Title of Article: Consumerism: An Avoidable Shame to the Marketing Concept. The Nigerian Experience.

Author(s): Adegbuyi, O.A

Outlet: Being paper co-presented at the National Conference on Corporate Survival, Performance and Satisfaction in Competitive Market. Held at Department of Business Administration, Bayero University, Kano. Date of Publication: July 2005.

Abstract: The paper investigated the ideals of marketing concept and also attempt to find out if Nigerians sellers have been following the ideals. It was discovered that the ideals of the marketing concept have been ignored by many Nigerian manufacturers and sellers in their pursuit of profit. The authors offer policy recommendations that would make many manufacturers to live up to the ideals of the marketing concept and to take the interest and satisfaction of consumers into consideration in their business dealings.