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The aim of this journal is to publish articles that enrich the practice of marketing development particularly in Sub-Sahara Africa while simultaneously making significant contributions to the advancement of the discipline. Preference is given to manuscripts that relate across marketing development in business, service industries, nations and economies. All articles appearing in the journal are double-blind refereed

It should be noted that research is not the only basis for an acceptable article. Case analyses, creative concepts and applications, book reviews, industry reviews, commentaries, and other thought-provoking manuscripts are encouraged. Particularly welcome are future-oriented manuscripts that offer marketers visions of development in the twenty-first century and practical road maps for getting there. Also encouraged are manuscripts that address interdisciplinary topics or approach "traditional" topics from an interdisciplinary perspective. Authors with papers intended for publication are expected to conform to the following guideline:

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- 2     must have not been published or under consideration with any other Journal.
- 3     must have a structured abstract of not more than 200 words. Abstract should define the purpose of the study, approach/methodology, findings, implications and originality.
- 4     should have at least four keywords
- 5     not exceed 3000 words or 25 pages of double line spacing on A-4 paper. All margins should be 1 each or 2.5cm
- 6     words cited in the paper should follow the Harvard system of author's last name and year, and to be mentioned in appropriate places, for instance Josh (2009) for summarized sources, and Josh (2009, P.2) for direct quotation. At the end of the paper, the list of authors
- 7     all Tables and figures should be placed at the appropriate and not as index

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## Effect of Hawking of Anti-Malaria Drugs on the Buying Attitude of Rural Dwellers in Selected Local Government Areas of Kwara State

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### Abstract

The study investigated the impact of hawking of anti-malaria drugs on the buying attitude of rural dwellers in selected local government areas of Kwara State. It addressed the inability of anti-malaria drug hawkers to offer the right products for sale, wrong administration of the drugs to the buyers, sale sub-standard, fake and adulterated products as well as how hawking of anti-malaria drugs can be curtailed. The objective of the study is to examine the effects of hawking of anti-malaria drugs on the buying attitude of rural dwellers in Kwara State. Descriptive survey was adopted for the study and the study population comprised of rural dwellers in Ifelodun, Moro and Ilorin South local government areas of Kwara State. However, the study employed Glenn (2013)'s sample size determination for infinite sample to arrive at a representative sample of three hundred and sixty nine (369) respondents out of which three hundred and twenty four (324) respondents filled and returned the copies of questionnaire. One research hypothesis was designed on a five likert scale of agreement. The null hypothesis formulated was tested using multiple regression analysis and was rejected because the F- calculated value for the study was 7.17E+03 with significant value of 0.000, since the significant value is less than 5% it implies that hawking of anti-malaria drugs has significant impact on the buying attitude of rural dwellers of selected local government areas of Kwara State. It was concluded that hawking of anti-malaria drugs is illegal and has a significant impact on the buying attitude of rural dwellers in Kwara State. Based on the findings, it was recommended that since hawking of anti-malaria drugs is illegal, government should be serious and determined enough to direct the concerned law enforcement agencies i.e NDLEA, NAFDAC and the police to absolutely eradicate the act in order to ensure public health safety.

**Key words:** Hawking, Attitude, Anti-Malaria Drugs, Word-of- Mouth Advertising and White Collar Jobs

### Introduction

Hawking of drugs has been the common practice of rural drug sellers in Kwara State, followed by selling in pharmaceutical stores/chemists. Majority of the people find it very easy to purchase drugs from these hawkers erroneously believing that it is stress-free and that they sell drugs of same quality and efficacy with those in pharmaceutical stores in the towns and cities. Mobile drug hawking is an illegal way of selling drugs in a transparent plastic basket with some of the drugs hanged around the crossing terminals of the basket (Jefri, 2009). However, some vulnerable and unsuspecting Nigerians who innocently purchase drugs from these hawkers and will find themselves in hospital the next day, yet people still patronize them (Motunrayo, 2013).

Drug hawkers move from one place to another as such the drugs are subjected to varying degrees of harsh environmental conditions. The practice of selling drugs in the open market affects the general efficacy of drugs by exposing them to extreme temperatures that make them expire early (Haruna, 2013). Drug hawkers are mostly seen in public places like motor parks, worship centers, social functions as well as major streets in the state (Akintayo and Braide, 2013). Majority of these small-scale mobile hawkers are females of under age who ought to have been in schools but their parents or guidance do not attach much importance to it perhaps because of their high level of poverty that does not allow them to think right (Ubah and Averson, 2014). These under-aged females are exposed to environmental hazards such as accidents, spread of communicable diseases, unwanted pregnancy, prostitution, smoking, robbery as well as poor academic performance in the school.

Hawking of drugs encourages drug counterfeiters to market their dangerous products to the public away from the eyes of regulatory agencies like National Agency for Food and Drug Administration and Control (NAFDAC) and the National Drug Law Enforcement Agency (NDLEA). This is because majority of drug buyers can not distinguish between fake and genuine drugs. The potency of drugs sold in open places is uncertain; because such drugs are usually exposed to extreme temperatures may have lost their effectiveness (Kabiru, Aminu, Aliyu, Nurudeen, Sanni and Adamu, 2015).

Meanwhile, consumers patronize anti-malaria drug hawkers because the available pharmaceutical stores where these medicines can be bought are grossly inadequate to meet its ever-increasing demands. Consumers buy regularly and use anti-malaria drugs as a first aid against malaria before visiting the hospital if there is a need to do so. This makes anti-malaria drugs popular among both the sellers and buyers. Almost all mobile small-scale street drug hawkers sell varieties of anti-malaria tablets, capsules and syrup they frequently demand for. Majority of drug hawkers sell adulterated, fake and sub-standard drugs and some are fully aware that their activities are illegal but trying to hide under the canopy of the Federal Government-approved Medicine Dealers Association of Nigeria, which has no link with their illegal Medicine Sellers Association of Nigeria (Motunrayo, 2013). Hawking therefore is linked to advertising through the process of informing, reminding and persuading potential customers by shouting, singing and at times dancing to attract customers to patronize their products even though drug hawking is illegal, the buyers still appreciate.

Rural dwellers especially farmers, artisans and majority of the traders who majorly fall mostly in the category of non-literate people are usually easy to be convinced to buy anti-malaria drugs through hawker's words-of-mouth. This is because it is very easy to persuade a novice to act in a particular manner than a literate person who feels that he has at least a little knowledge about the subject matter.

On the other hand, students, teachers and nurses who live in the rural areas may not be easily convinced by hawkers to patronize them unless they are unable to find nearby pharmaceutical stores where they can purchase the required anti-malaria drugs or they are aggressively persuaded to do so. Hawkers would have had to make extra efforts to convince the potential buyers to aggressively patronize the products but because anti-malaria drugs have already gained wider acceptability and patronage that is why it is very easy for the hawkers to sell them even though their activities are mostly illegal.

## Statement of the Problem

Hawking of drugs in the rural areas has been in existence from time immemorial. However, this activity involves not only the sales of anti-malaria drugs but also assorted varieties of medicines such as tablets, syrups and capsules. The inclusion of numerous types of products makes the hawkers lose both marketing and advertising focus which is in tandem with a saying that: jack of all trade is a master of none.

As a result, hawkers of anti-malaria drugs do not necessarily see the need to strategize to capture more sales probably because the products are already known to the buyers and they are still making sales despite the fact that they are the major source of illegal drugs and medicines (Osby, 2013). However, their target market is mostly rural areas which sometimes are referred to as dumping grounds of all varieties of manufactured products because of the notion that majority of rural dwellers are non-literate. More so, hawkers generally are not trained professionals in the art of selling because people see the hawking jobs as the last and easy option to earn a living. The process possesses a number of problems ranging from inability to offer the right product for sale, wrong administration of drugs to the people even though it not their duty to do so and the sale of sub-standard, fake and adulterated products.

## Research Question

What is the effect of hawking of anti-malaria drugs on the buying attitude of rural dwellers in Kwara State?

## Objective of the Study

The objective of the study is to determine the effect of hawking of anti-malaria drugs on the buying attitude of the rural dwellers in Kwara State.

## Research Hypothesis

H<sub>0</sub>: Hawking of anti-malaria drugs does not have any significant effect on the buying attitude of rural dwellers in Kwara State.

## Literature Review

### Hawking of Drugs

Drug Hawking is a process of selling drugs illegally which involves moving from one place to the other displaying drugs in a transparent plastic basket with some of the drugs hanged around the crossing terminals of the basket. People see hawking job as an easy way of earning a living that does not require special skills which is otherwise referred to as blue collar job (Jefri, 2009). However, hawkers are a group of people derived from many people working as good, food, or service traders in public places in the floor in front of the house and on the left-right shoulder of streets whereas kinds of that places should be used for public services (Jefri, 2009).

Rishabh, (2014) identified four types of hawkers which include non-mobile or street hawkers who are mostly women, stationed at particular places for longer durations dealing in perishable

goods. While mobile small-scale street hawkers are younger men and women, moving from place to place to sell their products. They deal in both semi and non-perishable products, sell to other hawkers or small shops and consumers. A typical example is anti-malaria drug hawkers. Also mobile wholesaler hawkers are small scale wholesalers, selling their products to a selected few small scale enterprises. They deal in supplying raw materials. Lastly, mobile growers or retail hawkers sell their own produce and supply their products for both primary and secondary consumption (Rishabh, 2014).

However, people hawk because they find it very difficult to get white collar jobs and also feel that it is very simple to do since it does not require any special skills. Another reason why people hawk is poverty. Hawking of wares and food products on the roads and motor parks is an economic means of making ends meet, either sponsored by parents or the child personal interest (Ebgbo, 2003). Hawking of anti-malaria drugs is just like hawking every other drug; hawkers have to shout loudly, sing melodious songs as well as dance if need be to attract customers even though the products are already known to majority of the buyers. Hawking is mostly associated with female adults and children of school age and has a lot of implications.

Ojo (2013) identified the following three implications associated with hawking which are physical, psychological and social. Physical consequences include: accidents, spread of communicable diseases, food poisoning and traffic congestion. Psychological consequences are stress, fatigue, depression, anger and resultant ills. Social implications include: unwanted pregnancies, prostitution, smoking, robbery, truancy and poor academic performance among others.

The most unfortunate thing is that most of these hawked anti-malaria drugs are not registered by National Agency for Food, Drug Administration and Control (NAFDAC). The law enforcement agents such as National Drug Law Enforcement Agency (NDLEA) and the police that are saddled with the responsibilities of arresting the hawkers, either patronize them or take bribe from them to evade arrest (Achor, 2014)

More so, it is disheartening to note that patients and their relations who purchase these drugs place very low attention to the authenticity of the drugs they are purchasing. Most times, they often choose cheaper fake drugs over the genuine but slightly more expensive drugs (Chibuike, 2014)

### **Informal Advertising**

Informal advertising is the dissemination of information to people without recourse to any rigid formal rules and regulations, just so long as the information is communicated to the people concerned (Kome, 2016). Under this type of advertising is where word-of-mouth advertising falls into. Word-of-mouth advertising is the dissemination of information among close friends, acquaintances and family members (Kome, 2016)

Word of mouth advertising is the unpaid spread of a positive marketing message from person to person which can take place directly using the human voice, or can be transmitted via any communicative means such as through the internet or via text message (Philip & Gary, 2014)

Hawking generally belongs to informal form of advertising which can also be referred to as word-of-mouth advertising. This is because hawkers advertise their products by shouting loudly

so that the targeted buyers can be able to hear and patronize them. At times in the rural areas, hawkers apart from shouting loudly they as well sing melodious songs that relate to what they sell to attract the attention of the people. These above actions of the hawkers can be likened to informal advertising because it informs, reminds and persuades potential buyers to make purchase. Johan (2016) stated that word-of-mouth is far better than other forms of advertising because of the trust buyers have in the person who offers the product to them face to face and recommends that such a product is good. The second reason is that word of mouth is more targeted and focused on the potential buyers.

### **Buying attitude**

Anti-malaria drugs are very common both in the rural and urban areas. Majority of people buy the drugs more often whenever they have malaria as a first aid before going to the hospital for treatment, if need be. However, the attitude of people towards buying the products differs depending on the following three variables which are environment, experience and education (Othman, 2011)

### **Factors Affecting Buying Attitude**

Attitudes are nothing but mental preparations to express beliefs through actions, in an attempt to obtain certain results (Stefan, 2015). There are a number of factors that determine the buying attitude of people. Othman (2011) categorized these factors into three which include: firstly, environments (home, school, work, media, culture, religion, traditions and beliefs, social and political environments). The second is experience and lastly is education (formal and informal). The above factors have very significant influence on our general attitude to life, not only on buying. However, attitude can be positive or negative. Positive attitude is what allows you never to give up when things get tough, it's what allows you to accomplish your goals and dreams, to have wonderful relationships with others. Negative attitude, on the other hand is what causes you to give up, to not accomplish anything, to have bad relationships with others (Derec, 2015) People with positive attitude tend to be favourably disposed towards things, optimistic and happy at all times. When it comes to buying, he/she will be strongly willing to do so or at least giving it a trial. On the other hand, people with negative attitude will be bitter, pessimistic, have resentment and purposeless life which will not at all encourage buying.

### **Theoretical Framework**

The study adopted the following theories as a support.

#### **Learning Theory**

The theory that can be related to Pavlov's dogs experiment. Pavlov trained his dogs to associate the arrival of food with the ringing of a bell; a sound that alone would lead to the salivation response among the dogs. Just like the bell in Pavlov's dogs experiment, hawking was seen as a

stimulus that would give rise to a response, just like the dogs salivation response (McLeod, 2013).

### **Cultural Theory of Buying Behaviour**

Cultural influences can affect the buying behavior of the individual. A person's culture is his set of values and beliefs learned in the context of a community which leads to certain buying behaviors. Your social class based on your occupation, income and education can influence buying behavior as can your membership in a group such as family and friends at work or at school. Often, there is an opinion leader in the group who has influence over the buying behavior of others because of specialized knowledge of sheer force of personality (Sharon, 2015).

However, learning theory is adopted as a support for the study because the acts of shouting, singing, cracking jokes and dancing are advertising strategies being done by drug hawkers to attract customers to patronize their products, is a stimulus that usually leads to a response (purchase).

### **Empirical Review**

Samar and Samareen (2015) examined the impact of advertisement on buying behaviors of the consumers. The data was collected through the use questionnaire administered to 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. These results show that advertisements are very useful in creating the awareness among the people but have failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Fazal, Tariq, Aminllah and Shabir (2014) studied how advertising affects the buying behavior of consumers in rural areas: A case of Pakistan . This study examined the effects of advertising and some factors of rural areas on consumer buying behavior. The study used questionnaire based survey to collect data from 416 repondents in rural areas. The collected data were analyzed through correlation statistics and simple regressions. Results indicated that advertising has positive and statistically significant effects, while, the factors of rural areas have negative but statistically significant effects on consumers buying behavior. Further, advertising is positively but factors of rural areas are negatively correlated with consumers buying behavior.

Sajuyigbe, Amusat and Oloyede (2013) examined the impact of advertising on sales turnover with special reference to Nigerian Breweries Plc. Data were collected through structured questionnaire and six years annual reports and accounts of Nigerian Breweries. Sample size for the study was ninety (90) participants and data were analyzed through Pearson Product Moment Correlation coefficient with the aid of statistical package for social science (SPSS) version 16. Result showed that that is strong positive significant relationship between advertising and sales.

### **Methodology**

Methodology for the study is hereby presented with the variables from literature review, instrument, methods of data administration and analysis. Structured questionnaires were used to collect data from the respondents who are rural dwellers from Irepodun, Ifelodun, Ilorin South, Asa, Edu and Moro local government areas of Kwara State. The study made use of two sets of variables: buying attitude (dependent) variable and hawking of anti-malaria drugs (independent) variable. Simple linear regression analysis was used to predict the dependent variable from a linear function of a set of independent variables.

### Model Specification

In determining the effect of anti-malaria drug hawking on the buying attitude among rural dwellers in selected local government areas of Kwara State, a model was formulated that is considered relevant to the data collected using inferential statistics. The model is given below as:

$$Y = a + bX$$

$$\text{Therefore } Y = f(X)$$

Where:

Y = Buying attitude of rural people

X = Anti-malaria drug hawking

### Population of the Study

The target population of the study comprises of rural dwellers who are traders, artisans, students, nurses, teachers and farmers in Ifelodun, Irepodun, Asa, Ilorin South, Edu as well as Moro local government areas of Kwara State. This shows that the population cuts across the three senatorial districts in Kwara State i.e Kwara South, Kwara Central and Kwara North respectively.

### Sample Size and Sampling Techniques

The target population is infinite and for the purpose of having a reliable sample size, the study made use of a formula developed by Glenn (2013) and arrived at 369 respondents. Therefore, each of the six local government areas has 62 randomly selected respondents to questionnaire and research assistants were employed in the six local government areas to harvest the views of the respondents. In the whole, three hundred and twenty four (324) copies of questionnaire were returned on which the sample size was based. This is eighty eight percent (88%) of the sample size. The working is as shown below:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

$n_0$  is the sample size,

$Z^2$  is the abscissa of the normal curve that cuts off an area  $\alpha$  at the tails ( $1 - \alpha$  equals the desired confidence level, e.g., 95%)<sup>1</sup>,

$e$  is the desired level of precision,

$p$  is the estimated proportion of an attribute that is present in the population, and  $q$  is  $1-p$ .

$Z$  is found in statistical tables which contain the area under the normal curve.

Therefore:

$$n_o = \frac{Zpq}{e^2} = \frac{(1.96)^2 (.4)(.6)}{(.05)^2} = 368.79 \approx 369 \text{ rural dwellers}$$

### Research Instrument

Close-ended copies of questionnaires were developed and distributed to the respondents which consisted of three survey items i.e. bio-data, hawking of anti-malaria drugs and factors affecting buying attitude. Five (5) points likert scale was used to measure the image agreement. This was presented as 5 being strongly agreed, 4 agreed, 3 undecided, 2 disagreed, 1 strongly disagreed.

### Data Analysis

In order to analyze the hypothesis that hawking of anti-malaria drugs does not have any significant effect on the buying attitude among rural dwellers in Ifelodun, Irepodun, Asa, Ilorin South, Edu as well as Moro local government areas of Kwara State, simple regression was employed and presented in table 1 below.

**Table 1**

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .978 <sup>a</sup> | 0.957    | 0.957             | 5.48517                    |

a. Predictors: (Constant), Hawking of anti-malaria drugs

Source: Authors' computation, 2016

Simple regression analysis was employed to determine the effect of hawking of anti-malaria drugs on the buying attitude of rural dwellers in Kwara State. Table 1 represents the result of the rural dwellers buying attitude that was regressed against hawking of anti-malaria drugs derived from the study.

Hawking of anti-malaria drugs is the independent variable which accounted for 95.7% of rural dwellers buying attitude in Kwara State while the remaining 4.3% were exogenous variables that were not covered by the model. The equation characteristics of rural dwellers buying attitude

indicated a moderate  $R^2$  of 0.957 this showed that 95.7% of the variation in "rural dwellers buying attitude" was explained by this equation, while the remaining 4.3% was explained by other variables not considered by the model

Table II

ANOVA<sup>b</sup>

| Model      | Sum of Squares | Df  | Mean Square | F        | Sig.              |
|------------|----------------|-----|-------------|----------|-------------------|
| Regression | 215608.7       | 1   | 215608.7    | 7.17E+03 | .000 <sup>a</sup> |
| Residual   | 9688.049       | 322 | 30.087      |          |                   |
| Total      | 225296.8       | 323 |             |          |                   |

a Predictors: (Constant), hawking of anti-malaria drugs

b. Dependent Variable: rural dwellers' buying attitude

Source:

Author's computation, 2016

The analysis of the above table shows regression sum of square value of (215608.7) which is higher than the sum of square value of (9688.049). The significant value of P (0.000) is less than (0.5) meaning that independent variable (anti-malaria drug hawking) to a large extent accounts for the variations in the dependent variable (rural dwellers buying attitude). Therefore there is a significant relationship between hawking of anti-malaria drugs and the rural dwellers buying attitude.

Table III

## III

Coefficients<sup>a</sup>

| Model                         | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|-------------------------------|-----------------------------|------------|---------------------------|--------|------|
|                               | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant)                  |                             |            |                           |        |      |
|                               | 8.258                       | 1.258      |                           | 6.564  | 0.00 |
| Hawking of anti-malaria drugs | 2.633                       | 0.031      | 0.978                     | 84.653 | 0.00 |

a. Dependent Variable: rural dwellers' buying attitude

Source:

Author's computation, 2016

The coefficient table was used to test if each of the independent variable contributes to the predator of the dependent variable 'rural dwellers buying attitude'. The t value in the study was found to be significant at 0.05. Hawking of anti-malaria drugs emerged to be significant (Sig. T <0.05) independent variable in the regression model.

The result on 'hawking of anti-malaria drugs' is positively related to rural dwellers buying attitude. This means that anti-malaria drug hawking enhances rural dwellers buying attitude by 263.3% of the total sample at 5% significant level.

### Discussion of findings

The study assessed hawking of anti-malaria drugs which is a common practice both in the rural and urban areas. However, hawking of anti-malaria drugs has a very significant effect on the buying attitude of rural dwellers because they mostly patronize drug hawkers because of gross inadequacy of health care centres where they can treat malaria as well as pharmaceutical stores where they can buy anti-malaria drugs. Governments at all levels be it federal, states as well as local that ought to decisively tackle these drug hawkers, do not attach the necessary importance to eradicating the illegal activities. The study found out that the habit of drug hawking is mostly common among girls of under age who ought to have been in schools. This is so because the hawkers' parents or guidance see the hawking business to be an easy way of earning a living.

### Conclusion and recommendations

Results from the data analysis indicated that hawking of anti-malaria drugs has a significant effect on the buying attitude of rural dwellers in Kwara State. Although hawking of anti-malaria drugs is illegal yet the rural dwellers still prefer patronizing it despite that hawkers sell substandard, adulterated as well as fake anti-malaria drugs that have negative effects on the health of the people because of its relatively cheap and affordable prices, easy accessibility and trust they have in the hawkers.

The study therefore recommends that since anti-malaria drug hawking is illegal and it has a significant effect on the buying attitude of rural dwellers. Kwara State government should therefore be absolutely serious about implementing and enforcing drug laws capable of eliminating the activities of drug hawkers through NDLEA, NAFDAC and the police. Kwara State government should also create more job opportunities so that citizens would be gainfully employed to enable them cater for their family needs as well as enlighten the public on the dangers involved in the habit of hawking.

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