Title of Article: Poverty Alleviation in Nigeria: Marketing Concept as Pathway to Better Quality Living.

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Successive Nigerian governments in the last three decades have put up policies aimed at putting smiles on the faces of the governed. However, despite all attempts, the problem of poverty continues to rare its ugly head because the prescribed solutions have failed to find out the root causes of poverty. This paper therefore intends to fill that strategic intellectual gap. The paper uses a descriptive format with a well-researched literature. The objectives of the paper among others are (i) to explore the meaning of poverty as well as that of marketing concept. (ii) to develop a model embracing the use of marketing concept via the use of research to finding a lasting solution to the problem of poverty and (iii) to draw up policy recommendations which would be highly useful to government, non-government organizations and other stakeholders involved in solving the problem of poverty among Nigerians and the entire black Africa.

Key words: Poverty, Alleviation, Marketing concept, Quality, Living.