

**THE PROBLEMS AND PROSPECTS OF MARKETING
MADE IN NIGERIA CONSUMER PRODUCTS:
A STUDY OF BEVERAGES AND DRINKS**

PRESENTED BY

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ABSTRACT

The pattern of evaluation of home made goods by Nigeria consumers could have an impact on their attitudes and behavioural intention towards domestic and foreign manufactured products, particularly beverages and drinks. Yet, this decision making process has been examined only with respect to comparative evaluations. Therefore based on adapted framework from marketing-Mix elements, the consumer ethnocentrism and country of origin study areas, this study investigated the problems and prospects of marketing made in Nigeria goods with emphasis on beverages and drinks.

There is hardly any economically based programme that does not face challenges and prospects. Such programmes as the marketing of locally made goods will obviously have the following as its problems and challenges: scepticism of the product effectiveness/efficiency; dwindling purchasing power; rising prices, government regulatory policies; stiff competition etc.

However, the benefits accruable from such ventures include: poverty alleviation; national economic growth and development; encouragement of more locally manufactured goods and services (via small and medium scale industries) foreign exchange earnings; attraction of foreign investors etc.

Relevant data were collected mainly through the use of questionnaire; interview schedule was used on skeletal form for respondent on certain organizations and positions,

Data collected were analyzed with the statistical method of Chi square which has also been helpful in testing the hypothesis on the significance of any relationship between a set of observed frequencies (o) and theoretical frequencies (e).

Two null hypotheses were formulated to establish problems and prospects of marketing made in Nigeria consumer products.

The major research findings shows that the marketing mix elements Price, place , promotion, products, power/politics are not adequately adopted in marketing made in Nigeria consumer products, that the market decisions of the marketer on consumer needs are irregular, that consumers of made in Nigeria products are inconsistency in their purchases, that there is no correlation between adequate marketing strategies and product consumption.

Most of the recommendations made include:

- Providing an enlightenment campaign for consumers and marketers of made in Nigeria consumer products.
- Research and development to be conducted for quality control of products locally made to be in line with the foreign products
- a better method in resource utilization in the production, marketing and consumption of made in Nigeria consumer products
- Enforce restrictive import measures and establish enduring export incentives

But most importantly, I sincerely acknowledge the supremacy of the ever merciful God, great is his faithfulness.

Okafor Dorathy .E

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