

Marketing Profession and Re-Branding Nigeria Project

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Abstract

This paper, x-ray the marketing profession and Re-branding Nigeria project. It focuses on the discourse of the marketing characteristics and its standing practices which are depicted in the following: sustaining the very essence of life, shaping the futures and destinies of people, a radical change to the Nigeria brand logo. To achieve this fully, the researcher made use of primary data to source for relevant data from where comparative analysis is performed on the data, it was found out at the end that brand Nigeria when linked to demography will yield require results which is re-branding Nigeria project.

Keywords:

Rebranding,
Marketing Standard
Practice, Building
Trust, Image
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Background to the Study

Attracting new investors requires more than building trust. Nigerian must create brand passion, such that, businesses as usual “just won't do. Re-branding exercise should progress steadily with time from the management of misconception, perception, and projection of positive attributes to more fundamental, re-constructive surgery of the brand itself, with a strategic calculus that will yield long term outcomes of a Nigeria that means much more to Nigerians, and Nigerians that means much more to Nigeria.

Branding as we know is synonymous to product and services however, this may not be the case with country branding, a largely new but growing discipline in marketing. My research interest in the field of country branding grew around the time that the country launched what the government called the *Change Begins with Me*, (2016) and now being propagated by the minister of information and communication, Alhaji Lai Muhammed. The word “brand” has traditionally evoked negative images in the minds of the designers. It reminds them of a rampant commercialization of their lives and creative individualities. According to Marty Neumeier, author of the Brand Gap, however, we just need to “establish a level playing field by agreeing on a common language, so that brand builders from every discipline can collaborate as equals”. (Aiga. org) believes that brand are only as good as the value thy deliver. A good brand with a bad company is not believable, and neither is a good company with a bad brand. Brand as equate with “trust”. Branding trust requires constant effort, building a brand or a corporate identity; require a solid base and extensive marketing.

Conceptual Framework

The focus have are on definition of marketing, the marketing profession, Re-branding, need for re-branding, how to brand country, the brand building matrix, to ascertain the extent to which brand Nigeria cater for each of the variables under demography i.e. Education, age, gender, income, race or ethnicity or culture, occupation, and industry.

Marketing Defined

According to Kotler and Keller (2007), marketing, more than any other business function, deals with customers. They further opined that creating customers value and satisfaction are the heart of modern marketing thinking and practice in essence, the seven fold goals of marketing is to “Create value, capture value, add value, apply value, sustain value, with stakeholder focus and at world best standards.

Marketing is defined as “the creation and delivery of a standard of living”. Pride and Ferrel (2005) defined marketing as “Consisting of individual and organizational activities aimed at facilitating and expediting exchanges within a set of dynamic environmental forces”.

Implicit in this definition are a number of points, the first is that marketing is relevant, not only to business enterprises but to individual and non-business organization. Agbonifoh et.al (2007) defined marketing as “consisting of individual and organizational activities designed to facilitate and expedite exchange so as to achieve the goals of the producer/seller by sensing and satisfying consumers needs.

The Marketing Profession

The marketing profession is a body responsible for regulating and controlling the practice of marketing professionals, developing marketing professionalism, instilling marketing orientation, and mindset across segments and promoting marketing culture. Its goals are centered on value creation for society empowerment and society's development.

Re-branding is the process by which a product or service is developed with one brand, company, or product line affiliation which is marketed or distributed with a different identity Sinclair, Roger (1999). This aspect of re-branding involves radical changes to the brand's logo, brand name, image, marketing strategy, and advertising themes. These changes are typically aimed at the repositioning of the brand Nigeria, usually in an attempt to distance itself from certain negative connotations of the previous branding. Brand Nigeria is imminent because of the dwindling image of brand Nigeria in the aspect of corruption, that is, being branded the most corrupt nation in the world, according to international corruption perceptions index, unemployment, falling standard of education, citizen dissatisfaction and disaffection with the government, political structure and political large scale organizational irresponsibility, neglect of the health, agricultural and other non-oil productive/manufacturing sectors.

How to Brand A Country

From the traditionally branding point of view, the brand building process is best explained using the brand equity model.

Brand Equity and Strategic Positioning

Brand equity refers to the marketing effects or outcomes that accrue to a brand name compared with those that would accrue if the same product did not have the brand name. Aakar (1991). Brand equity builds awareness, familiarity, personality, preference, associations and availability.

One conflict we have frequently seen in the disconnects between marketing (usually described as a "right brain" activity and technology and finance (both usually described "as left brain") is the debate over market purchase motivators.

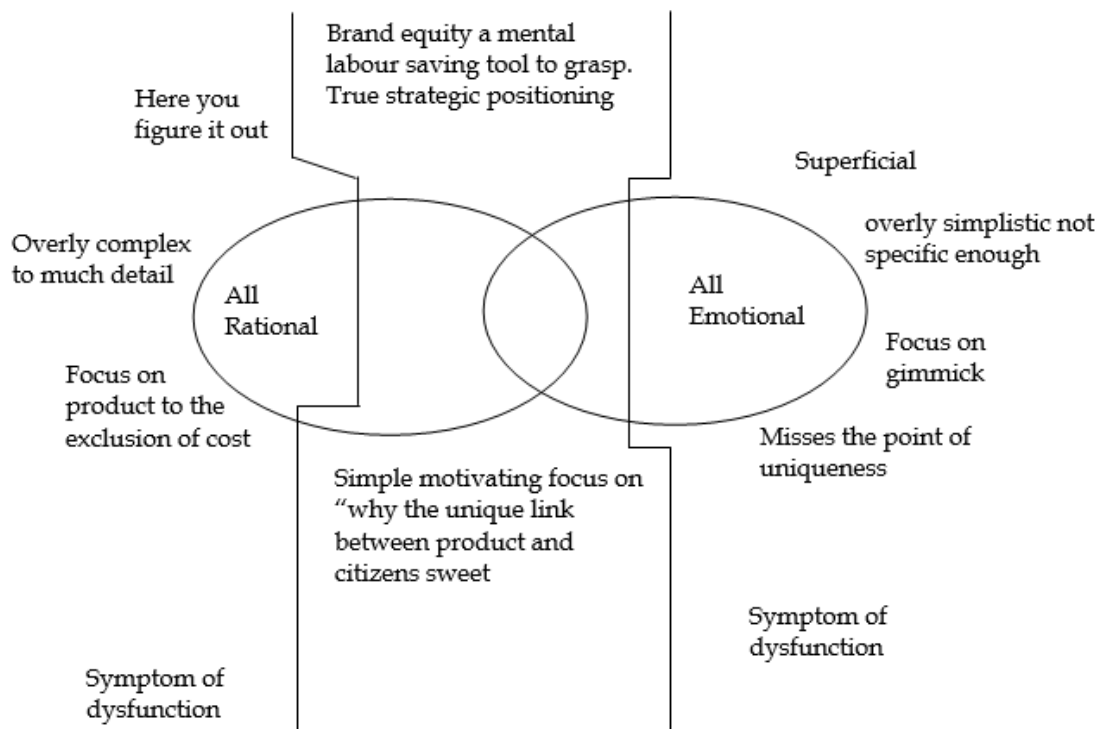


Fig. 1.

Source: Author, 2016

The key challenge-and opportunity to Nigerian project.... Re-branding Nigeria is to find the convergence of motivator that creates unique value for both the country and its stakeholders. This convergence is where brand equity can be created. Brand equity is just a mental saving tool to encapsulate strategic positioning and store it in the mind.

Brand Nigeria and Demography

Kotler (1997) suggests that people can be segmented by demographic factor such as age, gender education, occupation, industry etc. This aspect is a comparative analysis to find out to what extent brand Nigerian cater for each of these item under demography.

Methodology

In this study, a survey research design is adopted. Conceptually, this is a category of descriptive research, which is aimed at collecting large samples from a given population pertaining to a research phenomenon Denga and Ali, (1989), Its adoption is because of its economic value and feasibility in addressing the research problem in question bearing in mind the vast nature and scope of the research.

The sample frame for this research was drawn from population of students of tertiary institution in Kebbi State and media practitioners. Three hundred copies of

questionnaires were administered to relevant personnel in the conveniently sampled population. At the time of collection, relevant discussions were, held with the respondents where possible, in order to explore other cognate issues not covered in the questionnaire, thereby affording the opportunity to discuss various endogenous and exogenous factors that affect (positive or negative) their motivation for brand Nigeria.

Analysis of Data

Table 1: Test of hypothesis

Chi- Square analysis to measure the significance of the differences of brand to demography among respondents

	Very High Extent	High Extent	Fairly High Extent	Low Extent	Total
Age	10(7.38)	30(41.82)	30(21.86)	12(10.93)	82
Education	2(4.32)	26(24.48)	15(12.8)	5(6.4)	48
Gender	8(6.3)	47(35.7)	5(18.66)	10(9.33)	70
Occupation	2(2.7)	15(15.3)	12(8)	1(4)	30
Industry	3(1.8)	7(10.2)	3(5.33)	7(2.66)	20
Income	2(4.5)	28(25.5)	15(13.33)	5(6.66)	50
	27	153	80	40	300

Table 2: X2 - test

Variables	O	E	O-E	(O-E) ²	(O-E) ² /fe
Age: High Extent	10	7.38	2.62	6.8644	0.930
High extent	30	41.82	11.82	139.7124	3.3408
Fairly high extent	30	21.86	8.14	66.2596	3.0310
Low extent	12	10.93	1.07	1.1449	0.1047
Education: High extent	2	4.32	-2.32	5.3824	1.2459
High extent	26	24.48	1.52	2.3104	0.0943
Fairly extent	15	12.8	2.2	4.84	0.3781
Low extent	5	6.4	-1.4	1.96	0.3062
Gender: Very high extent	8	6.3	1.7	2.89	0.4587
High extent	47	35.7	11.3	127.69	3.5767
Fairly high extent	5	18.66	-13.66	186.5956	9.999
Low extent	10	9.33	0.67	0.4489	0.0481
Occupation: Very high extent	2	2.7	-0.7	0.49	0.0481
High extent	15	15.3	-0.3	0.09	0.0058
Fairly high extent	12	8	4	16	2.
Low extent	1	1	0	0	0
Industry: Very high extent	3	1.8	1.2	1.44	0.8
High extent	7	10.2	-3.2	10.24	1.0039
Fairly high extent	5.33	5.33	-2.33	5.4289	1.0185
Low extent	7	2.66	4.34	18.8356	7.0810
Income: Very high extent	2	4.5	-2.5	6.25	1.3888
High extent	28	25.5	2.5	6.25	0.2450
Fairly high extent	15	13.33	1.67	2.7889	0.2092
Low extent	5	6.66	-1.66	2.7556	0.4137
	300	300		X ² = 37.8608	

$\chi^2_{\text{value}} = 37.8608, \text{d.f} = 8, \chi^2_{\text{at } 0.95}$ at 8 d.f = 15.6; since the computed χ^2_{value} of 37.9 is greater than the table value of 15.6, then reject the null hypothesis otherwise accept the alternative hypothesis. Thus, we can conclude that re-brand Nigeria by demography can curb the negative images it portrayed to have globally.

Discussion

On the whole, the ambiguity that we earlier in relation to the fact that Nigerians wants re-branding Nigeria project can be interpreted as a desire by Nigeria for a change of attitude, culture and the way its conduct its businesses.

The Nigeria evidence indicates, for example, that income (wages and salaries) continue to top the list of motivational items of Nigerian citizens. It is thus that, 56% of the respondent

ranked re-branding of income as their reward item and if done, it will curtail corruption. It can be deduced however that, demographic factors is a predictors of product and investment selection because the target audience of the re-branding project will want to look at the quality of the people, it financial environment, products, opportunity, security and above all quality of leadership. It is also evident that Nigerians in rural areas are yet to be acquitted with the rebranding campaign and its impacts is yet to be felt by those in suburb areas.

Conclusion

To consolidate the gain of re-branding Nigeria project, the nation must go beyond the transitional arrangement that is policy -driven, goal-oriented and institutionally, organized marketing campaign that should be embraced by all for sustainability of this programmes, there should be a national campaign office (backed by law) whose functions should be to ensure that Nigerians are sensitized on attitudinal change.

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