

**CONSUMER PROTECTION AND MARKETING MIX STRATEGIES OF
SELECTED PHARMACEUTICAL FIRMS AND CUSTOMERS IN LAGOS
STATE, NIGERIA**

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(17PAD01561)

MARCH, 2022

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SELECTED PHARMACEUTICAL FIRMS AND CUSTOMERS IN LAGOS
STATE, NIGERIA**

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**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE
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SCIENCES, COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA**

MARCH, 2022

ACCEPTANCE

This is to attest that this thesis is accepted in partial fulfilment of the requirements for the award of the degree of the Doctor of Philosophy in marketing in the Department of Business Management, College of Management and Social sciences, Covenant University Ota, Ogun State, Nigeria.

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DECLARATION

I, ORANUSI, CHIKAODI ULOMA (17PAD01561), declare that this research work was carried out by me under the supervision of Dr. Omotayo A. Adegbuyi (Supervisor) and Dr. Ebeguki E. Igbinoaba (Co - Supervisor) in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State. I attest that the thesis has not been submitted either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis have been acknowledged.

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CERTIFICATION

We certify that the thesis titled “**CONSUMER PROTECTION AND MARKETING MIX STRATEGIES OF PHARMACEUTICAL FIRMS AND CUSTOMERS IN LAGOS STATE, NIGERIA**” is an original work carried out by **ORANUSI, CHIKAODI ULOMA (17PAD01561)** of Marketing programme in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State. We have examined the work and found it acceptable for the award of a degree of Doctor of Philosophy in Marketing.

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DEDICATION

This work is wholly dedicated to **GOD ALMIGHTY** who initiated the vision and finally brought it to accomplishment, and to all patriotic citizens of Nigeria that were once victims of product abuse.

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LIST OF ABBREVIATIONS

AMA	American Marketing Association
APCON	Advertising Practitioners Council of Nigeria
CBR	Consumer Bill of Right
CCB	Consumer Complaint Behaviour
CDC	Centers for Disease Control and Prevention
CER	Consumer Education Role
CFDUPF	Counterfeit and Fake Drugs and Unwholesome Processes Food
CP	Consumer Protection
CPAN	Consumer Protection Association of Nigeria
CPC	Consumer Protection council
CRA	Consumer Redress Action
DRPAR	Drug and Regulated Products Advertisement Regulations
DS	Distribution Strategy
FAD	Food and drug act
FCCPA	Federal Competition Consumer protection Agency
FEPA	Federal Environmental Protection Agency
GDP	Gross Domestic Product
LGA	Local Government Area
MASB	Marketing Accountability Standard Board
MMS	Marketing Mix Strategy
NAFDAC	National Agency for Food and Drug Administration and Control
NBC	Nigerian Broadcasting Commission
NCC	National Communications commission
NDLEA	National Drug Law Enforcement agency
PCB	Price Control Board
PCN	Pharmacists Council of Nigeria
PCS	Pricing Strategy
PIA	Price Intelligence Agency
PMG-MAN	Pharmaceutical Manufacturers Association of Nigeria
PRS	Promotion Strategy
PSA	Product Safety

PST	Product Strategy
R & D	Research and Development
SERVICOM	Service Compact
SON	Standard Organisation of Nigeria
UNCTAD	United Nations Conference on Trade and Development
UNIDO	United Nations Industrial Development Organisation
WCO	World Customs Organisation
WHO	World Health Organisation

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ABSTRACT

Consumer protection is considered an important phenomenon that discusses perceived power imbalances that exist between the producers and consumers of goods and services in the marketing environment. This study examined the effects of consumer protection on marketing mix of pharmaceutical firms and their customers in Nigeria. The study adopted a descriptive research design and employed the use of purposive, cluster and convenience sampling methods. Sequential explanatory mixed methods using structured questionnaires, and in-depth interview guide as data collection method were employed. A total of 687 questionnaires were administered. The first set of questionnaire 500 copies was administered to consumers of pharmaceutical products and the later to the managers / supervisors of selected pharmaceutical firms. Senior officers of the two selected regulatory agencies (CPC and NAFDAC) and one radio station (Raypower in Alagbado) were interviewed based on consumer protection and their experiences were documented. Correlation and simple regression methods using IBM Statistical Package for Social Sciences (SPSS) version 26 software were employed in the analysis. Thematic analysis was adopted to analyse the findings from in-depth interviews. Four hypotheses were formulated and tested using regression analysis. The result from the first hypothesis revealed that product safety has positive and significant effect on the product strategy of the pharmaceutical firms in Nigeria. The second hypothesis shows a significant influence of customer redress action on the pricing strategy of the pharmaceutical firms in Nigeria. The third hypothesis revealed that consumer education role by the media has positive and significant effect on the promotion strategy of the pharmaceutical firms in Nigeria. The fourth hypothesis indicated that complaint behaviour of the consumer has positive and significant effect on the distribution strategy of the pharmaceutical firms in Nigeria. Results from the descriptive analysis validated the findings from the test of hypotheses which revealed that consumer protection is based on consumer conscious education and practical involvement of their rights in the marketplace, but many consumers are ignorant of these rights due to insensitivity, poverty and high rate of illiteracy existing among consumers. The correlation coefficient indicates that the combined effect of the predictor variables (product safety) have a moderate and positive relationship with product strategy of the pharmaceutical firms in Nigeria. Based on the results from the quantitative and qualitative approach, it was recommended that in addition to the government regulatory measures, there should be a combined action among the statutory and non-statutory regulatory bodies to embark on intensive sensitisation and education of consumers on their rights by making them know what they stand to lose if they fail to protect their rights. In conclusion, to promote the level of consumer protection in Nigeria, the implications for the implementation and enforcement of government regulatory measures by the health care product providers becomes an imperative goal that will generate good marketing ethics built on viable marketing offerings that will result in controlled economic environment, customer satisfaction and consumer security.

Keywords: Consumer protection, marketing mix, pharmaceutical firms and strategies.