



The Effects of Unethical Marketing Practices on Nigerian Economy and the Quest for National Development

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ABSTRACT

The main objective of the study is to examine the effects of unethical marketing practices on the Nigerian economy. As part of the methodology both primary and secondary sources of data were used. The data were analysed using Descriptive Statistics, Chi - square and Regression Analysis to test the formulated hypotheses which reveals that, “unethical marketing practices affects the country’s economy in the areas of economic growth such as decline in GDP, Increased inflationary activity, decline in patronage leading to closure of factories and plants and subsequently, unemployment, as well as bribery and corruption, poor infrastructure and the lack of innovative entrepreneurship skills”. The findings also, reveal that the socially irresponsible actions of some Nigerian business managers cause environmental degradation of some basic needs in the course of marketing activities through air pollution, land pollution and water pollution resulting to huge waste of solid, liquid and gaseous substance which threaten societal well-being. Among the major recommendations are the need for Federal government to ensure that business regulatory bodies are alive to their responsibilities by ensuring that adequate laws with stiffer penalties on violations of marketing ethics are strengthened to help in combating all the unethical marketing practices bedevilling the Nigerian society. The study concludes that marketers should note that they are responsible for most of the activities necessary to create more customers; they should know that customer’s satisfaction should be the ultimate goal of any marketing activity and this must be achieved through enhancing societal well-being by being ethical and socially responsible in their marketing activities by shunning all those practices that are deceptive, exploitative and dangerous to human life.

Keywords: Marketing Practice, National Development, Nigerian Economy, Unethical Conduct.

INTRODUCTION

There is a lot of debates and criticisms by scholars on the marketing discipline; marketing has taken the most of the criticisms as compared to other management fields (Kennedy & Lawton, 1993). The social criticism of marketing has been classified into those alleged to hurt individual consumers, society as a whole and other business firms (Kotler, 2003). It has been accused of unethical practices that encourage excessive materialism, environmental pollution and deceptive promotional campaigns, as well as influencing consumers into buying what they don’t really need or want. Other critics (such as Nantel & Weeks, 1996; Malliaris, 2001) were of the view that marketing pollutes the natural environment, results to insufficient social goods, cultural pollution and excessive political power which can impact negatively on any economy.

However, in contrast to the assertions of its opponents, several marketing scholars believed that the core ideology for marketing is customer/consumer satisfaction. If customer satisfaction is the ultimate goal, one would have a hard time questioning its morality (Rao & Singhapakdi, 1997). Thus, there are two points of view, one that criticise marketing as being unethical, and the other that denies the ethicality of marketing arguing that customer satisfaction is marketing’s ultimate goal of any marketing practitioner. But the question is; do the Nigerian marketers provide the much needed satisfaction to their customers/consumers

through exchange transaction? This has continued to remain a serious matter of concern owing to the series of complaints on unethical marketing practices in Nigeria.

In Nigeria today, the marketing environment is characterised with lots of unethical marketing practices which has eaten deep into the society (CPC, 2017). Critics of marketing in Nigeria have continued to accuse the Nigerian marketing system of harming consumers through unethical marketing practices related to the marketing mix elements (i.e. product, price, place & promotion). These practices which are deceptive, exploitative and dangerous to human life result to consumer's dissatisfaction and negatively affects the Nigerian economy which retards the country's quest for notational development.

It is in view of this that this study is conducted to examine the effects of various unethical marketing practices on the Nigerian economy. Even though similar studies were conducted by other researchers (Ayozie, 2013) who studied the current ethical challenges in the Nigerian commercial banking sector and Aikaterini, George and Chryssoula (2008) who studied the ethical and unethical dimensions of marketing and Ayuba and Aliyu (2018) who investigated unethical business practices in Nigeria: causes, consequences and control, their studies did not examine the effects of unethical marketing practices on the Nigerian economy against the backdrop of the quest for national development which this study is designed to accomplish.

The study is important as it will be of immense benefits to business organisations, government (business regulatory bodies/stakeholders), customers, students and researchers whom might want to use the findings and recommendations to improve on their ethical standard and general marketing practices in Nigeria.

Problem Statement

A study conducted by Alexander (2002) shows that unethical marketing practices impact negatively on the economy of any nation where such practices were not curtailed. The spate of unethical marketing practices in Nigeria was such that it has affected all facets of life thereby slowing down the pace of the country's development particularly in the areas of economic growth, continued consumer dissatisfaction and environmental threats which affect general societal well-being as a result of unethical activities of some marketers such as environmental pollution, faulty implementation of marketing mix decisions and excessive materialism due to the get-rich-quick syndrome resulting to social vices. Relatively, little attention has been given to the study of the effects of unethical marketing practices from Nigeria's economic perspective, especially focusing on those unwanted societal problems of marketing bedevilling the various sub-sectors of the Nigerian economy. The study will investigate these problems so that policy recommendations will be made at the end of the study towards addressing them.

Research Questions

Consequent upon the above stated problems, the following research questions were raised:

- i. To what extent do unethical marketing practices affect Nigeria's economic growth?
- ii. How do unethical marketing practices in Nigeria affect customer's/consumer's satisfaction?
- iii. To what extent does the unethical conduct of Nigerian marketers result to environmental pollution?
- iv. How does excessive materialism arising from unethical marketing practices result to increased social vices in Nigeria?
- v. What are those unethical marketing practices leading to faulty implementation of marketing mix decisions among Nigerian marketers?

Objectives of the Study

The main objective of the study is to examine the effects of unethical marketing practices on the Nigerian economy in the country's quest for national development. The specific objectives are to:

- i. Examine the extent to which unethical marketing practices affect Nigeria's economic growth.
- ii. Evaluate how unethical marketing practices in Nigeria affect customer's/consumer's satisfaction.
- iii. Assess the extent to which unethical conduct of Nigerian marketers result to environmental pollution.
- iv. Determine how excessive materialism arising from unethical marketing practices result to increased social vices in Nigeria.
- v. Appraise those unethical marketing practices leading to faulty implementation of marketing mix decisions among Nigerian marketers.

Statement of Hypotheses

The following Null hypotheses were formulated and shall be tested in the course of the study:

Ho₁: *Unethical marketing practices do not have significant effect on Nigeria's economic growth.*

Ho₂: *Unethical marketing practices do not affect customer's/consumer's satisfaction.*

Ho₃: *Unethical conduct of Nigerian marketers do not result to environmental pollution.*

Ho₄: *Excessive materialism arising from unethical marketing practices do not result to increased social vices in Nigeria.*

Ho₅: *Unethical marketing practices do not lead to faulty implementation of marketing mix decisions among Nigerian marketers.*

Scope and Limitations of the Study

This study focused on the effects of unethical marketing practices on the Nigerian Economy and the quest for national development. The study focused on those unethical marketing practices related to the marketing mix elements (i.e. product price, place & promotion). It has been emphasized that marketing executives who take strategic decisions are often faced with ethical conditions and their decisions are related to all sides of the marketing mix elements (Siham, 2013). The study investigated those unwanted marketing activities retarding national development in the areas of economic growth, consumers' satisfaction, environmental pollution, excessive materialism and faulty implementation of marketing mix decisions. The choice for these was in view of the fact that they are the major societal marketing problems that are generated consciously or unconsciously with serious negative consequences on any country's economy (Malliaris, 2001). The study focused on the period 2010 to 2016; the 6year period that witnessed massive influx of substandard products in the country (CPC, 2014). However, the main limitation of this study is that it only considers customers/consumers perspective and some marketing managers without investigating the unethical activities in Ministries, Departments, Agencies (MDA's), Commissions and that of other government officials in the strategic sub-sectors of the Nigerian economy.

LITERATURE REVIEW

Conceptual Issues

Marketing

Marketing is 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 (Kotler, 2003). It has been defined as the whole business seen from the point of view of its final result, customer satisfaction (Drucker, 1973). However, marketing is everything a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing

thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. There exist as many definitions as contributed by numerous scholars on the subject but the definitions commonly referred to are those of the American Marketing Association (AMA, 2004) who defined marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Marketing Mix

Marketing mix is considered the most famous phrase used in marketing which has been described as the element of marketing tactics (Kotler & Armstrong, 2009). It is the term used to describe the combination of the four inputs that constitute the core company's marketing system i.e., Product, Price, Place and Promotion. Some authors have attempted to extend its usefulness by proposing a seven P's, such as people, process and physical evidence (Jobber, 1998). Marketing mix are set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. They are the parameters that the marketing manager can control. All marketing decisions are generally anchored on or fall into these four controllable categories.

Marketing Ethics

Ethics in marketing can be considered as a moral judgment and behaviour standards in marketing practices or moral code or system in marketing area (Siham, 2013). It is concerned with the application of ethical consideration to marketing decision making which involve making honest claims and helping to satisfy the needs of customers. Ethics are embodied in marketing practices in terms of social marketing (Piacentini, Mcfadyen & Eadie, 2000). Social marketing emphasizes achieving balance among business profit, consumer needs and desires, and society's long-term concerns. The goal of social marketing is the well-being of society, it encourages marketers to embody social and moral issues in their practices (Crane & Desmond, 2002). It can however, be concluded that marketing ethics means acting in ways consistent with what society and individuals typically see as good values.

Unethical Marketing Practices

Unethical marketing practices can be described as a kind of practice that are deceptive, exploitative and dangerous to human life (Kotler, 2003). It is any behavior within the marketing function that is illegal or morally unacceptable to the larger community (Jones, 1991). It is simply the criticisms of marketing. Unethical behaviour in marketing refers to those actions that don't conform to the acceptable standard of business operation, doing what is right in every situation. In some cases it may be an individual within a business who is unethical in the cause of his/her job, and other times we are talking about corporate culture, where the whole business is corrupt from the top to down, with disastrous result for the society. Unethical marketing activities, in contrast, can destroy your business's reputation and possibly lead to legal troubles (Jones, 1991).

Consumer Satisfaction

Consumer satisfaction is a measure of how products and services supplied by a company meet or surpass consumer expectations. It is defined as "the number of consumers or percentage of total consumers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals" (Chauhan & Limbad, 2013). Satisfied customers are central to optimal performance and financial returns. Placing a high priority on customer satisfaction is critical to improved organizational performance in a global marketplace. Any

business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors are doing; customer satisfaction is customer's reaction to the state of satisfaction and customer's judgment of satisfaction level (Anderson, Fornell & Mazvancheryl, 2004).

Empirical Literature

Empirical findings have shown that there are several studies on consumer's judgement of unethical behaviour in marketing. Several studies conducted by Singer and Singer (1997) found out that proximity has significant influence on overall ethicality in marketing while Barnett, (2001) and Frey (2000) found out that social consensus and seriousness of consequences are the most influential of the moral intensity variables, and impact positively on consumers judgement of unethical behaviour in marketing.

Other research findings indicate that consumers often evaluate marketplace transactions by considering how equitably each party has contributed to the exchange. Szymanski and Henard (2001) who adopted the use of an equity approach to model exchange evaluation supported by meta-analysis findings show that perceived equity was found to be a strong predictor of customer satisfaction. Further, Oliver and Swan (1989) identified perceived fairness as a dominating mediator variable in consumers' satisfaction evaluation. Perceived fairness, from the consumer's point of view, is defined as the perception that the seller and buyer receive roughly proportional maximum outcomes relative to their minimal inputs.

Several studies have shown that perceived fairness impact positively on consumers' reactions to various activities such as perceived price fairness (e.g., Campbell, 1999 and Oliver & Swan, 1989). Moreover, Singer (1996) in addition found that considerations of fairness are significant predictors of overall ethicality. The study of Ayozie (2013) revealed that society expects reasonable ethical conduct on the part of marketing executives as they make decisions that affect the lives of other people. He emphasized that moral standards are expected from their marketing activities and according to him, it is the greatest social and economic problems in Nigeria and indeed Africa, which must be tackled, is that of breakdown in morals, work ethics, discipline, social responsibility and general civility among its citizens. Ebitu (2014) reported several acts of indiscipline, which had their roots in socio - cultural patterns in the political process, economic system, psychological orientation, family background, leadership behaviour, value system, legal/judicial system, and modernization process, majorly due to management slacks, lack of motivation and lack of commitment to religious tenets. All these had made the attainment of national development goals very difficult to achieve in Nigeria.

Ayozie (2013) argued that ethics are not placed over business and that business itself is an ethics, defined by ethics, and made conceivable by ethics. In Nigeria there is widespread lack of commitment to ethical behaviour concern for excellence and self-reliance in Nigerian Organizations.

Theoretical Framework and Bases for the study

Most ethical decision-making models, whether implicitly or explicitly, revolve around Rest's (1986) four basic components: recognition of a moral issue, making a moral judgment, establishing a moral intent, and engaging in moral behaviour. The Rest's model describe the process of how individuals make ethical judgments, defined as "deciding what is right or wrong in a situation" and then act on the judgment. Although research indicates that the judgment of ethical behavior in marketing is in the eye of the beholder, it is also important to understand how other stakeholders judge marketers' behaviour (Trevino, 1986). Marketing scholars and practitioners alike have long been interested in consumers' reactions to product

failures, service failures and negative publicity (Ahluwalia, Burnkrant & Unnava, 2000). Yet, only recently have researchers begun to investigate consumer reactions to questionable moral conduct of corporate marketers, which may have a serious adverse impact on a firm's relationship with its customers (Bejou, Ennew & Palmer, 1998).

Equity theory (Szymanski & Henard, 2001) was used as the theoretical underpinning for this study. Equity theory argues that if one party perceives another party benefiting unfairly, the disadvantaged party views the situation as inequitable, and attempts to regain balance. Actions may consist of negative word-of mouth to friends and family, complaints to the company or third party organizations, or no future purchases from the company. The theory postulate that the relationship a company builds with their consumers, whether directly or indirectly, impacts on their ethical judgment of a situation, and in turn the satisfaction and behavioral intentions towards the firm. The model predicts that not only does perceived magnitude of harm impact perceived fairness of the situation, but customer commitment will also influence the relationship between these two variables.

METHODOLOGY

The study is a survey research design with significant combination of being descriptive, explanatory and exploratory in nature. Firstly, we seek to describe the reality regarding the effects of unethical marketing practices on the Nigerian economy making it descriptive. Secondly, the study seeks to establish the relationship that exists between some specific variables of national development, making it explanatory. Thirdly, in this study we conducted pilot study to test the validity and reliability of our research instruments which makes it exploratory. Furthermore, the study combines the use of both qualitative and quantitative data; the qualitative data were the survey data used to measure the unethical marketing practice variables while the quantitative data was used to measure some aspects of the economic growth variables for national development.

The study targeted a population of 2,480 respondents across various locations within the six geo-political zones of the country. A sample size of 344 was however arrived at using the Taro Yamane from the targeted population. A non-probability purposive sampling technique/judgmental sampling was used in distributing the questionnaires. Data were collected from primary and secondary sources. The primary data was gathered using questionnaires with five point Likert-scale administered to marketing practitioners (owners, managers/executives & employees) and their customers/consumers of various categories of products (consumers & industrial products) including chains of marketing intermediaries such as wholesalers, retailers, agents, distributors/dealers and some officials of government business regulatory agencies. While in this study, the secondary data were obtained from the Nigeria Economic Recovery and Growth Plan (ERGP, 2017-2020) document and stakeholder organisations such as Consumer Protection Council (CPC), National Agency for Food and Drugs Administration and Control (NAFDAC), Standard Organization of Nigeria (SON) and some text books, internet materials were also consulted in the course of the study. The data were analysed using Descriptive Statistics, Chi-Square and Regression Analysis (Correlation Coefficient) to test the hypotheses of the study in line with the objectives of the study.

Content validity and construct validity were used to validate the structured questionnaire instrument by administering 28 percent of the questionnaires to experts in the field of marketing ethics. All the items measured, indicated high reliability of 0.77 which is above the minimum cut-off thumb mark.

RESULTS AND DISCUSSION

Response Rate

Of the 344 questionnaires distributed, 301 were returned completed and 43 were either returned uncompleted or unusable—generally because the respondents did not provide the needed information as enunciated in the objectives of the study. In total, 88% response rate was achieved. It is acknowledged that the response rate is relatively high; this is in view of the respondent's interest in finding lasting solution to unethical marketing practices characterizing the Nigerian environment.

Table 1 shows the questionnaire responses by respondents who expressed their views on the effects of unethical marketing practices on Nigerian economic growth and the quest for national development. From the table, marketing practitioners (owners, managers/executives & employees) and their customers/consumers of various categories of products (consumers & industrial products) including chains of marketing intermediaries such as wholesalers, retailers, agents, distributors/dealers and some officials of government's business regulatory agencies which cuts across various locations in the six geo-political zones of the country responded in the study.

Table 1: Response Rate

Respondents	Location	No. of Questionnaires Administered	No. of Questionnaires Retrieved	Percent
Valid				
Marketing Practitioners (Business Owners, Managers/Executives & Employees)	Six Geo-political Zones	88	72	23.92
Customers/Consumers (Industrial & Consumer Products)	Six Geo-political Zones	139	125	41.53
Marketing Intermediaries (Wholesalers, Retailers, Agents & Distributors/Dealers)	Six Geo-political Zones	97	86	28.57
Officials of Government's Regulatory Agencies (CPC, NAFDAC & SON)	Six Geo-political Zones	20	18	5.98
Total		344	301	100.0

Source: Survey Data (2017).

The six geo-political zones of the country covered in the study include; the North-Central which comprises Benue, Kogi, Kwara, Nasarawa, Niger, Plateau, and the Federal Capital Territory, Abuja; North-East comprising of Adamawa, Bauchi, Borno, Gombe, Taraba and Yobe States and North-West (Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto and Zamfara States). Others include South-South (Akwa Ibom, Bayelsa, Cross River, Delta, Edo and Rivers States) and South-East (Abia, Anambra, Ebonyi, Enugu, and Imo States), as well as the South West (Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States).

The table indicates that customers/consumers, marketing intermediaries and marketing practitioners completed and returned the larger percentages of the questionnaires which

accounted for 125 or 41.53%, 86 or 28.57% and 72 or 23.92% of the completed questionnaires, respectively. Officials of government's business regulatory agencies from CPC, NAFDAC and SON completed the least number of questionnaires with 18 or 5.98% of the total responses. The implication of this findings to the study, is that the right category of respondents who are competent to contribute to the subject matter were targeted in the study thereby providing opportunities for stakeholders to contribute to the discourse.

Characteristics of Respondents

Table 2 shows the characteristics of respondents. As can be seen, information on five (5) different characteristics of respondents that are relevant to the study were collected and interpreted. Information on respondents' gender, age, marital status, educational qualification and occupation were collected to help in our analysis. From the table, majority of the respondents (115 or 38.21%) are over 35 years old with those between the ages of 56 and above constituting the lesser percentage (19 or 6.31%). This, no doubt, would further justify our results since most of the responses were presumed to be emanating from those age category with the necessary requirement to contribute to the subject matter in line with the research objectives.

The table also shows that, the females constituted majority of the respondents with 153 or 50.83% while, the males are the least of the respondents constituting 149 or 49.17%. On the same Table 2, the marital status of the respondents indicates that those who are married constituted 157 or 52.16% of the respondents while the singles accounted for 144 or 47.84%. The closeness of the percentage of the analysis shows that unethical marketing practices are not issues for serious concern only amongst couples in Nigeria but even to those that are single.

The education levels as shown in Table 2, were evenly distributed. Virtually all the respondents were educated, with 30.90% having at least a Bachelor's degree certificate; 20.27% have their Postgraduate degrees. Diploma holders were 18.27% while others with certificates other than the ones mentioned earlier (at least education up to Post-secondary level and those with HND and Doctoral level of education) were 30.56%. These statistics further indicate that most of the respondents had higher education while a relatively small number had at least high school education necessary for the respondents to have an informed knowledge on those unethical marketing issues affecting growth of the Nigerian economy.

Table 2: Characteristics of Respondents

S/N	Characteristics	Respondents' Category	Frequency	Percent
1.	Age	26 – 35 years	80	26.57
		36 – 45 years	115	38.21
		46 – 55 years	87	28.90
		56 years and Above	19	6.31
		Total	301	100.0
2.	Gender	Male	148	49.17
		Female	153	50.83
		Total	301	100.0
3.	Marital Status	Single	144	47.84
		Married	157	52.16
		Total	301	100.0
4.	Educational Qualification	Degree	93	30.90
		Post-graduate	61	20.27
		Diploma	55	18.27
		Others	92	30.56
		Total	301	100.0
5.	Occupation	Civil Servants	71	23.59
		Taxi/Truck Drivers	52	17.28
		Students	63	20.93
		Professionals	54	17.94
		Others	61	20.27
		Total	301	100.0

Source: Survey Data (2017).

The table also shows the occupation of the respondents. From the table, both respondents are either from the public sector or from the private sector. This include civil servants (71/23.59%); Taxi/Truck drivers (52/17.28%); students of secondary and tertiary institutions (63/20.93), Professionals such as academics, doctors, pharmacists and construction engineers, as well as Armed forces and Paramilitary officers (54/17.94). Others include operators of small and medium scale enterprises such as vulcanizers, factory workers, carpenters, communication and oil and gas marketers, manufacturers etc. (61/20.27). The implication of this finding to the study is that the target respondents are people involved in different kinds of occupations who earn wages and with the required income level to have experienced unethical conducts of Nigerian marketers in their day-to-day purchases of products or services.

Descriptive Statistics on the Extent to which Unethical Marketing Practices affects Nigeria's Economic Growth

Table 3 shows a descriptive statistics on the effects of unethical marketing practices on Nigeria's economic growth. Each variable under study has Likert-scale of 1 to 5 ranging from strongly disagree to strongly agree. Respondents were asked to describe the extent to which unethical marketing practices affects Nigeria's economic growth with respect to seven different variables under study namely: decline in Gross Domestic Product (GDP), increase in inflationary activity, decline in patronage and closure of factories and plants. Other variables under study include encouragement of corrupt practices, provision of poor infrastructural facilities and lack of innovation and entrepreneurship skills.

Table 3: Effects of Unethical Marketing Practices on Nigeria’s Economic Growth

S/N	Variables Under Study	Effects on Consumers Satisfaction					
		N	Minimum	Maximum	Mean	Std. Dev.	Decision
1.	Decline in GDP resulting to poor labour utilization and labour inefficiency.	301	1.00	5.00	4.02	1.312	Agree
2.	Increase in Inflationary activity which affects purchasing power that result in consumer dissatisfaction.	301	1.00	5.00	3.69	1.256	Agree
3.	Decline in patronage resulting to low income which affects standard of living of Nigerians.	301	1.00	5.00	3.94	1.278	Agree
4.	Closure of factories and plants leading to massive unemployment.	301	1.00	5.00	3.72	1.372	Agree
5.	Encouragement of corrupt practices which are retrogressive to the country’s development.	301	1.00	5.00	3.73	1.382	Agree
6.	Provision of poor infrastructural facilities which retard economic growth and development.	301	1.00	5.00	3.95	1.282	Agree
7.	Lack of Innovation and entrepreneurship skills.	301	1.00	5.00	3.71	1.265	Agree
Valid N (listwise)		301					

Source: Generated by the Author using SPSS (Version 20)

From the table, the minimum and maximum value for the level of agreement on the decline in GDP is 1 to 5 and the Mean and Standard Deviation is 4.02 and 1.31, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.31) signifies that the data are widespread. Statistically, the high standard deviation implies that unethical marketing practices affect Nigeria’s Gross Domestic Product in the areas of poor labour utilization and labour inefficiency which affects issues of wealth creation such as investment opportunities, savings and financial market development due to those unethical marketing practices which affected international trade that constituted serious barriers to foreign exchange earnings for increased economic growth.

Increase in inflationary activity ranges from 1 to 5 and the Mean and Standard Deviation is 3.69 and 1.26, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.26) signifies that the data are widespread. Statistically, the high standard deviation implies that the agreement on the opinion that increase in inflationary activity arising from unethical marketing practices in the foreign exchange markets particularly activities in the parallel markets affects the naira strength and its stability in the market place which results to volatility and decline in the purchasing power of individual buyers that result in consumer dissatisfaction is also very high.

Decline in patronage range from 1 to 5 and the Mean and Standard Deviation is 3.94 and 1.28, respectively. The result shows that there was no variety of opinion on that variable and the high standard deviation (1.28) signifies that most respondents express close opinion. Statistically, the high standard deviation implies that the agreement on decline in patronage as a result of unethical marketing practices such as using pricing dimension to exploit on buyers result to low income and subsequently, decline in demand which affects the standard of living of Nigerians is also very high.

Closure of factories and plants range from 1 to 5 and the Mean and Standard Deviation is 3.72 and 1.37, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.37) signifies that the data are widespread. Statistically, the high standard deviation implies that the agreement on the opinion that closure of factories and plants lead to massive unemployment is very high.

The results of encouragement of corrupt practices, poor infrastructural facilities and lack of innovation and entrepreneurship as a result of unethical conduct by marketers also shows variety of close opinion with high standard deviation implying that the agreements on unethical marketing practices such as bribery of officials of business regulatory bodies, nepotism, unfair treatment and undue favouritism and lop-sidedness in the provision of infrastructure (such as roads, electricity supply, portable drinking water etc.) by government and its poor support towards the development of small and medium scale businesses in Nigeria, as well as lack of development of innovative and entrepreneurial skills which affects R&D activities and patenting of creative works for commercialization are found to be very high.

However, based on the results summary, it is quite obvious from the mean results (Variables 1-7) that all the targeted respondents agreed that unethical marketing practices affect the country's quest for national development in several areas of economic growth and development which goes against moral values, work ethics, discipline, social responsibility and general civility that affects the country's economy. These findings are consistent with the research finding of Ayozie (2013) who found that morals, work ethics, discipline, social responsibility and general civility are the greatest social and economic problems caused by unethical conduct among professionals in Nigeria and indeed Africa.

Descriptive Statistics on how unethical Marketing Practices affect Consumer Satisfaction in Nigeria

Table 4 is descriptive statistics showing extent of the agreement on how unethical marketing practices affect consumer satisfaction in Nigeria using several variables measurement (1-3) as described by different targeted groups of customers/consumers cutting across the six geopolitical zones of the country.

As can be seen from the table, all the consumers investigated agreed that they suffered most from the kind of unethical marketing practices that are deceptive, exploitative and dangerous to human life. From the table, the minimum and maximum value for the level of agreement on the exploitation of Nigerian consumers through high prices is 1 to 5 and the Mean and Standard Deviation is 3.70 and 1.25, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.25) signifies that the data are widespread. Statistically, the high standard deviation implies that unethical marketing practices affect consumers through high prices as findings show that consumers are being forced to pay for the cost of distribution, promotion and excessive mark-ups. Prices are inflated by greedy middlemen, mark up the price of products substantially beyond the value of their services leading to monetary loss and total dissatisfaction after purchase.

Table 4: Descriptive Statistics showing how Unethical Marketing Practices affect Consumer Satisfaction in Nigeria

S/N	Unethical Marketing Practices	Effects on Consumers Satisfaction					
		N	Minimum	Maximum	Mean	Std. Dev.	Decision
1	Exploitation of Nigerian consumers through high prices; as consumers are being forced to pay for the cost of distribution, promotion and excessive mark-ups leading to monetary loss and total dissatisfaction after purchase.	301	1.00	5.00	3.70	1.255	Agree
2	Through deceptive/misleading promotional campaigns such as misleading advertising, exaggeration, re-branding, refurbishing, pushy sales tactics/high pressure selling and spam influencing consumers into buying what they don't really need or want believing that they will get more value than they actually do.	301	2.00	5.00	4.00	1.302	Agree
3	The proliferation of shoddy or unsafe products, poor service to the disadvantage of consumers and planned obsolescence endangers the life of Nigerian consumers that might result to death or permanent disabilities.	301	1.00	5.00	3.71	1.265	Agree

Source: Generated by the Author using SPSS (Version 20)

From the table, the minimum and maximum value for the level of agreement on the effects of unethical marketing practices on consumer's satisfaction through deceptive/misleading promotional campaigns range is 2-5 and the Mean and Standard Deviation is 4.00 and 1.30, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.30) signifies that the data are widespread; statistically, the high standard deviation implies that unethical marketing practices affect consumers satisfaction through misleading advertising (exaggeration by portraying the product in the kind of image that it doesn't possess at all), re-branding (some marketers dubiously remove a tag that came with a particular product and replace it with another that is of superior quality), refurbishing (some marketers refurbish a product that should otherwise be discarded and replaced), pushy sales tactics/high pressure selling (salesperson's being unnecessarily aggressive by convincing customers into buying a product they do not really want) and spam (flooding consumers emails with unsolicited advertisements) believing that they will get more value than they actually do.

Finally, the table shows that proliferation of shoddy or unsafe products range from 1 to 5 and the Mean and Standard Deviation is 3.71 and 1.26, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.26) signifies that the data are widespread; statistically, the high standard deviation implies that the agreement on the views that unethical marketing practices affect Nigerian consumers in the areas of fake and substandard products, poor service to the disadvantaged consumers and planned obsolescence (certain industries cause their products to become obsolete before they actually need replacement) which endangers the life of Nigerian consumers that might result to death or permanent disabilities. These findings are consistent with the findings of Ijewere and Obeki (2011) who reported that unethical marketing practices do not only cause consumers their money but also their lives in several cases in Nigeria. The study is also in line with the findings of Kotler (2003) who found that unethical marketing practices are the kind of activities that are exploitative, deceptive and dangerous to human health.

Perception on Whether Unethical Conduct of Nigerian Marketers Result to Environmental Pollution

Table 5 presents the perception on whether Unethical Conduct of Nigerian Marketers Result to Environmental Pollution. The table reveals that 117 (38.87%) and 133 (44.19%) strongly agreed and agreed, respectively while, 25 (8.31%) and 05 (1.66%) disagreed and strongly disagreed respectively, while 21 or 6.98% of the respondents percent were uncertain. This shows that majority of the respondents were of the opinion that unethical conduct of Nigerian marketers significantly result to environmental pollution.

Table 5: Perception on whether Unethical Conduct of Nigerian Marketers Result to Environmental Pollution.

	Response	Frequency	Percent	X ² Value	Remark
Valid	Strongly Agree	117	38.87		
	Agree	133	44.19		
	Uncertain	21	6.98	238.35	Significant
	Disagree	25	8.31		
	Strongly Disagree	05	1.66		
	Total		301	100.0	

Source: Computed by the Author

The calculated chi-square value of 238.35 was far greater than the table value of 9.49 at $df = 4$ set at 0.05 level of significance. The null hypothesis was therefore, rejected. The result shows that unethical conduct of some Nigerian marketers leads to serious environmental pollution as a result of managers socially irresponsible actions which cause environmental degradation of some basic needs in the course of marketing activities through air pollution, land pollution and water pollution resulting to huge waste of solid, liquid and gaseous substance which is dangerous to habitant (human and animals) and threaten societal well-being. This is consistent with the research finding of Muralikrishna and Venkata (2006) who found out that increase in unethical conduct in marketing results to environmental degradation arising from emissions of hydrocarbons, carbon monoxide, oxides of nitrogen and some other air toxin and dangerous liquid substances which affects the marketing environment and general societal well-being.

Perception of How Excessive Materialism arising from Unethical Marketing Practices Result to increased Social Vices in Nigeria.

Table 6 presents the perception on how excessive materialism arising from unethical marketing practices result to increased social vices in Nigeria. The table reveals that 113 (37.547%) and 128 (42.53%) strongly agreed and agreed, respectively while, 23 (7.64%) and 20 (6.64%) disagreed and strongly disagreed respectively, while 17 or 5.65% of the respondents percent were uncertain. This shows that majority of the respondents were of the opinion that excessive materialism arising from unethical marketing practices result to increased social vices in Nigeria.

Table 6: Perception of How Excessive Materialism arising from Unethical Marketing Practices Result to increased Social Vices in Nigeria.

	Response	Frequency	Percent	X ² Value	Remark
Valid	Strongly Agree	113	37.54	203.50	Significant
	Agree	128	42.53		
	Uncertain	17	5.65		
	Disagree	23	7.64		
	Strongly Disagree	20	6.64		
	Total	301	100.0		

Source: Computed by the Author

The calculated chi-square value of 203.50 was far greater than the table value of 9.49 at $df = 4$ set at 0.05 level of significance. The null hypothesis was therefore, rejected. The result shows that excessive materialism arising from unethical marketing practices result to increased social vices such as excessiveness in individual needs for flashy cars, exotic furniture, expensive homes etc. which results in social vices such as prostitution, armed banditry, advanced fee frauds (419), Cybercrime, bribery and corruption and other economic and financial crimes which are retrogressive to national development. This is consistent with the research findings of Kotler (2000) and Jobber (1998) who found out that unethical marketing practices result to increased social vices due to the urge for better living condition of individuals in the society.

Descriptive Statistics on those Unethical Marketing Practices Leading to Faulty Implementation of Marketing Mix Decisions among Nigerian Marketers.

Table 7 is descriptive statistics showing the extent of the agreement on those unethical marketing practices leading to faulty implementation of marketing mix decisions among Nigerian marketers using several variables measurement (1-4) namely; product, price, place and promotion as described by different targeted groups of customers/consumers cutting across the six geo-political zones of the country.

As can be seen from the table, all those investigated agreed that unethical marketing practices result to faulty implementation of marketing mix decisions which are criticised by respondents for hurting the society due to deceptive, exploitative and its dangerous nature arising from those faulty implementation of marketing mix decisions. From the table, the minimum and maximum value for unethical marketing practices related to the product is 1 to 5 and the Mean and Standard Deviation is 3.73 and 1.38, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.38) signifies that the data are widespread; statistically, the high standard deviation implies that those faulty marketing mix decisions are as a result of unethical product practices such as re-branding, fake and expired goods, deceptive packaging and refurbishing as perpetrated by irresponsible marketers which hurt individual consumers and the society as a whole.

Table 7: Descriptive Statistics on those Unethical Marketing Practices Leading to Faulty Implementation of Marketing Mix Decisions among Nigerian Marketers.

S/N	Unethical Marketing Practices Related to Marketing Mix Elements	Faulty Implementation of Marketing Mix Decisions					
		N	Minimum	Maximum	Mean	Std. Dev.	Decision
1	Product: Re-Branding, Fake and Expired Goods, Deceptive Packaging, Refurbishing,	301	1.00	5.00	3.73	1.382	Agree
2	Price: Deceptive Pricing Practice, Price Collusion, Discriminatory Pricing, Over-Billing,	301	1.00	5.00	3.95	1.282	Agree
3	Place/Distribution: Hoarding, Diversion, Products (petrol/kerosene) Adulteration.	301	1.00	5.00	3.71	1.265	Agree
4	Promotion: Deceptive Promotion such as Misleading Advertising, Lying, Exaggeration, Spam and Pushy Sales Tactics	301	1.00	5.00	4.04	1.327	Agree
Valid N (listwise)		301					

Source: Generated by the Author using SPSS (Version 20)

Unethical marketing practices related to price range between 1 to 5 and the Mean and Standard Deviation of 3.95 and 1.28, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.28) signifies that the data are widespread; statistically, the high standard deviation implies that those faulty marketing mix decisions are as a result of unethical pricing practices such as deceptive pricing practice, price collusion, discriminatory pricing and over-billing of customers which exploits consumers thereby leaving them dissatisfied.

Unethical marketing practices related to place/distribution range between 1 to 5 and the Mean and Standard Deviation of 3.71 and 1.26, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.26) signifies that the data are widespread; statistically, the high standard deviation implies that those faulty marketing mix decisions are as a result of unethical practices in the movement of goods and services from one location to the other, such as hoarding, diversion and products (petrol/kerosene) adulteration which result to artificial scarcity of commodities with grave consequences on the Nigerian consumers and the economy as a whole.

Finally, Unethical marketing practices related to promotion range between 1 to 5 and the Mean and Standard Deviation of 4.04 and 1.32, respectively. The result shows that there was variety of opinion on that variable and the high standard deviation (1.32) signifies that the data are widespread; statistically, the high standard deviation implies that those faulty marketing mix decisions are as a result of unethical promotional campaigns that are deceptive in nature; such as misleading advertising, lying, exaggeration, spam and pushy sales tactics which influenced consumers into buying what they don't really need or want.

From these findings, the analysis shows that most of the unethical marketing practices in Nigeria are related to the four elements of the marketing mix which were as a result of the get-rich-quick syndrome by irresponsible marketing managers which affects the implementation of marketing mix strategies and subsequently, the performance of organisations and the country's quest for national economic development. This is consistent with the research findings of Kotler and Armstrong (2009) who found out that unethical marketing practices lead to faulty implementation of marketing mix decisions which subsequently affects the society.

Test of Hypotheses

In the testing and analysis of the hypotheses, the statistical test adopted is correlation and regression analysis as can be seen in Table 9 and Table 12.

Pearson Correlation Analysis

The Pearson correlation analysis obtained for the scaled variables are summarized in Table 8. The sample size (N) is 301 and the significant level is 0.01 ($p = 0.01$). Pearson Correlation Coefficient was used to determine the extent of the effects of Unethical Marketing Practices (UMP) among 5 variables of Nigeria’s economic development namely; Economic Growth (ECG), Customer Satisfaction (CS), Environmental Pollution (EP) and Excessive Materialism (EM) and Faulty Implementation of Marketing Mix Decisions (FIM) as presented.

Table 8: Pearson Correlation Coefficient

Variable	UMP	ECG	CS	EP	EM	FIM
UMP	1					
ECG	.611**	1				
CS	.358**	.510**	1			
EP	.866**	.589**	.475**	1		
EM	.786**	.520**	.431**	.826**	1	
FIM	.727**	.510**	.391**	.719**	.681**	1

Significant at 0.01 **, 0.05** and 0.1*

Source: Generated by the Author using SPSS (Version 20)

The results reported in Table 8 shows that ECG ($r = .611, p < 0.01$) is significantly related to unethical marketing practices in the Nigerian society. It means that increase or decrease arising from ECG will bring about a corresponding change in UMP. From the table, CS is also significantly related with UMP ($r = .358, p < 0.01$). A statistical significant impact was also established between EP and UMP ($r = .866, p < 0.01$). Similarly, the table shows that EM and FIM are also significantly correlated with UMP at ($r = .786, p < 0.01$) and ($r = .727, p < 0.01$), respectively suggesting that EM and FIM have significant impact on UMP.

It is evident from the results summary as reported in Table 9 that a change in any of the studied variables namely; Economic Growth (ECG), Customer Satisfaction (CS), Environmental Pollution (EP) and Excessive Materialism (EM) and Faulty Implementation of Marketing Mix Decisions (FIM) will lead to a resultant change in the level of unethical marketing practices which will have a consequent influence on both the consumers, the business firms and the economy as a whole which subsequently, affects the country’s quest for national development.

Regression Result

We performed a regression analysis using SPSS to determine the effects of the dependent variables on the independent variable. The results are presented in Tables 9-11 as follows:

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.801	.636

a. Predictors: (Constant), ECG, CS, EP, EM, FIM

Source: Computed by the Author

Table 10: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	491.269	4	122.817	304.757	.000 ^b
	Residual	119.329	296	.403		
	Total	610.598	300			

a. Dependent Variable: Unethical Marketing Practices (UMP)

b. Predictors: (Constant), ECG, CS, EP, EM, FIM

Source: Computed by the Author

Table 11: T- test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.062	.145		.429	.668
	ECG	.165	.033	.172	5.050	.000
	CS	-.156	.035	-.139	-4.496	.000
	EP	.627	.057	.565	10.963	.000
	EM	.167	.045	.175	3.731	.000
	FIM	.164	.037	.169	4.403	.000

a. Dependent Variable: Unethical Marketing Practices (UMP)

Source: Computed by the Author

The multiple regression model with all five predictors produced $R^2 = .805$, $F(4, 296) = 304.757$, $p < .001$ (see Tables 9 and 10). As can be seen in Table 11, all the variables had significant positive regression weights, indicating that the aforementioned variables were expected to have higher impact on unethical marketing practices. In other words, these variables considered in the study contributed to the multiple regression model. Specifically, Economic Growth (ECG), Customer Satisfaction (CS), Environmental Pollution (EP) and Excessive Materialism (EM) and Faulty Implementation of Marketing Mix Decisions (FIM) have significant positive weight, t value and p value of ($\beta = .165$; $t = 5.050$; $p < .001$); ($\beta = -.156$; $t = -4.496$; $p < .001$); ($\beta = .627$; $t = 10.963$; $p < .001$); ($\beta = .167$; $t = 3.731$; $p < .001$) and ($\beta = .164$; $t = 4.403$; $p < .001$), respectively. This indicates that all the variables contribute to the multiple regression model.

Major Findings

The study found out that unethical marketing practices affect the country's quest for national development particularly in the areas of economic growth such as decline in GDP, Increased inflationary activity, decline in patronage and unemployment, as well as bribery and corruption including poor infrastructure and the lack of innovative entrepreneurship skills. The study found out that unethical marketing practices affect Nigeria's Gross Domestic Product in the areas of poor labour utilization and labour inefficiency which affects issues of wealth creation such as investment opportunities, savings and financial market development which constituted serious barriers to foreign exchange earnings for increased economic growth. Increase in inflationary activity arising from unethical marketing practices in the foreign exchange markets particularly activities in the parallel markets also, affects the naira strength and its stability in the market place which results to volatility and decline in purchasing power of individual buyers that result in consumer dissatisfaction. Also, the economic effects as unravelled in the study include decline in patronage due to hike in prices and exploitation of

buyers which result to low income and subsequently, decline in demand which affects the standard of living of Nigerians. Others include unemployment due to closure of factories and plants, bribery of corrupt government officials, particularly among business regulatory bodies, nepotism, unfair treatment and undue favouritism and lop-sidedness in the provision of infrastructure (such as roads, electricity supply, portable drinking water etc.) by government and its poor support towards the development of small and medium scale businesses in Nigeria, as well as lack of development of innovative and entrepreneurial skills which affects R&D activities and patenting of creative works for commercialization, all affect the country's economic growth.

Other major findings is that consumers are being influenced to pay for the cost of distribution and promotion. Prices are inflated by greedy middlemen, mark up the price of products substantially beyond the value of their services leading to monetary loss and total dissatisfaction after purchase. It was also found out that misleading advertising (exaggeration, re-branding, refurbishing, pushy sales tactics/high pressure selling and spam have significant effect on consumers satisfaction. So also, the proliferation of fake and substandard products, poor service to the disadvantaged consumers and planned obsolescence which was found to endanger the life of Nigerian consumers leading to death or permanent disabilities.

The findings also show that the socially irresponsible actions of Nigerian business managers cause environmental degradation of some basic needs in the course of marketing activities through air pollution, land pollution and water pollution resulting to huge waste of solid, liquid and gaseous substance which is dangerous to habitant (human and animals) and threatens societal well-being.

Furthermore, the result indicates increased social vices such as excessiveness in individual needs for flashy cars, exotic furniture, expensive homes etc. which results in prostitution, armed banditry, advanced fee frauds (419), Cybercrime, bribery and corruption and other economic and financial crimes which are retrogressive to national development.

Finally, the finding reveals that most of the unethical marketing practices in Nigeria are related to the four elements of the marketing mix which were as a result of the get-rich-quick-syndrome by irresponsible marketing managers, this affects the implementation of marketing mix strategies and subsequently, the performance of organizations and the country's quest for national economic development.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the various findings of this study, it is evident that Unethical marketing practices are having serious effects on the marketing system in Nigeria as some marketers in a desperate bid to compel potential and existing customers to buy their products or services, make use of false claims to influence customers into buying what they don't want. Some even distort facts to mislead or confuse potential buyers; they conceal dark sides or side effects of their products or services, they bad mouth rival products in a bid to turn potential customers towards their own products. The trend was so serious that it has eaten deep into the society thereby resulting to some corrupt practices, ruining the natural environment and encouraging excessive materialism which stalls development and hinders social and economic advancement of the country. Sequel to this, the study concludes that marketers should note that they are responsible for most of the activities necessary to create more customers; they should know that customer satisfaction should be the ultimate goal of any marketing activity and this must

be achieved through enhancing societal well-being by being ethical and socially responsible in their exchange relationships by shunning all those practices that are deceptive, exploitative and dangerous to human life.

Recommendations

In view of meeting the country's quest for national development, I make the following recommendations:

1. Federal government should ensure that business regulatory bodies are alive to their responsibilities by ensuring that adequate laws with stiffer penalties on violations of marketing ethics and code of conduct are strengthened to help in combating all the unethical marketing practices bedevilling the Nigerian society.
2. The Chinese model of death penalty for dealing with corrupt individuals no matter how highly placed they may be, should be adopted in Nigeria as a recipe for getting rid of all forms of unethical conduct in marketing.
3. Business ethics violation courts should be set up by government to deal with all cases of unethical marketing practices facing the various sectors of the Nigerian economy, as a quick measure to deal with the situation.
4. Nigerian consumers should be encouraged to boycott harmful and sub-standard products or seek legal redress on any ethical violation of their rights.
5. Federal government should embark on massive sensitization campaign of the public on the dangers of unethical marketing practices and its consequences on the overall societal well-being.
6. Price control boards should be revived nationwide and measures should be put in place in making sure that they functioned effectively.

Contributions to Knowledge

This study had made some unique contributions to the study area. Firstly, the observation that there are not enough studies on the effects of unethical marketing practices on the Nigerian economy against the backdrop of the quest for national development which this study added to the body of knowledge. Secondly, the study identified those specific unethical marketing practices affecting Nigerian economy and those related to the marketing mix elements which can be tackled by government in meeting the country's quest for national development. Finally, the study encourages moral marketing for a safer and better Nigerian society.

Suggestions for Further Studies

Following the contributions of marketing to the society, there are still arguments by its proponents on whether marketing is ethical or unethical, researchers are however challenged to continue to investigate the field with a view to finding a lasting solution. Furthermore, study of similar nature should be conducted by researchers to investigate the unethical marketing practices associated with procurement processes in Ministries, Departments, Agencies (MDA's) and Commissions so as to examine its effects on the Nigerian economy. These clearly are another interesting areas for future research.

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