



Research Article

EFFECT OF MARKETING ON CHANGE AGENDA IN NIGERIA

*¹Funso Agbeyangi Abdussalam, ¹Alabi Gazali Olorunlambe and ²Abiodun S. Yusuf,

¹Department of Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin

²Department of Accounting, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin

ARTICLE INFO

Article History:

Received 18th, December 2015
Received in revised form
20th, January 2016
Accepted 05th, February 2016
Published online 31st, March 2016

Keywords:

Change, Change agenda,
Marketing and government.

ABSTRACT

Nigeria has transited from a democratic government to another democratically elected government for the first time in her existence across party boundaries. Nigerians had not being privileged to witness a government of another party taken over from incumbent president ever before. To this, is added the fact that the new government taken over is heralded in with the 'change mantra' as its slogan. Marketing change agenda to Nigerians become the most important business of the government of the day. This study is to examine the effect of change agenda on Nigeria. The fact that Nigerians bought into the change agenda signified the success of the party at the poll. However, how are Nigerians to fair under the change agenda? What entry mechanism shall be suitable for the change philosophy? How are the people going to receive the import of change as it affects them? The objective of the study is to review import of change agenda on Nigerians through appropriate introduction using the right marketing programme. This involves the review of exchange axioms embedded in marketing activity and programmes to be deployed by the government on the citizenry so as to remain relevance in the system of governance. The study employs the philosophy of epistemology using both positivism and realism method. The contradictory is resolved by employing exploratory and descriptive approach for analysis and narration respectively. This is a desk research that relies heavily on qualitative inputs and attempts quantitative clarification from thence. The theoretical framework use by the research is Clark (2015) reflexitivism theory of marketing. The study concludes with identification of relative performance in all strata of social, economic and transformation process of the people as minimum marketing condition for the success of the government in its change agenda crusade.

Copyright © 2016 Funso Agbeyangi Abdussalam et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

The study intends to access the impact of change mantra of the present government on Nigerian citizens. The acceptability of the present government through their massive support in term of vote received during the election clearly testified to the wholesomeness of clamoring for change by the people. Nigerians in all sectors of life surmounts several challenges to accomplishing the successfully conclusion of this election. From high street language that becomes the other of the day, to the high money politics running to election days, shifting of election dates and outburst on the podium while collation is ongoing by some afflicted politicians. Nigerians remain resolute of taken their common destiny together and forges ahead no matter the odds. Thus such an election not only ushers in the people's choice but equally raised the tempo on performance standard. People for once become aware of their power to elect and reject candidates at the poll. This singular awareness has interwoven with the change mantra of the elected government to

further raise the benchmark of performance. The attitude from the people is now perform or be butted out.

Statement of Problem

The following statements of problem are to be reviewed in the course of this study. The paper shall examine the impact of marketing on the change agenda mantra of the present administration. Such that the above further present the following research questions. What is the effect of change agenda on Nigeria populace? How should the government process the entry mode of its marketing premises? How are the people going to receive change agenda as it impacts on their living condition? What entry mechanism will be suitable for marketing activities and programmes to effect change agenda? The above questions shall be succinctly answered in the course of this study. Also, attempt shall be made to discuss the messages herein present from a dialectical point of view so as to give a balanced reporting of events precedents to and the outcomes derivable from position taken as against the one not explored.

*Corresponding author: Funso Agbeyangi Abdussalam,
Department of Marketing, Institute of Finance and Management
Studies, Kwara State Polytechnic, Ilorin.

Objectives of the Study

This study set to review the following objectives in the course of this study. Change mantra declaration of this government shall be reviewed in line with marketing programmes presented for its actualization. This is to show if the government is keen on delivery of electioneering campaign promises or not. It shall also attempt to explain the effect of change programme on the people. Similarly, the process to be employed for affecting the change agenda shall be reviewed and streamlined so as to serve as guiding post for consultations. It shall attempt to prepare the people for the effect of change agenda such that initial pain to accompany such changes shall be explained so as to prepare the people for the eventuality. The marketing entry mechanism shall be reviewed and appropriate one recommends for the government such that the programme shall be well received, perform as expected and in line with the intention of the programmer.

Study outlines

This study is consists of three sections as follows. Section one consists of introduction where background of the study, statement of problem, objectives of the study and study outlines were reviewed. Section two is the literature review consisting of conceptual analysis, theoretical framework, empirical findings and research methodology. The section three consists of summary of the study, conclusion and recommendations.

Literature Review

The literature review is divided into four parts, conceptual analysis, theoretical framework, empirical findings and literature review.

Review of Marketing

Marketing is a form of communication between you and your customers with the goal of selling your product or service to them. Communicating the value of your product or service is a key aspect of marketing.

Marketing is about communicating the value of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service, or brand. The oldest – and perhaps simplest and most natural form of marketing – is 'word of mouth' (WOM) marketing, in which consumers convey their experiences of a product, service or brand in their day-to-day communications with others. These communications can of course be either positive or negative. In recent times, the internet has provided a platform for mass, electronic WOM marketing (e-WOM), with consumers actively engaged in rating and commenting on goods and services. "the organization's marketing task is to determine the needs, wants and interests of target markets and to achieve the desired results more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's or society's well-being." (Kotler, 2004).

Conceptual Analysis

Change and Change Agenda

Change had been defined in various manners by the writers however; Abdussalam (2015) defines this concept as transformation from one state to another or from a position to

another. Change can be planned, disruptive or challenge depending the mode of introduction and mode of recipient. Change can be viewed from scalar perspective that it has origin and destination such that a position may be the subject while the area that felt its impact is recognized as the object. Nigeria change agenda is a planned programme of political persuasion. However, this is going to affect so many things including culture, economy, and development.

Theoretical Framework

The article begins with a discussion and evaluation of the two major normative ethical theories in moral philosophy. Deontological theories and teleological theories. Although these theories are normative, to the extent that people actually follow their prescriptions, any positive theory of marketing ethics must incorporate them (Hunt and Vitell, 2014)

Empirical Findings

The reflexivity theory of marketing observes that as objects are put under observation and its focus such objects tends to change. The perception will hold to a thing tends to change as a result of our observation over a period of time and as such will reflect positively on the result pattern of the observed material since it is behavior and human behaviors for that matter (Clark, 2014). Reflexivity marketing theory proffers that continuous observation brings about change. Since marketing issues is behavioral phenomenon it tends to go the way of observation if such persist consistently over a long period of time. Change agenda as presented by the government of federation shall be acceptable to the people and bring positive benefit if the drivers are determined to succeed.

MATERIALS AND METHODS

The research approach is a desk research. The method employs is qualitative method. Past literatures were reviewed and deductions made were analyzed.

Summary of the Study

This study employs desk research and as a qualitative work uses narrative to give a descriptive review of the study. The hype on the change agenda go into Nigerians and expectation become very high. Such that within the first 100 days of the administration, measurement were being made and the tag slow motion government become very rive in the course of discussion about the government performance. Nevertheless, the government consistently defends its position and move ahead with heart rendering programmes such as streamline of petroleum products through refinery refurbishment and to a large extent the improvement in electricity supply. The consistencies with which the government roles out its programme coupled with systematic approach to the release of information makes people confidence about the capability of the government remain very high. The promotion approach of government campaign is well handled so far and as such people are ready to pay more price in term of sacrificing to bring about the much sought after change.

Conclusion

The study is conclude on the premise that promotion aspect and place opportunity are well capture to market the desired product

of change at the right price (sacrifice and pain) given the timely delivery of the marketing mix by the government.

Recommendations of the Study

The study recommends as follows.

That the product of change being offered by the present government is much desired after product and as such people are willing to buy in to the programmes that will herald this desired change. Government had a lee way of self profess avow disciplined personality as the head of the government which in itself sells the message of anticorruption crusade. This is the right platform upon which promotion activities are placed and it is working well for the government given that such image sells in printing, electronic and on line social media. Nigerians is the right place to wage anticorruption war now given the level of decadence. Starting from the top echelon is the right step in the right direction since anything such of that will not project seriousness and determination about the change agenda on the government. Nigerians though over yoked will still prefer to see change achieved if it will bring additional pain only for the short period. In essence, Nigeria will not afford to pay much price for change over a long period as they prefer good quick solution to deeper long period therapy.

REFERENCES

- Bruchana, Reddy and Hossain, 1994. Social marketing: a critical appraisal Oxford Journal Health Promotional International Vol. 9 Issue 1 pp 49 – 57.
- Clark, Terry, 2014. Reflexivity Theory of Marketing, Journal of Research Technology Vol. 8 No. 5.
- Hunt, D and Vittel, O. 2014. Impact of Relativism Theory of Marketing, Journal of Research Technology Vol. 8 No. 5 *Internet Encyclopedia of Philosophy*.
- Kotler, Philip, 2004. Marketing Management: Analysis, Planning and Control. Englewood Cliffs, N.J.: Prentice-Hall.
- William J. Stanton, Charles Futrell, 1986. Fundamentals of Marketing Mc GrawHill.
- Williams, J. 2006. Theories of Marketing in Perspectives JOSTOR Vol. 9 No. 8.
- Williams, J. and Murphy, P. 2015. Review of Theories of Marketing JOSTOR Vol.13 No. 9.
