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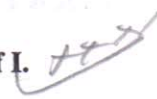
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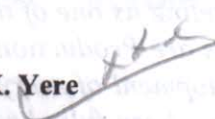
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STRATEGIC ROLE OF MARKETING IN THE ECONOMIC DEVELOPMENT OF NIGERIA

BY

MUSTAPHA, YUSUF ISMAILA .

Abstract

Marketing as one of the three basic elements in any Economic System (the two others are Production and Consumption) plays a pivotal role in the Economic Development of every Nation across the Globe. However, this important Role has not been fully harnessed in Nigeria Economy in past due to many factors such as regularized economic system, adoption of selling philosophy, inadequate Marketing Professionals, e.t.c The introduction of reform programs by the Obasanjo led Government in all facets of Nigeria Economy has led to the influx of foreign investors especially in non oil sectors such as Banking ,Communication, Tourism and this has equally led to intense competition amongst firms in the various sectors of the economy. This paper therefore, seeks to identify the Role of Marketing plays in Economic Development generally and Nigeria in particular and Problems militating against the efficient performance of this role in Nigeria Economy .The study sourced its data mainly from secondary source that is, reviewing existing relevant related literature. It is discovered that marketing has played and is still playing a greater role in stimulating economic development process, revenue generation, efficient allocation of resources, and improvement of standard of living, identification of marketing opportunities or potentials among many others. The study recommends that marketing activities in Nigeria economy will do more if marketers are market oriented in their operations, Government should mobilize concerned agencies to make adequate and accurate data available to marketers to make decisions and marketing professional bodies should compelled their members to attend compulsory refresher course to up date their knowledge.

Introduction

There might be no better time to discuss the role marketing plays in the economic development of Nigeria other than now, when Federal Government had embarked on multi faceted reform programs in all aspects of Nigeria Economy. Through such reforms as privatization, liberalization, and deregulation of virtually every sector of Nigeria economy and this is going on in phases. The need for reforms by Nations is supported by Kotler (2000) when he posits that there is continuous push towards deregulation of economic sector. People, in many countries are becoming convinced that markets work better under relatively free conditions where buyers can decide what and where to buy and companies are free to decide what to make and sell. Competitive economies produce more wealth than highly regulated or planned economies. Many countries are privatizing state owned companies in order to tap the benefits of competition (Kotler, 2000). Nigeria is not an exception to

above opinion as it is evident in the recently deregularised telecommunication sector.

Production, Marketing and Consumption constitute the three basic economic elements in any economic system, be it a developed, developing, or underdeveloped economy. Hence, it is not gain saying to assert that marketing plays a pivotal role in economic development of most Nations. Marketing acts as a means of promoting optimum economic growth and development. Therefore, in the process of any economic development program or reform, marketing comes as a fundamental element in the economic system, and Nigeria situation is not an exception.

The study seeks to achieve the following objectives:

To identify the role of marketing in economic Development.

To identify the problems facing marketing practices in Nigeria.

To proffer recommendations that will further foster marketing's roles in economic development.

This paper is broken down into the following sections. Section one presents definitions of Marketing, two looks at purposes of Marketing, three addresses definition of Economic Development, while four deals on characteristics of economic development. The Role of Marketing in Nigeria Economic Development is treated in section five and six examines problems of Marketing in Nigeria while the final section offers recommendations.

Definition of Marketing

There is no one universally accepted definition of the term 'Marketing'. The term has been continually redefined from time to time to reflect changes in the market place as the entire marketing activities revolve around the market place, (i.e. consumer needs). Therefore in defining marketing effectively, the central theme of such definition should be on consumer needs and satisfaction through the application of a set of activities that have to do with planning, pricing, distribution and promotion (Mustapha, 2006). According to Stanton (1978) marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to the present and potential customers. This definition indicates that marketing activities start from the process of production planning and executing the plan, pricing the products and distributing them effectively. The definition went further that products have to be properly promoted to create the necessary awareness among potential customers.

To show the role marketing plays in the society, Kotler (2003) defines marketing as societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. From this revered author's definition one can deduce that marketing is a process through which individual and

organisational consumers could get their needs satisfied through beneficial exchanges.

Furthermore, citing the Certified Institute of Marketing (CIM), London Nwankwo(1998) observes that marketing is that management process responsible for identifying, anticipating and satisfying customers' requirements profitably. Unlike in the earlier definitions, the CIM views marketing from the managerial stand point. It is of the opinion that identification of customers, their needs and wants precede all other activities that marketers are expected to perform. Naturally, it is when you know the market you are going to serve, that you can plan, develop, price, promote and distribute goods and services which eventually satisfy the market.

These definitions marketing have perfectly depicted what marketing is all about. In essence, the crux of marketing lays strongly on the general idea of exchange, that is, transaction. This submission is in line with what Kotler (1972) opines in his generic concept of marketing where he maintains that marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued.

Objectives of Marketing

The principal objective of marketing is to ensure higher standard of living. That is, to increase the standard of living of people. According to (Abdulraheem, 2003) entails the following:

1. To provide a means of classifying, assessing and integrating information relevant to a business. The mere accumulation of facts is not enough.
2. To provide a sound base for thinking about and studying business problems, providing a method of approach, this helps to draw correct conclusions that will form a basis for action.
3. To be able to explain, predict and control the process it employs and it requires not only an interpretation of facts but also an appreciation of their interrelationship.
4. To employ sufficient analytical methods to help solve its problems, and existing methods being based on economics, statistics, sociology and psychology. Operational research and computer also make useful contributions to the planning and controlling of marketing operations.
5. Finally, to allow the derivation of a number of principles of marketing behavior, which are special to any particular business or technology.

Meanings of Economic Development

Economic development is the development of economic wealth of countries or regions for the well being of their inhabitants. Legal and institutional adjustments are made to give incentives for innovation, and for investments so as to develop an efficient production and distribution system for goods and services. Economic development is a sustainable increase in living standards that implies increased per capital income, better education and health as well as environmental protection.

The term economic development is most time used interchangeably with Economic growth. This is why it is important to point out here that they mean different things. Perkins and Others (2001) and Olawale (1985) view Economic Development as a process by which the real per capita income increases overtime while Economic growth is an increase in real per capita income overtime. In the view of Lipsey and Chrystal (1999) Economic growth is the economy's most powerful engine for generating long- term increase in living standard. From these definitions it can be seen that Economic growth is a means to attaining Economic development. In supporting Olawale's claim, Kinsey (u.d.) defines economic development as rapid and sustained rise in real income per head and shifts in technological, economic, and demographic characteristics.

Olawale (1985) further makes distinctions between the two terms as follows:

1. Economic growth is not the same as the development of a society, but it is a part of general economic development. Economic development means, inter-alia, the attainment of many ideas of modernization such as increase in productivity, social and economic stability, development of institutions and change in attitudes and values.
2. Economic growth just tells us about an increase in real per capita income while Economic development tells us the process by which the real per capita increase over time is brought about by such factors as the qualitative improvement in labour, resources allocation, etc.

Maddison (1970) makes distinction between the terms when he said the rising income levels is generally called economic growth in rich Countries and in poor ones it is called economic development.

However, in spite of apparent differences, Jhingan (2000) pointed out that some Economists use these terms interchangeably.

Objectives of Economic Development

According Todaro (1989) and Perkins and Others (2001) the objectives of economic development are as identified below:

- i. Producing more life sustaining necessities such as foods, shelter, and health care and broadening their distribution.
- ii. Rising standard of living and individual self esteem.
- iii. Expanding economic and social choice and reducing fear.

Features of a Developed Economy

Olawale (1985), Perkins and Others (2001) and Jhingan (2000) identify the following, among many others, as features of a developed economy:

- i. Lack of unemployment: That is, inadequate employment opportunities for virtually all willing and able bodies.
- ii. Availability of capital for investment purposes: That is, every investor has access to capital for the purpose of financing projects.
- iii. High technology: That is, there is presence of high state technology in every aspect of production and operations activities.
- iv. Political stability: That is, there are stable government policies and programs that business firms can use in planning their marketing strategies.
- v. Minimum poverty level: That is, such economy will not be poverty ridden as majority other people in that nation will be able to afford the basic things of life.

A careful look at the above features of a developed economy point to the fact Nigeria cannot be grouped into the class of developed nations in the world. This is because there is still high rate of unemployment, high rate of poverty, low level of technology, non-availability of capital for investment and it is just recently that our political system is becoming stable. The absence of these points to the fact that marketing has strategic role to play in the economic development of this nation especially now that the present administration of PDP led Government is head bent on economic reforms which are meant to move Nigerian Economy from a controlled one to a market oriented or driven one. More so marketing has role to play in conditions of rapid economic growth, growing affluence and important interventions and increased local and foreign competition. Therefore, for Nigeria to secure herself a place amongst the twenty largest economies in the world through the on going reforms of PDP led government (Obasanjo - Yar' Adua administration), marketing has an indispensable role to play.

Evolution of Marketing Concept in Nigerian Economy

Marketing activities in Nigeria develop as Nigeria society and its economy develop. The need for marketing activities arises and grows as Nigeria society moves from an agrarian economy and self-sufficiency to an economy built around division of labor and industrialization. Therefore, marketing activities could be said to have progressed from a production to a sales to a consumer orientation, as economic conditions have varied from demand being greater than supply to an era of abundance to a situation where certain customer needs were satiated and buyer preferences changed (Kinsey, u.d.).

Marketing concept has been seen to have relevance in conditions of rapid economic growth, growing affluence and important inventions, greater discretionary income, increased competition, narrower profit margins and planned obsolescence.

It is pertinent to note here that for developing countries (including Nigeria) as Kinsey(u.d.) further observes to increase the pace of development and improve living conditions, it is marketing which can facilitate the transformation of the economic and social system ensuring that it corresponds to society's values and opportunities in its environment

Roles of Marketing in the Economic Development of Nigeria

Marketing according to Nwokoye (2000) and Nwankwo (1998) has been beneficial to the society generally. It plays a vital role in the development process of Nigerian economy. Onu (2000) opines that marketing is usually associated with an economy of abundance where a Nation produces far beyond the subsistence needs. It activity encourages the consumption of the numerous outputs of goods and services of an economy. The role of marketing in Nigeria in the view of these Scholars includes the following:

1. Marketing serves as a stimulus in economic development process

Marketing acts both as a catalyst for economic development and as a response to it. It is often difficult to distinguish whether marketing plays a "leading" or "lagging" role (Kinsey,u.d.). He further suggested that it can play either, and in some economies has played, or is playing both. If rapid economic development is induced, marketing can prove a highly useful tool. This view is highly evident given the rate at which the markets for the goods and services of the deregulated sectors and privatized institutions picked up in the recent years. Specifically, marketing has being playing this vital role in the Nigerian communication sector if one considers the number of lines that were rolled out within the first five years. In fact, Wazara (2003) observes that Nigerian communication sector market has a potential to absolve five million new lines yearly for the next few years and that mobile communication companies have been overwhelmed by level of unflagging demand for service.

2. Marketing identifies opportunities and channel resources that facilitate economic development

Marketing uncovers opportunities (in terms of resources, locations, skills, etc.) in order to direct the way a country could attempt a structural transformation. Through marketing strategies inward-looking, that is, relaying on domestic market, or outward-looking, concentrating on diversification and expanding exports (Kinsey, u.d.). In this aspect, marketing was used by the Obasanjo's administration to diversify Agricultural sector with identification of export market potential of Cassava, Cocoa rebirth etc and that of Gas potential among many others that have started contributing positively to Nigeria economy.

3. Facilitation of commercial and exchange process as a pivotal role of marketing in economic development

Primarily, marketing has facilitated commercial and exchange process. This is performed through buying and selling concepts (Nwankwo, 1998). It is through the activities of marketing that buyer and seller in different locations are able to exchange values by meeting either physically as in the case of a buyer and a seller in Oja-Oba market for example, or by interacting through the internet, Telephone (Telemarketing) and Fax. It is known that existence of exchange will lead to market development which will eventually contribute to economic development. Marketing creates markets and encourages specialization and production activities (Onu, 2000).

4. Efficient allocation of resources

Resources allocation is one of the principal roles of marketing. Resources are efficiently allocated by marketers, in that, marketing activity begins with the identification of consumer needs, which is then followed with the development of appropriate marketing efforts to fill the need. In other words, a producer firstly, identifies need (Demand), study its level, composition and timing appropriately before supply is made to the market. In short, marketing allocates resources in such way that what is required will be what is supplied in the market (Oyelami, 1992).

5. Improvements in production standards and methods

According to Nwankwo (1998) Marketing innovates everyday and there is always technological advancement. The old methods become obsolete before long, and the new ones replace them. And with the concept of competition, the level of sophistication is soaring. To still be in business, firms strive to be competitive by improving their methods and standards. The incidence of one system of doing things that is replaced by an innovation can be likened to the emergence of Global System Mobile Communication which is geometrically replacing Nigerian Telecommunication's (now Transcorp) land lines (or Table terminal) because it came with advanced wireless technology in

communication. Supporting marketing's crave for innovativeness Temitope (2007) observes that as a result of improvement Ankara (Atampa) a made in Nigeria Textile now compete with trendiest of evening gowns, jackets, sleekest of all gowns and that the only thing Ankara fabric is yet to relegate to the background is the formal shirts bankers wear with ties.

6.Improvements of standard of living

If the Economy of a nation is buoyant people produce and consume far in excess of the basic needs. No body forces consumers to consume all that is produced, but not to do so might result in serious economic disorder (Nwokoye, 2000 and Oyelami,1992). Hence, the function of marketing is to convince consumers to patronize the products that have been produced in abundance. Where marketing is able to successfully build a high demand, new jobs are created and both individual and national standard of living is increased. In Nigeria, however, marketing organizations that have been able to do this have raised the standard of living of their owners, their employees and to some extent the people living in their areas of operation.

7. Revenue generation through local and international business

Onu (2000) and Oyelami (1992) maintain that when considering the role of marketing in economic development, revenue generation through domestic and international trade is of great importance to individuals, organizations, and the nation as a whole. Instances of this in Nigeria is how marketing activities due to deregulation has made communication as one of the most vibrant sectors in the economy. The sector is fast growing. Very soon, it will become the second highest revenue generating sector. This is evident from what MTN, Vmobile, Globacom, Mtel have declared to have generated in the past five years. For instance, between August, 2001 and March, 2003 MTN Nigeria made a profit before tax 89.9 million dollar on revenues of 568 million dollar according to Sa'id and Baba (2004)

8. Enlargement of propensity to consume

Marketing activities had made it possible for Nigerian consumers to consume more than what nature has endowed the country with and our markets now serve as veritable market for most imported products. We now form important market for products such as Automobile, Electronics, Computer, Textile etc. The fact that these products are brought to Nigeria market enlarges the number of products consumers are exposed to (Mustapha, 2006). This is evident with the influx of imported products to Nigerian market and this development has made the Bosanko led administration to place ban on the importation of most of these products. The placement of ban on the importation of these products has led to the establishment of factories in Nigeria. For instance, Nigerian Bottling Plc commenced production of its Five Alive variants as a result of the ban on the importation of imported juice. Also, Nigeria subscribers base moved geometrically from 40,000 prior to the deregulation of

telecommunication sector 1991 to a total of 2.8 million subscribers as at December 31, 2003 (Sa'id and Baba, 2004).

9. Mutual understanding among nations

Before two countries trade together there must be a mutual understanding between them. Suffice to say that marketing has made possible mutual understanding among nations and facilitated establishment of relationships among countries. Thus, this role is turning the entire universe to a global village. This role of marketing is more evident with the advent of internet marketing, e-commerce, telemarketing etc. One can also justify the numerous trips of President Olusegun Obasanjo to nations to woo investors to come and invest as indication that spread the hand of mutual understanding to other nations. Presently, there is subsisting relationship between Nigeria and some West Africa countries for the supply of Gas. Also, Nigeria has gone into investment relationship with Sao Tome in oil exploration and refining.

10. Breeding entrepreneur managers

Marketing simply refers to the process of finding needs and filling or satisfying such needs and it is the ability to do just this that makes one an entrepreneur. Marketing therefore, has a function in breeding entrepreneurs as Onu (2000) observes that the role of marketing in breeding entrepreneur managers is of special importance. Supporting this claim further Drucker (1958) opines that Economic development is the result of action, the purposeful, responsible, risk taking action of men as entrepreneurs and managers. Indeed Nwokoye (1987) points out that England's export Merchants played a leading role in financing that Nation's industrial progress during the industrial revolution.

Limitations of Marketing Activities in Nigeria

The fact that the level of economic development in Nigeria is still at low level is an indication that marketing practitioners in Nigeria have not fully harnessed marketing potentials. Marketing Scholars have come up with reasons that might have contributed to the present state of things in Nigeria. The Scholars include Nwokoye (1987), Nwankwo (1998) and Onu (2000).

1. Inadequate facilities and poor social amenities

Poor infrastructural facilities inhibit proper marketing practices. There is inadequate supply of Electricity, Pipe borne water, Roads, Transportation, and Schools. For any business firm to perform effectively it has to improvise by providing some of the infrastructure necessary for their business activities and these result in extra cost. The inadequacy of these facilities is seriously affecting their operations and has even led to closure of many others. According to Chris (2003) MTN officials informed THE WEEK magazine that the cost of doing business in Nigeria is twice the cost of doing the same in many other Africa countries with failed infrastructure such as electricity,

water, and other services which work effectively in many other Africa countries. For instance, he pointed out that in South Africa no operator spends extra funds on electricity, but here in Nigeria, MTN uses 106 power generating sets for its 480 base stations.

2. Dearth of statistical data in Nigeria

To effectively plan, you need information, and where it is lacking the planner becomes helpless. Ordinarily, census figure should form the basis of planning, allocation of resources, development, determination of demand structure and marketing decision. But in Nigeria census is not regularly conducted and where it is conducted it is usually marred with irregularities. Also governmental bodies that are saddled with responsibility of computing and producing data are not forthcoming. Indeed Nwankwo (1998) argues that when they do, their facts are not authentic and reliable; they are also inapplicable and insufficient

3. Mentality of Nigerian consumers

Nigerian consumers are constantly exposed to foreign made goods due to the fact that Nigerian market has high marketing potentials for foreign firms to tap. The exposure of Nigerian consumers to these goods make them believed that foreign goods are durable and original while local ones are fake and imitations. This notion affects pricing to the detriment of locally manufactured goods. This problem is more pronounced among the elites and the affluence who so much believe in foreign goods. Thanks to the Obasanjo led PDP administration that is seriously emphasizing on the need to patronize locally made goods.

4. Bribery and corruption

This problem is a serious cankerworm that is affecting Nigerian personnel in the private and public sectors. A situation where personnel entrusted with responsibilities accept bribes just to falsify documents is certainly detrimental to the nation.

5. Insecurity

Anayo (2002) asserts that political climate and insecurity in the country has further worsened their situation, as foreign investors are reluctant to provide credible and beneficial partnership to indigenous companies. This limitation is further worsening by incessant crises and hostage taking especially of expatriates in the Niger Delta Area in southern part of the Nigeria.

Lack of Professionalism in Marketing Practice

There is lack of professionalism in marketing practice in Nigeria. As a result every person is in the market, school dropouts and illiterates inclusive.

Everybody sells as much as possible to maximize his own interest without considering the larger society. This is now leading to the fact that marketing profession is dominated by people who are only interested on what they can make and not customers' satisfaction. Added to this, is the fact that Nigeria Marketing practice is still selling oriented and this is a philosophy that emphasizes high sales volume regardless to whether the product satisfy consumer or not. It is however; believe that the on going privatization of public corporations by the Federal Government will to a large extent change these organizations attitude towards consumers. For instance, Mtel and Nitel (Transcorp) experienced low performance with the deregularization of communication sector due to fact that the firms marketing activities have been and is still selling oriented.

Recommendations

Marketing practices in Nigeria is still in the selling orientation for many business firms who have not been marching product to customers' need. These groups of firms that are selling oriented use hard sell or radical marketing to force their products on consumers. Therefore, for marketing to fully play its roles in the economic development of any nation (Nigeria inclusive) marketing practitioners, business firms, etc. should try to be consumer oriented by marching their products quality with customers' needs in a way that will lead the organization to attain it set goals. It is believed that few corporations that were already privatized are fast embracing customer oriented philosophy especially in communication sector and this had enhanced their performance. Thus, privatization is recommended here to be extended to other sectors such as Energy sector, Oil sector, and e.t.c.

Also, government at all levels should try their best to ensure that required information is not only available but accurate and adequate for the purpose for which they are required. Hence, government should mobilize all the agencies that are saddled with responsibility of providing this information to be able to perform this role effectively. This is because, information is not only needed to formulate marketing strategies and make decisions that will contribute to economic development but it are also required as input for other economic planning efforts.

More so, trained marketers who know the rudiments of how customers' needs are to be served should always be assigned with marketing functions. Also, the existing marketing professional bodies should make sure that their members are compelled to attend a kind of annual compulsory refreshment course to update their knowledge on how best to serve consumer needs in the market. The importance of this is that when consumers are effectively served this will contribute to performance of their firms and thus will impact on Nigerian economy positively.

The on going social and economic values re-orientation efforts of the federal government on the need for Nigerians to patronize made in Nigeria products

should be intensified to shift the minds of Nigerians especially the elites from patronizing imported products.

In addition regulatory agencies such as National Agency for Drug Administration and Control, Nigerian Communication Commission and Standard Organization of Nigeria should ensure that goods and services that are brought to the market meet specifications and standards required. Equally, Economic and Financial Crime Commission, and Independent Corrupt Practices Commission should wake up to perform their statutory duties to guard against sharp practices of individuals and organizations operating in Nigeria Economy.

Further more it is recommended that Federal Government should do every thing possible to stem the growth rate of in security in the country generally and Niger Delta Area in particular. This is because; insecurity in the country will definitely discourage foreign investors from coming to invest in Nigeria Economy.

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Introduction

Night marketing is not a recent phenomenon. The practice is as old as trade itself. Night markets or "night bazaars", as they are popularly known, are most markets operating at night mainly in the urban or suburban areas. These markets are highly specialized, and dedicated to the more leisurely shopping and eating than more business-like day markets.

Historically, the most well known night markets are those in China and areas influenced by Chinese culture, such as Hong Kong, Taiwan, Malaysia, Japan, Thailand, and China Towns worldwide (Lau, 1978). In Nigeria, the first night market was established in Lagos in 1912. It was known as Cross Street Night Market, and was located along the main road of the city.

Night marketing is a type of marketing strategy that involves the sale of goods and services during the night. It is a form of marketing that is often used by small businesses and entrepreneurs to increase their sales and reach a wider audience. Night marketing can be done in a variety of ways, including through social media, email marketing, and direct mail. It can also be done through traditional methods such as door-to-door sales and street vending. Night marketing is a highly competitive market, and businesses must be able to offer unique products and services in order to stand out from the competition. It is also important for businesses to have a clear understanding of their target market and to tailor their marketing efforts accordingly. Night marketing can be a very effective way to increase sales and reach a wider audience, but it requires a lot of effort and resources. Businesses must be able to offer unique products and services in order to stand out from the competition. It is also important for businesses to have a clear understanding of their target market and to tailor their marketing efforts accordingly.