AN EVALUATION OF THE CHALLENGES OF MARKETING MADE IN NIGERIA GOODS IN KADUNA AND ITS ENVIRONS

BY

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DECLARATION

I declare that the work in the project report entitled the an evaluation of the challenges of marketing made in Nigeria goods in Kaduna and its environs

has been performed by me in the Department of Business Administration. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this project report was previously presented for another degree or diploma at any university.

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CERTIFICATION

This is to certify that this project titled " an evaluation of the challenges of marketing made in Nigeria goods in Kaduna and its environs written by Liman Usman Liman meets the regulations governing the award of the degree of Master of Business Administration (MBA) of Ahmadu Bello University, Zaria and it is therefore approved for its contributions to knowledge, and literary presentation.

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External Examiner Signature Date

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Dean, Postgraduate School Signature Date

DEDICATION

This project is dedicated to the Almighty Allah, the owner of heaven and earth and to my son Abdullahi Usman, I also like to dedicate this project to my dear wife Dr. Salma Maiwada

ACNOWLEDGEMENT

I wish to acknowledge with thanks the assistance of the Almighty Allah the creator of heaven and earth for giving me enough energy and strength to accomplish this work.

In carrying out this research, I am indebted to so many people, that is to say that so many people have helped directly and indirectly during the period of my MBA Programme to all of them I remain most grateful.

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ABSTRACT

The Nigerian government has over the years encourage industries in Nigeria to produce goods with the aim of boosting growth and the rapid industrialization of the nations economy. Industrialist on their own part have been engaged in the production of variety of goods ranging from non-consumables goods to consumables under the Small and Medium Scale Enterprises.

The Nigeria government has done so much to ensure the rapid economic development of the country through the promotion of the sales and marketing of goods manufactured in Nigeria with the view of increasing the output of goods and services as well as enhance the society's well being.

Marketing made in Nigerian goods has been an uphill task especially with the rising cost of operations faced by the manufacturers coupled with the unhealthy competition that made in Nigeria goods have to face with imported goods that have been banned by the Nigerian government. The growing sophistication of consumers and their passion for foreign imported products and services thus became a problem for manufacturers and the managers of the Nigerian economy.

The main objective of this study is to examine the challenges of marketing made in Nigeria goods with focus on Kaduna and environs. The study also has the following specific objectives to examine the components of made in Nigeria goods, to evaluate the

perceptions of Nigerians towards made in Nigeria goods, to examine the challenges in marketing made in Nigeria goods and to suggest appropriate strategies for addressing these challenges.

The primary and secondary sources were used in the collection of data, while the chi square method of data analysis was used. The major findings of the study revealed that marketing of made in Nigerian goods has very significant challenges.

Some recommendations were made which if implemented will help address the problems associated with the marketing of made in Nigerian goods.

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Chapter One: Introduction

1.1 Background to the Study

Made in Nigeria goods are goods manufactured in Nigeria. This means that all or parts of the components of the goods are sourced directly in Nigeria. The Nigerian government has over the years encouraged industries in Nigeria to produce goods with the aim of boosting growth and the rapid industrialization of the nation's economy. Industrialist on their own part have been engaged in the production of variety of goods ranging from non-consumables goods to consumables under the Small and Medium Scale Enterprises (SMEs).

Governments and development experts have recognized the SME sector as a potential engine of economic growth and a major factor in promoting sector develoswpment and partnership. It is estimated that the Micro, Small and Medium Enterprises (SMEs) account for most of total industrial employment, production and value-added. It is the SMEs that generate the industrial wealth of the nation and hold the key to real economic development and wealth creation. The SMEs therefore truly represent the vital component of Nigeria's industrial system. In this context, the same holds true for the economies of most nations. SMEs are generally

distinguished by the nature of their production and management arrangement, trading relations, financial practices, and internal competence.

Before the indigenization of industries in Nigeria, the Nigerian market was flooded with foreign products and Nigerians have been used to the consumption of these imported goods. But with the change of events it became paramount for Nigerians to patronize made in goods if the goals of economic development set by the government are to be achieved.

A discourse on the marketing of made in Nigeria goods and the challenges associated with it is very significant at the present stage of the nation's economic development process especially in view of the unstable macroeconomic environment and the slow pace development in Nigeria. The Nigeria government has done so much to ensure the rapid economic development of the country through the promotion of the sales and marketing of goods manufactured in Nigeria with the view of increasing the output of goods and services as well as enhance the society's well being.

Marketing made in Nigerian goods has been an uphill task especially with the rising cost of operations faced by the manufacturers coupled with the unhealthy competition that made in Nigeria goods have to face with imported goods that have been banned by the Nigerian government.

Manufacturers were facing increased competitions; a few started to do heavy advertising and sales promotion. They offered umbrellas, radios and other "come-ons" and attracted new customer accounts. Manufacturers found a new competitive tool when they began to segment their markets and innovate new products for each segment. There is a higher concept of product marketing. The issue is whether the manufacturer has installed effective systems for marketing analysis, planning, implementation and control.

Even then, the question now arises as to how do the Nigeria manufacturers perceive marketing? Perception has been defined as "the process by which an individual selects, organizes, and interpret information inputs to create a meaningful picture of the world". Perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual.

The Nigerian government has done a lot to stimulate consumer's interest in Made in Nigerian goods. Various incentives have been given to the manufacturers and the government has through its relevant agencies such as the Nigeria Export Promotion Council and the various Chambers of Commerce and industry facilitate the exposure and marketing of Nigerian

made goods. Despite these effort manufacturers still face a number of challenges and this can be attributed to a number of factors.

Thus, this study shall attempt to evaluate the challenges of marketing made in Nigeria goods with a view of assessing the various factors that constitute hindrances to the efforts of the manufacturers and the government towards the realization of this objective. Also the study will examine the perceptions of Nigerian towards the marketing of made in Nigeria goods so as to identify factors that will stimulate acceptability and growth in this sector. The study shall focus on Kaduna and its environs.

1.2 **Statement of the Problem**

Manufacturers of made in Nigeria goods initially did not see marketing as one of their functions. But the growth in the economy, which stimulated the improvement in the standard of living of the people, made the taste of Nigerians for foreign goods to be high at the detriment of made in Nigeria goods, which they perceived to be of inferior quality.

Innovation in areas of new product development and offering coupled with the sophistication in the nature of customers demands for foreign goods and services has thus made it necessary for manufacturers in Nigeria

or the industry as a whole to embrace marketing and its concept in totality. But this has not been easy as some manufacturers have divergent perceptions as to what role or what contributions will marketing make to the growth and profitability of the industry.

The growing sophistication of consumers and their passion for foreign imported products and services thus became a problem for manufacturers and the managers of the Nigerian economy.

The cost of marketing activities in Nigeria has also continued to be on the increase. For manufacturers to meet up with operational costs and make a little margin it means that they have to go an extra mile to convince Nigerians to patronize their products.

Another problem is in the area of quality of the goods; most Nigerian made products are of sub standard quality when compared with the foreign imported products. This therefore constitutes a great problem to the marketing of the goods.

Rapid improvements in technology have also contributed to the problems faced in the marketing of made in Nigeria goods. Most Nigerian manufacturers do not have access to the Internet and in the modern day the place where most marketing transactions are concluded is on the Internet.

1.3 Objectives of the Study

The main objective of this study is to examine the challenges of marketing made in Nigeria goods with focus on Kaduna and environs.

The study also has the following specific objectives:

i. to examine the components of made in Nigeria goods
ii. to evaluate the perceptions of Nigerians towards made in Nigeria goods
iii. to highlight the various strategies put in place for marketing made in Nigeria goods
iv. to examine the challenges in marketing made in Nigeria goods
v. to suggest appropriate strategies for addressing these challenges and
vi. to evaluate efforts made by Nigerian manufacturers and government towards effective marketing of made in Nigeria goods.

1.4 Research Questions

The following questions will be addressed in the course of this study:

i. What is marketing and how do Nigerian manufacturers market their goods?

ii. What is the importance of marketing to the manufacturers of made in Nigeria goods?

iii. What are the major components of made in Nigeria goods?

iv. What are the challenges confronting manufacturers of made in Nigeria goods

v. What are the strategies that can be adopted to address these challenges?

1.5 **Research Hypothesis**

The following hypotheses has been developed and would be tested in the course of this study:

Ho: Marketing of Made in Nigerian goods does not have any significant challenge

Hi: Marketing of Made in Nigerian goods has very significant challenges

1.6 **Significance of the Study**

Marketing contributes to the growth and survival of business entity in Nigeria. Hence a study of this nature is justified by the benefits to be derived from it by the stakeholders in the manufacturing industry as it will touch on various issues that centers on marketing made in Nigerian products.

The study is also significant in the sense that it will examine the challenges of marketing made in Nigerian goods in Kaduna and its environs.

The study will also serve as a contribution to knowledge and would be useful as a reference/guide to policy makers, operators in the industry and future research endeavours with similar dispensation.

It is also expected that recommendations that will emanate from this discourse will serve as an important data for the manufacturers, regulatory authorities and customers hence it will be a contribution to knowledge.

1.7 **Scope of the Study**

In view of the pivotal role the manufacturing industry plays in the economy, with a wide and varied clientele, any study involving the industry will perhaps involve many people for it to be more meaningful. This has made it necessary for the researcher to limit the scope of the study to

Kaduna and its environs, the marketing activities of these manufacturers will be assessed in details viz-a-viz their products offering and marketing strategies.

1.8 **Definition of Terms**

Marketing: A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Perception: The way in which motivated individuals perceive a given situation that determines how precisely they will behave.

Value: Consumer's estimate of the products overall capacity to satisfy his/her needs.

Market: Consists of all the potential customers sharing a particular need or want who might be willing and able o engage in exchange to satisfy that need of want.

Belief: A descriptive thought that a person holds about something.

Attitude: A person's enduring favourable or unfavourable evaluations, emotional feelings and action tendencies toward some object or idea.

Quality: The totality of features and characteristics of a products or service that bear on its ability to satisfy stated or implied needs.

Satisfaction: A person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

Customer Delivered value: Is the difference between total customer value and total customer cost.

Total Customer Value: Is the bundle of benefits customers expects from a given product or service

Total Customer Cost: Is the bundle of costs customers expect to incur in evaluating, obtaining and using the product or service.

Marketing concept: Is a business philosophy which holds that the key to achieving organizational goals consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and wants of target markets.

Relationship Marketing: Is the practice of building long-term satisfying relations with key parties customers, suppliers, in other to retain their long-term preference and business.

Customer service: Activities between the buyer and seller that enhance or facilitate the sale or use of the seller's products or services.

Benchmarking: A management tool for comparing performance against an organization that is widely regarded as outstanding in one or more areas in order to improve performance

Strategy: A specific action, scheme or method to achieve a given objective.

Total Quality Management (TQM): A management approach in which managers constantly communicate with organizational state holders to emphasize the importance of continuous quality improvement.

Marketing Mix: Is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

Made in Nigerian Goods: Goods that are completely manufactured in Nigeria

Electronic Commerce: The act of buying and selling goods and services online.

Globalization: The interplay, cooperation and integration of the various countries of the world into global village.

Innovation: The act of altering something to make change and then introducing the result as a novelty.

Internet: A computer network made up of thousands of network worldwide which enables any computer anywhere in the world to be linked to it.

SME: Small and Medium Scale Enterprises

Stock Exchange: Secondary markets where already issued securities are bought and sold by members.

System: Set of Interrelated or Integrating Elements

Working Capital: Current assets and current liabilities.

Source: Robbins, S.P (1998) Organizational Behaviour: Concepts, Controversies and Application. 5th Ed Prentice Hall New Jersey.

Kotler, P (1997) Marketing Management: Analysis, Planning, Implementation and Control. 9th Ed Prentice Hall New Jersey.

Chapter Two: Literature Review

2.1 Introduction

This aspect of the study shall dwell on the presentation of the literature review i.e. what experts have said concerning the topic under study. It shall focus on issues such as:

i. The concept of marketing,
ii. Definition of perception and how it relates to the attitudes of Nigerian towards made in Nigeria goods
iii. An overview of made in Nigerian goods
iv. The importance of marketing made in Nigerian goods to the economic development of Nigeria
v. The challenges in marketing made in Nigeria goods
vi. The strategies for marketing made in Nigerian goods

The evaluation of the contributions of these experts on the above-mentioned issues will form the bedrock of the theoretical precepts for the study.

2.2 Concept of Marketing

Many definitions exist with differing emphasis on the process of marketing, the functional activities that constitute marketing, and the

orientation (or philosophy) of marketing. For example, the Chartered Institute of Marketing (1986), defines it as follows 'Marketing is the management process identifying anticipating and satisfying customer for requirements profitably". The American Marketing Association (AMA) proposed a slightly longer but conceptually similar definition of marketing in 1985, "Marketing is the process of planning, and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives".

McDonald (1998) defines marketing as "a management process whereby the resources of the whole organization are utilized to satisfy the needs of selected customer groups in order to achieve the objectives of both parties. Marketing, then, is first and foremost an attitude of mind rather than a series of functional activities".

Drucker (1973) puts forward a definition of marketing orientation "marketing is so basic that it cannot be considered a separate function on a par with others such as manufacturing or personnel. It is first a central dimension of the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view"

Doyle (1987), therefore emphasis on the significant shift, which arose since Drucker wrote this and places much importance to the competitive position in a changing world. Thus, the marketing concept is that managerial orientation which recognizes that success primarily depends upon identifying changing customer wants and developing products and services which match these better than those of competitors".

Wilson (2001) points out the essential requirements of marketing to include:

i. the identification of consumers' needs,

ii. the definition of target market segments,

iii. the creation of a differential advantage within target segments by which a district competitive position relative to other companies can be established, and from which profit flows"

The way in which a differential advantage might be achieved and sustained is via the manipulation of the elements of the marketing mix. The mix has traditionally been seen to consist of the 'four Ps' of marketing: product, price, promotion and place. Increasingly, however, but particularly in the service sector, it is being recognized that these four Ps are rather too limited in terms of providing a frame work both for thinking about marketing

and for planning marketing strategy. It is because of this that a far greater emphasis is now being given to the idea of an expanded mix, which has three additional elements: People, Physical evidence, and Process management.

Dalrymple and Parsons (2000) however defined marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

This process operates within an environment bounded by the resources of the firm, the laws of the land and the social conscience of the community. In most cases, marketing attempts to generate profits from the sales of goods and services created to fill customers needs.

Kotler (2003) define marketing as a 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. The aim of marketing according to Kotler is to know and u8nderstand the customer so well that the products and services fits him and sells itself.

2.3 **Definition of Perceptions, Beliefs and Attitudes**

A motivated person they say is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation.

According to Berelson and Steiner (1964) perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. Perceptions depend not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual. People can emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective distortion and selective retention. As a result, people may not necessarily see or hear the important message that marketers want to send.

In the words of Tybout et al (2001), a belief is a descriptive thought that a person holds about something of course, the management of a manufacturing organization is very interested in the beliefs that people carry in their heads about their operations, products and services. These beliefs make up product and brand images, and people act on their images. If some beliefs are wrong and inhibit purchase, the manufacturer/management will want to launch a campaign to correct these beliefs.

Just as important as beliefs are, an attitude “is a person’s enduring favourable or unfavourable evaluations, emotional feelings and actions tendencies toward some object or idea” (Krech et al 1996). People have attitudes towards almost everything; religion, politics, clothes, music, food and so on. Attitudes put them into a frame of mind of liking or disliking an object, moving toward or away from it.

Attitudes lead people to believe in a fairly consistent way toward similar objects. People do not have to interpret and react to every object in a fresh way. Attitudes economize on energy and thought. For this reason, attitudes are very difficult to change. A person’s attitudes settle into a consistent pattern and to change a single attitude may require major adjustments in other attitudes.

The above concepts have been defined in the light of their application to the perceptions and attitudes of Nigerian towards goods manufactured in Nigeria. Most consumers in Nigeria have a negative perception about the quality of made in Nigeria goods hence their attitudes towards the marketing of these goods does not in any way encourage manufacturers.

The manufacturing sector in collaboration with the government has had to embark on series of sensitization activities to reorient Nigerians about

the need to patronize made in Nigerian goods. A number of challenges have emanated in this process in the area of marketing thus affecting the gross domestic product of the nation and the growth of the industrial sector as a whole.

2.4 **An Overview of Made in Nigeria Goods**

Made in Nigeria goods are manufactured in Nigeria by Nigerian firms for the consumption of Nigerians and for sales to the export market. The inputs for the production of these goods are source from Nigeria most of which are derived from natural endowments or from agricultural activities (Olayiwola 2005).

Okongwu (2001) reveals that made in Nigeria goods are potential engine of economic growth and a major factor in promoting sector development and partnership. In today's technologically driven global economy, in which the quest for innovation has taken the centre stage of all human driver for technological progress and well being, the development of locally manufactured goods constitute the prime element in the growth strategy of national economies.

In Nigeria, the National Council on Industry in 2006 reveals that micro, small and medium-scale enterprises (SMES) account for most of total industrial employment, production and value- added. The SMES represent therefore a vital component in the manufacture and production of made in Nigeria goods. It is the locally manufactured goods that generate the industrial wealth of the nation and hold the key to real economic development and wealth creation of the nation. The SMES therefore truly represent the vital component of Nigeria's industrial system. In this context, the same holds true for the economies of most nations.

Made in Nigeria goods are generally distinguished by the nature of their production. Typically the following features in varying degrees characterise them.

i. Small units, small independent enterprises, standing alone and producing for a well- defined market
ii. Specialized firm, producing specialised products selling to the international and/or local markets
iii. Rely on low cost raw materials, low energy costs, low labour costs, low division of labour
iv. Flexible and often small production runs

v. Low capital formation

vi. Largely labour intensive units with low-level technologies but note the emergence of high skill and technology- intensive SMES especially in high technology industries.

The peculiar character of the local manufacturers endow them some special advantages, amongst which are:

i. Generation of employment

ii. Poverty alleviation

iii. Breeding ground for entrepreneurs

iv. Driving force behind interrelated flow of trade investment and technology

v. Contribution to substantial local capital formulation

vi. High levels of productivity and capability

vii. Mechanism for technology and managerial growth

viii. Increase in competitiveness and export capability

ix. Channel for ensuring industrial diversification and dispersal

x. Active instruments for rural and social development

xi. Development of specialised product niches

xii. Quick response to market changes and opportunities

xiii. Rapid absorption of technological innovation

xiv. Immediate end users of indigenous research findings

Some of the products designed locally in Nigeria are: arts and crafts, textiles, agricultural produce like cassava, tomato paste, cane chairs, leather shoes, furniture, fabricating machines, beads e.t.c

2.5 The Importance of Marketing Made in Nigeria Goods to the Economic Development of Nigeria

The production and marketing of made in Nigeria goods have over the years played very significant roles in the economics development of the nation. It has remained as a variable avenue for developing domestic linkages for rapid and sustainable industrial development. The nation had placed a greater reliance on the organised private sector to spearhead industrialisation programmes.

Today, made in Nigeria goods have form an important part of the business landscape and has contributed significantly to the development and economic growth of the nation. The marketing of these goods have become a source for internally generated revenues in form of tax, poverty alleviation, employment opportunities, and job creation e.t.c

The marketing of made in Nigeria goods have also contributed to the strategy financial base by enhancing revenue generation and also facilitating its sustenance. Aside opening up the nation's economic landscape for investors and investment activities, it has helped to reduce rural – urban rift and also ensure equitable distribution of wealth within the states of the nation.

Technologically, Nigerian manufacturers have made giant strides, as the orientation and focus of the people have change more people are becoming aware of the importance of technology, skills are been enhanced while product quality and standard have also improved.

Marketing made in Nigeria goods have also facilitated improvements in the economic and social between the State government and the organised private, sector, there by promoting industrial peace and harmony.

Goods produced in Nigeria have found their way into the export markets but in Africa and Europe as well as Asia. This was facilitated by the Nigerian Export Promotion Council and the participation of Nigerian firms in various international trade forums and exhibitions. This has therefore become avenues for foreign exchange earnings and for the promotion of the nation's image both politically and economically.

The marketing of made in Nigeria goods have also contributed to the gross domestic product and earnings in the country. It has facilitated a favourable balance of trade between Nigeria and other countries in the world that have trading ties with Nigeria.

The marketing of made in Nigerian goods within the last 10 years, have witnessed upsurges in innovations in patents granted and in the growth of SMEs competitiveness. Acquisition and exploitation of technological innovations has therefore become the key to guaranteeing competitiveness both at the enterprise level and the national level.

It has also promoted industrialization, which entails an expansion in the quality, quantity and variety of industrial output, economic development implies an improvement in the standard of living of a society as a result of such expansion. Thus, industrialization has significantly brought about economic development through the development of new technology for the production of competing domestic goods for consumption by the citizens.

Industrialization offers substantial dynamic benefits that are significant for charging the traditional structure of a backward economy through improved productivity. This is because it enhances productivity, which is needed, and services for the teeming population.

As output of goods and services are enhanced in an economy, the need to engage the increasing labour force also rises. Thus, industrialization provides employment for a rapidly increasing labour force and enhances the welfare of those employed as well as that of their dependents. Emphasizing how industrialization has shaped the economies of many societies Meier (1998) has illustrated the experience of Singapore. Thus, Singapore's export-oriented industrialization policies have transformed unemployment levels of at least 10% in 2003 and 2004 into negligible unemployment confirmed to high school leavers whose educational qualifications are too high for unskilled or semi- skilled factory labour but who are not qualified for manufacturing labour. The manufacturing labour force grew by an average of 12.7% per annum from 2001 to 2003 and by 23.1% from 2004 to 2005 when the impact of export promotion policies began to be felt.

Once a small nucleus of industry is created, it attracts various industrial and commercial services such as metal plating, advertising, banks, imports and export agencies e.t.c. The workers of the industry and these other areas need facilities like schools medical, centers, good roads, potable water etc. These, of course, are not only beneficial to these groups of workers but also the immediate "non-working" community.

Industrialization brings about economic development as it provides more goods through higher productivity and generates employment directly or indirectly through its backward and forward linkages with other sectors. Such sectors that have externalities are often considered front-runners in employment generation and improvement in balance of payment, and infuse greater efficiency into the economy.

2.6 **Challenges in Marketing Made in Nigeria Goods**

There are hurdles that confront marketers of made in Nigerian goods. Some of these odds are within the immediate control of the marketers while some have to be addressed by way of policy action either of state, national or regional levels across the country. Some of these are examined below: -

i. Dearth of investment capital: capital shortage remains one of the factors undermining development of marketing activities within the country. Most businesses lack access to capital, which in turn limits their scope and growth potentials. Even where policies were made that banks should set aside some part of their profits for financing small scale businesses, not all banks have complied rather the funds are diverted into other use and the conditions attached to this facilities are too stringent for the SMEs to meet up with.

ii. Uncoordinated business ideas and marketing plans: this manifests in the inability of local manufacturers to compete competitively in exports markets either because of poor quality products or ignorance of export market strategies and network.

iii. Lack of institutional and administrative framework or linkage to support and sustain local manufacturers: this is a reflection of poor technological capability or intellectual resources. Where these exist they are either mis-managed or under funded.

iv. Political- social instability: the uncertainty that is often associated with the political climate and the frequent changes in governments has hindered the marketing of made in Nigerian goods as investors naturally avoid trouble areas or economies.

v. Inability to compete: even in-home markets with cheap imports coming from the technologically advanced countries on account of their more efficient processes and therefore superior and often cheaper products.

vi. Lack of equipment: which needs to be imported at great cost, which often arrive late, or the arrival date is uncertain and cannot be programmed and generally require expatriate skills which have to be purchased at great costs.

vii. Lack of process technology. Design, patents, etc which involve payment of huge royalties, technology transfer fees etc.

viii. Inability to meet stringent quality requirements such as environmental health standards set by some developed countries often considered subtle form of trade barriers.

Other odds include poor managerial capacity, poor skills level of workers, poor support services, weak industrial and social infrastructure, poor marketing and distribution network, perhaps, most important of all lack of scientific and technological knowledge, that is to say, the prevalence of poor intellectual capital climate.

2.7 **Strategies for Marketing Made in Nigeria Goods**

There are a number of strategies that can be used in marketing made in Nigerian goods. Prominent among which is total quality management.

Total Quantity Management is the integration of all functions and processes within an organization in order to achieve continuous improvement of the primary goals of customer satisfaction.

Total Quantity Management covers the overall management of all aspects of quantity services provided to the customer. It covers products,

price, delivery and service. Total Quantity Management should however not be confused with quantity control or quantity assurance as these relate to the manufacturing of products to given quantity standards in which there are tolerable levels of faults or defects.

The central principle of Total Quantity Management is therefore captured as:

i. Quantity is agreeing and meeting customer requirement,

ii. Fault free,

iii. Internal and external customers,

iv. Every place of work,

v. Everyone is responsible and involved,

vi. Do it today,

vii. Continuous improvement,

viii. A journey, not a destination.

The main objective of Total Quantity Management is to delight customers by creating an enduring culture for securing superior customer service and an enduring culture for managing change through the continuous and rapid improvement in cost, quality service, lead time and

flexibility. If properly implemented the rewards are positive, substantial and pervasive.

Total Quantity Management will enhance the morals and sense of belonging of all employees. It will also result in effectiveness in teamwork, communication, productivity, cost effectiveness, customer relations, profitability and corporate image. The specific competitive benefits of Total Quantity Management in terms of market share and customer loyalty are very significant.

The ultimate aim of Total Quantity Management is commercially focused. It seeks to create competitive advantage through the involvement of all internal customers (employees) in delivering goods and services to the expectations of the external customers. An underlying principle of Total Quantity Management is that it is not a programme but a continuous process. The process is unending habitual improvements that continuously shift toward the quality stand and dictated by customers.

Other strategies that can be used are direct marketing, which is the use of consumer direct channels to reach and deliver goods and services to customers without using marketing middlemen. These channels include

direct mail, catalogs, telemarketing, interactive TV, kiosks, web sites, and mobile devices (Kotler 2003).

Customer care and after sales services can also facilitate appropriate marketing of made in Nigerian goods. Firms that give adequate attention to its customer needs and also provide maintenance services stand a better chance to enjoy continuous patronage from the customers. Total satisfaction of customers should be the ultimate customer service by marketers of made in Nigerian goods. While this look more of an ideal, the involvement of all staff in operationalising the marketing concept, total quality management and strategic management in the market place can help ensure this. Of course, this means that motivation of all staff to give their best and be continually loyal to their organizational vision and mission must be assured.

2.8 **Positioning as a Strategy For Marketing Made in Nigerian Goods**

Positioning starts with the customer. It is one act of designing the company's offering and image so that they occupy a meaningful and distinct competitive position in the target customers' mind.

The most commonly promoted number-one positioning are “best quality”, “best service,” “lower price”, “best value”, “safest”, ”fastest”, “most customized”, “most convenient”, and most advanced technology”. If an organization hammers away at one of these positioning and conveniently delivers on it, it will probably be best known and recalled for this strength.

Not everyone agrees that single-benefit positioning is always best. Double-benefit positioning may be necessary if two or more firms are claming to be best on the same attribute. The intention is to find a special niche within the target segment.

In general an organization must avoid four major positioning errors:-

1. Under positioning
2. Over positioning
3. Confused positioning, and
4. Doubtful positioning

The advantage of solving the positioning problem is that it enables the firm to solve the marketing mix problem. The marketing mix-product, price, place and promotion – is essentially the working out of the tactical details of the positioning strategy.

Once the organization has developed a clear positioning strategy, it must communicate that positioning effectively. Suppose an organization chooses the “best in service quality” strategy, quality is communicated by choosing those physical signs and cues that people normally use to judge quality.

Quality is also communicated through other marketing elements. A high price usually signals a premium-quality product to buyers. The product’s quality image is also affected by the packaging distribution, advertising and promotion.

An organization’s reputation also contributes to the perception of quality. Smart manufacturing organizations communicate their quality to buyers or customers and guarantee that this quality will be delivered.

There are (3) three stages of using positioning as a strategy in the manufacturing industry:

i. **Product Positioning:**

   a. Understand trends and dynamics

   b. Focus on intangible factors

   c. Target the product to a specific evidence

   d. Understand success and failure

e. understand the different between being market-driven and marketing-driven

f. Be willing to experiment

ii. **Market Positioning:**

Build creditability-interference, reference and evidence using word of Mouth-customers, selling chain industry watchers, the press.

iii. **Corporate Positioning**

a. Creating unique presence

b. Long term commitment is based on corporate image

The ultimate benefits of appropriate positioning includes:

i. Faster market penetration.

ii. Better access to market and technology information

iii. Lower cost of sales

iv. Higher prices

v. Better recruiting

vi. More employee loyalty

vii. Higher price earning

Chapter Three: Research Methodology

3.1 Introduction

This section of the study dwells on the research methodology; it will examine the nature of the study, the sources of data, the population of the study, the method of data collection and the method of data analysis.

3.2 Research Design

The research design is intended to specify the methods and procedures or gathering the information needed to structure the research study and also state the sources of such information.

Because of the nature of this study the descriptive and exploratory research design have been chosen since they will facilitate the realization of the objectives of the study. Apart that they are flexible and also accurate when applied on a wide range of issues.

3:3 Sources of Data

Both the primary and secondary data were used in the course of this study, with greater emphasis on the secondary data.

The Primary data involves the administration of a well-structured questionnaire to a group of selected respondents in the local government area.

Secondary source of data includes extracts from textbooks, journals and publications on the topic under consideration.

The justification for the use of the above methods were the fact that the researcher wishes to sample the opinion of stakeholders in the local government area as well as have an in-depth view from these respondents on their evaluation of budget as a tool for controlling misappropriation of public funds are concerned and to also look at already prepared information on the topic.

3:4 **Population and Sample Size of the Study**

A study of this nature requires an adequate sample size that is representative of the diverse nature of the population under consideration taking due cognizance of the size of the local government area. Apart from this criterion of adequate representative ness, there is also the need to avoid taking large sample size so that repetition of respondent answer will be guarded against.

Hence a total of 100 respondents were selected as the population of the study. The simple random sampling technique was used to select 100 respondents out of the population to represent the sample size while the same technique was used to pick 50 respondents from the sample frame so as to elicit precise decision.

3.5 **Method of Data Analysis**

In this study, the analysis of data will be based on simple descriptive analysis of frequency distribution of statistical information supplemented by percentage. There after the chi square method of statistical analysis will be applied on the data collated and a student (t) test would be carried out at 95% level of significance with a calculated degree of freedom to verify the validity of the hypotheses formulated in the study.

Chapter Four: Data Presentation and Analysis

4.1 Introduction

This aspect of the study is a presentation of data based on a survey study carried out by the researcher on the challenges of marketing made in Nigeria goods in Kaduna and its environ.

1. In what capacity do you think the SMEs will contribute in building and sustaining the economy of Nigeria?

Response Variables	No of Respondents	Percentage
Greatly	42	84%
Very Little	4	8%
Not at All	0	0%
I don't Know	2	4%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

84% of the respondents believed that the SMEs will greatly facilitate the building and sustaining of the nation's economy, 8% says it will play very

little role while4% said they do not know and another 4% said it will be in other ways.

2. In what ways do you think that the marketing of made in Nigeria goods will enhance the quality of life of Nigerians?

Response Variables	No of Respondents	Percentage
Positively	46	92%
Adversely	0	0%
No impact at all	0	0%
Not sure	2	4%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

92% of the respondents agree that the marketing of made in Nigeria goods will enhance the quality of life of Nigerians positively, while 4% are not sure it will and another 4% say it will be in other ways.

3. In your opinion how much significant improvement/changes in the economy has been brought about by the marketing of made in Nigeria goods ?

Response Variables	No of Respondents	Percentage
Very Significant	46	92%
Slightly Significant	2	4%
None at All	0	0%
I don't Know	0	0%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

92% of the respondents agree that there has been very significant improvement/changes in the economy as a result of the marketing of made in Nigeria goods, 4% say it has brought slightly significant improvement while another 4% say it has impacted in other ways.

4. To what degree has the government facilitated and supported the activities of manufacturers of made in Nigeria goods?

Response Variables	No of Respondents	Percentage
Fully	43	86%
Partially	3	6%
Not at All	0	0%
Not Sure	2	4%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

86% of the respondents agree that the government has facilitated and supported the activities of manufacturers of made in Nigeria goods fully, 6% say it has partially supported, 4% are not sure and another 4% say it has supported them in other ways.

5. How effective would you say the marketing strategy adopted by the manufacturers of made in Nigeria is?

Response Variables	**No of Respondents**	**Percentage**
Very Effective	47	94%
Slightly Effective	2	4%
Not Effective at all	0	0%
I don't Know	1	2%
Others	0	0%
Total	50	100%

Source: Fieldwork January 2007

94% of the respondents agree that the marketing strategies adopted in marketing made in Nigeria goods are effectively, 4% say slightly effective and 2% do not know.

6. In what ways has the insufficiency of basic infrastructures in the nation affected the marketing of made in Nigeria goods?

Response Variables	**No of Respondents**	**Percentage**
Adversely	40	80%
Positively	0	0%
It has no difference	3	6%
I don't Know	5	10%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

80% of the respondents agree that the insufficiency of basic infrastructure has adversely affected the marketing of made in Nigeria goods, while 6% say it has not 10% do not know and 2 % have other opinion.

7. What kind of effect would you say that the introduction of modern day technology has on the marketing of made in Nigeria goods?

Response Variables	**No of Respondents**	**Percentage**
Positive effect	44	88%
Negative Effect	2	4%
No Effect at All	2	4%
Not Sure	0	0%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

88% of the respondents agree that the introduction of modern day technology has had a positive effect on the marketing of made in Nigeria goods, 4% say it has had a negative effect, another 4% say it has no effect at all and 4% have other opinion.

8. To what degree has the demands of the customers brought about effective innovation on service delivery in the marketing of made in Nigeria goods?

Response Variables	No of Respondents	Percentage
Very Significant degree	48	96%
Very Insignificant degree	0	0%
No Effect at All	0	0%
I don't Know	0	0%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

96% of the respondents agree that the demands of the customers has brought about effective innovation on service delivery in the marketing of made in Nigeria goods and 4% have other opinion.

9. In your opinion how has the government done enough to enhance the quality and marketing of goods made in Nigeria?

Response Variables	No of Respondents	Percentage
Positively	48	96%
Adversely	0	0%
No effect at All	0	0%
I don't Know	0	0%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

96% of the respondents agree that the government has done enough to enhance the quality and marketing of goods made in Nigeria electronic banking strategy, 4% have other opinion.

10. How would you describe the government policy on the marketing of made in Nigeria goods?

Response Variables	No of Respondents	Percentage
Positive Development	40	80%
Negative Development	2	4%
No Difference	4	8%
I am not sure	2	4%
Others	2	4%
Total	50	100%

Source: Fieldwork January 2007

80% of the respondents described the government policy on the marketing of made in Nigeria goods as a positive development, 4% say it has negative effect, 8% say it makes no difference 4% are not sure and another 4% have other opinion.

4.2 **ANALYSIS OF DATA**

A contingency table was derived from the responses of the selected group of respondents and this represents the observed frequency table.

TABLE 4.1 OBSERVED FREQUENCY TABLE

Tables	a	B	c	d	e	Total
1	42	4	0	2	2	50
2	46	0	0	2	2	50
3	46	2	0	0	2	50
4	43	3	0	2	2	50
5	47	2	0	1	0	50
6	40	0	3	5	2	50
7	44	2	2	0	2	50
8	48	0	0	0	2	50
9	48	0	0	0	2	50
10	40	2	4	2	2	50
Total	444	15	9	14	18	500

The expected frequency (FE) for each cell of the contingency table will calculated using the formula

$$\frac{\text{column total x row total}}{\text{grand total}}$$

TABLE 4.2 EXPECTED FREQUENCY TABLE

Tables	a	B	c	d	e	Total
1	44.4	1.5	0.9	1.4	1.8	50
2	44.4	1.5	0.9	1.4	1.8	50
3	44.4	1.5	0.9	1.4	1.8	50
4	44.4	1.5	0.9	1.4	1.8	50
5	44.4	1.5	0.9	1.4	1.8	50
6	44.4	1.5	0.9	1.4	1.8	50
7	44.4	1.5	0.9	1.4	1.8	50
8	44.4	1.5	0.9	1.4	1.8	50
9	44.4	1.5	0.9	1.4	1.8	50
10	44.4	1.5	0.9	1.4	1.8	50
Total	444	15	9	14	18	500

From the values of tables 4.1 and 4.2 the chi-square value is estimated as shown below using the formula

$$\frac{(Fo - Fe)^2}{Fe}$$

Where Fo = Observed Frequency

Fe = Expected Frequency

TABLE 4.3 CHI-SQUARE EVALUATION TABLE

Fo	**Fe**	**Fo – Fe**	**$(Fo - Fe)^2$**	**$\frac{(Fo - Fe)^2}{Fe}$**
42	44.4	-2.4	5.76	0.13
4	1.5	2.5	6.25	4.17
0	0.9	-0.9	0.81	0.9
2	1.4	0.6	0.36	0.25
2	1.8	0.2	0.04	0.02
46	44.4	1.6	2.56	0.06
0	1.5	-1.5	2.25	1.5
0	0.9	-0.9	0.81	0.9
2	1.4	0.6	0.36	0.25
2	1.8	0.2	0.04	0.02
46	44.4	1.6	2.56	0.06
2	1.5	0.5	0.25	0.17
0	0.9	-0.9	0.81	0.9

0	1.4	-1.4	1.96	1.4
2	1.8	0.2	0.04	0.02
43	44.4	-1.4	1.96	0.04
3	1.5	1.5	2.25	1.5
0	0.9	-0.9	0.81	0.9
2	1.4	0.6	0.36	0.25
2	1.8	0.2	0.04	0.02
47	44.4	2.6	6.76	0.15
2	1.5	0.5	0.25	0.17
0	0.9	-0.9	0.81	0.9
1	1.4	-0.4	0.16	0.11
0	1.8	-1.8	3.24	1.8
40	44.4	-4.4	19.36	0.44
0	1.5	-1.5	2.25	1.5
3	0.9	2.1	4.41	4.9
5	1.4	3.6	12.96	9.26
2	1.8	0.2	0.04	0.02
44	44.4	0.4	0.16	0

2	1.5	0.5	0.25	0.17
2	0.9	1.1	1.21	1.34
0	1.4	-1.4	1.96	1.4
2	1.8	0.2	0.04	0.02
48	44.4	3.6	12.96	0.29
0	1.5	-1.5	2.25	1.5
0	0.9	-0.9	0.81	0.9
0	1.4	-1.4	1.96	1.4
2	1.8	0.2	0.04	0.02
48	44.4	3.6	12.96	0.29
0	1.5	-1.5	2.25	1.5
0	0.9	-0.9	0.81	0.9
0	1.4	-1.4	1.96	1.4
2	1.8	0.2	0.04	0.02
40	44.4	-4.4	19.36	0.44
2	1.5	0.5	0.25	0.17
4	0.9	3.1	9.61	10.68
2	1.4	0.6	0.36	0.26

2	1.8	0.2	0.04	0.02
500	**500**	**-**	**-**	**55.43**

From the above table, the value of X^2 is **55.43**. A student (t) test was carried out at 95% level of significance i.e. (0.5 confidence limit) the degree of freedom was calculated using the formula:

df= (c-1) (r-1)

Where df = Degree of freedom

c = No of columns

r = No of row

c= 2 r = 10

Thus (2-1) (10-1)

= (1) (9)

X^2 0.5 @ (1) (9) df

= 3.33

4.3 **TEST OF HYPOTHESIS**

A standard rule was established for the purpose of testing the hypothesis. Where the computed value of X^2 is greater than the table value accepts the positive hypothesis and discards the negative hypothesis.

Where the table value of X^2 is greater than the computed value accepts the negative hypothesis and discards the positive hypothesis.

Since the computed value of X^2 **55.43** is greater than the table value of X^2 i.e. 3.33 respectively the study would accept the positive hypothesis, which states “Marketing of made in Nigeria goods has very significant challenges”.

4.4 FINDINGS OF THE STUDY AND IMPLICATIONS

After a thorough analysis of the data collated the following deductions were made as the findings of the study:

i. The Nigerian government has over the years encourage industries in Nigeria to produce goods with the aim of boosting growth and the rapid industrialization of the nations economy.

ii. Industrialist on their own part have been engaged in the production of variety of goods ranging from non-consumables goods to consumables under the Small and Medium Scale Enterprises.

iii. The Nigeria government has done so much to ensure the rapid economic development of the country through the promotion of the sales and marketing of goods manufactured in Nigeria with the view of increasing the output of goods and services as well as enhance the society's well being.

iv. Marketing made in Nigerian goods has been an uphill task especially with the rising cost of operations faced by the manufacturers coupled with the unhealthy competition that made in Nigeria goods have to face with imported goods that have been banned by the Nigerian government.

v. The growing sophistication of consumers and their passion for foreign imported products and services thus became a problem for manufacturers and the managers of the Nigerian economy.

The implications of these findings is that the government in its bid to enhance continuos growth in the economy must continue to support the production and marketing of made in Nigeria goods. The entrepreneurs should also be given the necessary financial back up so as to enable them surmount the challenges that are associated with their operations. There is the need for the enactment of appropriate policies that will guide competition, importation of foreign goods into the economy and the overall activities involved in the marketing of made in Nigeria goods if the desire

objective of promoting growth and development in the economy is to be achieved.

Chapter Five: Summary, Conclusion & Recommendations

5.1 SUMMARY

Made in Nigeria goods are goods manufactured in Nigeria. This means that all or parts of the components of the goods are sourced directly in Nigeria. Before the indigenization of industries in Nigeria, the Nigerian market was flooded with foreign products and Nigerians have been used to the consumption of these imported goods. But with the change of events it became paramount for Nigerians to patronize made in goods if the goals of economic development set by the government are to be achieved.

The Nigeria government has done so much to ensure the rapid economic development of the country through the promotion of the sales and marketing of goods manufactured in Nigeria with the view of increasing the output of goods and services as well as enhance the society's well being. Marketing made in Nigerian goods has been an uphill task especially with the rising cost of operations faced by the manufacturers coupled with the unhealthy competition that made in Nigeria goods have to face with imported goods that have been banned by the Nigerian government.

Innovation in areas of new product development and offering coupled with the sophistication in the nature of customers demands for foreign

goods and services has thus made it necessary for manufacturers in Nigeria or the industry as a whole to embrace marketing and its concept in totality. But this has not been easy as some manufacturers have divergent perceptions as to what role or what contributions will marketing make to the growth and profitability of the industry.

5.2 **CONCLUSIONS**

The Nigeria government has done so much to ensure the rapid economic development of the country through the promotion of the sales and marketing of goods manufactured in Nigeria with the view of increasing the output of goods and services as well as enhance the society's well being.

Various incentives have been given to the manufacturers and the government has through its relevant agencies such as the Nigeria Export Promotion Council and the various Chambers of Commerce and industry facilitate the exposure and marketing of Nigerian made goods. Despite these effort manufacturers still face a number of challenges.

5.3 **RECOMMENDATIONS**

Base on the results obtained in the course of this study, the researcher would like to make the following recommendations to the stakeholders in the Nigerian manufacturing industry so as to consolidate on the gains made from the marketing of made in Nigerian goods:

1. The manufacturers and the government should put in place a rapid response team of fast thinking seasoned marketing professionals with a keen sense of direction towards developing and implementing policies that will bring about satisfying customers quest for quality goods as this will promote business excellence and growth in the economy.

2. The activities of the manufacturers of made in Nigeria goods should be built on reputation and maintained through high personal commitment. This will facilitate the realization of the goals of economic growth in the nation and will also enhance the acceptability of the goods in the market place.

3. The necessary infrastructures that are lacking should be provided by the government so as to encourage the local manufacturers carry out the operations effectively.

4. A conducive political and economic climate should also be created so that there would be growth in the economy. The government should ensure that there is consistency in its policies this will bring about the realization of the expected result/objectives.

5. The quality of goods manufactured and marketed in Nigeria should be improved upon. Agencies such as the Standard Organizations of Nigeria, and NAFDAC should be empowered to monitor the activities of these manufacturers appropriately so as to reduce the rate at which inferior goods get to the open market.

6. Consumers should be enlightened on the benefits of patronizing made in Nigeria goods. When this is done, there would be more job opportunities for the people and there would also be growth in the economy.

7. The government should also ensure that it improves the technological base of the nation. When this is done the manufacturers can also market their goods on the Internet and this will expose them to the international market as they will be able to show case their products to a wider market