Corporate Survival, Competitiveness and Customer Satisfaction in Nigerian Industries

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Consumerism: A Contradiction to the Marketing Concept
the Nigerian Experience

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Abstract
The marketing concept starts with a firm’s target customers through the identification of the needs and wants of these esteemed customers. It goes ahead with a coordinated set of products and programmes to serve their needs and wants. It finally derives profit by ensuring total customer satisfactions. The objectives of this paper include (i) To x-ray the ideals of the marketing concept and find out if Nigerians sellers have been following the ideals. (ii) To find out how this consumerism influence manufacturers, and sellers especially food and drug products in Nigeria and (iii) to find out whether the activities of and regulatory agencies have had positive impact, or improvement on made in Nigeria products, especially food and drug products, amongst others. The paper employs two hypotheses and three research questions. The hypotheses were tested with the aid of chi-square test statistics, while logical answers were provided to the research questions. As regards findings of the paper, it is pathetic to note that the ideals of the marketing concept have been ignored by many manufacturers and sellers in their pursuit of profit. Nigerian case is no exception to the phenomenon being experienced world-wide. The paper draws logical conclusion, and offers useful policy recommendations, which if faithfully implemented would make many manufacturers live up to the ideals of the marketing concept, and to take the interest and satisfaction of consumers a priority.

Introduction
Consumer satisfaction should be the point of focus of all sellers, producers and manufacturers, when performing their business activities. The purpose of any company in the market place is the satisfaction of the needs and wants of target consumers with appropriate goods and services, at a profit. Kotler (2001) writes, “The marketing concept holds that the key to achieving an organizational goal consists of the company being more effective that its competitors in creating, delivering and communicating consumer values to its chosen target markets”. He adds that this marketing concept has been expressed in a number of ways by manufacturers, sellers and various firms such as: “Meeting needs profitably”, “Finding wants and filling them”, “Loving the customers” (Burger King), “Putting people first” (British Airways), and “Let’s spoil you a little (Nicon Noga Hilton Hotel).”
Our legal system must rise up to public expectation, the general public expects prompt and convincing judicial pronouncements. The courts in collaboration with other law enforcement agencies must compel the manufacturers/sellers to obey court judgments, especially when consumer rights are infringed upon.

Other regulatory agencies such as Standard Organisation of Nigeria (SON) and Advertising Practitioners Council of Nigeria (APCON) must put in more effort in their regulatory positions, so as to ensure that their activities have better and more positive impact on consumers. In a nutshell, APCON and SON must learn from NAFDAC, and see how NAFDAC had succeeded in putting many manufacturers/sellers strictly to follow rule and the regulations governing their trade. Every seller of fake, adulterated or expired products must think twice today on the adverse consequences of its action if such seller is caught by NAFDAC.

There is the need again for government to continue its effort on mass literacy programme. The current Universal Basic Education is commendable. Government must note that with better education of the citizenry, and then, enlightened mind will be a healthier mind.

Nigeria government must put machinery in place that will promote keen competition among many manufacturers. When there is keen competition, better quality products will be produced and again, keen competition will bring about fair competitive prices.

The connivance between government officials and some foreign and local manufacturers must be checked. Importers of expired, fake and adulterated products must be heavily sanctioned when they are caught. Government need to take bold steps that will actually convince the citizenry that government has intention of improving the welfare of the consumers.

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