Title of Article: Consumerism and Its Influence on Food and Drug marketing in Nigeria.

Author(s): Kehinde Oladele Joseph (2007).


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

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.

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.