

MARKETING IN GOVERNANCE FOR SUSTAINABLE NATIONAL DEVELOPMENT IN NIGERIA: A CONCEPTUAL REVIEW

¹Aja Ebeke Egele, PhD & ²Johnson Ubaka Ozo PhD

^{1&2}Department of Marketing, Ebonyi State University Abakaliki

Abstract

Governance, as a human enterprise is beset with problem of underdevelopment mostly in African Countries. In view of this, nations are always in search for strategies or means of eliminating the problems militating against governance toward achieving sustainable development which is the need of citizens. Therefore, the paper aimed at identifying how marketing tools can be applied to realize sustainable development by governance. The study established the link between marketing and governance through, identifying those who undertake governance as agents (marketer) of managing a country's economic and social resources while marketing is conceptualized as governance tool for creating and delivering citizens' value (sustainable development) to capture value - loyalty, obedience, support to government in return from citizens. It was established that governance fails to achieve sustainable development because government applies principles, rules and procedures of "acting as they perceive it", "as they judge it" and "as they define it subjectively". This is known as "marketing myopia" which implies government intent to do a job to satisfy the citizens and themselves mostly, but in the process of doing so, the future interest of the citizens are mortgaged which hinders the attainment of sustainable development. The paper suggests that marketing concept should be the principle, rule and procedure of governance which will produce highly desirable societal outcomes, namely; satisfaction of citizens' needs and wants, and economic efficiency in the long term. Marketing concept is a corporate state of mind under which management requires that all marketing functions should be integrated and company policies built on the basis that customers' needs and wants are the focus of the operation of a firm in which customers (citizens) - and citizens needs are recognized as the most important. This is to be operational in three philosophies of (1) consumer orientation, (2) profitable sales volume and (3) co-ordinated marketing efforts. In the application of these philosophies, governance must; (1) first identify infrastructural needs of the people, build people's projects value hierarchy, choose projects based on people most valuable in line with government resources, and to ensure the project is completed; (2) execute projects based on those that will offer value to majority of the citizens; and (3) all relevant government agencies, ministries and departments must be involved to ensure the effort is co-ordinated for optimum result. Finally, marketing in governance will enhance the creation and survival of many businesses as that will increase income per capita, employment, GNP, GDP and demand for goods and services. The study recommends that Governments at all levels should make use of professional marketers to guide them in every economic and social policy formulation and also for project executions as professional marketers will enforce effective utilization of marketing concept in governance.

Keywords: Marketing concepts, Governance, and Sustainable Development

Corresponding Author: Aja Ebeke Egele

Int'l Jour Dev Strtg Hum, Mngnt & Sco Sci, vol. 6, no. , pp 55-70, May 2016

<http://internationalpolicybrief.org/journals/international-scientific-research-consortium-journals/intl-journal-of-development-strategies-in-humanities-vol6-no1-may-2016>

Background to the Study

The broadened concept of Marketing has theoretically and empirically proved that marketing is not only applicable in the business world. The word “business” in literal context refers to private enterprises that create and deliver goods and services to its target market for monetary profit. But it has been demonstrated that marketing is eclectic and of universal application. Among such demonstration of the universal application of marketing today are in politics, economic development, social impact, public sector, government, health care, non-government organizations etc. Following this development marketing scholars are now focusing their research efforts toward measuring the impact of marketing on the entire society.

Based on this trend, Gaski (2013) asserted that most treatment of marketing societal impact issue necessarily have been analytical and theoretical, given the daunting challenges of operationalizing macro-level constructs such as (x) the extent of marketing in a given society or economy and (y) societal welfare attributable to marketing. To validate the holistic universal application of Marketing in human efforts, treatise of Marketing application are appearing theoretically and empirically through meta-analyzed studies. Such theoretical and empirical studies in the area of governance are: Political Marketing as Instrument of Improved Governance in Nigeria (Anyanwu, 2012); Marketing in Governance (Anyanwu, 2009); Marketing as a Strategic Option for Improving Nigerian Economy (Anyanwu 1993); Marketing in Governance as a Transformational Marketing Model (Nwokah, 2007); Public Sector Marketing in Developing Economies, the Nigerian Experience (Kalu and Awa 2007); and Relationship Between Governance and Marketing Functions of Higher Education Administration in Nigeria (Adebisi, 2006). Marketing in governance is within the broad area of political marketing. Political ideology has been established as the under pin of national development of any nation because of the cause-and-effect relationship which exist between the two concepts--politics and national development. For the purpose of achieving positive effect of politics in national development, marketing was discovered as an intervening variable, consequently the sub-field in marketing known as “Political Marketing” emerged.

Anyanwu (2012) defines Political marketing as “the application of marketing tenets to the implementation of the political process”. Marketing tenet holds that customers (citizens) are the kings or simply put are the focus of all considerations to ensure that they are satisfied. Political process encompasses party formation, membership mobilization, party manifesto, campaign, voters education, elections, formation of government and actual government.

Worthy to be observed, as it concerns the content of political process as stated above, is that many functions or activities are involved, hence this study focuses on the instrument of marketing in 'actual government’ as the underlying tool for national development. The focus of this study is in line with the request of Henerberg (2007) that political marketing should not be centred only on the understanding of modern elections but also on the conduct of government and democracy itself. By implied expression of “conduct

of government and democracy itself” is the process of management or leadership that makes decisions, which define expectations, grants power, or verifies performance (Hayatudeen, 2009). The ultimate goal of every governance is national development for every ideological government for its citizens.

Statement of the Problem

Governance, as a human enterprise, is beset with many problems, which sometimes appears to be insurmountable. It is not doubtable that all nations of the world, most especially underdeveloped and under-developing nations like Nigeria have some history of crisis of their national economic development. In view of this, nations are always in search for strategies or means of eliminating the problems militating against governance toward achieving high level of national economic development which is the need of their citizens. In other words, meeting the needs of citizens is good governance, which is eluding many countries, especially in Africa.

The consequence of not having good governance is poor governance which inevitably results to economic poverty, poor health system, political instability, conflicts of various dimensions and even to war in which innocent human lives are lost (Eboh, 2004). In the Nigerian case, one of the reasons for continuous creation of more states and local governments is for development in various rural areas of the country, with the hope of fostering aggregated national development. Even some states in the first stage of this third Republic democratic government, created Community Development Councils, a kind of fourth tier government, with the hope of bringing development closer to the people, but all to no avail. Really, Nigeria can only talk of good governance when its national development shows that most, if not all the rural areas, are economically empowered for high standard of living of the rural dwellers.

Notably, policies are instruments of governance, so various dispensation of governments in Nigeria have come up with many polices within federal, state and local levels in order to achieve satisfactory service delivery (good governance) to the citizens. But why is it that good governance is not achievable? whereas political scientists and economists for many years have all been researching with a view to identifying causes of good and poor government, as a step to discovering workable and lasting solution for sustainable national development. Based on this phenomenon of searching for means of good governance, this paper hereby puts forward the proposition; that marketing tenet is the tool for achieving good governance”

Objectives of the Study

The paper is anchored on these objectives:

1. To establish that the application of marketing to governance at any level has the potential for improving the standard of living and welfare of the largest group”.
2. To prove that marketing concept is a veritable tool for capacity building and (wealth creation) for sustainable national development.

Conceptual Review

Marketing

Marketing presently, may be regarded as one of the means man uses to get the cooperation of others in solving his problem. It is from this background that some definitions of marketing conceived it to be a “managerial and social process.” From social perspective of marketing, Kotler and Keller (2009) define marketing as a societal process by which individuals and group obtain what they need and want through creating, offering and freely exchanging products (goods and services) of value with others. While Benneth (1995) from managerial perspective, defines marketing as the managerial process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives. In the same vein, the Chartered Institute of Marketing (2009) defines marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably

Other selected leading definitions of Marketing are;

1. The activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients partners, and society at large (AMA, 2007)
2. The analyzing, organizing, planning and controlling of the firm's customers-impinging resources, policies and activities with a view to satisfying the needs and wants of chosen customer groups at a profit (Kotler, 1967:12)
3. The performance of activities which seek to accomplish an organization's objective by anticipating customers' or clients needs and directing a flow of need-satisfying goods and services from producer to customers or clients (McCarthy and Perreault, 1984:11)
4. An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders (AMA, 2004)
5. Consisting of human activities aimed at anticipating the needs of the citizens and taking steps to meet them with a view to enhancing their well being and satisfaction in return for their loyalty (Anyanwu, 2007)
6. Satisfaction of human needs and wants... to build and manage an ... organization (Drucker, 1968:54)

The Ohio State University, (1964) defined marketing as the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion and physical distribution of such goods and services.

The basic operational instruments of marketing is the 4Ps (product, price, promotion and place) traditionally known as marketing mix. However, marketing scholars have expanded the 4Ps to 7Ps, when it comes to services aspect, and governance is part of service aspect of marketing. But it is important to note that the 4Ps is the bedrock of marketing practice in all human activities with underlying principle of marketing concept. The paper is of the view that when marketing concept philosophy is applied in governance, definitively the 4Ps of marketing has been operationalized in governance and sustainable national development will be achieved.

Marketing Concept

Marketing, both in theory and practice, sees consumers as the focus of all marketing effort, the reason being that the level of consumer satisfaction achieved by any organization determines the success of such organization. It is obviously an established fact that once a consumer, through his/her sense organs, perceives goods and services to have satisfactory value, he is much more likely to buy the goods or services with little or no persuasion if the means is there. From this premise of marketing understanding, a philosophy known as marketing concept emerged.

Kotler, (1980:31) defines marketing concept as: “ a management orientation that the key task of the organization is to determine the needs and wants of target markets and to adapt the organization to delivering the desired satisfaction more effectively and efficiently than its competitors; “while Onah and Thomas (1993:18) opined that marketing concept, “is a corporate state of mind under which management requires that all marketing functions should be integrated and company policies built on the basis that customers needs and wants are the focus of operation of a firm, in which customers' and customers needs-are recognized as the most important.

So marketing concept in governance should be a state of mind under which government requires that there should be integration in all its policies, functions and projects in such a way that citizens' needs are recognized as of the utmost importance. Thus, government will develop a belief that unless they satisfy its citizens, they are unsuccessful. The operation of the marketing concept rests on three philosophical foundations of: (1) Consumer orientation (2) Profitable sales volume, and (3) Co-ordinated marketing efforts (Nwaizugbo 2005)

This implies that:

1. Companies must first of all identify the needs of consumers and groups (that is segment the market) before developing such products to satisfy those needs
2. The company should aim at an increased sales volume that will attract profit through large scale economy.
3. The Marketing efforts of products, pricing, promotion and distribution should be performed through integrated approach in order to achieve operational efficiency and trade-off. This includes those members of the organization that are directly and indirectly involved in satisfying the needs of customers.

Governance

Having pointed out earlier, that governance is one of the elements of the political process or political functions, it is pertinent first to explain the concept “politics” as a basis for the comprehension of the concept “governance”. Anyanwu (2000:4) defines politics as “the science or art of governing”. He added that “it is the science or art of governing aimed at creating a healthy environment for human co-existence”; while the Oxford Advanced Learner's Dictionary, (2010) defined it as “the science or art of government”. Government is an institution for the protection and promotion of the welfare of the citizenry (Agena, 2005).

As politics is responsible for governance of any nation, therefore governance is a political tool which must act for the welfare of the citizens. Governance is a multifaceted, society-wide transactional relationship between two entities: the governor and the governed (Edemode, 2003). The “governor” is the government while the “governed” are the “citizens”. This is why the British Council described governance as involving interaction between formal institutions and those in civil society. The Encyclopaedia, defines governance as that process of management or leadership that makes decisions, which define expectations, grant power, or verify performance (Edemode, 2003).

It can be seen as an activity in the public civil sphere, which relates to the art or method of administration or control and its heart is situated in the functions and duties of the government. Furthermore, It is also conceived to concern itself with the creation, existence and application of grand rules that regulate public conduct, the channels and resources employed in seeking public position and the relationship between formal and informal structures in the society.

In essence, governance refers to a situation or process whereby elements in society wield power, authority and influence and enact policies and, decisions concerning public life and social upliftment (Hayatudeen, 2009). According to Agena (2005) Bank conceives of government “as the management of the country's economic and social resources for development. In support of governance as agent of managing a country's economic and social resources, Apreda (2005) posited that the main targets of governance could be listed as follows:

1. The quest for principles, rules, procedures and good practices that allow organizations to be efficaciously run within the constraints of evolving and changing institutions.
2. The design, implementation and follow-up of functional mechanisms for representations, voting, accountability, incentives and standards of performance.
3. The management of conflict of interest and enforceable decision authority.

The above targets of governance stand as driving forces for national development and are the products of governance to be delivered to citizens for satisfying the needs of public life and social upliftment. The truth is that governance can only act in the public interest as they perceive it, as they judge it, as they define it-- subjectively (Hayatudeen,2009). So they can only make their best guess and act on that subjective judgment.

This practice of governance acting as they perceive it, as they judge it and as they define it subjectively is known as “Marketing Myopia” and not in line with marketing concept philosophy. Consequently, this creates one of the major problems of governance, “the problem of intending to do a good job to satisfy citizens and themselves mostly” but in the process of doing so, produces damage to targeted interest groups and the public generally. And also, at the end, may not even achieve governance goals. This situation is truly created by the use of inappropriate tools for delivering governance.

Thus, it is not disputable that marketing managers are experts at satisfying customers and earning profit or achieving whatever non-profit organizational objective they may have. So also applying marketing principles in governance will produce some highly desirable societal outcomes, namely:

- i. Satisfaction of human needs and wants and
- ii. Economic Efficiency

Therefore, it becomes ideal to examine the marketing principles being practiced by managers for its practicability in governance. This is because in ideological context, marketing and governance have a common goal of “welfare of people (consumers' satisfaction)” Obviously, the need of the citizens is national development or the satisfaction to be provided to consumers is national development. The governance that delivers sustainable national development is obviously described as “good governance” while the opposite is “bad governance.

Sustainable National Development

Most times, national development and economic development are interchangeably used because the indices for measuring each of them are synonymous. This synonymity is likely to be applicable in this paper. Development is a concept that has multiple technical meanings according to the subjectivity of many disciplines. Within the context of this paper, development can technically be said to mean an improvement in living condition for the average person (Ikuli, 2006).

This implies that development entails increase in workers' income; and more than that, it means access to housing, education, healthcare, nutrition and greater life expectancy. Individuals within any society or governance refer to the increase in the above variables as development, which are the needs of citizens. When such living conditions are experienced by a great majority or even all members of the population, it becomes national development. National development could mean increased economic efficiency, expansion of national economic capacity and a country's advancement in technology (Offor, 2012)

One of the ways of measuring or determining national development is through economic growth. A nation's economic growth is an increase in real per capita income of the nation over time irrespective of the source of the increase in the price (real output of goods and services of the nation over its population) among the nationals or whether changes are made in the factor supply or demand structure of the economy generally (Inyanga 1998).

From this perspective, economists determine a nation's development level by measuring people's income through the use of:

- (1) Gross National Product (GNP),
- (2) Gross Domestic Product (GDP) and
- (3) Per Capita Income (Ikuli, 2006, Ofor, 2012).

GNP is the total value of all goods and services produced in a state in any given year divided by the population of that state for the particular year; while GDP refers to the total domestic income in a country. Domestic income is total revenue generated in a state within a given year from public, private and self-employment. Per capital income is the average level of national income for each member of the population. In other words, national or economic development connotes movement or progress made from a low level of growth stage to a high level stage. However, the degree of progress or movement must be high and sufficient enough to make positive impact on people as it concerns their economic and social values. The economic and social values of people are proved by high level of growth.

Therefore, a country is developed when the nation is characterized by high economic productivity; high standard of living; technological advancement, stable political order; the satisfaction of basic human needs such as food, clothing and shelter, high level of literacy and education etc.; the per capita income of the population; the high economic growth rate; the high level of life of industrial production measured against primary production; the high range of commodities produced by a people both for internal consumption and for export and so on (Ikuli, 2006) Precisely the needs of citizens (consumers) from governance is national development.

The United Nations Development Programme Report of 1990 pinpoints that national development enhances the well-being of citizens. The citizens well-being encompasses long and healthy life; access to quality education, access to decent housing; and access to resources needs for decent standard of living. it is ideal that a country must continue to enjoy national development from one generation to another without stopping, but the opposite is usually the case. For instance, Nigeria's economy between 1960s to early 1970s provided high standard of living as a result of government commitment to agricultural development, and government provision of enabling environment for private sector driven economy.

Later, in the late 1970's standard of living started dwindling as a result of over dependence on oil fund, the agricultural sector was neglected, giving room to the emergence of public sector driven economy, all these were caused by government. This gave room for the assumption that government did not adopt efficient tools in its governance to achieve long term high standard of living. Hence, short term citizens' satisfaction was achieved rather than continuous improvement in the level of citizens' satisfaction (ie sustainable development). Sustainable development is defined as the development that meets the needs of the present without compromising the ability of the future generation to meet their own needs (World Commission on Environment and Development, 1987).

Adeyemo (2003:12) is of the view that sustainable development basically deals with present and future needs in the process of resource exploitation in addition to environmental protection. In a similar view,

Koroma and Bwala (2005) hold that it is the proper management of natural and human resources, the environment, energy, waste, transportation, and development based on pattern of production and consumption that can be pursued into the future without degrading the human or natural environment.

Okowa (2005) and N-ue (2012) explained that the meeting of present and future economic empowerment, political empowerment and social empowerment of citizens is sustainable development and was pointed out by the United Nation's Millennium Development Goals and Targets. This implies that sustainable national development is the need of the citizens, that every level of government should identify, develop and offer to its citizens. Sustainable national development is that high level of economic, social, technological and political growth that will guarantee the present and future generations' high standard of living. This paper is of the view that marketing in governance through the application of principles of marketing concept will facilitate the attainment of sustainable national development.

Discussion

The interface between Marketing and Governance

All the above definitions are from marketing practice perspective and they establish the following facts:

1. Marketing is within a system context, consisting of the elements of producer, consumer and products. In the context of this study, the marketing system consists of governments (federal, state and local), citizens and policies and infrastructural development. Governments are the producers, citizens are the consumers while polices and infrastructural facilities are products.
2. Marketing is about profit for both parties and this involves the producer and consumer. The profit for government or governance are citizens' loyalty, obedience, support of the government (one party, i.e producer) and high standard of living or good governance for citizen (another party, i.e. consumer)
3. Marketing as a human activity implies that government is made up of human beings, as well as the citizens, all with roles to play for effective functioning of the human activities.
4. Marketing involves institutional or organizational interaction with planning, organizing and controlling mechanism.

From the foregoing facts as a standing point of marketing, there is support for the assertion of Nwaizugbo (2004), that any deliberate attempt by one to accept or perform an act that is profitable or socially beneficial, is engaging in marketing. It is not disputable that governance is all about deliberate attempt at persuading citizens to perform acts that are beneficial to government and citizens.

Hence, Kotler and Keller (2010) define marketing as the process of creating and delivering value to customers and in return to capture value. The definition of marketing in the context of governance, is hereby proposed to be a governance tool for creating and delivering sustainable national development to citizens to capture loyalty, obedience, and support to government in return from citizens.

Marketing Concept in Governance

The operationalization of these three fundamental philosophies of marketing concept by government will serve as market-driven strategy for governance, in the sense that it will make governance to be citizen-focal in its total operation by always studying what citizens value and then executing such projects that will exceed their expectations. These operationalization in governance will be as follows:

Customer Orientation

The practice of customer orientation by governance entails that government must take three-action-step processes. First, identify infrastructural needs of the people and develop citizen value model (customer value model) by listing all infrastructures/projects needs of the people that attract their value perception.

Secondly, build people's projects value hierarchy through assigning value to all the listed projects to show peoples' weight value of each of the projects. That is, it is the categorization of projects based on people's value perception. This can be done through using measurement instrument of second descriptors of "basic expected", "desired" and "unanticipated" or "very important", "important", "somewhat important", "somewhat not important and not important"

The projects under "basic expected" are those projects if not provided by government will result to people's displeasure, anger and readiness to fight the government or not support the government. But if provided may result to people being satisfied with the governance. Those projects that fall into "desired" will make people satisfied with the government if provided. Whereas those projects that fall under "unanticipated" will make people to be "delighted" with the government and ready to give overwhelming support to government, even to the extent of defending the government.

Thirdly, is deciding on people's project value package. This entails selecting and combining projects in various categories of people's project value hierarchy that will outweigh the performance of past government and as well will make people feeling

delighted and offering their loyalty to the government. It is certain that if every government that comes into power applies this strategy for policies and project execution, sustainable national development will be achieved.

It is important to note that no government will have the resources to meet all the needs or undertake all the projects for the citizens, therefore, this model will ensure that basic expected projects are provided, while some projects under “desired” and “unanticipated” would also be accommodated, thereby making significant impact on citizens' needs.

Profitable Sales Volume

In attempt to explain the philosophy of profitable sales volume, Nwaizugbo (2004) stated that since an entrepreneur is into business to make profit, the marketer must ensure that he has enough number of potential consumers of his product to ensure profitability for the organization and the investors. This philosophy as it concerns governance, implies that government will use people's project value hierarchy model to select and build a component of people's project value package, based on the interest of the majority and the location of such project must target the greater number of the populace. This strategy is applying the principle of large scale economy on people's project value hierarchy for the purpose of satisfying greater number of the population and as well reducing cost per unit of providing such facilities.

This philosophy of profitable sales volume will be very useful for charging government services and its agencies. It is significant to government because it will be used to consider price level that will attract high demand for such services, which will reduce cost per unit of creating and delivering such services; this invariably reduces charges of such services making it affordable to majority of people and as well increases profit to government. This will directly have significant effect on GNP, GDP and domestic revenue.

Integrated Marketing Efforts

This marketing practice is rooted in the principle of system approach. A system is a set of interacting or independent groups coordinated to form a unified whole and organized to accomplish a set objective. The system approach is based upon the understanding that few activities or approaches are unrelated and takes a holistic or unified view of the study of marketing. The system approach to marketing is what marketing actually is as it tries to integrate all the organizational units together with the firm's task, public and external environment united with the organizational micro-environment and objectives (Inyanga 1998)

In every organization some units/departments/divisions are directly involved in contact with customers while some are not. But, there is always cause-and-effect relationship. This is because the level of effectiveness and efficiency of those units/departments/agencies that are not directly involved also determines the level of services delivery of those units/departments/agencies that have direct contact with customers. Government operates with many ministries, agencies, parastatals etc; all the

ministries, agencies and parastatals should be managed or controlled in such a way that each of them must focus on citizens' satisfaction.

And in carrying out their functions or activities it must be done in such a way that, while they are delivering their services to citizens, it should not affect the quality of services delivery of other government agencies, ministries or parastatals. For instance, in Nigeria, after construction of roads by highway division of Ministry of Works. Waters Board Division in the course of providing water infrastructure to the citizens, cut the constructed roads to lay down water pipes and later neglect the repair of the road or not well repaired, the road loses its original shape. This now reduces the quality of roads delivery to the people. So every governance should enforce strategy coordinating all the activities of various agencies/ministries etc. for high quality service delivery and cost reduction.

Marketing Concept and Sustainable Development

The contribution of marketing to governance is to facilitate the survival of businesses in its economy. While the implication of it to the economy is that the more businesses survive through customer satisfaction, the more, businesses will be created to increase income per capita, employment, GNP, GDP, and demand for goods and services. This in return will result to sustainable national development. Suffice it to say that Marketing cannot facilitate the attainment of sustainable development unless governance applies marketing principles to create the enabling environment.

Therefore, marketing should be governance instrument for sustainable national development, as marketing concept will help governance in creating the enabling environment for economic activities through developing long-term development strategies to adapt to the changing environment be it social, economic, technical, political or climate. The application of marketing in governance for developing sustainable national development strategic planning entails that marketing will perform the following roles:

1. Serve as Guiding Philosophy: The Marketing concept will usually direct governance efforts towards serving the needs of majority of the populace.
2. Marketing provides inputs to develop governance strategic planning by helping to identify attractive market opportunities and by assessing the government's potentials to take advantage of such investment opportunities
3. Marketing designs strategies for reaching the objectives of the individual units of government. The truth, however, is that there will be much overlap between overall governance strategy and its agencies.

Conclusion

Above all, the application of marketing concept in governance in Nigeria will turn Nigeria's economy from public sector driven economy to private sector economy which is the engine room for sustainable development. Government's task is to reach and choose target markets and develop effective programmes as the key to attracting and holding citizens' supports loyalty etc. These tasks are actualized through marketing

concept serving as guiding philosophy.

Recommendations

The following recommendations are hereby made.

1. Government should group citizens into different market segments depending on needs and wants of citizens. This is because the citizens in any market segment will favour the offering of government that comes closest to satisfying their particular needs and wants.
2. Governments at all levels should before executing any project build up people's project value hierarchy and people's project package to ensure that the government provides desirable services to the people and as well as complete every project embarked upon by the administration.
3. Governments at all levels should make use professional marketers to guide them in every economic and social policy formulation and also for project executions as professional marketers will enforce effective utilization of marketing concept tool in governance.
4. From time to time politicians, political office holders and civil servants should always be given marketing orientation through training.

References

- Adebisi, S. M. B. (2006). The Relationship between Government and Marketing functions of Higher Education Administrators in Nigeria. *Journal of Marketing, NIMN*, 1(3)Pp.47-57.
- Adeyemo, A. M. (2003). *Development and underdevelopment in a comparative perspective*. Port-Harcourt-Nigeria: Amethyst and Colleagues Press.
- Agbonifoh, B.A., Ogwo, O.E., Nnolim, D.A. & Nkamnebe, A.D. (2007) . *Marketing in Nigeria: Concepts, principles and Decision.*, 2nd Edition., Aba-Nigeria: Afritowers Books.
- Agena, J. (2005). Political Parties and Democratic Governance in Nigeria. *Journal of Management and Social Sciences*,2(2). pp.116-123.
- AMA, (2004). *AMA Definition of Marketing*. (accessed January 7, 2013) [available at <http://www.markatinypower.com/community/ARC./pages/Additional/Definition/default.aspx>]
- AMA (2007). *AMA Definition and Marketing* (accessed January, 7, 2013), [available at www.marketingpower.com/Community/ARC/pager/Additional/Definition]

- Anyanwu, V.A. (1993). Marketing: A Strategic Option for Improving the Nigerian Economy in the 1990s & Beyond. In V.A. Anyanwu, & B.E. B. Nwoke, (eds) *Development Strategies for Nigeria*. Okigwe -Nigeria: Avan Global Publications, pp44-46.
- Anyanwu, V. A. (2000). *Dimension of Marketing*. Owerri: Avan Global Publication.
- Anyanwu V.A. (2007). Marketing in Governance. *Journal of Marketing Research*. 2. P1-24
- Anyanwu V. A. (2009). Marketing in Governance. *Journal of Business and Finance*, 2(1) pp.1-25.
- Anyanwu, V.A. (2012). *Political Marketing as Instrument of Improved Governance in Nigeria*. Inaugural lecture serial No. 9 Imo State University Owerri-Nigeria; October 18.
- Aprada, R. (2005). *Public Governance: Universidad Del Cema*. Working Paper Series, number 297, August
- Benneth, P.D. (1995). *Dictionary of Marketing Terms*. Lincoln-wood Illinois, USA: NTC Publishing group.
- Chartered institute of Marketing (2009). *Definition of Marketing* (accessed January, (2013), [available at www.cim.co.uk/resoruces/understandingmarket/definitionmkting.aspx]
- Drucker, P.F. (1968). *The Age of Discontinuity*. New York: Harper & Row
- Edemode, J.O. (2003). Public Relations, Governance and Democratic Dividends in Nigeria. *The Nigerian Journal Communications* 2(1) pp 85-94.
- Gask, J.F. (2013). To Serve Man: A Marketing Manifesto (and an Article That Should Not Have Been Necessary). *Journal of Public Policy and Marketing*, vol .32 No (1), Pp 6-17.
- Hayatudeen, (2009). Challenges & Prospects of Good Public Governance in a Developing Country. *Institute of Strategic Management Journal*, 1(11), PP49-68.
- Henneberg, S.C. (2007). An Epistemological Perspective on Research in Political Marketing. *Journal of Political Marketing*, 6: pp 163-199.
- Inyanaga, J. (1998). *Marketing for a Developing World*. Owerri-Nigeria : Global Press Limited.

- Ikuli, B.Y. (2006). *The Philosophy of the New Partnership for Africa Development (NEPAD), A Critique*. Ibadan – Nigeria, Hope Publication.
- Kalu, S. E. and Awa, H.O.(2007). Public Sector Marketing in Developing Economies: The Nigeria Experience. *Academy of Marketing Journal, NIMN, 1(1), pp.46-61*
- Koroma, D.S.M. & Bwala, H.M. (eds) (2005). *Towards Sustainable Development in Nigeria, Trends and Perspectives*. Lagos-Nigeria: CSS Bookshops Ltd
- Kotler, P.(1967). *Marketing Management*. Englewood Cliffs, NJ: Prentice Hall. (1980). *Marketing Management, Analysis, Planning, and Control*. 4th Ed., London: Prentice/Hall International, Inc.
- Bowen, J. T. & Makens, J. (2010). *Marketing for Hospitality and Tourism* 3th Ed. New York: Pearson Prentice Hall. & Keller, K.L.(2009). *Marketing Management*. 13th Ed., New Jersey: Pearson
- McCarthy, E. & Perreault, W.D. (1984). *Basic Marketing*, 8th ed. Homewood,IL: Richard D. Irwin.
- Nwokah, G. M. (2007). Marketing in Governance: Transformational Marketing Model. *Academy of Marketing Journal, NIMN 1 (1), pp31-45*.
- N-ue, U.S. (2012). Historical Perspective of Corruption in Nigeria and Its Implication for Sustainable Development. *Journal of social and Policy Research, 7(1), p 155-168*.
- Nwaizugbo, I.C. (2004). *Principles of Marketing*. Enugu-Nigeria: New Generation Books
- Nwaizugbo I.C. (2005). Consumer Sovereignty and the Practice of Marketing in Nigeria: an Appraisal. *Journal of Marketing Research, 1(1) pp24-39*.
- Offor, A. O. (2012). Ethnicity as Constraint to Nigeria's Development. *Journal of Social and Policy Research, 7(1), pp.21-30*.
- Okowa, W.J. (2005). *Oil Babylonian Mathewnomics Culture and Nigerian Development*. An Inaugural Lecture, Inaugural Lecture Serial, No.40. Feb, University of Port Harcourt.
- Onah, J.O. & Thomas, M. J. (1993). *Marketing Management: Strategies and Cases*. Enugu-Nigeria: Institute for the Development Studies.
- Olakunori, O. K. & Ejionueme, N. (1997). *Introduction to Marketing*. Enugu-Nigeria: J o e n Associates.

- Olakanori, O.K. (1999). *Dynamics of Marketing*. 2nd Ed; Enugu-Nigeria: Providence Press (Nigeria) Ltd. Oxford Advanced Learner's Dictionary, New 8th Edition, 2010.
- Ozo, J.U. (2002). *Behavioural Aspect of Marketing: An Analysis of Consumer and Marketing Behaviour*. Enugu-Nigeria: Hugotez Publications. The World Commission on Environment and Development, WCED (1987).
- Ugorji, G.C. (2011). *Marketing Examination 120 Questions and Answers*. Benin City: Higher Grown Business Associate.