the study some of the constraints, which affected the researcher, are;

- a. Time Constraint: The amount of time needed to extensively evaluate and process this research work is to enormous. Not all consumerism movement and organisations and consumers can be accessed as a result of time required. However, notwithstanding this constraint, effort was made to produce a standard research work.
- b. Financial Constraint: This was another factor which limited this research work. Not all planned places were visited as a result of financial constraint. However, standard was not compromised.
- c. Information Constraint: Some source material required by the researcher was not supplied as it was termed and classified by NAFDAC and SON officials as confidential.

1.9 OPERATIONAL DEFINITION OF TERMS

Marketing: It is a societal process by which individual and groups obtain what the need and want through creating, offering and freely exchanging products and services of value with others (Kotler, 2000:265)

- Consumerism:** The wide range of activities of government, business and independent Organizations that are designed to protect people from practices that infringe upon their rights as consumers (Onah, 2006:49)
- Effect:** A change that causes something to happen it is used for a particular look sound or impression to create an intended situation (Cambridge International Dictionary, 2005 Edition)
- Product:** Anything that can be offered to a market for attention acquisition or consumption which include physical objects, services places, organizations, ideas (Okoye and Uturu, 2003:50)
- Appraisal:** A judgment of value, performance or nature to estimate the quality of a particular event (Cambridge International Dictionary, 2005 Edition).

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 OVERVIEW OF CONSUMERISM

Consumerism has strong links with the Western world, but is in fact an international phenomenon. People purchasing goods and consuming materials in excess of their basic needs

is as old as the first civilization. A great turn in consumerism arrived just before the Industrial revolution. In the nineteenth century, capitalist development and the industrial revolution were primarily focused on the capital goods sector and industrial infrastructure (i.e., mining, steel, oil, transportation networks, communications networks, industrial cities, financial centres (Ryan, 2007)

At that time, agricultural commodities, essential consumer goods, and commercial activities had developed to an extent, but not to the same extent as other sectors. Members of the working classes worked long hours for low wages ó as much as 16 hours per day, 6 days per week and little time or money was left for consumer activities Further, capital goods and infrastructure were quite durable and took a long time to be used up. Henry Ford and other leaders of industry understood that mass production presupposed mass consumption. After observing the assembly lines in the meat packing industry, Fredrick Taylor brought his theory of scientific management to the organization of the assembly line in other industries; this unleashed incredible productivity and reduced the costs of all commodities produced on assembly lines. While previously the norm had been the scarcity of resources, the Industrial revolution created an unusual economic situation. For the first time in history products were available in outstanding quantities, at outstandingly low prices, being thus available to virtually everyone. So began the era of mass consumption, the only era where the concept of consumerism is applicable (Ryan 2007).

Consumerism has long had intentional underpinnings, rather than just developing out of capitalism. As an example, Earnest Elmo Calkins noted to fellow advertising executives in 1932 that "consumer engineering must see to it that we use up the kind of goods we now merely use", while the domestic theorist Christine Fredrick observed in 1929 that "the way to

break the vicious deadlock of a low standard of living is to spend freely, and even waste creatively" (<http://changeobserver.designobserver.com>)

The older term and concept of conspicuous consumption originated at the turn of the 20th century in the writings of sociologist and economist. The term describes an apparently irrational and confounding form of economic behaviour. The term conspicuous consumption spread to describe consumerism in the United States in the 1960s, but was soon linked to debates about media theory, culture jamming, and its corollary productivism.

Beginning in the 1990s, the most frequent reason given for attending college had changed to making a lot of money, outranking reasons such as becoming an authority in a field or helping others in difficulty. This correlates with the rise of materialism, specifically the technological aspect: the increasing prevalence of compact disc players, digital media, personal computers, and cellular telephones. Madeline Levine criticized what she saw as a large change in society a shift away from values of community, spirituality, and integrity, and toward competition, materialism and disconnection (Levine, 2007). Businesses have realized that wealthy consumers are the most attractive targets of marketing. The upper class's tastes, lifestyles, and preferences trickle down to become the standard for all consumers. The not so wealthy consumers can purchase something new that will speak of their place in the tradition of affluence. A consumer can have the instant gratification of purchasing an expensive item to improve social status (Miller, 1991).

Emulation is also a core component of 21st century consumerism. As a general trend, regular consumers seek to emulate those who are above them in the social hierarchy. The poor strive to imitate the wealthy and the wealthy imitate celebrities and other icons. The celebrity endorsement of products can be seen as evidence of the desire of modern consumers to purchase products partly or solely to emulate people of higher social status. This purchasing

behaviour may co-exist in the mind of a consumer with an image of oneself as being an individualist (Miller, 1991).

2.2 CRITICISM AGAINST CONSUMERISM

Since consumerism began, various individuals and groups have consciously sought an alternative lifestyle, such as the simple living eco-conscious and but local movements (Roberts, 2008). In many critical contexts, consumerism is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial brand names and perceived status symbolism appeal. A culture that is permeated by consumerism can be referred to as a consumer culture or a market culture (Ryan, 2007).

Opponents of consumerism argue that many luxuries and unnecessary consumer products may act as social mechanism allowing people to identify like-minded individuals through the display of similar products, again utilizing aspects of status-symbolism to judge socioeconomic status and social stratification, Some people believe relationships with a product or brand name are substitutes for healthy human relationships lacking in societies, and along with consumerism, create a cultural hegemony, and are part of a general process of social control in modern society. Critics of consumerism often point out that consumerist societies are more prone to damage the environment, contribute to global warming and use up resources at a higher rate than other societies.

In an opinion segment of New Scientist magazine published in August 2009, reporter Andy Coghlan cited William Rees, saying that human beings, despite considering themselves civilized thinkers, subconsciously is still be driven by an impulse for survival, domination and expansion, an impulse which now finds expression in the idea that inexorable economic growth is the answer to everything, and, given time, will redress all the world's existing inequalities

According to figures presented by Rees, the human society is in a global overshoot, consuming 30% more material than is sustainable from the world's resources. Rees went on to state that at present, 85 countries are exceeding their domestic bio-capacities, and compensate for their lack of local material by depleting the stocks of other countries, which have a material surplus due to their lower consumption (Coghlan, 2009)

2.2.1 ANTI-CONSUMERISM

Anti-consumerism is often associated with criticism of consumption, starting with Karl Marx and Thorstein Veblen, but according to Veblen's Theory of Leisure Class, consumerism can be traced back to the first human civilization. Consumerism can also denote economic policies associated with Keynesian economics, and, in an abstract sense, refer to the belief that the free choice of consumers should dictate the economic structure of a society. Many anti-corporate activists believe the rise of large-business corporations poses a threat to the legitimate authority of nation state and the public sphere. They feel corporations are invading people's privacy, manipulating politics and governments, and creating false needs in consumers (Veblen, 1899). They state evidence such as invasive advertising, adware, spam, telemarketing, child-targeted advertising, aggressive guerrilla marketing, massive corporate campaign contributions in political elections, interference in the policies of sovereign nation states (Ken Saro-Wiwa), and endless global news stories about corporate corruption (Roberts, 2008).

Anti-consumerism protesters point out that the main responsibility of a corporation is to answer only to shareholders, giving human rights and other issues almost no consideration. The management does have a primary responsibility to their shareholders, since any philanthropic activities that do not directly serve the business could be deemed to be a breach of trust. This sort of financial responsibility means that multi-national corporations will pursue strategies to intensify labour and reduce costs. For example, they will attempt to find low wage economies

with laws which are conveniently lenient on human rights, the natural environment, and trade union organization and so on (Barber, 2008).

An important contribution to the critique of consumerism has been made by French philosopher Bernard Steigler, arguing modern capitalism is governed by consumption rather than production, and the advertising techniques used to create consumer behaviour amount to the destruction of psychic and collective individuation. The diversion of libidinal energy toward the consumption of consumer products, he argues, results in an addictive cycle of consumption, leading to hyper consumption, the exhaustion of desire, and the reign of symbolic misery (Steigler, 1973).

In his 2004 book *Understanding Postmodernism*, Stephen Hicks takes a position similar to Twitchell's, though argued in much greater detail. Hicks notes that, from the 1800s, socialists and Marxists had consistently argued that wealth was good because it could increase quality of life but that capitalism was bad because it would force the working and middle-classes into poverty while simultaneously concentrating wealth in fewer hands, by the 1950s, however, the evidence was undeniable that socialist countries had lower standards of living (often coupled with massive human rights atrocities), while capitalist countries overwhelmingly saw increasing middle-class populations, rising wages and improved standards of living for all citizens. In response to this failure of socialism in theory and practice, Hicks argues that leading Marxist and socialist thinkers made an about face to argue that wealth was bad because it trapped people in comfortable middle-class lifestyles, Capitalism's producing so much wealth, therefore, is bad: It is in direct defiance of the moral imperative of historical progress towards socialism. It would be much better if the proletariat were in economic misery under capitalism, for then they would realize their oppression (Hicks, 2004).

2.3 OVERVIEW OF CONSUMER ACTIVISM

Over time consumerism movement hope to provide security and healthy standards for employed consumers while the state should protect against profiteers, disease, unemployment, and market fluctuations (Kozinets and Handelman, 2004). Consumer movements challenge social order and transform it through the propagation of ideologies of consumption in hopes of dramatically changing mainstream views. The ideal goal is to push consumers to question the morality of a purchased product's origins (Roberts, 2005)

Weinraub (1970) says consumer activist tactics often include boycotts petitioning the government, media activism, and organizing interest groups and notable consumerism organization include public citizens, consumer unions and governmental agencies in charge of protecting the consumer, example is NAFDAC and SON.

The ideology of this social movement reflects that of other social movements in that their goal, their adversary, and their members are all publicly made available and seen. Consumer movements developed as a form of resistance against specific marketing and industrial practices. These can include the selling of dangerous vehicles, the use of deceptive advertising, and inhumane working conditions (Kozinets and Handelman, 2004).

Three elements are necessary, according to (Glickman, 2005) for the ideology of a social movement: identity, opposition, and totality. Identity is the self and collective identity of the members of the social movement. Opposition is the identification and description of the adversary. Totality is the indication that objectives will be achieved through struggle. This conception has been appropriate for the other movements, including the lesbian and gay, civil rights, and feminist movements Consumers are cast in the social movement as common people, while the activists are those leading them into the conflict with business executives and elites Activist members do not only target corporations and attempt to change their behaviour, but

they seek to elevate the awareness of consumers collectively with the purpose of altering consumer culture

Meetings of consumer movements may include encouraging reflexivity, the discussion of how consumerism is viewed by the activists and by the target audience, capitalism, and the broadcasting of the differences between the activists and most people. Some meetings falter from accomplishing set goals, such as organizing leafleting activities, and focus on accelerating the growth of reflective thinking about consumption. Most behaviour was found to be focused on assigning positive meanings of awakening to the collective identity of activists. Protests are used by the activists in the social movement in order to gain political influence. By gaining this control, new political opportunities and resources become available to the group, who can use them for their benefit. This allows for more mobilization by supporters, both inside and outside the group, to protest and get their message heard (Jenkins and Wallace, 1996). Most activists were at one point similar to the people they are now reaching out to get support from and attention. The growth of a social awareness is often linked to spiritual awareness This process allows the activist to leave their own selves behind with the smaller issues that concern them and move beyond to attain a sense of connection with others around the world. Images of detachment and distance are common emotions felt by the activists when compared to non-activists in this state. Metaphors may also be used to emphasize these comparisons (Kozinets and Handelman, 2004).

The ability to have a visible, clear, and despicable target for an enemy allows for unification and mobilization of activists. Religious terms, such as David and Goliath, may also be used to help motivate others to join in the struggle. Activists may also target multiple corporations and describe them as their rival (Mayer, 1989). Links have been by those within the social movement between the temptations provided by the corporate opponents and the weaknesses of

public consumers. Some activists perceive the consumer public as unthinking, ignorant, and routine in their thoughts of consumption. Activist accounts describe these people as unreflective and unwilling to consider their habits and lifestyles. They may be believed to not insert moral or social ideas into their consumption. Other perceptions of customers are also expressed by activists, including the idea that consumers are submissive to corporations. The activists themselves may be described as dominating and oppressive to the consuming public (Hilton, 2008). The consuming public has the potential to become involved in the activists' cause. However, this same public is often described as selfish and lazy by the social movement's members. Consumers react to the movement's message as one of elitist and overzealous, while others interpret their goals as attempts to limit free choices of the public. Dialogue amongst the activists also helps distinguish the members from the consumers. Conversations may contain stereotypical constructions that help with this differentiation. Opponents of consumer activism often represent business interests (Chesler, 1991). Some businesses have brought lawsuits against consumer groups for making negative comments about their products or services.

2.4 THE CONSUMER

Cross, (1997) defined a consumer as a broad label for any individuals or households that use goods and services generated within the economy. The concept of a consumer occurs in different contexts, so that the usage and significance of the term may vary. Typically when business people and economists talk of consumers they are talking about person as consumer, an aggregated commodity item with little individuality other than that expressed in the buy/not-

buy decision. However there is a trend in marketing to individualize the concept. Instead of generating broad and psycho-graphic profile of market segments, marketers have started to engage in personalized marketing, permission marketing, and mass customization. There is increasing backlash from the public over use of the label consumer rather than customer with many finding it offensive and derogatory. The consumer is the backbone of any society, they drives the economy by purchasing goods and services from vendors (Krohn, 1995).

The law primarily uses the notion of consumer in relation to consumer protection laws, and the definition of consumer is often restricted to living persons (i.e. not corporations or businesses) and excludes commercial users. A typical legal rationale for protecting the consumer is based on the notion of policing market failures and inefficiencies, such as inequalities of bargaining power between a consumer and a business. As of all potential voters are also consumers, consumer protection takes on a clear political significance. Concern over the interests of consumers has also spawned much activism, as well as incorporation of consumer education into school curricula.

2.5 CONSUMER ORGANIZATION

Consumer organizations are advocacy groups that seek to protect people from corporate abuse. Unsafe products, predatory lending, false advertising, astro-turfing and pollution are all examples of corporate abuse. One common means of providing consumers useful information is the independent comparative survey or test of products or services, involving different manufacturers or companies. Another arena where consumer organizations have operated is food safety. The needs for campaigning in this area are less easy to reconcile with their

traditional methods, since the scientific, dietary or medical evidence is normally more complex than in other arenas, such as the electric safety of white goods. The current standards on mandatory labelling, in developed countries, have in part been shaped by past lobbying by consumer groups.

The aim of consumer organizations may be to establish and to attempt to enforce consumer rights. Effective work has also been done, however, simply by using the threat of bad publicity to keep companies' focus on the consumers' point of view. Consumer organizations may attempt to serve consumer interests by relatively direct actions such as creating and/or disseminating market information, and prohibiting specific acts or practices, or by promoting competitive forces in the markets which directly or indirectly affect consumers (such as transport, electricity, communications, etc

2.6 CONSUMER PROTECTION

According to Lewis, (2009) Consumer protection laws are designed to ensure fair competition and the free flow of truthful information in the marketplace. The laws are designed to prevent businesses that engage in fraud or specified unfair practices from gaining an advantage over competitors and may provide additional protection for the weak and those unable to take care of themselves. Consumer Protection laws are a form of government regulation which aim to protect the interests of consumers. For example, a government may require businesses to disclose detailed information about products particularly in areas where safety or public health is an issue, such as food. Consumer protection is linked to the idea of consumer rights (that consumers have various rights as consumers), and to the formation of consumer organisation which help consumers make better choices in the marketplace Consumer interests can also be protected by promoting competition in the markets which directly and indirectly serve consumers, consistent with economic efficiency, but this topic is treated in competitive law

Consumer protection can also be asserted via non-government organizations and individuals as consumer activism.

Consumer protection law or consumer law is considered an area of law that regulates private law relationships between individual consumers and the businesses that sell those goods and services. Consumer protection covers a wide range of topics, including but not necessarily limited to product liability, privacy rights, unfair business practices, fraud, misrepresentation, and other consumer/business interactions. Such laws deal with credit repair, debt repair product safety, service and sales contracts, bill collector regulation, pricing, utility turnoffs, consolidation, personal loans that may lead to bankruptcy and much more.

2.7 CONSUMER BASIC RIGHTS

2.7.1 THE RIGHT TO BE SAFE

The assertion of this right is aimed at the defence of consumers against injuries caused by products other than automobile vehicles, and implies that products should cause no harm to their users if such use is executed as prescribed. The Right has jurisdiction over thousands of commercial products, and powers that allow it to establish performance standards, require product testing and warning labels, demand immediate notification of defective products, and, when necessary, to force product recall.

2.7.2 THE RIGHT TO CHOOSE FREELY

The right to free choice among product offerings states that consumers should have a variety of options provided by different companies from which to choose. The federal government has taken many steps to ensure the availability of a healthy environment open to competition through legislation including limits on concept ownership through Patent law, prevention of

monopolistic business practices through Anti- Trust Legislation, and the outlaw of price cutting.

2.7.3 THE RIGHT TO BE HEARD

This right asserts the ability of consumers to voice complaints and concerns about a product in order to have the issue handled efficiently and responsively. While no federal agency is tasked with the specific duty of providing a forum for this interaction between consumer and producer, certain outlets exist to aid consumers if difficulty occurs in communication with an aggrieving party.

2.7.4 THE RIGHT TO BE INFORMED

This right states that businesses should always provide consumers with enough appropriate information to make intelligent and informed product choices. Product information provided by a business should always be complete and truthful which is aimed at achieving protection against misleading information in the areas of financing, advertising, labelling, and packaging.

2.7.5 THE RIGHT TO EDUCATION

To have access to programs and information that help consumers make better marketplace decisions at all times or they can be orally educated.

2.7.6 THE RIGHT TO SERVICE

To convenience, to be treated with courtesy and respect, to responsiveness to needs and problems and to refuse any services offered.

2.8 GOVERNMENT AGENCIES IN CHARGE OF COMSUMER PROTECTION

2.8.1 NATIONAL AGENCY FOR FOOD AND DRUG ADMINISTRATION AND CONTROL (NAFDAC)

2.8.1.1 HISTORY OF NAFDAC

The organisation was formed to checkmate illicit and counterfeit products in Nigeria in 1993 under the countries health and safety law Adulterated and counterfeit drugs are a problem in Nigeria. In one 1989 incident, over 150 children died as a result of paracetamol syrup containing diethylene glycol. The problem of fake drugs was so severe that neighbouring countries such as Ghana and Sierra Leone officially banned the sale of drugs foods & beverages products made in aside Nigeria.

Such problems led to the establishment of NAFDAC, with the goal of eliminating counterfeit pharmaceuticals, foods & beverages products that are not manufacturer in Nigeria and ensuring that available medications are safe and effective.

The formation of NAFDAC was inspired by a 1988 World Health Assembly resolution requesting countries' help in combating the global health threat posed by counter pharmaceutical.

In December 1992, NAFDAC's first governing council was formed. The council was chaired by Ambassador Tanimu Saulawa. In January 1993, supporting legislation was approved as legislative Decree No. 15 of 1993. On January 1, 1994 NAFDAC was officially established as a òparastatal of the Federal Ministry of Health.

NAFDAC replaced an earlier Federal Ministry of Health body, the Directorate of Food and Drug Administration and Control, which had been deemed ineffective, partially because of a lack of laws concerning fake drugs (www.wikipedia.org/wiki/Nafdac).

2.8.1.2 FUNCTIONS OF NAFDAC

NAFDAC has various basic functions. According to the requirements of its enabling decree (Decree No. 15 of 1993 of the Federal Republic of Nigeria), the Agency was authorized to:

- Regulate and control the importation, exportation, manufacture, advertisement, distribution, sale and use of drugs, cosmetics, medical devices, bottled water and chemicals
- Conduct appropriate tests and ensure compliance with standard specifications designated and approved by the council for the effective control of quality of food, drugs, cosmetics, medical devices, bottled water, and chemicals.
- Undertake appropriate investigation into the production premises and raw materials for food, drugs, cosmetics, medical devices, bottled water and chemicals and establish a relevant quality assurance system, including certification of the production sites and of the regulated products
- Undertake inspection of imported foods, drugs, cosmetics, medical devices, bottled water, and chemicals and establish a relevant quality assurance system, including certification of the production sites and of the regulated products.
- Compile standard specifications, regulations, and guidelines for the production, importation, exportation, sale and distribution of food, drugs, cosmetics, medical devices, bottled water, and chemicals
- Undertake the registration of food, drugs, medical devices, bottled water and chemicals

- Control the exportation and issue quality certification of food, drugs, medical devices, bottled water and chemicals intended for export
- Establish and maintain relevant laboratories or other institutions in strategic areas of Nigeria as may be necessary for the performance of its functions.

NAFDAC envisions that by making these functions known, that its actions will be apparent in all sectors that deal with food, cosmetics, medical devices, bottled water, and chemicals to the extent of instilling extra need for caution and compulsion to respect and obey existing regulations both for healthy, living and knowledge of certain sanctions or default. Despite the establishment of NAFDAC, the sale and use of fake drugs did not end (www.nafdacnigeria.org).

2.8.1.3 ACHIEVEMENTS OF NAFDAC

NAFDAC has made several achievements over the years, including

- The creation of 6 Zonal and 36 state offices for easier accessibility, which are being equipped to function effectively,
- Organization of workshops to enlighten various stakeholders, such as (a) pure water producers (b) the Patent and Proprietary Medicine Dealers Association (PPMDA), and (c) the National Union of Road Transport Workers and National Association of Road Transport Owners (NURTW & NARTO),
- Raising awareness not just in Nigeria, also in other countries like India, China, Pakistan, Indonesia, and Egypt,
- Holding meetings, in concert with the Chairman, House Committee on Health and his members, with Ambassadors of countries identified with exporting fake drugs into Nigeria and solicited their support to stop the trend,

- Achieving excellent results in the fight against counterfeit drugs, as evidenced by the public destruction of about 2 billion Naira worth of drugs from four sources, namely those handed over by repentant traders, those found in secret warehouses on tip off by the drug sellers and the public, and those seized by the drug sellers' internal task forces and NAFDAC task forces,
- Ensuring the formation of a wholesale Drug Mart as the bedrock of the sanitization exercise,
- Making NAFDAC activities more efficient to reduce delays in, for example, registration and inspection,
- Holding consultations with national and international stakeholders leading to various areas of assistance, including, in the areas of staff training, equipment donations and information sharing from United States Food and Drug Agency (USFDA), Environmental and Occupational Health Science Institute (EOHSI), South African Medicines and Medical Devices regulatory Agency (SAMMDRA),
- Sending proposals for reviewing obsolete laws to the National Assembly, and
- Putting new guidelines and standard operating procedures (SOP) in place for all regulatory processes (www.wikipedia.org/wiki/Nafdac).

2.8.1 THE STANDARDS ORGANISATION OF NIGERIA (SON)

2.8.2.1 HISTORY OF SON

The Standards Organisation of Nigeria (SON) was established by an Enabling Act Number 56 of December 1971 - the Standards Organisation of Nigeria Act cap 412 of the laws of Federal Republic of Nigeria, with a commencement date of 1 January 1970, when the Organisation started to function. The Act has three amendments: Act Number 20 of 1976, Act Number 32 of 1984 and Act Number 18 of 1990. SON governing body is known as the Nigerian Standards

Council. This is the Policy making body for supervising the administration and financial management of the Organisation. The Director General of the Organisation is the Chief Executive whose responsibilities revolve around the day-to-day administration of the Organisation within the broad guidelines approved by the Council. The mandate of the Organisation includes preparation of Standards relating products, measurements, materials, processes and services amongst others and their promotion at National, Regional and International levels; certification of products, assistance in the production of quality goods and services; improvement of measurement accuracies and circulation of information relating to standards.

2.8.2.2 FUNCTIONS OF SON

Subject to subsection (1) of section 3 of the act establishing SON, the Organisation shall carry

Out the following functions, that is-

- To organise tests and do everything necessary to ensure compliance with standards designated and approved by the Council,
- To undertake investigations as necessary into the quality of facilities, materials and products in Nigeria, and establish a quality assurance system including certification of factories, products and laboratories.
- To ensure reference standards for calibration and verification of measures and measuring instruments.
- To compile an inventory of products requiring standardisation
- To compile Nigerian standards specifications,
- To foster interest in the recommendation and maintenance of acceptable standards by industry and the general public

- To develop methods for testing of materials, supplies and equipment including items purchased for use of departments of the Government of the Federation or a State and private establishments
- To register and regulate standards marks and specifications,
- To undertake preparation and distribution of standards samples,
- To establish and maintain such number of laboratories or other institutions as may be necessary for the performance of its functions under this Act,
- To compile and publish general scientific or other data:
 - i) Resulting from the performance of its functions under this Act or
 - ii) From other sources when such data are of importance to scientific or manufacturing interests or to the general public and are not available elsewhere,
- To advise departments of the Government of the Federation or a State on specific problems relative to standards specifications,
- To sponsor such national and international conferences as it may consider appropriate,
- To co-ordinate all activities relative to its function throughout Nigeria and to co-operate with corresponding national or international organisations in such fields of activity as it considers necessary with a view to securing uniformity in standards specifications, and
- To undertake any other activity likely to assist in the performance of the functions imposed on it under this act.
- The Organisation shall undertake such research as may be necessary for the performance of its functions under this Act and for that purpose it shall have power make use of research facilities available in other institutions, whether public or private

upon such terms and conditions as may be agreed upon between the Organisation and the institution concerned.

2.9 MARKETING

Marketing is the process by which companies create customer interest in products or services. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customer relation and create value for their customers and for themselves (Kotler, Armstrong, Wong and Saunders, 2008).

Marketing is used to identify the customer, keep the customer, and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and over capacity in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target marketing and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors (Kotler, Armstrong, Wong and Saunders, 2008).

2.10 PRODUCT (BUSINESS)

The noun product is defined as a thing produced by labour or effort or the result of an act or a process and stems from the verb produce, from the Latin *prōdūce(re)* '(to) lead or bring forth. Since 1575, the word product has referred to anything produced. Since 1695, the word has

referred to thing or things produced. The economic or commercial meaning of product was first used by political economist Adams Smith.

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called merchandise. In manufacturing, products are purchased as raw materials and sold as finished goods. Commodities are usually raw materials such as metals and agricultural products, but a commodity can also be anything widely available in the open market. In product management, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project.

In general, product may refer to a single item or unit, a group of equivalent products, a grouping of goods or services, or an industrial classification for the goods or services. A related concept is sub product a secondary but useful result of a production process. Dangerous products, particularly physical ones that cause injuries to consumers or bystanders may be subject to product liability. Products can be classified as tangible or intangible. A tangible product is any physical product that can be touched like a computer, automobile, etc. An intangible product is a non-physical product like an insurance policy.

2.11 PRODUCT MARKETING

Product marketing deals with the first of the "4P"s of Marketing, which are Product, Pricing, Place, and Promotion. Product marketing, as opposed to product management, deals with more outbound marketing tasks. For example, product management deals with the nuts and bolts of product development within a firm, whereas product marketing deals with marketing the product to prospects, customers, and others. Product marketing, as a job function within a firm, also differs from other marketing jobs such as marketing communication, online marketing, advertising, product strategy, etc. (Wheelright and Clark, 1992)

Product marketing is something that is referred to when pitching a new product to the general public. The people you are trying to make your product appeal to be your consumer market.

2.11.1 ROLE OF PRODUCT MARKETING

According to Wheelright and Clark, (1992), product marketing in a business addresses five important strategic questions:

- What products will be offered (i.e., the breadth and depth of the product line)?
- Who will be the target customers (i.e., the boundaries of the market segments to be served)?
- How will the products reach those (i.e., the distribution channel and are there viable possibilities that create a solid business model)?
- At what price should the products be offered?
- How will customers be introduced to the products (i.e., advertising)?

2.12 MARKETING ETHICS

Marketing ethics is the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. Some areas of marketing ethics (ethics of advertising and promotion) overlap with media ethics (Kandy, 2004).

Contrary to popular impressions, not all marketing is adversarial, and not all marketing is stacked in favour of the marketer. In marketing, the relationship between producer/consumer and buyer/seller can be adversarial or cooperative. If the marketing situation is adversarial, another dimension of difference emerges, describing the power balance between producer/consumer and buyer/seller. Power may be concentrated with the producer (caveat emptor), but factors such as over-supply or legislation can shift the power towards the

consumer (caveat vendor). Identifying where the power in the relationship lies and whether the power balance is relevant at all are important to understanding the background to an ethical dilemma in marketing ethics (Waymack, 1990).

William (2005), a popularist anti-marketing stance commonly discussed on the blogosphere and popular literature is that any kind of marketing is inherently evil. The position is based on the argument that marketing necessarily commits at least one of three wrongs:

- Damaging personal autonomy. The victim of marketing in this case is the intended buyer whose right to self-determination is infringed.
- Causing harm to competitors. Excessively fierce competition and unethical marketing tactics are especially associated with saturated markets.
- Manipulating social values. The victim in this case is society as a whole, or the environment as well. The argument is that marketing promotes consumerism and waste.
- Marketing has a major impact on our self-images, our ability to relate to one another, and it ruins any knowledge and action that might help to change that climate.
- Marketing/Advertising creates artificiality and influences sexual attitudes.
- Overall, people are spending tons of money and are usually more depressed.

2.13 ETHICAL MARKETING

Ethical marketing refers to the application of marketing ethics into the marketing process. Briefly, marketing ethics refers to the philosophical examination, from a moral standpoint, of particular marketing issues that are matters of moral judgment. Ethical marketing generally results in a more socially responsible and culturally sensitive business community. The establishment of marketing ethics has the potential to benefit society as a whole, both in the short- and long-term. Ethical marketing should be part of business ethics in the sense that

marketing forms a significant part of any business model. Study of Ethical marketing should be included in applied ethics and involves examination of whether or not an honest and factual representation of a product or service has been delivered in a framework of cultural and social values (Laczniak, Robert, and William 1978).

It promotes qualitative benefits to its customers, which other similar companies, products or services fail to recognize. The concern with ethical issues, such as child labour, working conditions, relationships with third world countries and environmental problems, has changed the attitude of the Western World towards a more socially responsible way of thinking. This has influenced companies and their response is to market their products in a more socially responsible way. The increasing trend of fair trade is an example of the impact of ethical marketing. The idea of fair trade is that consumers pay a guaranteed commodity price to a small group of producers. The producers agree to pay fair labour prices and conserve the environment. This agreement sets the stage for a commerce that is ethically sound (Ginsburg, 2006).

The philosophy of marketing is not lost with this newfound ethical slant, but rather hopes to win customer loyalty by reinforcing the positive values of the brand, creating a strong citizen brand. However, this new way of thinking does create new challenges for the marketer of the 21st century, in terms of invention and development of products to add long-term benefits without reducing the product's desirable qualities. Ethical marketing should not be confused with government regulations brought into force to improve consumer welfare, such as reduce carbon dioxide emissions to improve the quality of the air. Enlightened ethical marketing is at work when the company and marketer recognize further improvements for humankind unrelated to those enforced by the government. By way of example, the Coop Group refuses to invest money in tobacco, fur and any countries with oppressive regimes (Knell, 2009).

2.14 MARKETING STRATEGY AND CONSUMERISM

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centred on the key concept that customer satisfaction is the main goal. Marketing strategy is a method of focusing an organization's energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe. Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate missions, and corporate goals, as the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overall mission statement (Baker 2008).

2.14.1 TACTICS AND ACTIONS FOR MARKETING

A marketing strategy can serve as the foundation of a marketing plan. A marketing plan contains a set of specific actions required to successfully implement a marketing strategy. For example: Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer's interaction with the low-cost product or service. A strategy consists of a well thought out series of tactics to make a marketing plan more effective. Marketing strategies serve as the fundamental underpinning of

marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results.

A marketing strategy often integrates an organization's marketing goals, policies, and action sequences (tactics) into a cohesive whole. Similarly, the various strands of the strategy, which might include advertising, channel marketing, internet marketing, promotion and public relations, can be orchestrated. Many companies cascade a strategy throughout an organization, by creating strategy tactics that then become strategy goals for the next level or group. Each one group is expected to take that strategy goal and develop a set of tactics to achieve that goal. This is why it is important to make each strategy goal measurable. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. The end product is to push goods and services to the consumer even when the products do not meet the required standard.

2.14.2 TYPES OF STRATEGIES

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

- Strategies based on market dominance- In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:
 - Leader
 - Challenger
 - Follower
 - Nicher

- Porter generic strategies- strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (Porter, 1984) comprises two alternatives each with two alternative scopes. These are Differentiation and low-cost leadership each with a dimension of Focus-broad or narrow.
 - Product differentiation (broad)
 - Cost leadership (broad)
 - Market segmentation (narrow)
- Innovation strategies - This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:
 - Pioneers
 - Close followers
 - Late followers
- Growth strategies - In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers:
 - Horizontal integration
 - Vertical integration
 - Diversification
 - Intensification

According to Miles (2003), a more detailed scheme uses the categories:

- Prospector

- Analyzer
- Defender
- Reactor
- Marketing warfare strategies- This scheme draws parallels between marketing strategies and military strategies.
- Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.
- Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds employed; which management will then screen, often by 'gut-reaction', to ensure that it is reasonable.
- For most of their time, marketing managers use intuition and experience to analyze and handle the complex, and unique, situations being faced; without easy reference to theory. This will often be flying by the seat of the pants, or gut-reaction; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing employed. This, almost instinctive management, is what is sometimes called 'coarse marketing'; to distinguish it from the refined, aesthetically pleasing, form favoured by the theorists.

2.15 CUSTOMERS' SATISFACTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (John, 2003).

2.15.1 MEASURING CUSTOMER SATISFACTION

Organizations need to retain existing customers while targeting non-customers; Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products (Johnson, Anders, Tor Wallin, Line and Jaesung, 2001).

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

According to Nachmias and Nachmias (1985), a research design is a kind of blue print crafted to address problems and this guides the researcher in his/her investigation and analysis. In this research, the survey research design was adopted. This is because the researcher does not aim to control or manipulate any of the variables under investigation (Ofo, 1994) .

3.2 SOURCES OF DATA

The sources of data for this research are both primary and secondary data sources. The primary data sources include personal interviews with Consumers, Retailers and Distributors, Management and Staffs of government consumerism agencies as well as Marketers of goods and services within Enugu metropolis.

Another primary source of data employed was the distribution of questionnaires. Questionnaire was designed to gather information from various governmental agencies in charge of protecting consumers from the exploitation of Manufacturers examples are the Nigerian Agency for Food and Drug Administration and Control (NAFDAC) and Standard Organisation of Nigeria (SON).

The secondary data sources included textbooks, Newspapers, Library Publications, NAFDAC News Briefs, and SON Bulletins and other Secondary Sources.

3.3 METHOD OF DATA COLLECTION

The researcher utilized questionnaire and interview in data collection. This was based on the fact that these two methods of data collection were the most appropriate data collection instruments especially in a social research where factual information is desired.

The questionnaire was designed in structural form. Respondents provided options that satisfactorily answer their opinion. Also, oral interview was carried out with Staffs of Nigerian Agency for Food and Drug Administration and Control (NAFDAC) and Standard Organisation of Nigeria (SON) officials In Enugu State. The interview formed the basis for the questionnaire design.

3.4 POPULATION OF THE STUDY

As suggested by Onwumere (2005) a population represents the totality of items, people or things under consideration. A set of the population is referred to as sample. Most times it is inevitable to calculate certain fundamental attributes of a population because of the largeness of data. Also the volume of data in some population will cause biases or coded errors to be introduced in it. Thus, a random sample is believed to give less-biased and more accurate information about the population. With the above in mind, statisticians have observed that it is better and unnecessary to study an entire population. All that need to be known about a population can be achieved by studying just a small part of the population.

Therefore a sample studied of consumers of various products, retailers, distributors and management and staff of governmental agencies in charge of ensuring maximum safety standards of goods produced. The population is infinite. This is so because it is not easy to determine the exact number of consumers of various products within Enugu State.

3.5 SAMPEL SIZE AND SAMPLING TECHNIQUES

According to Onwumere (2005), situation under which non-probability sampling method can be applied are when the researcher is dealing with an infinite population whose subject are not easy to reach and when the use of probability sampling method might not provide the needed sample which will include typical subject, thus, in this research, the researcher adopted the panel sampling method (Yomere, and Agbonifoh, 1999). This involves the deliberate attempt to select members of a panel which of course will satisfy the objective of determining the impact of sales promotional strategies on the marketing of legend extra stout.

Therefore, a sample size of 350 consumers various products and 50 management and staff of Nigerian Agency for Food and Drug Administration and Control (NAFDAC) and Standard Organisation of Nigeria (SON) will be sampled in Enugu State.

3.6 METHOD OF DATA ANALYSIS

The data was analyzed in a tabular form. The F- test ANOVA non parametric statistics method was used in evaluating the result as well as testing the hypotheses (Osuagwu,1999). The F- test ANOVA statically techniques is applied when according to Onwumere (2005), the samples are drawn independently and the sum total of all the means are the same. When these conditions are met, the F- test is used as the distribution of the test statistic. The formula for calculating this statistics is:

$$F = \frac{S^2_1}{S^2_2}$$

Where F = F distribution

S₁ = Sample Variable One

S_2 = Sample Variable Two

Also, the tests of Hypotheses are carried out using the following steps:

Step 1 = Statement of Hypothesis

Step 2 = Selection of Level of Significance

Step 3 = Determination of Test Statistic

Step 4 = Formulation of the Decision Rule

Step 5 = Selection of Sample, Calculations and Decision

The ANOVA formula is a statistical technique used to measure simultaneously whether the means of several populations are equal (Yomere and Agbonifoh, 1999) and in this case what Consumers, Retailers/Distributors, Management/Staffs and Marketers of various consumer products. Therefore, the hypotheses will be tested at five (5%) levels of significance. The result will be interpreted using the F- Table figure to compare with Calculated F- Test Figure and Decision made

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CHAPTER FOUR

PRESENTATION AND ANALYSES OF DATA

4.0 INTRODUCTION

As stated in chapter three, questionnaires were distributed. In this chapter we collated and analyzed the questionnaires distributed. The first section in this chapter is the presentation of data collected while the second section dealt with the test of hypotheses using the techniques of analyses stated in chapter three.

For clarity sake, a total of four hundred and seventeen (417) respondents returned their questionnaires. Two hundred and twenty-seven (227) were consumers of various products, Ninety-five (95) respondents were either Retailers or Distributors of various consumer products, forty-six (46) respondents were either management or staffs of various consumerism organization (government/independent movements) and forty-nine (49) respondents were marketers of various products.

4.1 PRESENTATION OF DATA

TABLE 4.1 RESPONSE RATE FROM RESPONDENTS

Alternative	Number Administered	Number Returned and Used	Percent
Consumers	300	227	76%

Retailer/ Distributors	120	95	79%
Management/ Staffs	70	46	66%
Marketers	70	49	70%
Total	560	417	74%

Source: Field Survey: 2010

From the above table, it shows that, there was a total response rate of Seventy-Four percent (74%). This was attested to

Four hundred and Seventeen respondents (417) that returned questionnaires distributed to them. On a group by group basis, it shows that, Three hundred (300) questionnaires were distributed to consumers of various products, Two hundred and twenty-seven (227) respondents were returned. This represents a response rate of Seventy-six (76) percent for the consumer group. A total of One hundred and twenty (120) questionnaires was distributed to the Retailer/Distributorø groups out of this, Ninety-five (95) questionnaires was returned, this represents Seventy-nine (79%) percent response rate. From the Management/Staff group, a total of Seventy (70) questionnaires were distributed, out of this, Forty-six (46) was returned and lastly from a total of Seventy (70) questionnaires distributed to the Marketersø group, Forty-Nine (49) was returned. These represent Sixty-six (66) percent and Seventy (70) percent respectively.

TABLE 4.2 KNOWLEDGE OF CONSUMERISM

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	172	81	37	43	333	80%
No	55	14	9	6	84	20%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

From the above table, it shows that, Three hundred and thirty-three (333) respondents say, they have knowledge of consumerism. This represent a response rate of Eighty (80) percent, while Twenty (20) percent of respondents representing a total of Eighty-four respondents say they have no knowledge of consumerism and consumerism movement. The break-down of the response rate shows that One hundred and seventy-two (172), Eighty-one (81), Thirty-seven (37) and Forty-three (43) respondents respectively from the Consumer, Retailers/Distributors, Management/staff and Marketers groups say they have knowledge of consumerism while Fifty-five (55), Fourteen (14), Nine (9) and Six (6) respondents from the above groups say they have no knowledge of consumerism and its movements.

TABLE 4.3 EFFECT OF CONSUMERISM MOVEMENT ON PRODUCT MARKETING

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	169	76	37	43	325	78%
No	58	19	9	6	92	22%
Total	227	95	46	49	417	100%

Source: Field Survey: 2010

It could be seen from the above that Seventy-eight (78) percent of respondents agreed that consumerism movement in Nigeria has an effect on the way products are manufactured and marketed while Twenty-two (22) percent say consumerism movement does not have any effect on product marketing in Nigeria. These represent Three hundred and twenty-five (325) respondents and Ninety-two (92) respondents respectively. A break shows that One hundred and sixty-nine (169), Seventy-six (76), Thirty-seven (37) and Forty-three (43) respondents, agreed that consumerism movement have an effect on the way products are marketed, these are

from the Consumer, Retailers/Distributors, Management/Staff and Marketers groups respectively while Fifty-eight (58), Nineteen (19), Nine (9) and Six (6) says consumerism has no effect on the way products are marketed in Nigeria..

TABLE 4.4 CONSUMERISM AND IMPORT PRODUCT MARKETING

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	171	80	37	43	330	79%
No	56	15	10	6	87	21%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

From the above table, it could be observed that, One-hundred and seventy-one (171), Eighty (80), Thirty-six (36) and Forty-three (43) respondents from the four groups of respondents sampled says consumerism movement have helped to improve the way products are marketed in Nigeria. This represent Seventy-Nine (79) percent of the response rate while Fifty-six, (56), Fifteen (15), Ten (10) and Six (6) respondents respectively of the sampled groups representing Twenty-one (21) percent of the response rate say , consumerism movement does not improve product marketing in Nigeria.

TABLE 4.5 NIGERIAN MARKETS AND CONSUMER WELFARE

Alternative	Consumers	Retailers/	Management/	Marketers	Total	Percent
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		Distributors	staff			
Yes	192	93	41	47	373	89%
No	35	2	5	2	44	11%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

It could be seen from the above that Eighty-Nine (89) percent of respondents from the Consumers (192), Retailer/Distributors (93), Management/Staff (41) and Marketers (47) groups respectively say Nigerian Marketers are consumer welfare driven in delivering products to consumers representing a total of Three hundred and seventy-three (373) respondents while, Eleven (11) percent of respondents disagreed and say, Nigerian marketers are not consumer welfare driven. This was reflected by Consumers (35), Retailers/ Distributors (2), Management/Staff (5) and Marketers (2) respectively.

TABLE 4.6 GOVERNMENT AGENCIES AND CONSUMERISM

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	201	92	46	49	388	93%
No	26	3	0	0	29	7%
Total	227	95	46	49	417	100%

Source: Field Survey 2010

Ninety-Three (93) percent of the respondents say there are government agencies that are in charge of consumerism movement in Nigeria thus aiding consumerism. This is represented by a total number of Three hundred and eighty-eight (388) of the respondents. Seven percent of the respondents representing Twenty-nine (29) respondents say government agencies do not aid consumerism in Nigeria. A break-down of the response from the four groups shows that, Consumers (201), Retailers/Distributors (92), Management/Staffs (46) and Marketers (49)

respectively say 'yes' while Consumer (26) Retailer/Distributors (3), Management/staff (0) and Markets (0) respectively say 'No'

TABLE 4.7 GOVERNMENT LAWS AND CONSUMERISM

Alternative	Consumers	Retailers/ Distributors	Management/ staff	Marketers	Total	Percent
Yes	154	71	37	44	306	73%
No	73	24	9	5	111	27%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

It is seen from the above table that, from the Consumer group, One hundred and fifty-four (154) respondents say there are government laws that aid consumerism movement in Nigeria while Seventy-three (73) say, there are no such laws. From the Retailer/Distributors groups, Seventy-one (71) say 'yes' while Twenty-four (24) say 'No', from the Management/Staffs groups, Thirty-seven (37) respondents say there are government laws that aids consumerism movement in Nigeria while Nine (9) say there are no such laws that aids consumerism, from the Marketers group, Forty-four (44) respondents say there are such laws while Five (5) respondents say there are no such laws that aids consumerism. On the whole, Three hundred

and six (306) respondents say there are government laws that aids consumerism efforts in Nigerian representing a response rate of seventy-three (73) percent while One hundred and eleven respondents representing a response rate of twenty-seven (27) percent say there are no such laws that aids consumerism movement in Nigeria.

TABLE 4.8: GOVERNMENT AGENCIES AND POSITIVE RESULT IN CONSUMERISM

Alternative	Consumers	Retailers/ Distributors	Management/ staff	Marketers	Total	Percent
Yes	202	94	46	35	377	90%
No	25	1	0	14	40	10%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

Three hundred and seventy-seven (377) respondents representing Ninety (90) percent of response rates say government agencies have had positive effect on consumerism movement in Nigeria while Forty (40) respondents representing Ten (10) percent response rate say government agencies had no positive effect in consumerism movement in Nigeria. A breakdown of the groups response shows that Consumers (202), Retailers/Distributors (94), Management/Staffs (46) and Markets (35) say öyesö while consumers (25), Retailers/

Distributors (1), Management/Staff (0) and Marketers (14) respectively says, government agencies effort in consumerism has not yield any positive result.

TABLE 4.9 GOVERNMENT CONSUMERISM AGENCIES AND PRODUCT QUALITY

Alternative	Consumers	Retailers/ Distributors	Management/ staff	Marketers	Total	Percent
Yes	185	91	27	45	348	83%
No	42	4	19	4	69	17%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

From the groups, Consumer (185), Retailers/Distributors (91), Management/Staffs (27), and Marketers (47), representing a total of Three hundred and forty-eight (348) respondents say government consumerism agencies have helped to improve product quality of products in Nigeria representing Eighty-three (83) percent response rate while Consumers (42), Retailers /Distributors (4), Management/Staffs (19) and Marketers (4) respectively representing a total of Sixty-nine (69) respondents of a response rate of seventeen (17) percent.

TABLE 4.10 GOVERNMENT AGENCIES AND ETHICAL STANDARDS OF MARKETERS

Alternative	Consumers	Retailers/ Distributors	Management/ staff	Marketers	Total	Percent
Yes	175	84	34	36	329	79%
No	52	11	12	13	88	21%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

From the table above, a total of Three hundred and twenty-Nine (329) respondent say, government consumerism agencies have helped to increase ethical standards of marketers in Nigeria while Eighty-Eight (88) respondents say, government agencies in charge of consumerism movements have not enhanced ethical standards of marketer and marketing of products in Nigeria. For both alternatives, it has Seventy-nine (79) percent and Twenty-one percent response rate to this particular question in the questionnaire. A further break-down shows, Consumers (175), Retailer/Distributors (84), Management/Staff (34) and Marketers (36) saying yes to the question while, Consumer (52) Retailers/Distributors (11), Management/Staffs (12) and Marketers (13) respectively say No.

TABLE 4.11 AWARENESS OF INDEPENDENT CONSUMERISM ORGANIZATION

Alternative	Consumers	Retailers/ Distributors	Management/ staff	Marketers	Total	Percent
Yes	102	53	43	44	242	59%
No	125	42	3	5	175	41%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

From the above, Two hundred and forty-two (242), respondents representing Fifty-nine (59) percent response rate from a total of Four hundred and seventeen (417) respondents sampled say there are aware of independent consumerism organization in Nigeria. A break-down of the response shows that Consumers (102), Retailers/Distributor (53), Management/Staff (43)

Marketers (44) say they are aware of independent consumerism organizations while Consumer (125), Retailer/Distributors (42) Management/Staff (3) and Marketers (5) say they have no knowledge of independent consumerism organization in Nigeria.

TABLE 4.12 IMPACT OF INDEPENDENT CONSUMERISM MOVEMENT ON PRODUCT MARKETING

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	112	75	32	31	250	60%
No	115	20	14	18	167	40%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

Sixty (60) percent of respondents representing Two hundred and fifty (250) respondents say, independent consumerism movement has had an impact on product marketing in Nigeria. A break down shows, Consumers was One hundred and twenty (120) respondents, Seventy-five (75) respondents was from the Retailers/Distributors group, Thirty-two (32) respondents were from the Management/Staff groups and Thirty-one (31) respondents was from the Marketers group. Also, Forty (40) percent of the respondents say, independent consumerism movements has not impacted on product marketing representing One hundred and sixty-seven (167) respondents. A breakdown of the response shows Consumer were One hundred and fifteen (115), Retailers/Distributors (20), Management/Staff (14) and Marketers (18).

TABLE 4.13 NIGERIAN MARKETER AND ETHICAL STANDARDS

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percent
Yes	105	32	16	48	201	48%
No	122	63	30	1	216	52%

Total	227	95	46	49	417	100%
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Source: Field Survey, 2010

From the above, Two hundred and one (201) of the response rate say Nigerian marketer imbibe ethical standards, this represent a response rate of Forty-eight (48) percent while Two hundred and sixteen (216) respondents say Nigerian Marketers does not imbibe ethical standards, this represents a response rate of Fifty-two (52) percent. A breakdown from the table shows that 105 were Consumers, 32 were Retailer/Distributors, Management/Staffs and 48 were Marketers were from the various groups sampled. On the other hand respondents that say no were Consumers (122), Retailers/Distributors (63), Management/Staff (30) and One (I) from the Marketers groups.

4.2 TEST OF HYPOTHESIS

In this section of this chapter, the four hypotheses stated in chapter one are tested. This is to enable the researcher draw conclusions.

FOR HYPOTHESIS ONE

STEP ONE: STATEMENT OF HYPOTHESIS

H₀: Consumerism movement does not have any effect in product marketing in Nigeria.

H_a: Consumerism movement has an effect in product marketing in Nigeria.

STEP TWO: SELECT THE LEVEL OF SIGNIFICANCE

The level of significance used to test the hypothesis is 5%. i.e. at 0.05 level of significance.

STEP THREE: DETERMINATION OF THE TEST STATISTIC

The test statistics follows the f-distribution, thus;

$$F = \frac{S_1^2}{S_2^2}$$

Where

$$F = \text{F-test statistic}$$

$$S_1^2 = \text{Sample variable 1}$$

$$S_2^2 = \text{Sample variable 2}$$

STEP FOUR: FORMULATION OF DECISION RULE

Null hypothesis H_0 will be accepted if calculated F is less than tabulated F at 5% level of significance at the degree of freedom otherwise accept H_a .

STEP FIVE: SELECT SAMPLE, PERFORM CALCULATION AND MAKE DECISION

TABLE 4.14 EFFECT OF CONSUMERISM ON PRODUCT MARKETING

Alternative	Consumers	Retailers/ distributors	Management/Staff	Marketers	Total	Percentage
Yes	169	76	37	43	325	78%
No	58	19	9	6	92	22%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

COMPUTATION

Alternative	Yes (X ₁)	Yes (X ₁ ²)	No(X ₂)	No (X ₂ ²)
Consumers	169	28,561	58	3,364
Retailers and distributors	76	5,776	19	361
Management and staff	39	1,151	9	81
Marketers	43	1,849	6	36
Total	327	37,707	92	3,852
Mean	82	9,427	23	963

For Sum of Squares (Total) = SS Total

Using

$$\Sigma(X_1)^2 + \Sigma(X_2)^2 - \frac{(\Sigma X_1 X_2)^2}{n}$$

Where X₁ = Number of yes across sampled groups

X₂ = Number of No across samples groups

n = Total number of observations

$$= (37,707 + 3,852) - \frac{(417)^2}{8}$$

$$= 41,559 - 21,736$$

$$= \mathbf{19,823}$$

For Sum of Squares Treatment = SST

$$SST = \frac{\Sigma(T_c^2)}{n_c} - \frac{(\Sigma)^2}{n}$$

Where T_c² = Total in column

n_c = No of treatments

$$= \frac{(327)^2}{2} + \frac{(92)^2}{2} - \frac{(417)^2}{8}$$

$$= \frac{2}{(53,465 + 4,232)} = (28,982)^8$$

$$= 57,697 \text{ ó } 21,736$$

$$= \mathbf{35,961}$$

For Sum of Square Block = SSB

Using $\frac{\sum(B_i^2)}{K} \text{ ó } \frac{(\sum(x))^2}{n}$

Where

B_i^2 = Total in each group of respondents

K = No of groups of Respondents

X = observations

n = No of observation

$$= \frac{(227)^2}{4} + \frac{(95)^2}{4} + \frac{(46)^2}{4} + \frac{(49)^2}{4} - 21,736$$

$$= (12,882 + 2,256 + 529 + 600) \text{ ó } 21,736$$

$$= 16,267 \text{ ó } 21,736$$

$$= \mathbf{-5,469}$$

Sum of square error = SSE

$$= \text{SS Total ó SST ó SSB}$$

$$= 19,823 \text{ ó } 57,697 \text{ ó } (-5,469)$$

$$= 19,823 \text{ ó } 57,697 + 5,469$$

$$= -32,405$$

Table 4.16 ANOVA TABLE

Source of variation	D.F.	SS	MS	T-cal	T-tab
Treatment	2	35,961	17,780	-13.00	4.21
Block	4	-5,469	-1,367	0.33	
Error	8	-33,452	-4,057		
	6	-2,960			

Note:

- D.F = Degree of freedom
- SS = Sum of squares
- MS = Mean of squares
- F-cal = F-calculated
- F-tab - F-tabulated

DECISION

Since f-calculated is greater than f-tab, that $13.11 > 4.21$ in absolute terms, we reject the null hypothesis and accept the alternative hypothesis, thus, consumerism movements in Nigeria does has an effect on product marketing in Nigeria.

FOR HYPOTHESIS TWO

STEP ONE: STATEMENT OF THE HYPOTHESIS

H₀: Government efforts in consumerism do not have any effect on product marketing.

H_a: Government efforts in consumerism have an effect on product marketing.

STEP TWO: SELECT THE LEVEL OF SIGNIFICANCE

The level of significance used to test the hypothesis is 5% i.e. 0.05 level of significance

STEP THREE: DETERMINATION OF THE TEST STATISTIC

The test statistic follows the f-distribution, thus;

$$F = \frac{S_1^2}{S_2^2}$$

Where

F = F-test statistic

S_1^2 = Sample variable 1

S_2^2 = Sample variable 2

STEP FOUR: FORMULATION OF DECISION RULE

Null hypothesis (H_0) will be accepted if calculated F is less than tabulated F at 5% level of significance at 5 degree of freedom otherwise reject H_a .

STEP FIVE: SELECT SAMPLE, PERFORM CALCULATION AND MAKE DECISION

Table 4.16 GOVERNMENT EFFORTS THROUGH CONSUMERISM AND PRODUCT MARKETING

Alternative	Consumers	Retailers/ distributors	Management/ Staff	Marketers	Total	Percentage
Yes	202	94	46	35	377	90%
No	25	1	0	14	40	10%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

Computation

Alternative	Yes (X_1)	Yes (X_1^2)	No(X_2)	No (X_2^2)
Consumers	202	40,804	24	625
Retailers/ distributors	94	8,836	1	1
Management/Staff	46	2,116	0	0
Marketers	35	1,225	14	196
Total	377	52,981	40	822

Mean	93	13,245	10	205
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For Sum of Square (Total) = SS Total

Using $\sum(X_1)^2 + \sum(X_2)^2 - \frac{(\sum X_1 X_2)^2}{n}$

Where X_1 = Number of yes across sampled groups

X_2 = Number of No across samples groups

$$= (52,981 + 822) - (417)^2/8$$

$$= 53,863 - 21,736$$

$$= \mathbf{32,127}$$

Sum of Squares Treatment = SST

$$SST = \sum \frac{(T_c)^2}{n_c} - \frac{(\sum X)^2}{n}$$

Where

T_c^2 = Total in column

N_c = No of treatments

$$= \frac{(377)^2}{2} + \frac{(40)^2}{2} - (417)^2/8$$

$$= (71,005 + 800) - 21,736$$

$$= 71,865 - 21,736$$

$$= \mathbf{59,129}$$

Sum of Square Block = SSB

Using
$$\frac{\sum(B_i^2)}{K} - \frac{(\sum x)^2}{n}$$

Where B_i^2 = Total in each group of respondents

K = No of groups of respondents

X = Observations

N = No of observations

$$= \frac{(227)^2}{4} + \frac{(95)^2}{4} + \frac{(46)^2}{4} + \frac{(49)^2}{4} - \frac{(417)^2}{8}$$

$$= (12,882 + 2,256 + 529 + 600) - 21,736$$

$$= 16,267 - 21,736$$

$$= -5,469$$

Sum of square error = SSE

$$= SS \text{ Total} - SST = SSE$$

$$= (31,127 - 50,129) - (-5,469)$$

$$= 32,127 - 50,129 + 5,469$$

$$= -12,533$$

Table 4.17 ANOVA TABLE

Sources of variation	DF	S.S	M.S	F-cal	F-tab
Treatment	2	50,129	25,110	-18.37	4.21

Block	4	-5,469	-1,367	0.87	
Error	8	-12,533	-1,567		
Total	6	32,127			

Note:

- D.F = Degree of freedom
- SS = Sum of squares
- MS = Mean of squares
- F-cal = F-calculated
- F-tab - F-tabulated

DECISION

Since f-calculated is greater than f-tab, that $18.37 > 4.21$ in absolute terms, we reject the null hypothesis and accept the alternative hypothesis, thus, Government efforts in consumerism have an effect on product marketing.

FOR HYPOTHESIS THREE

STEP ONE: STATEMENT OF THE HYPOTHESIS

H₀: Independent organizations in consumerism do not have any impact on product marketing

H_a: Independent organizations in consumerism have an impact on product marketing

STEP TWO: SELECT THE LEVEL OF SIGNIFICANCE

The level of significance used to test the hypothesis is 5% i.e. 0.05 level of significance

STEP THREE: DETERMINATION OF THE TEST STATISTIC

The test statistic follows the f-distribution thus;

$$F = \text{f-test statistic}$$

$$S_1^2 = \text{Sample variable 1}$$

$$S_2^2 = \text{Sample variable 2}$$

STEP FOUR: FORMULATION OF DECISION RULE

Null hypothesis will be accepted if calculated F is less than tabulated F absolutely at 5% level of significance at 5 degree of freedom otherwise reject H_0 .

STEP FIVE: SELECT SAMPLE, PERFORM CALCULATION AND MAKE DECISION

TABLE 4.18 IMPACT OF INDEPENDENT CONSUMERISM MOVEMENT ON PRODUCT MARKETING

Alternative	Consumers	Retailers/ Distributors	Management/Staff	Marketers	Total	Percentage
Yes	112	75	32	31	250	60%
No	115	20	14	18	167	40%
Total	225	95	46	49	417	100%

Source: Field Survey, 2010

Computation

Alternative	Yes (Xi)	Yes (X_1^2)	No(X_2)	No (X_2^2)
Consumers	112	12,544	115	13,225
Retailers/Distributors	75	5,625	20	400
Management/Staff	32	1,024	14	196
Marketers	31	961	18	324
Total	250	20,154	167	14,145
Mean	63	,039	423,536	205

For Sum of Square (total) = SS Total

Using $\sum(X_1)^2 + \sum(X_2)^2 - \frac{(\sum X_1 X_2)^2}{N}$

Where X_1 = Number of yes across samples groups

X_2 = Number of No across sampled groups

n = Total number of observations

$$= (20,154 + 14,145) - \frac{(417)^2}{8}$$

$$= 34,299 - 21,736$$

$$= \mathbf{12,563}$$

For Sum of Squares Treatment = SST

$$SST = \sum \frac{(T_c)^2}{n_c} - \frac{(\sum x)^2}{n}$$

Where T_c^2 = Total in column

n_c = No of treatments

$$= \frac{(250)^2}{2} + \frac{(167)^2}{2} - \frac{(417)^2}{8}$$

$$= (31,250 + 13,945) - 21,736$$

$$= 45,195 - 21,736$$

$$= \mathbf{23,459}$$

Sum of squares Block = SSB

Using $\sum \frac{(B_t^2)}{k} - \frac{(\sum x)^2}{n}$

Where B_t^2 = Total in each group of respondents

$$\begin{aligned}
K &= \text{No of groups of respondents} \\
X &= \text{Observations} \\
n &= \text{No of observations} \\
&= \frac{(227)^2}{4} + \frac{(95)^2}{4} + \frac{(46)^2}{4} + \frac{(49)^2}{4} - 21,736 \\
&= (12,882 + 2,256 + 529 + 600) - 21,736 \\
&= 16,314 - 21,736 \\
&= \mathbf{-5,469}
\end{aligned}$$

$$\begin{aligned}
\text{Sum of squares Error} &= \text{SSE} \\
&= \text{SS Total } \acute{o} \text{ SST } \acute{o} \text{ SSE} \\
&= 12,563 - 23,459 - (-5,469) \\
&= \mathbf{-5,427}
\end{aligned}$$

Table 4.19 ANOVA TABLE

Source of variations	DF	SS	MS	F-cal	F-tab
Treatment	2	23,459	11,730	-8.59	4.21
Block	4	-5,469	-1,367	2.02	
Error	8	-5,427	-678		
Total	6	12,563			

Note:

- D.F = Degree of freedom
- SS = Sum of squares
- MS = Mean of squares
- F-cal = F-calculated
- F-tab = F-tabulated

DECISION

Since f-calculated is greater than f-tab, that $8.59 > 4.21$ in absolute terms, we reject the null hypothesis and accept the alternative hypothesis, thus, Independent organizations in consumerism have an impact on product marketing.

FOR HYPOTHESIS FOUR

STEP ONE: STATEMENT OF HYPOTHESIS

Ho: Nigeria manufacturers do not imbibe market and business ethics in the production of goods marketed and sold to the general public.

Ha: Nigeria manufacturers imbibe market and business ethics in the production of goods marketed and sold to the general public.

STEP TWO: SELECT THE LEVEL OF SIGNIFICANCE

The level of significance used to test the hypothesis is 5% i.e. 0.05 level of significance.

STEP THREE: DETERMINATION OF THE TEST STATISTIC

The test statistics follows the f-distribution, thus,

$$F = \frac{S_1^2}{S_2^2}$$

Where F = f-test statistic

$$S_1^2 = \text{Sample variable 1}$$
$$S_2^2 = \text{Sample variable 2}$$

STEP FOUR: FORMULATION OF DECISION RULE

Null hypothesis will be accepted if calculated f is less than tabulated f at 0.05 level of significance at 5 degree of freedom otherwise accepts Ha

STEP FIVE: SELECT SAMPLE, PERFORM CALCULATION AND MAKE DECISION

TABLE 4.20 NIGERIAN MARKETERS AND ETHICAL STARDARDS

Alternative	Consumers	Retailers/ Distributors	Management/ Staff	Marketers	Total	Percentage
Yes	105	32	16	48	201	48%
No	122	63	30	1	46	52%
Total	227	95	46	49	417	100%

Source: Field Survey, 2010

Computation

Alternative	Yes (Xi)	Yes (X ₁ ²)	No(X ₂)	No (X ₂ ²)
Consumers	105	11,025	122	14,884
Retailers/ Distributors	32	1,024	63	3,969
Management/Staff	16	256	3	960
Marketers	48	2,304	1	1
Total	201	14,609	216	19,754
Mean	50	3,652	54	4,939

For Sum of Square (Total) = SS Total

Using $\Sigma(X_1)^2 + \Sigma(X_2)^2 - \frac{(\Sigma X_1 X_2)^2}{n}$

Where X₁ = Number of yes across sampled groups

X₂ = Number of No across sampled groups

n = Total number of observations

$$= (14,609 + 19,754) - (417)^2/8$$

$$= 34,363 - 21,736$$

$$= \mathbf{12,627}$$

For Sum of Squares Treatment = SST

$$SST = \frac{\Sigma(T_c^2)}{n_c} - \frac{(\Sigma x)^2}{n}$$

Where T_c² = Total in column

n_c = No of treatments

$$\begin{aligned}
&= \frac{(201)^2}{2} + \frac{(216)^2}{2} - (417)^2/8 \\
&= (20,200 + 23,328) = 21,736 \\
&= \mathbf{21,792}
\end{aligned}$$

Sum of square block = SSB

Using

$$\text{Where } B_t^2 = \frac{\sum(B_t^2)}{K} - \frac{(\sum X)^2}{n}$$

Total in each group of respondents

K = No of groups of respondents

X = Observations

n = No of observation

$$\begin{aligned}
&= \frac{(227)^2}{4} + \frac{(95)^2}{4} + \frac{(48)^2}{4} + \frac{(49)^2}{4} - 21,736 \\
&= (12,882 + 2,256 + 5.76 + 600) \text{ ó } 21,736 \\
&= 16,314 \text{ ó } 21,736 \\
&= \mathbf{-5,422}
\end{aligned}$$

Sum of Square Error = SSE

= SS total ó SST ó SSB

= 12,627 ó 21,792 ó (-5,422)

= 12,627 ó 21,792 + 5,422

= **-3,743**

Table 4.21 ANOVA TABLE

Source of variations	DF	SS	MS	F-cal	F-tab
Treatment	2	21,792	10,896	-8.03	4.21
Block	4	-5,422	-1,356	2.90	

Error	8	-3,743	-468		
Total	6	12,627			

Note:

- D.F = Degree of freedom
- SS = Sum of squares
- MS = Mean of squares
- F-cal = F-calculated
- F-tab - F-tabulated

DECISION

Since F-calculated is greater than F-tab, that $8.03 > 4.21$ in absolute terms, we reject the null hypothesis and accept the alternative hypothesis, thus, Nigeria manufacturers imbibe market and business ethics in the production of goods marketed and sold to the general public

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENADTIONS

5.1 SUMMARY OF FINDINGS

Having extensively reviewed related literatures and analyzed the hypotheses in this research, below are the findings. However, we divided the findings into two; General findings and specific findings.

GENERAL FINDINGS

These are;

1. A fair number of Nigerians have knowledge of what consumerism is all about. This was confirmed by 80% response rate from respondents sampled.
2. There was a general consensus among respondents that consumerism movement have an effect on product marketing in Nigeria.
3. Nigeria also agreed that consumerism would help to improve product marketing in Nigeria as attested to by Seventy-nine (79%) percent of respondents.
4. Eighty-nine (89%) of respondents say Nigerian marketers are consumer welfare driven.
5. Government agencies in charge of consumerism movement have a positive impact on consumerism movement in Nigeria as indicated by Ninety (90%) percent of respondents sampled.
6. Government consumerism agencies have helped to improve product quality in Nigeria. Eighty-three (83%) percent of respondents sampled were of this opinion.
7. Government consumerism agencies have helped to increase ethical standards of marketers in Nigeria.
8. The impact of independent consumerism movement has not impacted much on product marketing in Nigeria.
9. Nigerian marketers do not have good ethical standards.

SPECIFIC FINDINGS

These are findings from the hypotheses tested. These are:-

1. Consumerism movement in Nigeria have an effect on product marketing in Nigeria.

2. Government efforts in consumerism have an effect on the way products are marketed in Nigeria.
3. Independent consumerism organizations do not have significant impact on product market in Nigeria.
4. Nigeria manufacturers do not imbibe market and business ethics in the production of goods marketed and sold to the general public.

5.2 CONCLUSION

Marketing has then described as a process by which companies create customer interest in product or services. It generates the strategies that underline sale techniques, business communication and business development, as a result of this various marketing strategies are been used by marketers all in a bid to market their products and services to the detriment of the consumer which have lead to the rise of consumerism.

Over time, consumerism movement and advocacy has helped aided the consumption of goods and services which has enhanced healthy living for consumers. Consumerism movements also have help to challenge special order and transform it through the propagation of ideologies of consumption with the hope of dramatically changing the way products are marketed and pushed to the consuming public. Consumerism though assumed to have links with the Western world is now an international phenomenon, as various groups have risen to ensure that products marketed are in the right quantity and quality. However, there have various criticism levelled against consumerism movement, opponents of consumerism have argued that many luxuries and unnecessary consumer products may act as a social mechanism movement rather consumer welfare driven thus allowing people to identify likeminded individuals through the display of similar products, again utilizing aspects of status symbolism to judge socio-economic status

and social stratification. Such critics often point out that consumerist societies are more prone to damage the environment, contribute more to global warming and use up resources at a higher rate than other societies.

From this research, it was observed that the level of consumerism movement have not really impacted on product marketing. Independent consumerism organizations are not really doing much when compared with other countries. However, in Nigeria, it is the government through its various agencies that have significantly impacted on the way product are marketed in Nigeria.

5.3 RECOMMENDATION

Based on the literatures reviewed in the study and the hypothesis tested, below are the recommendations.

The ideology of consumerism movement reflects the need of product marketers and manufacturers to do the right thing and sell goods and services which are not harmful to the consumer, therefore, the movement must adopt more means of ensuring that the objectives are met. Ultimately, the consumer is king in any consumer society. Therefore, they must be respected.

It was observed in the course of this research that, government efforts in ensuring that best practices are adopted by marketers however, a lot still need to be done. More stringent laws and controls should therefore be put in place by government and its agencies to ensure that products marketed are in high quality and standards as to meet international best practices and standards. NAFDAC, SON and other government agencies therefore need to do much more in the area of consumer protection.

Independent consumerist organization was found in the course of this research to have minimal impact in consumerism advocacy thus; their impacts are not felt by the consumer. Where they exist, their effect is not felt, therefore, we recommend that independent consumerism organization should be much more as to enhance not only the protection of the consumer but also ensuring that high standard of goods and services are passed on to the ultimate consumer.

Lastly, manufacturers and marketers also have a role to play in ensuring high standards of goods marketed. The era of anything goes should be a thing of the place. A happy consumer translates to a profitability business because when consumers are happy, they tend to buy more of the commodity which will in turn increase sales and revenue to the manufacturer as well as the marketer. Thus, manufacturers and marketers are advised to ensure that ethical standards are adhered to when goods are produced and marketers should ensure that products of high quality are passed on to the ultimate consumer.

APPENDIX

QUESTIONNAIRE

DEPT OF MARKETING,
FACULTY OF BUSINESS ADMINISTRATION,
UNIVERSITY OF NIGERIA,
ENUGU CAMPUS

Dear Sir/Madam,

I am a postgraduate student from the above department that seeks to find out your feeling about the impact consumerism in the marketing of products in Nigeria through this questionnaire.

Please note that this questionnaire is purely for academic purposes and your sincere response to the questions below will be of great value and will be treated with utmost confidentiality.

Yours Faithfully
Okotie, Victory
PG/MS.c/08/47366

TOPIC: THE EFFECT OF CONSUMERISM IN THE MARKETING OF PRODUCTS IN NIGERIA: AN APPRAISAL OF AGENCIES IN ENUGU.

Below are questions which you should respond to;

1. Which group of respondents do you belong?

Consumer

Retailers/Distributors

Management & Staff

Marketer

2. Sex of Respondent?

Male

Female

3. Have you heard of consumerism?

Yes

No

4. Do you think consumerism movement has affected the way products are marketed in Nigeria?

Yes

No

5. Does consumerism movement help to improve product marketing in Nigeria?

Yes

No

6. Do you think Nigerian Marketers are consumer welfare driven?

Yes

No

7. Do Nigerian consumers enjoy welfare packages from marketers as a result of consumerism?

Yes

No

8. Are there government agencies that aid consumerism effort in Nigeria?

Yes

No

9. Are there government laws that aid consumerism efforts in Nigeria?

Yes

No

10. Do you think government agencies efforts in consumerism are yielding positive results?

Yes

No

11. Do government efforts in consumerism improve product quality in Nigeria?

Yes

No

12. Do you think government regulatory agencies have helped to improve ethical standards among producers/marketers in Nigeria?

Yes

No

13. Are you aware of any independent consumerism organization are in Nigeria?

Yes

No

14. If yes do you think these independent organizations has helped to improve product Marketing in Nigeria?

Yes

No

15. Do you think Independent consumerism movements have impacted positively on product marketing in Nigeria?

Yes

No

16. Do you think Nigerian Marketers/Manufacturers imbibe ethical standards in product marketing?

Yes

No

17. Are there welfare packages for Nigerian consumers from manufacturers?

Yes

No

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