

DEMARKETING OF TOBACCO IN NIGERIA: THE ROLE OF THE MARKETING MIX

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ABSTRACT: *The study is on demarketing of tobacco in Nigeria: the marketing mix perspectives. The study is a descriptive survey and it specifically examined the effect of product elaboration on consumers' attitude toward smoking, and intention to quit smoking; the effect of price elaboration on consumers' attitude toward smoking, and intention to quit smoking; the effect of place elaboration on consumers' attitude toward smoking, and intention to quit smoking and effect of promotion elaboration on consumers' attitude toward smoking, and intention to quit smoking. Primary data for this study was collected through questionnaires while secondary data was collected from the International tobacco Control (<http://www.itcproject.org>). Consumers of products of two tobacco companies operating in Nigeria constitute the population for the study. The two companies are: International Tobacco Company, Ilorin and Nigeria tobacco company, Ibadan. Since the population of smokers in Nigeria is unknown, convenience sampling technique was used to select 364 smokers from Ondo and Ekiti State. Inclusion criteria for this study defined smokers as those who have smoked atleast 100 sticks of cigarette in their life time and who still smoked at least once a day. Out of 364 questionnaires that were distributed, 355 (97.5%) were returned. Data analysis was done using Cronbach's Alpha, frequency analysis, descriptive analysis, linear regression and one sample t-test. The linear regression tests show that elaboration of the 4Ps of marketing otherwise known as the marketing mix have significant effects on consumers' attitude toward smoking and intention to quit smoking. It was therefore recommended among others that the government of Nigeria should develop a suitable legislature aim at further reducing the acceptability and appeal of smoking; increase smoke-free places and decrease accessibility of people to tobacco.*

KEY WORDS: demarketing, product, price, place, promotion

INTRODUCTION

Governments across the globe attempt to solve social problems through public policy initiatives that advocate one behavior over another. One of such social problems is smoking which is annually responsible for approximately 440,000 deaths in Nigeria (Centers for Disease Control and Prevention, 2002), and 4.8 million deaths worldwide (Ezzati and Lopez, 2003). Consumption of tobacco should be of great concern to consumers, governments and society at large, necessitating a rallying call for anti-consumption against tobacco.

Anti-consumption is in essence against consumption and can manifest through many different

actions that are normally directed at products or producers. Reasons such as profit, politics, morals and environmental sustainability may motivate anti-consumption activities (Craig-Lees, 2006). Most anti-consumption movements originate at the consumer level, due to the frustration of an unequal balance of power between consumer groups and powerful national and multi-national organizations. The anti-consumption movement regarding tobacco is different; in the last four decades, governments have been targeting the tobacco industry in a concerted demarketing drive (Moore, 2005). A recent global approach to concentrate efforts in demarketing tobacco resulted in the formation of the Framework Convention on Tobacco Control (FCTC: WHO, 2003) in 2003, under the auspices of the World Health Organization (WHO). To date, 168 countries, including Nigeria have signed the FCTC treaty with 131 of these ratifying the treaty within their countries. In response, the tobacco industry in combating governmental demarketing spent \$12.5 billion through advertising and promotions in the U.S. during 2002 (U.S. Federal Trade Commission, 2006), often targeting vulnerable groups such as youths and the marginally educated (Wigand, 2004). This study focuses on nation level demarketing of tobacco as an anti-consumption strategy against such high levels of marketing efforts by the tobacco industry.

Kotler and Levy (1971) define demarketing as "that aspect of marketing that deals with discouraging customers in general or a certain class of customers in particular on either a temporary or permanent basis". Kotler and Levy (1971) suggest that firms need to selectively demarket their products to deal with temporary shortages and excess demand as well as to reduce demand from "undesirable segments". Their focus was thus on how firms choose the optimal marketing mix (product, price, place, and promotion) to manage their long term relationship with their preferred customers. From a similar perspective, Cullwick (1975) also stressed the strategic role of the marketing mix elements in demarketing (see also Gerstner et al., 1993; Lawther et al., 1997). In contrast, demarketing tobacco through governmental interventions is concerned with an external agency (government) reducing or eliminating all consumer demand within a product class (tobacco) in competition with the marketing actions of the (tobacco) industry.

In a social marketing context, demarketing aims to deflate demand by discouraging consumption or use of products such as alcohol and cigarettes that pose health risks (Comm, 1997). Government use various demarketing strategies and instruments to curb smoking, including tobacco advertising bans (Saffer and Chaloupka, 2000), price increases (Andrews and Franke, 1991), and smoking bans (Wall, 2005). Whilst research exists in a demarketing context on individual elements of the marketing mix and their effect on smoking cessation, relatively little is known about how the 4Ps work in conjunction toward the goal of governmental demarketing including tobacco. Furthermore, research on how demarketing activities influence consumer behavior over time is scarce.

Research Hypothesis

The following hypotheses are stated in their null forms and they were tested in using correlation coefficients.

1. Product elaboration has no significant effect on consumers' attitude toward smoking, and intention to quit smoking.

2. Price elaboration has no significant effects on consumers' attitude toward smoking, and intention to quit smoking.
3. Place elaboration has no significant effects on consumers' attitude toward smoking, and intention to quit smoking
4. Promotion elaboration has no significant effects on consumers' attitude toward smoking, and intention to quit smoking.

LITERATURE REVIEW

The Marketing Mix

Marketing mix originates from the micro economics theory variable, price (Chong, 2003). McCarthy (1964) suggested marketing mix, known as the 4Ps, as a tool to implement marketing plans (Bennett, 1997). The marketing mix spells out the key decisions that managers make in order to adjust the products and services to the customers' demands. It is thus not a scientific theory but rather a theoretical framework. The 4Ps framework can be utilized to design both short term and long term strategies (Palmer, 2004). Kent (1986) defines the 4Ps of the marketing mix as "the holy quadruple of the marketing faith written in tablets of stone". Marketing mix has been found to be a significant determiner of theory and practical tools in marketing (Möller, 2006).

The primary factors that make the marketing mix a powerful approach are: marketing appears easy to handle with the availability of this framework. It also delegates marketing tasks to experts and separates the marketing domain from other organizational activities. And the elements of the marketing mix can be instrumental in altering a firm's competitive standing (Grönroos, 1994). The marketing mix framework also presents two major advantages. First, it is an important tool used to enable one to see that the marketing manager's job is, in a large part, a matter of trading off the benefits of one's competitive strengths in the marketing mix against the benefits of others. The other advantage of the marketing mix is that it helps in revealing the flip side of the tasks of the marketing manager. All managers are required to allocate accessible resources among various demands; the marketing manager on the other hand must delegate these resources among different competitive elements of the marketing mix. This in turn will enable the culmination of a marketing philosophy within the organization (Low and Tan,1995).

Möller (2006) however argued that the deficiencies of the 4Ps marketing mix concept, as the cornerstones of the traditional marketing management are subject to extreme criticism. Many critics reject the 4Ps altogether and propose other substitute frameworks.

The original marketing mix suggested by Borden constituted 12 elements namely: product planning; branding; pricing; channels of distribution; advertising; personal selling promotions; servicing; display; packaging; physical handling; and fact identification and investigation. Frey (1961) recommends dividing the marketing variables into 2: the offering (product, brand, price, packaging, and service) and the tools and methods (channels of distribution, advertising, personal selling, publicity and sales promotion). Conversely, Lazer and Kelly (1962) and Lazer, Culley and Staudt (1973) recommended three elements of the marketing mix: the

goods and services mix, the communication mix and the distribution mix. McCarthy (1964) clarified Borden's (1965) concept further and explained the marketing mix as a consolidation of all factors in the command of a marketing manager so as to meet the consumers' demands. He re-categorized Borden's 12 elements into four elements or 4Ps, namely product, price, promotion and place.

Particularly since the 1980s, a number of new introductions were made in the marketing mix. A fifth P-People, was suggested by Judd (1987). Booms and Bitner (1980) introduced 3 new Ps (process, participants and physical evidence) to the existing 4 Ps to make the marketing mix framework applicable to services. Kotler (1986) recommended the addition of public opinion formation and political power to the existing 4Ps. Baumgartner (1991) recommends 15Ps. MaGrath (1986) introduced another 3 Ps (process management, personnel management and management of physical facilities). Goldsmith (1999) recommends 8Ps (product, price, place, promotion, personalization, participants, process and physical evidence). Vignalis and Davis (1994) recommend the S of services to the marketing mix. For the purpose of this study, focus was on the four (4) P's of marketing which include Product, price, place and Promotion.

Governmental Demarketing strategies

Traditionally, the 4Ps of marketing refer to the various controllable elements of the marketing program. The underlying assumption is that a company needs to develop the right product, at the right price, to get it to their chosen market, in the right place and promote it to its target audience. To achieve de-marketing goals regarding their own customers, firms can address one or more marketing decision variables. For example, Kotler and Levy (1971) mention "steps to encourage de-consuming" including curtailing advertising expenditures and sales promotions, increasing the price and other conditions of sale, and adding time and expenses necessary for consumer to obtain the product. In the past, governments tended to use similar de-marketing actions in isolation. Recently, governments employ more comprehensive de-marketing activities to dissuade people from consuming tobacco and develop a de-marketing mix to combat smoking and smoking related behavior more effectively (see Hoek, 2004; Wall, 2005). Indeed, Wakefield and Chaloupka (2000) report that comprehensive tobacco control programs involving a range of coordinated and coexisting tobacco control strategies can work in a synergistic fashion to reduce smoking rates.

In the conceptualization of the de-marketing mix elements for this study, product is framed as product replacement and displacement. In essence this de-marketing variable aims to assist smokers in quitting by offering free or low-cost replacement products (e.g., nicotine replacement therapies) as well as support services (e.g., telephone quit-line and other information services). The de-marketing variable price is mainly delivered via increased taxation and hence sales price. From a consumer perspective price is a monetary sacrifice that results in a reduction of wealth (Erickson and Johansson, 1985; Jacoby and Olson, 1985). Similar to most product categories we can expect a negative relationship between cigarette price and consumption quantity (Erickson and Johansson, 1985; Lee et al., 2005). Conceptualized differently from distribution, place in this governmental de-marketing context is the prohibition of place of consumption through selective smoking bans such as on public transport, and broader clean air smoking bans in public places. In general, impediments in obtaining a product coupled with

restrictions in consumption opportunities will result in reductions in consumption of the product (Anderson, 1972; Wakefield and Chaloupka, 2000). Promotion in this context is social counter advertising, mandatory warning labels as well as restrictions on tobacco advertising. Anti-smoking advertising and warnings highlighting the health harms associated with smoking are likely to negatively affect consumers' smoking-related attitudes and opinions. Consumers who engage with anti-smoking messages will likely alter their smoking-related attitudes and change their opinion about smoking to a less favorable position (Andrews et al., 2004).

THEORETICAL BACKGROUND

This study adopts a cognitive response approach to persuasion (e.g., Chaiken, 1987; Petty et al., 1981) to examine the impact of cognitive elaboration on attitudinal and behavioral change. Accordingly, persuasion takes effect when consumers generate and elaborate on their own thoughts in response to the de-marketing actions. Effective persuasion and attitude change require that consumers participate actively in the persuasion process and that favorable issue relevant thoughts (about the 4Ps) are generated (Eagly and Chaiken, 1993; Petty and Cacioppo, 1986). Attitude changes based on low levels of elaboration are known to be less durable and more open to subsequent attack (Petty et al., 1995; Petty and Krosnick, 1995) leading to failures in initiating or sustaining the desired behavior (i.e., quitting). Therefore high levels of consumer elaboration on the merits of quitting in response to the de-marketing 4Ps should have a negative effect on their attitude toward tobacco companies and attitudes toward smoking with a consequential positive effect on intention to quit.

Research Methods

This study adopted survey to collect data on each respondent and allows an examination of the extent to which elaboration will yield durable attitudinal change and higher levels of intention to quit. This study is a descriptive survey. Primary data for this study was collected through questionnaires while secondary data was collected from the International tobacco Control (<http://www.itcproject.org>). Consumers of products of two tobacco companies operating in Nigeria constitute the population for the study. The two companies International Tobacco Company, Ilorin and Nigeria tobacco company, Ibadan. Since the population of smokers in Nigeria is unknown, convenience sampling technique was used to select 364 smokers from Ondo and Ekiti state

Inclusion criteria for this study defined smokers as those who have smoked at least 100 sticks of cigarette in their lifetime and who still smoked at least once a day. Based on the 2016 data, the mean age of respondents was 43 years ($SD = 13.66$) and 78% were male. The average number of cigarettes smoked per day was 20 ($SD = 10.44$). The data collected was analysed using linear regression.

TEST AND RESULTS

Hypothesis One

H_0 : Product elaboration has no significant effect on consumers' toward smoking, and intention to quit smoking.

Table 4.8 F-calculated for testing the significant of overall influence of product elaboration on consumers' attitudes towards smoking and intention to quit

SV	SS	DF	MS	F-CAL	SIGN
Regression	0.234	1	0.234	23.082	0.010
Residual	0.021	3	0.007		
Total		4			

Table 4.9 T-calculated for testing the individual influence of product elaboration on consumers' attitudes towards smoking and intention to quit

Predictors	Unstandardized coefficient		Standardized coefficient Beta	T-calculated	Sign
	B	Std.error			
Product Elaboration (x)	2.314	0.402	0.958	5.752	0.010
Constant	3.285	0.089		36.991	0.0000

Table 4.10 Coefficient of determination for determining the overall contribution of product elaboration on consumers' attitudes towards smoking and intention to quit

R	R ²	Adjusted R ²	Standard error of the estimate
0.958	0.917	0.889	0.084

Interpretation and Discussion of results

The tables 4.8 to 4.10 above presented the results of the test statistics computed for the null hypothesis one. In table 4.8, the p-value of the F-statistics calculated for determining the overall significant of null hypothesis one of 0.010 was less than the critical value of 5%. This revealed that the null hypothesis which stated that Product elaboration has no significant effect on consumers' attitude toward smoking, and intention to quit smoking was rejected. It could be asserted that there was a significant relationship between Product elaborations and consumers 'attitude toward smoking, and intention to quit smoking. Also, in table 4.9, the p-value of the t-statistics calculated for product elaborations of 0.010 was less than the critical value of 5%. This implied that the null hypothesis which stated that Product elaboration has no significant effect on consumers' attitude toward the tobacco industry, attitude toward smoking, and intention to quit smoking was rejected. The regression coefficient computed for product elaborations of 2.314 indicated an existence of a positive relationship between product elaborations and consumers attitudes toward smoking and intention to quit smoking. The implication of this was that a unit increase in product elaborations might lead to a more than a unit intention to quit smoking. Furthermore, the coefficient of determination (R²) obtained for the test of hypothesis in table 4.10 of 0.917 revealed the fact that 91.70% of consumers' to quit smoking was as a result of product elaborations.

Test of Hypothesis Two

H₀: Price elaborations has no significant effects on consumers' attitude toward smoking, and intention to quit smoking

Table 4.12 F-calculated for testing the significant of overall hypothesis two

SV	SS	DF	MS	F-CAL	SIGN
Regression	0.183	1	0.183	124.310	0.0000
Residual	0.006	4	0.001		
Total	0.189	5			

Table 4.13 T-calculated for testing the individual significant of price on consumers' attitude toward smoking and intention to quit smoking

Predictor	Unstandardized coefficient		Standardized coefficient	T-cal	Sign
	B	Std.Error			
Price Elaboration(X)	4.883	0.438	0.984	11.149	0.0000
Constant	3.020	0.075		40.066	0.0000

Table 4.14 Coefficient of determination (R^2) for verifying the overall contribution of price elaboration on consumers' attitude toward smoking and intention to quit smoking

R	R^2	Adjusted R^2	Standard error of the estimate
0.984	0.969	0.961	0.038

INTERPRETATION AND DISCUSSION OF THE RESULTS

The tables 4.12 to 4.14 above presented the results of the test statistics computed for the null hypothesis two. In table 4.12, the p-value of the F-statistics calculated of 0.0000 was less than the critical value of 5%. This implied that the null hypothesis which stated that Price elaborations have no significant effects on consumers' attitude toward smoking, and intention to quit smoking was rejected. It could be asserted that there was a significant relationship between price elaborations and consumers' attitude toward smoking and intention to quit smoking. The imperative of price on consumer attitude toward purchases had been observed by many scholars in the field of management. Majority of this finding found out that there was a significant relationship between customers' attitude toward a product, intention to purchase prices charged by a company on its product. A company that was used to charged price of its product arbitrarily without putting appropriate consideration for its customers might not get the best from its customers in term of patronage. Customers (both retailers and final consumers) were always king as far as their decision to purchase products was concerned. Adebowale and Kabiru (2013) concluded that for any manufacturing company to continue to enjoy active participation of its customers in the purchased and usage of its product there was need for such a company to make the price of its products reasonable enough for its customers and even if possible incurred lost on their behalf. Pricing had been observed by Smith (2014), Ayokunle (2012) and Kabiru (2010) to be significantly related to the satisfaction of customers. Furthermore, in table 4.13, the p-value of the t-statistics calculated for pricing of 0.0000 was less than the critical value of 5%. This indicated that the null hypothesis which stated that Price elaborations have no significant effects on consumers' attitude toward smoking, and intention to quit smoking was rejected. The regression coefficient obtained for price of 4.883 was positive. This revealed that there was an existence of a positive relationship between prices of the selected tobacco companies and consumers attitude toward the purchase of

the products. The resultant effect of this was that a unit increase in price of tobacco products might lead to a more than a unit increase in consumers' intention to quit smoking and vice-versa.

Test of Hypothesis Three

H_0 : Place elaboration has no significant effects on consumers' attitude toward smoking, and intention to quit smoking

Table 4.15 F-calculated for testing the overall influence of Null Hypothesis Three

SV	SS	DF	MS	F-CAL	SIGN
Regression	0.075	1	0.075	143.482	0.0000
Residual	0.002	4	0.001		
Total	0.079	5			

Table 4.16 T-calculated for testing the individual significant of place elaboration on consumers' attitude toward smoking, and intention to quit smoking

Predictor	Unstandardized coefficient		Standardized coefficient	T-calculated	Sign
	B	Std.Error			
Place Elaboration(X)	5.686	0.475	0.986	11.978	0.0000
Constant	2.886	0.080		36.224	0.0000

Table 4.17 Coefficient of determination for determining the overall contribution of place elaboration on consumers' attitude toward smoking, and intention to quit smoking

R	R ²	Adjusted R ²	Standard Error of the Estimate
0.986	0.973	0.966	0.023

Interpretation and Discussion of Results

Tables 4.15 to 4.17 above presented the results of the test statistics computed for the null hypothesis three. In table 4.15, the p-value of the F-statistics calculated for testing the overall significant of the null hypothesis three of 0.0000 was less than the critical value of 5%. This implied that the null hypothesis which stated that place elaboration has no significant effect on consumers' attitude toward smoking, and intention to quit smoking was rejected. It might be asserted that there was a significant relationship between place elaboration and consumers attitude to quit smoking.

In table 4.16, the p-value of the t-statistics calculated for testing the individual significant of place elaboration on consumers' attitude toward smoking of 0.0000 was less than the critical value of 5%. This showed that the null hypothesis which stated that place elaboration has no significant effect on consumers' attitude toward smoking, and intention to quit smoking was rejected. In fact, the regression coefficient obtained for place elaboration of 5.686 was positive. This revealed that the relationship between place elaboration and consumers' intention to quit smoking was direct; hence, a unit increase in place elaboration might lead to a more than a unit positive attitude of consumers' toward smoking and vice-versa.

Test of Hypothesis Four

H₀: Promotion elaboration has no significant effects on consumers' attitude toward smoking, and intention to quit smoking.

Table 4.19 F-calculated for testing the overall significant of Promotion elaboration on consumers' attitude toward smoking, and intention to quit smoking.

SV	SS	DF	MS	F-CAL	SIGN
Regression	0.064	1	0.064	15.585	0.017
Residual	0.017	4	0.004		
Total	0.081	5			

Table 4.20 T-calculated for testing the individual effect of Promotion elaboration on consumers' attitude toward smoking, and intention to quit smoking.

Predictor	Unstandardized coefficients		Standardized coefficients	T-cal	Sign
Promotion Elaboration (X)	6.950	1.761	0.892	3.948	0.0170
Constant	2.705	0.295		9.182	0.0010

Table 4.21: Coefficient of determination (R²) for determining the overall contribution of Promotion elaboration on consumers' attitude toward smoking, and intention to quit smoking.

R	R ²	Adjusted R ²	Standard Error of the estimate
0.892	0.796	0.745	0.064

Interpretation and Discussion of Results

Tables 4.19 to 4.21 presented the results of the test statistics computed for the null hypothesis four. In table 4.19, the p-value of the F-statistics calculated for testing the significant of overall hypothesis of 0.017 was less than the critical value of 5%. This indicated that the null hypothesis which stated that there is no significant relationship between promotion elaboration and consumers' attitude toward smoking, and intention to quit smoking was rejected. It might be inferred that there was a significant relationship between promotion elaboration and consumers' attitude toward smoking and intention to quit smoking in the selected companies. Also, in table 4.20, the p-value of the t-statistics calculated for promotion elaboration of 0.0170 was less than the critical value of 5%. This revealed that the null hypothesis which stated that promotion elaboration had no significant relationship with consumers' attitude toward smoking and intention to quit smoking was rejected. The regression coefficient computed for promotion elaboration of 6.950 showed an existence of a positive relationship between promotion elaboration and consumers' attitude toward smoking and intention to quit smoking. This implication of this was that a unit increase in promotion of tobacco might lead to a more than a unit increase in customers' positive attitude toward tobacco and vice-versa; hence, it could be asserted that promotion elaboration and consumers' attitude toward smoking were directly related.

CONCLUSION

Social marketing can use the 4Ps in reverse to alter certain audiences' attitudes and behaviors. Furthermore, the influences of the 4Ps can be stable over time. The majority of smokers have a strong desire to quit. However, the addictive nature of tobacco acts as a powerful deterrent regarding initiating and sustaining quitting attempts. Therefore smokers' elaboration on product alternatives and support programs should result in a stronger intention to quit. Given the high levels of past quitting attempts and regret, such elaboration to generate thoughts about the undesirable addictive nature of tobacco should also result in negative attitudes both toward smoking and toward suppliers of such products.

In strictly economic terms, price increases have a dampening effect on demand (e.g., Varian, 1993). Levy et al. (2004) report that taxation induced large price increases can result in reducing smoking prevalence by at least 10%. Maxwell (2002) reports that pricing has a direct effect on consumers' attitudes. However, price increases if attributed to government taxation should not have a significant effect on smokers' attitude toward tobacco companies.

One of the strongest governmental demarketing actions takes the form of smoking bans in public and workplaces. Levy et al. (2004) report that comprehensive clean-air regulations can potentially reduce smoking prevalence by 10% or more. Spending more time and effort on consuming cigarettes will reduce consumers' time for necessary activities such as self-maintenance, household maintenance, and leisure. Therefore restrictions on places to consume tobacco should be positively correlated with smokers' quit intention.

A ban on cigarette advertising through television and radio has been in place in the U.S. since 1971. However, Saffer and Chaloupka (2000) conclude that governmental demarketing of tobacco through advertising bans in Nigeria will have little effect on tobacco consumption unless a comprehensive ban is enforced. Research shows that government sponsored anti-smoking campaigns reduce positive perceptions of smoking and hence have a direct negative effect on attitude toward smoking (Siegel and Biener, 2000). Further, campaigns that communicate the harmful effects of smoking are known to lead to changes in audience's smoking-related attitudes (Page and Colby, 2003).

RECOMMENDATIONS

The findings from this study indicate that the 4Ps are not treated in the same way as they are for profit-oriented organizations. This means that in social marketing and in anti-consumption contexts, the 4Ps are very useful in decreasing consumers' demand for goods and services. Therefore, social Marketer and government policy makers should see the 4Ps of marketing as useful variables in their own right because they are important drivers of smokers' smoking related attitudes and their quitting intention. Consequent upon the findings and conclusions of the study, the following recommendations are made:

1. The government of Nigeria should develop a suitable legislature aim at further reducing the acceptability and appeal of smoking; increase smoke-free places and decrease accessibility of people to tobacco.
2. The government should develop a national policy approaches for tobacco control, including the renewal national tobacco strategy.

3. Government should strengthen its partnership with relevant stakeholders and other agencies to increase compliance activity, and discourage investment in tobacco industry.
4. The federal government should strengthen the capacity of local government to arrest and prosecute any smoker who smokes outside the areas permitted by law.

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