

Corporate Survival, Competitiveness and Customer Satisfaction in Nigerian Industries

Edited by

Murtala S. Sagagi PhD

&

Yusuf M. Adamu PhD

First Published in Nigeria 2005

Published by
Department of Business Administration 2005
Bayero University
Kano-Nigeria

All rights reserved.
Copyright © Department of Business Administration 2005

ISBN 978-37417-8-0

Printed and bounded in Nigeria by Pyramid Text Prints.
Kano and Kaduna.

Edited by

Muhsin S. Saqqa PhD

&

Yusuf M. Adamu PhD



Department of Business Administration
Bayero University, Kano

LIST OF CONTRIBUTORS

ABU MAJI

Faculty of Management Sciences
Kogi State University Ayingba
Kogi.

ADEGBUYI O.A

Department of Business Studies
Covenant University, Ota
Ogun State

ABDULLAHI SANI RUFAI

Department of Accounting
Kogi State University Ayingba

AMINU KADO KURFI

Department of Accounting
Bayero University, Kano

AHMAD M. TSAUNI

Department of Economics
Bayero University, Kano

BAMIDELE A. ADEPOJU PhD

Department of Business Administration
Bayero University, Kano

B. E. A. OGHOJAFOR PhD

Department of Business Administration,
University of Lagos,
Akoka-Yaba Lagos State

BILKISU KABIR FAROUK

Department of Economics and Management
Sciences
Nigeria Defence Academy
Kaduna

GARBA BALA BELLO

Department of Business Administration
Bayero University, Kano

HABEEB ANUHI

Faculty of Management Sciences
Kogi State University Ayingba
Kogi.

KEHINDE J. O.

Department of Business Studies
Covenant University, Ota
Ogun State
kehindecovenant@yahoo.com

LAWAL ABDUL-AZEEZ ADEBAKIN

Department of Business Administration
Lagos State Polytechnic
Lagos

MORUF AKANNI

Department of Business Administration
Yaba College of Technology
Lagos

MUHAMMAD A. MAINOMA PhD

Department of Accounting
Bayero University
Kano
mainoma@yahoo.com

MUHAMMAD TANKO PhD

Department of Accounting
Ahmadu Bello University, Zaria.

MURTALA MUKTAR

Department of Economics
Bayero University, Kano

MURTALA S SAGAGI

Department of Business Administration
Bayero University, Kano

SULEIMAN A.S ARUWA

Department of Economics and Management
Sciences
Nigeria Defence Academy
Kaduna

OLANIRAN YAHAYA

Department of Marketing
Federal Polytechnic
Ilaro, Ogun State

O.J.K OGUDELE PhD

Department of Marketing,
Lagos State University,
Main Campus, Ojo -Lagos State

OLAYEMI, O.O.

Department of Business Administration,
University of Lagos,
Akoka-Yaba Lagos State

ODUKURU G.O

Department of Business Studies
Covenant University, Ota
Ogun State

UMAR N BIDA

Department of Economics
Bayero University, Kano

YAHAYA ONIPE ADABENEGE

Department of Economics and Accounting
Nigerian Defense Academy

Contents

Acknowledgement.....	v
Introduction.....	vi
List of Contributors.....	xi
The Nexus between Risks and Investment Decisions : Experiences from Nigerian investment Climate - M. A. M. Mainoma	1
Nigeria's Capital Market And Business Development - Abdullahi Sani Rufa'i	12
Role of the Nigerian Stock Exchange Market in Economic Growth:1988-2002 - Abu Maji and and Habeeb Anuhi	19
Internationalization of the Nigerian Capital Market: Analysis of Performance and Challenges - Umar N. Bida	29
The Role of Central Bank of Nigeria and Nigeria Deposit Insurance Corporation in Arresting the Distress Syndrome in the Nigerian Banking System - Aminu Kado Kurfi PhD	48
An Appraisal of the Influence of the Environment on the Productivity of Nigerian Workers - Bamidele Adeboye Adepoju PhD	56
Impact of Human Resource Development on the Performance of Commercial Banks in Nigeria - Mustapha Muktar	72
Developing Global Presence through Strategic Alliance: An Alternative Perspective for Nigerian Manufacturing Industries - Murtala S. Sagagi Ph.D	82
Impact of Non-Oil Export Promotion Policies on the Development of Leather Industry in Kano State - Garba Bala Bello	95

Infrastructure and Business Performance In Nigeria: Evidence from Manufacturing Sub-Sector (1985-2004)	108
- Ahmad Muhammad Tsauni	
Corporate Social Responsibility: A Study of the Nigerian Banking Industry	119
- Muhammad Tanko PhD & Yahaya Onipe Adabenege	
The Dimensions of Corporate Social Responsibility: A Case of Selected Nigerian Organizations	128
- Lawal, Abdul- Azeez, Adebakin, Moruf. Akanni & Olaniran, Yahya	
The Use of Ethic Model for Survey of Ethical Values for African Business by Nigerian Educational Institutions Personnel	150
- O.J.K., Ogundele, Ph.D, B.E.A., Oghojafor, Ph.D. & Olayemi, O. O.,	
The Key Dimensions Of Customer Value And Their Impacts On Relationship Management Performance: Evidence From Nigerian Telecommunication Sector	162
- Adegbuyi O. A. & Kehinde J. O.	
Small And Medium Scale Enterprise (SME): Financing In The Nigerian Capital Market	175
- Sulaiman A.S. Aruwa	
Consumerism: A Contradiction to the Marketing Concept the Nigerian Experience	187
- Kehinde Oladele Joseph, Adegbuyi O. A. & Odularu G. O.	
The Effect of Organizational Conflict on Organizational Performance	204
- Bilkisu Kabir Farouk	

Consumerism: A Contradiction to the Marketing Concept the Nigerian Experience

Kehinde Oladele Joseph
Adegbuyi O. A. &
Odularu G. O.

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 than 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 pronouncement. 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.

References

- Achumbi, I.C. (1996),** *The Dynamics of Consumer Behaviour*, Lagos, Mac-Millians Publishers Ltd.
- Achumba, I.C. (200),** *Strategic Marketing Management in the 21st Century*. Charlotte, USA, Mac Millians and Capital Publishers
- Achumba, I.C. & Osuagwu (1994),** *Marketing Fundamental and Practice*, Rock Hill, USA, Al-Marks Educational Research Inc.
- Baker, T.A. (1987),** "Consumerism in New Zealand" *International Marketing Review* vol 3. No 3 PP. 63-75
- Belch, M.A. & Belch, G.E. (1998),** *Advertising and Promotions; An Integrated Marketing Communications Perspective*, New York, The MC Graw-Hill Companies. Fourth Edition.
- Boobe, E.L & Kurt L.D. (1984),** *Marketing*; Chicago, U.S.A; The Dryden press. Second Zealand" Edition.
- Chan, E; Yau, O and Chain, R. 91990),** "Consumer sentiment in Australia: a replication and cross national comparism". *European Journal of Marketing*. Vol. 24 No 10 Pp. 44 – 59.

- Darley, W.K. and Johnson, D.M. (1993)** "Cross - national comparison of consumer attitudes towards consumerism in four developing countries" *Journal of consumer Affairs* Vol. 27 No 1 Pp 37 – 54.
- Fadipe, S. (2002)**, *Advertising practice with Nigerian orientation*, Lagos. Christ publishing world wide first Edition.
- Francies, F. and Pascale, Q (2004)**, "The effects of market orientation on Trust and commitment. The case of the Sponsorship business to business relationship. *European journal of marketing*. www.Emeraldsight.com Pp 530 – 553.
- Ates, R and Michael, C. (1998)**, *Marketing Research Essentials*, Ohio U.S.A. South Western College publishing. Second Edition.
- Inaghram, C. (2001)** "Advertising: shape of things to come" Lagos., Nigeria. *Daily Times Publication* July 20, 2001.
- Jefkins, F. (1998)**, *Public Relations*; Edinburgh Gate, Harlow England. Pearson Edition Ltd.
- Kaufman, I. and Channon D. (1973)** " International consumerism; A threat or opportunity" *Industrial marketing management journal* Vol. 3 Pp 1 – 14.
- Kotler, P. (1972)** "What consumerism means to marketer" *Harvard Business Review* Vol. 50 May/June Pp 48 – 57.
- Kotler P. (2001)**: *Marketing Management*, New Delhi, Prentice Hall of India Private Ltd. Millennium Edition
- Kotler, P; Armstrong G; Saunders J. and Wong, V. (2002)**: *Principles of Marketing*. Edinburgh Gate, Harlow, England; Pearson Education Limited. Third Edition.
- National Agency for food and Drug Administration and control (2005).**
Appraised and Consolidation. Brochure (April 2001 – December 2004)
- Onah, J.O. (1979)** "Consumerism in Nigeria" in Onah j.O. (Ed.) *Marketing in Nigeria; Experience in a developing Economy*, cassell ltd., London Pp 126 – 134.
- Palmer, A. (2000)**, *Principles of marketing*, Oxford England, Oxford University press; first Edition.
- Payne, A. et-al (2000)** *Relationship marketing* Bodmin Cornwall, MPG Books Limited. second Edition.
- Picard, R. (1972)**; *Marketing and The Consumer* Toronto, Canada, the Hunter Rose Company. Six Edition.
- Standard organization of Nigeria (2004)** list of SON Award Winners.
- Standard organization of Nigeria (2005)** SON in Brief.
- Stanton J.William (1981)** *Fundamentals of marketing*, Newyork, Mcgraw-Hill book company, Six Edition.

Straver, W. (1977) "The International Consumer Movement" *European Journal of Marketing* Vol. 11 No 2 Pp 93 – 117.

Swagler, R. (1994) "Evolution and application of the term consumerism; theme and variations" *Journal of consumer Affairs*, Vol. 28 No. 2 Pp. 347 – 61.

Thomas, B. (2001) "Between Advertising and below the line": Lagos Nigeria. *Thisday publication* July 14, 2001 pp37.

Williams, K.A. (1997) *Advertising in Nigeria: some fundamental issues*; Lagos, An Amauda Publication.

Wright, R. (2000) *Advertising*. Edinburgh Gate, Harlow England. Pearson Education Book Limited. First Edition