

**CONSUMERISM AND ITS INFLUENCE ON
FOOD AND DRUG MARKETING
IN NIGERIA**

BY

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ABSTRACT

Consumer satisfaction should be the point of focus of all sellers, producers and manufacturers when performing their business activities. The essence of any company in the market place is the satisfaction of the needs and wants of target customers with appropriate goods and services at a profit. The research was carried out in Ikeja metropolitan city of Lagos State between March – July, 2006. The objectives of this paper include (i) To X-ray the ideals of the marketing concept and find out if Nigerian Food and Drug manufacturers and Sellers (Marketers) have been following these ideals (ii) To examine the reasons for Consumerism and find out the extent to which Nigerians have been involved as it relates to food and drug marketing (iii) To make a comparison between the ideals of marketing concept and consumerism and find out whether there existed a reasonable gap among others. The paper employs two hypotheses and four research questions. The hypotheses were tested with the aid of quantitative statistics while logical answers were provided to the research questions. As regards findings of the paper, it is pathetic to note that many marketers in their pursuit of profit have not faithfully implemented the ideals of marketing concepts. However, the laudable activities of National Agency for Food, :Drug, Administration & Control (NAFDAC) and the recent moves of the Standard Organization of Nigeria will helped to positively change the attitude of Nigerian marketers towards the Nigerian consumers.

INTRODUCTION

Consumer satisfaction, according to various marketing authorities should be the point of focus of all sellers, and manufacturers when performing their business activities. The essence 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.

Today, the emergence of Information Technology (IT) has made the entire world a global market. Consequently, consumer awareness and education have increased, hence an agitation by Consumers for more honest information about goods and services offered for sale.

Food safety is an increasing complex problem. The globalization of food production has put an increasingly difficult burden on food protection agencies such as National Agency for Food, Drug, Administration and Control (NAFDAC); Standard Organization of Nigeria etc. Today, both value and wide dispensation of foods add to the difficulty in identifying the true quality of many-tainted food. The rate at which people visit both government and private Hospitals as well as patent medicine stores to treat illness associated with bad food intake confirms the need for everyone to treat the issue of food safety with all seriousness and concern.

In recent years, the volume of imported foods has increased significantly. This poses serious challenge to Food inspection and quality control agencies. NAFDAC has because of these opened offices in all state of the Federation with attendant field Staff in these states so as to effectively police and control the influx of different food products in the market.

STATEMENT OF RESEARCH PROBLEM

In recent times, Nigerian markets are filled with many fake, adulterated and expired foods and drugs. Many marketers have been playing unacceptable trade practices (sharp practices) on innocent consumers, all in the name of making fast profit. The above problem must give concern to every responsive government, regulatory agencies, concerned and God fearing individuals who believe that any unsafe food or drug must not be passed to the unsuspecting public in the name of profit making. This research has the intention of finding out the effect of Consumerism (consumer movement and protests) on the marketing of food and drug by Nigerian marketers.

RESEARCH OBJECTIVES: This paper has the following objectives to accomplish.

- (i) To X-ray the meaning of Consumerism and the Ideals of Marketing concept and take a position whether Nigerian Food and Drug marketers have been living up to these ideals.
- (ii) To make a comparison between the ideals of marketing concept and consumerism and find out whether a gap exists.
- (iii) To examine the reasons for Consumerism and find out the extent to which Nigeria has been involved as its relates to Food and Drug marketing.
- (iv) Finally, to take a position whether consumerism is an inevitable movement or a scenario that could be avoided by Nigerian marketers.

RESEARCH QUESTIONS:

The following questions are expected to be answered in the research.

- (i). What influence has consumerism on manufacturers and sellers of food and Drug in Nigeria?
- (ii). To what extent has consumer awareness through the activities of regulatory agencies led to the disappearance of highly valued fake, adulterated and expired products (foods/drugs) in the Country?
- (iii). To what extent has the activity of the regulatory agencies compelled marketers of Food and drug to submit their products for inspection and subsequent registration by the regulatory agencies?

- (iv). To what extent has the appropriate regulatory agency succeeded in setting minimum standard for Food and Drug marketers annually and reward those who met these standards?

This research also makes use of these two hypotheses, which will be tested; with the aid test statistics after well-structured questionnaires are effectively administered. The two hypotheses are:

- H₀₁: The less marketers of Foods and Drugs exhibit the ideals of the marketing concept, the more the consumers of these products demand for better quality products and fair prices.
H₀₂: Consumerism (Consumer movements and protest) is not a result of marketers not meeting the ideals of the marketing concept.

THEORETICAL FRAMEWORK

The Concept of Consumerism:

Consumerism started in the United States of America (USA) some decades back and received the blessings of American government when in 1962, a consumer “Charter of Rights” declared by the late President John F. Kennedy was passed by the congress. The Charter according to Picard (1972) stipulates that: (i). The Consumer has a right to safety. (ii). He has a right to be informed about goods/services he wishes to buy. (iii). He has the right to choose whatever product or service he wishes to buy. (iv). He has the right to be heard.

In another contribution by Picard (1972), a new Chapter on consumer movement was opened in 1965 through the work of an America Journalist, Ralph Nader. He published an article titled “unsafe at Any Speed” in which he battled with General Motors over the dangerous aspects of the Corvair automobile, which was subsequently discontinued. Through Nader’s efforts, Six major US Federal laws were enacted by 1970. These were: (i). The National Traffic and Motor Vehicle Safety Act (ii)The National Gas pipeline Safety Act. (iii). The wholesale Meat act. (iv). The Wholesale Poultry Act (v). The Radiation Control for Health and Safety Act and (vi). The Federal Coal Mine Health and Safety Act.

The above legislations and activities in the USA, according to Thomas (2001) geared up the Canadian people on the need for consumer protection activities. The Consumer Association of Canada (CAC) was subsequently formed with an initial member of 23,000 people and headquarters at Ottawa, Canada. The Association has branches throughout Canada.

Various marketing Scholars have variously defined consumerism. Darley and Johnson (1993) defined consumerism as “a movement that asserts a conflict between the interest of firms and the public interest”. Consumerists hold that the conflict should be removed by pressing firms to be their eyes, be motivated by the public rather than their Stockholders’ desire for maximum profits. Kotler (1972) however defines Consumerism as an organized social movement of concerned citizens and government to augment and enhance the rights and power of the buyer in relation to sellers. In other words, Consumerism movements are seeking through company persuasion and legislation, to increase the amount of consumer information, education and protection. Wright (2000) sees consumerism as the set of activities of independent organizations, government and businesses designed to protect the consumers. According to

Kotler et al (1999), Consumerism is an organized movement of citizens and government agencies to improve the rights and power of buyers in relations to sellers. Stanton (1981) looks at consumerism as “The actions of individuals and organizations, consumers, government businesses in response to Consumers’ dissatisfaction arising in exchange relation. Achumba (2000) views it as “an organized movement of concerned citizens and government agencies to improve the rights and privileges of consumers in relation to that of sellers.

What then are Sellers and Consumer rights? According to Ekerete (1990), the traditional Sellers’ rights are:

- (a) The right to introduce any product in any Size and Style provided it is not hazardous to personal health or safety or if it is, to include proper warning and control
 - (b) The right to use any product provided no discrimination exists among similar buyers.
 - (c) The right to use any product message provided it is not misleading or dishonest in content and execution.
 - (d) The right to spend any amount to promote the product provided it is not defined as unfair competition; and
 - (e) The right to use any buying incentive schemes provided they are not unfair or misleading.
- (ii) In the same vein, the author highlighted the following as traditional buyers’ rights.
- (a) The right to buy or not to buy product that is offered for sale.
 - (b) The right to expect the product to be safe; and
 - (c) The right to expect the product to perform as claimed.

A comparison of the traditional Sellers rights and that of buyers shows that the balance of power lies on the Sellers Side. Advocates of consumerism believe that the buyer has little information, education and protection to make wise decisions when he faces sophisticated sellers. Consumer advocates according to Achumba (2000) call for the inclusion of these additional consumer rights.

- (iii) Additional Consumer rights.
- (a) The right to be well informed about important aspects of the product
 - (b) The right to be protected against questionable products and marketing practices
 - (c) The right to influence products and marketing practices in ways that will improve the quality of life.

THE MARKETING CONCEPT:

It must be pointed out that Consumerism arises as a result of failure of manufacturers/marketers to live up to the ideals of the marketing concept. At this point, we can briefly look at these ideals of the marketing concept.

The marketing concept starts with the firm’s target customers and their needs and wants. It plans a coordinated set of products and programmes to serve their needs and wants and it derives profits through creating customers’ satisfaction. Kotler (2001) writes, “The Marketing concept holds that the key to achieving an organizational goal consists of the company being

more effective than its competitors in creating, delivering and communicating consumer values to its chosen target markets. Achumba (2000) adds that marketers and various firms have expressed this marketing concept in a number of colourful ways:

- ◆ “Meeting needs profitability”
- ◆ “Finding wants and filling them”
- ◆ “Loving the customers” Burger King
- ◆ “Putting people first” British airways
- ◆ “Let’s spoil you a little” – NICON-NOGA Hotels, Abuja, Nigeria.

The Marketing concept is also defined by Belch and Belch (2004) as “Management Orientation that holds that the key task of an organization is to determine the needs and wants of target markets and to adapt the organization to delivering the desired satisfaction more effectively and efficiently than its competitors”.

The underlying premises of the Marketing concept, according to Achumba (2000) are:

- (i) Consumers can be grouped into different market segments depending on their needs and wants (market segmentation)
- (ii) The consumers in any market segment will favour the offer of that organization which comes closest to satisfying their particular needs and wants.
- (iii) The organization task is to reach and choose target markets and develop effective offers and marketing programmes as the key to attracting and holding customers.

The Contradictions? A comparison of the ideals of consumerism and that of the marketing concept shows major contradictions.

From the analysis above, it has been clearly shown that marketing concept implies that marketing starts from identifying the needs and wants of the target consumers, then develop effective offers and marketing programmes as the key to attracting and holding customers. Essentially, as pointed out by Drucker in Kotler, Armstrong, Saunders and Wong (2002), "The Marketing Concept starts with the firms target customers and their needs and wants. It plans a coordinated set of products and programmes to serve their needs and wants; and it derives profit through creating customers satisfaction." This concept is the company's commitment to the time-honoured concept in economic theory known as consumer sovereignty.

Peter Drucker in Kotler et al (2002) considers consumerism to be the evidence of the neglect of marketing concept by companies when he said, "after twenty years of marketing theory, consumerism could become a powerful movement proving that not much marketing has been practiced. Consumerism is the shame of marketing concept!" A comparison of the ideals of consumerism and that of the marketing concept shows that a major gap exists. That is, marketers are not living up to the ideals of the marketing concept.

The question we need to ask ourselves then is why consumerism? The need for consumerism arose because of the following:

- Marketing concept was not living up to the expectations of the ideals it preaches;
- Consumers are not getting enough satisfaction from products they purchase from marketers.

- There have been many cases of reported sharp practices of unscrupulous businessmen with fake products, adulterated products, high product pricing, e.t.c.
- Many products do not perform the functions or duties, which the manufacturers/Sellers claim they could perform (technical deceptions.)
- Many cases of deceptive promotions, unsatisfactory services and unsafe or impure product from producers cause many consumers great concern;
- The increase educational opportunities have resulted in improved enlightenment and awareness of rights. The educated class now influences the society positively. This educated class now dictates (in the form of rights) what the society should expect from producers and the entire marketing system.

A thorough examination of the ideals of marketing concept suggests that consumerism in any form is an avoidable issue which could not have evolved if the marketers had lived up to expectation. If the marketers had been committed to the ideals of the marketing concept, protect and respect the rights of the consumers, then the consumers would not have had reasons waging war on the manufacturers (marketers) for infringing on their rights (consumers). One can therefore equivocally assert that consumerism is really an avoidable shame to the marketing concept.

It must be pointed out here that consumers in Nigeria who believe they got a bad deal from Marketers (Manufacturers/Sellers) have several remedies available which include:

- (a) Writing to the company concerned to lay their complaints
- (b) Writing to any of the media houses (both print and electronic) such as Radio, Television, Newspapers, and Magazines etc.
- (c) Contact the government law enforcement agencies such as NAFDAC, SON etc.
- (d) Contact consumer interest protection initiatives and recently some non-governmental organizations that have shown interest in consumers' welfare.
- (e) Going to the various Courts of Law to enforce their rights.

METHODOLOGY

The data for this research work were obtained from two main sources, which are primary and secondary sources.

The secondary source includes data collected from major libraries, published texts, journals, Newspapers, and the use of Internet.

The primary source includes data gathered by the researcher himself to solve the problem at hand. These include data collected through the use of questionnaires and research questions and more importantly, data gathered from the National Agency for Foods, Drug, Administration and Control (NAFDAC).

In all, two hypotheses are formulated and four research questions are stated. Our primary source also include personal observation of consumers at the marketers places and major supermarkets to get the feelings of the consumers concerning products quality, pricing, convenience, functioning of products and major attributes which the producers claim these products could perform.

The two hypotheses formulated were tested with the use of Chi-square test statistics. The results obtained through the Chi-square test – statistics and the information gathered through the research questions were highly revealing, inspiring and motivating.

The type of questions on the questionnaire comprised of Likert type questions. With this system, each question has five options, which are graduated as follows to allow respondents freedom to choose among the alternative answers provided.

The Likert style question was adopted with different weight for each of the options. Strongly Agree (SA) = 5; Agree (A) = 4; Undecided (U) = 3; Disagreed (D) = 2 and Strongly Disagree (SD) = 1

A total of 148 questionnaires were sent out to various consumers, which include university students, office workers, market women and those working in supermarket and provisional stores etc. After the questionnaires were collected back from the respondents, they were screened and sorted out by the researchers. The detail of the returned questionnaires shows that out of 148 sent out, 6 questionnaires were not returned which means the researcher succeeded in getting back 142 completed questionnaires. Out of these 142 questionnaires, the researcher rejected 2 questionnaires because they were not properly completed.

Therefore, a total of 140 questionnaires were properly completed and the researcher used these.

RESULTS AND DISCUSSION OF FINDINGS

The discussion of the result and findings will be presented under two main headings.

- (A) Test of hypotheses formulated and discussion of findings
- (B) Discussion of findings based on the research questions generated earlier.

(A) TEST OF HYPOTHESES

(i) TEST OF HYPOTHESIS ONE.

H_{01} : The less marketers exhibit the ideas of the marketing concept, the more consumers demand for better quality products and fair prices.

H_{A1} : The more marketers exhibit the ideas of the marketing concept, the less consumers demand for better quality product and fair prices.

Karl Pearson Moment Correlation was employed to test the significance of the responses from the questionnaires (respondents).

Table (i).

	X	Y	$X - \bar{X}$	$Y - \bar{Y}$	$(X - \bar{X})(Y - \bar{Y})$	$(X - \bar{X})^2$	$(Y - \bar{Y})^2$
SA	53	56	25	28	700	625	784
A	49	46	21	18	378	441	324
U	13	12	-15	-16	240	225	256
D	16	15	-12	-13	156	144	169
SD	9	11	-19	-17	323	361	289
Total	140	140	0	0	1797	1796	1822
	$\bar{X} = 28$	$\bar{Y} = 28$					

Source: Field Survey 2006

Using Karl Pearson Moment Correlation formula which is given as:

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2 \sum (y - \bar{y})^2}}$$

From the above table and using the formula, $r = \frac{1797}{\sqrt{(1796)(1822)}} = \frac{1797}{1809.46} \therefore r = 0.993$

The above result of 0.993 is a positive correlation, which suggests that the more marketers exhibit the ideals of the marketing concepts, the less consumers demand for better quality products and fair prices.

To test the significance of correlation from the above result, note that our r above = 0.993 and our $n = 5$ from the table. Using the t-statistics and its formula, we have the following when we make the necessary substitutions.

$$t = r \sqrt{\frac{n-2}{1-r^2}} \quad \text{we therefore obtain } t = 0.993 \sqrt{\frac{5-2}{1-(0.993)^2}} \quad \therefore t = 14.56$$

DECISION RULES: The tabulated value of $\alpha = 0.05$ at 3 degree of freedom is 3.182. Hence, the computed is greater than the tabulated. i.e. (14.56 > 3.182). We therefore reject H_0 and accept H_1 which states that the concept, the less consumers demand for better quality products and fair prices is accepted.

The above tested and proved hypothesis helps to reinforce the fact that consumerism came about because marketers are not living up to the ideals of the marketing concept. If people are satisfied with better quality product and fair prices, then there would not be need for protest nor consumer protests. This again points to manufacturers (marketers) that they need to constantly be in touch with the consumers so as to be able to meet their needs and wants profitably.

TEST OF HYPOTHESIS TWO

H_{02} : Consumerism (consumer movement and protest) is not as a result of marketers not meeting the ideals of the marketing concept.

H_{A2} : Consumerism (consumer movement and protest) is as a result of marketers not meeting the ideals of the marketing concept.

Table (ii).

	X	Y	X - \bar{X}	Y - \bar{Y}	(X - \bar{X})(Y - \bar{Y})	(X - \bar{X}) ²	(Y - \bar{Y}) ²
SA	47	49	19	21	399	361	441
A	56	52	28	24	672	784	576
U	7	8	-21	-20	420	441	400
D	14	13	-14	-15	210	196	225
SD	16	18	-12	-10	120	144	100
	140	140	0	0	1821	1926	1742
	$\bar{X} = 28$	$\bar{Y} = 28$					

Source: Field Survey 2006

Using Karl Pearson Moment Correlation formula which is given as:

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2 \sum (y - \bar{y})^2}}$$

from the above table, and using the formula, we substitute;

$$r = \frac{1821}{\sqrt{(1926)(1742)}} \quad \therefore r = 0.994$$

The above result of 0.994 is positive correlation which suggests that consumerism (consumer movement and protest) came in full force because marketers are not meeting the ideals of the marketing concept.

To test the significance of correlation of our above result, note that $r = 0.994$ and $n = 5$, from the table.

Using the t-statistics and its formula, we shall have the following after necessary substitution are made.

$$t = r \sqrt{\frac{n-2}{1-r^2}} = 0.994 \sqrt{\frac{5-2}{1-(0.994)^2}} \quad \therefore t = 15.74$$

Decision rule: The tabulated value of $\alpha = 0.05$ at 3 degree of freedom is 3.182. Hence, the calculated is greater than the tabulated. i.e. ($15.74 > 3.182$). We therefore reject H_{02} and accept the alternative hypothesis H_{A2} which states that, Consumerism (consumer movement and protest) came in full force because marketers are not meeting the ideals of the marketing concept.

B. The paper also provides answers to the research questions generated at the introductory part of this paper.

(i) Research question 1: What influence has consumerism on manufacturers and sellers of foods and drugs in Nigeria?

From facts gathered through both primary and secondary data; we found out that consumerism has had positive and encouraging impact on manufacturers and sellers in Nigeria. During the military regimes especially during the period of scarcity of essential commodities like Detergents, Rice, Vegetable oil; etc, government used to have price control committee and price control mechanism was in place to check hoarding of essential products and also to ensure that prices of essential products were not put higher above the reach of average Nigerians.

At present, from the activities of National Agency for Food, Drug, Administration and Control (NAFDAC), especially between 2000-2005, the agencies has put many marketers and importers of food and Drug items on their toes. Also, the activities of standard organization of

Nigeria (SON) with the award of quality standard to companies through the award of ISO 9000, ISO 9002 etc have helped to improve the quality of products being produced and sold in Nigerian markets.

- (ii) **Research Question Two:** To what extent has consumer awareness led to the disappearance of highly valuable fake, adulterated and expired products in the country?
The passage below from NAFDAC Brochure April 2001 – December 2004 summarizes the agency's regular publication of list of identified fake products.

REGULAR PUBLICATION OF NAFDAC LIST OF IDENTIFIED FAKE PRODUCTS

The incident of fake, adulterated and sub-standard products gave the present leadership of NAFDAC sleepless nights. Consequently, an articulated educative bi-monthly publication of identified fake, adulterated and sub-standard products was embarked on. This is towards creating a massive awareness that will eventually render the distribution of such products ineffective. These days, people scrutinize their medicines, food and other regulated products for genuineness, expiry date and even NAFDAC registration number, before purchase and consumption or use.

Importers and manufacturers of unregistered products are spurred by these publications to initiate registration of their products due to the negative publicity and reduction in sales they get from the publication. NAFDAC also undertakes bi-monthly publication of blacklisted companies, both local and international, who do not conform to World Health Organization (WHO) certified Good Manufacturing Practice (GMP) or produces substandard products, to warn importers and consumers so as to shun products from these companies. – (NAFDAC – 2005 brochure). The table below shows the value of spurious products destroyed by NAFDAC between April 2001 – March 2005.

Table (iii).

Summary of the Value of spurious Products Destroyed by the Agency (NAFDAC) Between April 2001 and March, 2005

Sn	Source	Value (N:K) April-Dec 2001	Value (N:K) Jan-Dec 2002	Value (N:K) Jan-Dec 2003	Value (N:K) Jan-Dec 2004	Value (N:K) Jan-Mar. 2005	Total (N:K)
1	Enforcement Directorate	1,850,000,000	3,015,605,883	949,726,990	711,319,910.32	1,138,000,000	7,664,652,783
2	Kano Special Zone	Nil	50,000,000	4,457,875	30,284,825	0	84,742,700
3	Onitsha special Zone.	Nil	100,082,939	385,000,000	Nil	0	485,082,939.42
4	South East Zone	Nil	145,000,000	Nil	Nil	0	145,000,000
5	South South Zone	Nil	12,900,000	1,310,000	1,200,000	0	124,410,000
6	North East Zone	Nil	Nil	57,033,972	45,175,800	0	102,209,722
7	South West Zone	Nil	Nil	1,274,325	1,290,631	0	2,564,956
8	Aba Special Zone	1,710,468	6,043,624.27	Nil	1,118,520	0	8,872,612.27
9	Bayelsa State	Nil	224,120	2,500	Nil	0	226,620
10	Kwara State	203,700	1,263,518	335,480	Nil	0	1,802,698
11	Gombe State	Nil	Nil	2,367,054	1,003,920	0	3,370,974
12	Ogun State	Nil	44,280.00	36,900.00	Nil	0	81,180.00
13	Bauchi State	Nil	3,831,550	Nil	67,950	0	3,899,500
14	Osun State	Nil	Nil	1,274,325	Nil	0	1,274,325
15	Adamawa State	Nil	183,000	387,600	2,500	0	573,100
16	Yobe State	Nil	Nil	20,000	12,000,000	0	12,020,000
17	Taraba State	Nil	Nil	1,850	191,610	0	193,460
18	Ondo State	Nil	Nil	Nil	3,013,658.38	0	3,013,658.38
19	Ekiti State	Nil	Nil	Nil	9,450,000	0	9,450,000
20	Borno State	Nil	Nil	Nil	7,000	0	7,000
21	Akwa Ibom State	Nil	Nil	Nil	1,140,000	0	1,140,000
22	Ports Inspectorate (Lagos)	Nil	141,417,200	Nil	Nil	0	141,417,200
23	FCT, Abuja	Nil	Nil	Nil	45,000,000	0	45,000,000
24	Enugu State	Nil	Nil	Nil	600,000	0	600,000
	Total	1,851,914,168	3,584,108,476.69	1,403,228,871	862,866,324	1,138,000,000	8,884,117,839.69

Source; NAFDAC'S Brochure, Appraisal and Consolidation April 2001-Dec. 2004, Pg 37

(iii) **Research Question 3:** To what extent has the activity of regulatory agencies led manufacturers of Food and drug to submit their product for inspection and subsequent registration by the Agencies?

Today, consumer awareness has increased and many manufacturers are aware of the dangers and negative consequences of selling unregistered products. The chart below shows from 1994 – 2004, the number of registered products with NAFDAC.

REGISTRATION AND REGULATORY AFFAIRS DIRECTORATE

Visible Upsurge in Number of Completed Application Forms Receive and Number of Registered Regulated Products.

The charts below compare different products; and the trend for each class is evident. It shows that the total number of regulated products registered between 2001 to date (14,032) accounts for more than 70% of the total number registered

Table (iv): Number if Registered Regulated Products by NAFDAC.

		NUMBER OF REGISTERED REGULATED PRODUCTS														
	FOODS			DRUGS			COSMETICS			MEDICAL DEVICES			PRE-PACKAGED WATER		TOTAL	
	I	L		I	L	T	I	L	T	I	L	T	L	T		
1994	N/A	N/A	188	N/A	N/A	207	N/A	N/A	62	N/A	N/A	5	N/A	N/A	3	465
1995	46	98	144	159	146	305	14	20	34	10	7	17	N/A	N/A	6	506
1996	N/A	N/A	204	N/A	N/A	153	N/A	N/A	52	N/A	N/A	3	N/A	N/A	27	439
1997	199	95	294	151	105	256	88	79	167	16	-	16	-	24	24	757
1998	171	92	263	191	113	304	53	36	89	22	-	22	-	84	84	762
1999	N/A	N/A	342	277	210	487	N/A	N/A	202	N/A	N/A	21	N/A	N/A	114	1166
2000	125	144	251	284	182	466	58	49	107	22	6	28	-	165	165	1017
2001	269	211	480	388	243	631	101	195	296	57	8	65	-	508	508	1980
2002	240	305	545	493	227	720	30	127	157	10	0	10	-	823	823	2255
2003	185	546	731	1008	698	1706	87	448	535	45	9	54	-	1140	1140	4166
2004	244	862	1106	1499	592	2091	145	635	780	170	12	182	-	1472	1472	5631

Source: NAFDAC'S BROCHURE, APPRAISAL AND CONSOLIDATION APRIL 2001 - DECEMBER 2004, Pg. 38

Note: I = International; L = Local; N/S = Not Available

(1) **Research Question Four:** To what extent has the appropriate regulatory Agency succeeded in setting minimum standard for Food and Drug marketers annually and reward those who met these standard?

As part of the activities of the Standard Organization of Nigeria (SON), a Nigerian Industrial Standard (NIS) is established as a precise document established by consensus and approved by the Nigerian Standard Council prescribing necessary criteria to ensure that a material, product or procedure is fit for the purpose for which it is intended.

The SON Certificate marking Scheme- To bring the advantages of Standardization within the reach of all Consumers, the organization operates a Certificate Scheme. Marketers whose products meet the requirement of Nigerian Industrial Standard (NIS) are issued with permits to use the Certificate mark or the “Nigerian Mark of Quality. The significance of this mark is to convey to the Consumers an assurance that the goods bearing the mark have been tested and certified by the organization to have complied with the relevant Nigerian Industrial Standard and that they may therefore be purchased with reasonable assurance of quality.

Under the Certification Scheme, SON also operates/administer other marks pertaining to these marks which are depicted above as clear indication of the wide variety of certification activities carried out by SON which include registration and Certification to ISO 9000 and ISO 14000 Quality Management and Environmental Management System respectively as well as quality inspection of locally Manufactured goods.

In its 2004 List of NIS Award Winners, the Standard organization announced a list of different companies under what the organization called Diamond Awards, Gold award, Silver Awards and Bronze Awards. To qualify for Diamond Awards, a product must have consistently won this NIS award for as period not less than 25 years while Gold award is meant for a product that has consistently won the NIS Award for not less than 10 years. Silver and Bronze Awards are for products that have won the NIS Award 5 – 9 years and 3 – 4 years respectively.

CONCLUSIONS

The conclusions that can be drawn from this research work include the followings:

Marketers must quite be aware of the ideals of the marketing concept if they must operate successfully without incurring the anger of government agencies and aggrieved customers. One also observes that, with consumers’ interests better represented than in the past, there is less an urgent needs to address critical issues.

Since 2001 to 2005, consumers have relatively more favourable attitude towards product quality in comparison to 15 years ago. Consumers today think that manufacturers are more customers focused in that they make products that fit consumer needs. Today many customized products are being produced by many companies such as those in automobile, clothing, Beverages i.e. diet coke, iodized salt etc

The National Food and Drug Administration and Control (NAFDAC) must be commended on its present activities and laudable roles that the agency is performing. It is on record today that NAFDAC has succeeded in putting many marketers on their toes. Importers of fake, adulterated and expired drugs have to think twice now on the adverse consequences of their action if they are caught by the agency (NAFDAC)

POLICY RECOMMENDATIONS

- i. Marketers must be more concerned about consumer complaints and make a sincere effort to handle consumers’ complaints as well.
- ii. There is the need to create more consumer information in respect of product usage, benefits, side effects etc. Further analysis may help identify operational and tactical deficiencies.
- iii. With regards to government’s role in protecting consumer interests, respondents agree that government can establish minimum standard for most product quality as well as perform independent test of competing brands and publish the results.

- iv. There is need for Nigerian government to back-up the regulatory agencies with needed law enforcement units when demands call for it i.e. when these regulatory agencies such as NAFDAC, and Standard organization of Nigeria are inspecting, manufacturers' products, factories and other sellers' goods, which might be found harmful or injurious to peoples' health.
- v. 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 courts judgments especially when consumer rights are infringed upon.
- vi. There is need for government to continue its effort on mass literacy programme. The current government effort in respect of Universal Basic Education is commendable. However government must ensure Free qualitative Education, at least up to Secondary School level for all Nigerians as God has blessed this nation with need resources.
- vii. I make a bold call on Nigerian government to put machinery in place that will promote keen competition among many manufacturers. When there is keen and fair competition, better quality products will be produced and again, keen competition will bring about fair competitive prices.
- viii. The connivance between government officials and some foreign and local manufacturers/sellers must be checked. Importers of expired, fake and adulterated products must be heavily sanctioned when they are caught. Government must take bold steps that will actually convince the citizenry that government has intention of improving the welfare of the consumers.
- ix. Government must also make necessary arrangements at preventing the nation from becoming a dumping ground for sub-standard products by early detection at the point of entry. In this regard the Nigerian Immigration and Custom officials must rise up and assist the nation by preventing the importation of these unwanted products.
- x. Government must make bold steps towards improving the quality of life of Nigerians through the consumption of quality products. In the same vein, government must protect the citizenry by preventing them from consuming unsafe and poor quality products that can endanger life.
- xi. Government must put policies in place what will increase the demand for comparatively locally made goods that are of higher quality thereby increasing productivity, companies' revenue and overall nation's industrial growth.
The above policy has the multiplier effect of reducing unemployment rate in the country through increased industrial growth arising from increased patronage of locally made products.

Above all, marketers (manufacturers and sellers e.t.c.) must ensure that Nigerian Consumers get value and satisfaction for their money through consumption of quality products.

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*Multidisciplinary Journal of Research Development. (NARD). Benue State University, Markurdi,
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