INFLUENCE OF INTEGRATED MARKETING COMMUNICATION ON THE PROMOTION OF CONSUMPTION OF LOCALLY PRODUCED GOODS AMONGST UNDERGRADUATE STUDENTS IN SOUTH-SOUTH NIGERIA.

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Abstract
This study is centered on the Influence of Integrated Marketing Communication (IMC) on the consumption of locally made goods in the South-South region of Nigeria. This aims at finding out if advertising has the influence of changing consumers' attitudes from foreign product to locally made ones. The research was carried out in three private universities all within the region; namely, Igbinedion University Okada, Western Delta University, Oghara, Delta State, and Havillah University in Cross River State. In a survey method of research, 200 samples were randomly selected for the study hinged on media effect theory. Over sixty percent (60%) of respondents accepted the fact that the tools of Integrated Marketing Communication (IMC) in consonance with the objectives of the research have greatly influenced Nigerians, especially undergraduates in the South-South region on the consumption of locally made goods. The chi=square (x^2) statical instrument was used in the analysis of data collected. From the SPSS result as shown above in table 16, X^2 calculated is 136.480. At 5% level of Significance and 95% Confidence level, X^2 tabulated at a Degree of Freedom of 2 is given as 5.991. This result is the significant. The researcher therefore made the following recommendations, that all integrated Marketing Communication (IMC) tools should be engaged and used optimally to ensure that majority of Nigerians become aware of the effect of their continued patronage of foreign made goods and that Government should not relent on enlightenment programme through radio and television until every citizen becomes proud of home made goods.
***Keywords**: Marketing Communication, Locally Made Goods. Advertising, Public Relation, Personal Selling*

Introduction

Integrated Marketing Communication (IMC) is a concept that involves all tools of market promotion. This covers advertising, Public Relations, Sales Promotions, Direct marketing, email campaigns, personal setting and social media. In today's marketing environment, promotion involves Integrated Marketing Communication (IMC), involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perception and behaviour.

The rising taste for the consumption of foreign goods has been a concern to many in Nigeria. The reason ranges from prestige to a quest for quality. It is ridiculous that recently, some packs of garri presumed to have been imported from India was discovered in a supermarket in Lagos. Yet, Nigeria is the highest world producer of

cassava. Shobo (2017) disclosed that the attention of the Hon. Minister for Health was drawn to bags of Indian garri spotted in an unnamed supermarket in Ikoyi area of Lagos. Upon visitation to the supermarket, a 500mg packed garri without a NAFDAC registration number was discovered. The issue of concern to the Health Minister may have been the safety of the product to the Nigerian citizens. But a more serious issue is the reason behind the importation of a product available in abundance in Nigeria. This could be attributed to prestige, that is, the belief that anything imported from outside of the country is of a better quality.

It is disturbing that this nation imports virtually all the petroleum products used in the country, even when it is the highest producer of crude oil on continent of Africa. Nigeria Executive Industries Transparency Initiative (NEITI, 2021) states that Nigeria imported a total volume of 20.60 billion of Premium Motor Spirit (PMS) popularly known as petrol in 2019. This is in spite of the fact that Nigeria has four refineries, namely Warri refinery, Kaduna refinery and two refineries in Port Harcourt that have never operated to capacity.

Nigeria has the potentials to produce the basic food consumed locally and also exports to other countries because of its vast fertile land. But reverse is the case. Recently, President Muhammadu Buhari banned the importation rice and other allied products into the country to encourage local industries and farmers. It is a known fact that in any developing country, such as Nigeria, a sure way of killing local industries is to subject their products to compete with similar goods produced by technologically advanced countries. Economics as a subject teaches us that countries should engage in the production of goods it has economic advantage over others. This implies that it is a tragedy for any nation to depend on other countries for virtually all it consumes.

Even where countries have quite similar climate and resources endowments, they may still find it advantageous to trade, that is to say that economically similar countries may carry on a large and thriving trade. The main reason lies in what is referred to as the economics of large scale production. Oyedeji et at (2017) opined that from the mid-1970s onwards; Nigeria's main trade policy instruments shifted markedly away from tariffs to quantitative import restrictions, particularly import prohibition and import licensing. The idea is to save its foreign reserve and by making Nigerians turn attention to the consumption of its local produce.

Iroegbu (The Nation, March 19, 2015) states that experts and operators in the manufacturing sector have identified consumers' lack of confidence in local items as being responsible for the sector's poor growth. No nation emerges a champion overnight. Growth is a gradual process and therefore all Nigerians must shift their taste from foreign goods to patronize the local products for the general well-being of the nation's economy.

Integrated Marketing Communication (IMC) therefore, has been adjudged as having the capacity to grow and develop trade domestically and internationally. Integrated Marketing communication can be defined as the process used to unify marketing communication elements, such as public relations, social media, audience analytics, business development principles, and advertising, into a brand identity that remains consistent across distinct media channels.

Agbonifoh, et al 2017 observe that this practice causes great deficiency in the Nigerian manufacturing industries both in demand deficient and in structural form; while, Ogumbe et al (2001) cited in Isah 2017, lament that Nigeria loses its craftsmanship, local production, regression in exports, drawback in technology and finally poor economic growth, and in the long run, Africans (Nigerians in particular) become poor since people tend to ignore even their traditional techniques inherited from their forefathers in preference to foreign ones.

All the elements IMC have massively used in campaign for the consumption of locally made products as a way of contributing to economic growth and national development. All these policies will be ineffective unless the media inform and educate the masses on the need to comply with government, and attempt to produce what we need and develop interest in our local products. No doubt, the mass media remain the main tool of IMC with it carries out the campaigns of mobilizing people at all levels on the need to patronize locally made goods. This they through documentary programmes, radio/television jingles, news features and editorials. Wallace (2006) asserts that mass media play a significant role in the education policy process, yet this contribution has received little attention in empirical and theoretical analysis. Convergence between theoretical work on education policy and media studies, in linking social institutions with the economy in the perpetuation of social inequalities, while accepting their relative autonomy, provides a starting point for incorporation of media role in conceptualization of the education policy process in all its entirety.
No matter how one looks at it, mass media which is the major tool of IMC possess the potency to change people's attitude and taste. Lyons (2021) your marketing strategies determine how your food (products) are presented. When you lack cohesion amongst your marketing teams, it is as if someone took all that tasty food and threw it into a fridge.

Statement of Problem
Despite several measures taken by the government to promote the attitude of Nigerians to patronize locally made goods, quest for consumption of foreign goods is still very high due to the government method of promotion. Government should employ the services of advertising agencies, public relations consultants as well as personal selling for effective and desired result. Expectedly, government polices and legislation in promoting consumption of locally made goods such as import

restrictions, total ban on some products and increase in tariffs, should have been able to dissuade the craze for the consumption of foreign goods; but this is from the case. There have been extant works done on these variables but there is no known, literature review on Integrated Marketing Communication (IMC) in the study area. This study is therefore, necessitated to look at how these dimensions of Integrated Marketing Communication (IMC) (advertising, Public Relations, Sales Promotions, Direct marketing, email campaigns, personal setting and social media) affect patronage of locally made goods by the undergraduate students in South-South Nigeria. Hence the need for this study.

Objectives of the Study

The objectives of the study were to:

1. Ascertain the influence of advertising on consumption of locally made goods by undergraduate students of the South- South region of Nigeria.
2. Determine how Public Relations influences undergraduate students' consumptions of the locally made goods.
3. Examine the influence of personal selling on undergraduate students' consumption of locally made goods in the South- South region of Nigeria.

Research Questions

1. Does advertising have any influence on undergraduate students' consumption of locally made good in the South- South region of Nigeria?
2. Does Public Relations have any influence on undergraduate students' consumption of locally produced goods in the South- South region of Nigeria?
3. Does Personal selling have any influence on undergraduates' consumption of locally made good in the South-South region of Nigeria?

Hypothesis

H_o Advertising as a tool of IMC has no significant influence on undergraduate students' consumption of locally made goods in the South-South region of Nigeria.

Conceptual Review

Integrated Marketing Communication: Marketers invest in various media platforms to influence consumer behaviour (CB). Communication on every media platform has a different composition that engages the consumers in a distinct way. In this regard, to integrated marketing communication government and its agencies deploy advertisement in form of advertorial, radio and television jingles to influence public attitude. Odoemelam, Okika, Wilson & Odoemelam (2020) expressed that the awareness, perception and attitudes held by stakeholders towards an organization needs to be understood, shaped and acted upon. Truly, the major function of advertising is to create awareness about the existence of a brand and as well, create a positive image for the brand. In this case, government agencies in their bid to promote the consumption of locally made goods should try to create awareness about

alternative local products available. The big question is, are Nigerians really interested in trying the alternative products made locally. A poll conducted in 2016 in Abuja which sought the opinion of people on Nigerians' aptitude and preference for locally made products also showed that 59 per cent of respondents say they buy locally made goods very often.

Concept of Advertising

Advertising is a marketing tactic involving paying for space to promote a product, service or cause. The actual promotional messages are called advertisements or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy. Azuka (2022) when trying to zero in on the types of people who are more likely to need or want your goods or services and be willing to shell out hard-earned cash for it you might look at demographic characteristics, such as gender, age, education level, income and zip code.

Concept of Public Relations

Public Relations are a concept that seeks to create a deliberate and sustained understanding between an organization and the organizations in various publics. Nwosu (2015) states that Public relations deal both with the external and the internal publics. The external public includes all potential customers, stake holders and the mass media, while the internal public involves the staff and all within the organization.

Concept of Personal Selling

Personal selling is another tool of the Integrated Marketing Communication. It involves direct contact between the seller and the buyer. The seller personally employs the use of word-of-mouth to convince his/her potential buyer to invest in his/her product or her services.

Promotion of Consumption

The rising taste for the consumption of foreign goods has been a concern to many in Nigeria. The reason ranges from prestige to a quest for quality. It is ridiculous that recently, some packs of garri presumed to have been imported from India was discovered in a supermarket in Lagos. Yet, Nigeria is the highest world producer of cassava. Shobo (2017) disclosed that the attention of the Hon. Minister for Health was drawn to bags of Indian garri spotted in an unnamed supermarket in Ikoyi area of Lagos. Upon visitation to the supermarket, a 500mg packed garri without a NAFDAC registration number was discovered. The issue of concern to the Health Minister may have been the safety of the product to the Nigerian citizens. But a more serious issue is the reason behind the importation of a product available in abundance in Nigeria. This could be attributed to prestige, that is, the belief that anything imported from outside of the country is of a better quality.

Public relations can be used to encourage the purchase of locally produced goods. It describes the range of actions taken by an organization to enhance and safeguard the public's perception of the organization, its policies, and its products. It is a conscious effort to foster communication between a company and its numerous audiences. A nephew of Sigmund Freud, Edward Bernays is sometimes described to as the professional first theorist and the father of public relations for his work in the 1920s. According to him, audiences needed to be carefully comprehended and convinced to view things from the clients' perspective. Public Relations operates at five distinct areas viz: Image-Making, Event management, Media relations, Community relations and Crisis management. The study reviewed some of the Public Relations (activities) roles.

Locally Made Goods

It is disturbing that this nation imports virtually all the petroleum products used in the country, even when it is the highest producer of crude oil on continent of Africa. Nigeria Executive Industries Transparency Initiative (NEITI, 2021) states that Nigeria imported a total volume of 20.60 billion of Premium Motor Spirit (PMS) popularly known as petrol in 2019. This is in spite of the fact that Nigeria has four refineries, namely Warri refinery, Kaduna refinery and two refineries in Port Harcourt that have never operated to capacity. Nigeria has the potentials to produce the basic food consumed locally and also exports to other countries because of its vast fertile land. But reverse is the case. Recently, President Muhammadu Buhari banned the importation rice and other allied products into the country to encourage local industries and farmers. It is a known fact that in any developing country, such as Nigeria, a sure way of killing local industries is to subject their products to compete with similar goods produced by technologically advanced countries. Economics as a subject teaches us that countries should engage in the production of goods it has economic advantage over others. This implies that it is a tragedy for any nation to depend on other countries for virtually all it consumes.

Without doubt, Personal Selling as one of the tools can be used to promote the consumption of the locally made goods in Nigeria. It is also known as face-to-face selling. This tool has to do with one person who is the salesman trying to convince the customer to buy a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

It is an interpersonal, face-to-face interaction for the purpose of creating, modifying, exploiting or maintaining a mutually beneficial exchange relationship. It involves direct face-to-face contact and thus the only promotional tool that can encourage and make use of on-the-spot consumer reaction. Personal selling is the process of assisting and / or persuading a prospective customer to buy a product or service or to act favorably upon an idea that has commercial significance to the seller (Donaldson, 1995; Agbonifoh et al., 2002).

Donaldson (1995) opined that the role of personal selling has two interrelated function - information and persuasion. The information role is part of a two-way process whereby information about the company's product or offer needs to be communicated to existing and potential customers and, in the reverse direction, customers' needs are correctly interpreted and understood by management. Salespersons impact knowledge about the product or serve which provides benefits to customers and also a range of information on promotional support, finance, technical advice, service and other elements which contribute to customer satisfaction. Salespersons are also the face-to-face contact between purchasers and the company and for good reason are referred to as the eyes and ears of the organization.

The second role of personal selling is the persuasive nature of personal selling. Identifying customers' needs and market opportunities can never be overstated. Nevertheless, in competitive markets (manufacturing industry) prospective customers are usually faced with an abundance of choice. Customers/purchasers will have to be convinced that their needs have been correctly identified by the company and that the offer provides benefits over any other firm. Personal selling remains an essential marketing tool in convincing customers to patronizing a firms offering. Personal selling plays a key role in the marketplace and for the organization.

Undergraduates

Nigerian undergraduates' have the propensity for the consumption of foreign goods on the pretext that whatever that is foreign is of high quality. When compared to items from developing nations, students tend to identify products from developed countries with a strong brand image and quality that will elevate the status of customers, according to prior empirical findings. This is seen in their dressing and acquision of other personal properties.

Prior empirical evidence suggests a general consensus that undergraduates associate products from developed countries with a strong brand image and quality that will raise the status of buyers, in comparison with products from developing countries. For example, products from Germany and Switzerland are favored over products from Surinam and Myanmar, Kotler and Gertner, (2002); US products are considered higher quality than Mexican products (Chao, 1998; Thakor and Katsanis, 1997); Japanese products are perceived as superior to those from Poland and Hungary (Nebenzahl and Jaffe, 1996); and automotive products from Japan are evaluated higher than those from Korea, Mexico, or the Philippines (Johansson and Nebenzahl, 1986). According to the discussion above, this article is predicated on the idea that undergraduate students in Nigeria's South-South region will purchase locally produced goods when they want non-exclusively cheap items and imported goods from developed nations when they want quality items regardless of price.

Effect of Integrated Marketing Communication on the Promotion of the Consumption of Locally Made Goods.

The study demonstrates that a number of dependent and independent variables have an impact on direct marketing, personal selling, public relations, and advertising. One factor, specifically sales promotion, has no bearing on consumers' intentions to make a buy. The results of the data are substantial. Overall, the association between the dependent variable above and the variable measuring purchase intention number 12 is favorable. By distributing questionnaires to as many as 307 respondents, this study gathered data. The study's findings can serve as a manual for other researchers and standards for upcoming businesses. It is clear from the studies of a number of variables that these variables significantly affect consumers' intentions to make purchases. The following are some of the variables that influence integrated marketing communication's encouragement of buying locally created goods are: (1) Advertising significantly influences consumers' intentions to make purchases. This is so that the general public is informed about the goods that are being offered through advertising. Social media and mainstream media are used to distribute advertisements so that consumers may learn more about the provided products. Additionally, marketing can be employed by the business to communicate with its clients. 2) Sales marketing, which significantly affects consumers' intentions to buy. Customers are drawn in by the variety of sales promos available. To entice clients to buy their items, for instance, numerous businesses employ discount techniques, free coupons, and buy one get one deals. This is backed by the fact that the public finds the tactic of charging a high price and then offering a discount more appealing than charging the usual price but offering no reduction. (3). Direct selling Purchase intention is significantly impacted by direct marketing. In reality, direct marketing resembles a company's response to its clients on social media, which frequently happens. Such is employees who help clients who need assistance when making purchases from fast fashion retailers, whether they be online or offline. The public finds this method to be highly appealing since they see direct marketing to be helpful. Despite the fact that the value of public relations in influencing purchase intention is less than its major worth, research based on respondent data indicates otherwise. Therefore, it can be said that elements related to public relations have no bearing on consumers' intentions to buy foreign goods. This can be as a result of the business's poor customer PR management. The way the business branded its name and trained current workers to work on the internet website and offline store are examples of how public relations were delivered. This outcome indicates that public relations for Indonesian fast fashion need to be further enhanced. similar to responding quickly to customers that need help. Train all employees to assist consumers if they need assistance.

Theoretical Framework

Media Effects Theories

Media effect theory was propounded in 1960 by an American professor called Mc'luhan. He postulates that media serve the functions of surveillance correlation,

entertainment and cultural transmission. The theory expressed the widespread fear that messages could outweigh other establishing cultural influences such as family and community. It also established that the mass media depends on the society for their survival, while the society depends on the mass media for their information. This symbiotic relationship has therefore, informs its choice for this research work.

Early media studies focused on the use of mass media in propaganda and persuasion. However, journalists and researchers soon looked to behavioral sciences to help figure out the effect of mass media and communications on society. Scholars have developed many different approaches and theories to figure this out. You can refer to these theories as you research and consider the media's effect on culture.

The belief that mass-media messages possess the potency of destabilizing other cultural influences, such as family and community, led to what is known as the direct effects model of media studies. This model assumed that audiences passively accepted media messages and would exhibit predictable reactions in response to those messages. Therefore, media effect theory is found most appropriate for this study, so, weaving the research around it will show clearly how the various tools of IMC which invariably use the mass media have been able to influence Nigerians taste to consume locally made products.

Methodology

The study adopts the survey design method. The population of this study involves all the undergraduate students residents in the South-South Region of Nigeria, irrespective of their nationality. Since the idea behind the study is to see how the tools of Integrated Marketing Communication have been able to influence the taste of undergraduate students towards the consumption of locally made goods, the inclusion of other nationals who are resident in Nigeria is critical since their number is quite significant, so their taste and ultimate consumption of locally made goods will give boost the economy. For purposes of this study, 200 sample is randomly selected. The sample is drawn from 100 students were selected from among the students of Igbinedion University, Okada, Edo State, 50 students was selected from Western Delta University, Delta State and 50 students from Havillah University, Cross River State. This sample was believed to represent all the characteristics in the entire population.

Data Presentation and Discussion

Hypotheses

The hypotheses to be tested in this study are stated in the null (H0). In testing the hypotheses, the researcher will make use of the chi-square analysis.

Decision Rule: Reject Null Hypothesis (H_o) if X^2 calculated is higher than X^2 tabulated and accept Null Hypothesis (H_o) if X^2 calculated is lower than X^2 tabulated.

Hypothesis 1: Advertising as a tool of IMC has no influence on the taste of Nigerians towards the consumption of foreign goods to locally made ones.
To test for the hypothesis, the response in table 4.7 was subjected to chi-square analysis using the SPSS. The result of the chi-square analysis is presented below;

Table 4.19: Chi – Square Test Analysis

	Media communication and influencing taste for foreign goods
Chi-Square	214.080[a]
Df	3
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

From the chi-square test statistics, it will be observed that chi–square calculated is 214.080

Decision: From the SPSS result as shown above in table 16, X^2 calculated is 214.080. At 5% level of Significance and 95% Confidence level, X^2 tabulated at a Degree of Freedom of 3 is given as 7.815 (see Appendix II).

A look at both the chi-square calculated and tabulated comparatively as shown in table 4.19, reveals that chi-square calculated is higher than chi-square tabulated. Therefore, the decision rule is to reject the null hypothesis and accept the alternate hypothesis. Subsequently, result of the analysis reveals that advertising as a tool of IMC has an influence on the taste of Nigerians towards the consumption of foreign goods to locally made ones.

Hypothesis 2: Import restrictions have no influence on local production and consumption.
To test for the hypothesis, the response in table 4.14 was subjected to chi-square analysis using the SPSS. The result of the chi-square analysis is presented below;

Table 4.20: Chi – Square Test Analysis

	Media communication and influencing taste for foreign goods
Chi-Square	167.840[a]
Df	3
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

From the chi-square test statistics, it will be observed that chi–square calculated is 167.840

Decision: From the SPSS result as shown above in table 16, X^2 calculated is 167.840. At 5% level of Significance and 95% Confidence level, X^2 tabulated at a Degree of Freedom of 3 is given as 7.815 (see Appendix II).

A look at both the chi-square calculated and tabulated comparatively as shown in table 4.20, reveals that chi-square calculated is higher than chi-square tabulated. Therefore, the decision rule is to reject the null hypothesis and accept the alternate hypothesis. Subsequently, result of the analysis reveals that import restrictions have an influence on local production and consumption.

Hypothesis 3: Word of mouth has no influence in the consumption of locally made goods.

To test for the hypothesis, the response in table 4.8 was subjected to chi-square analysis using the SPSS. The result of the chi-square analysis is presented below;

Table 4.21: Chi – Square Test Analysis

	Media communication and influencing taste for foreign goods
Chi-Square	136.480[a]
Df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

From the chi-square test statistics, it will be observed that chi–square calculated is 136.480

Decision: From the SPSS result as shown above in table 16, X^2 calculated is 136.480. At 5% level of Significance and 95% Confidence level, X^2 tabulated at a Degree of Freedom of 2 is given as 5.991 (see Appendix II).

A look at both the chi-square calculated and tabulated comparatively as shown in table 4.21, reveals that chi-square calculated is higher than chi-square tabulated. Therefore, the decision rule is to reject the null hypothesis and accept the alternate hypothesis. Subsequently, result of the analysis reveals that word of mouth has an influence in the consumption of locally made goods.

Conclusion/ Recommendations

This study has revealed that the influence of Integrated Marketing Communication (IMC) on consumption of locally made goods cannot be overemphasized. IMC and its tools play a major role in causing attitudinal changes towards the consumption of locally made products.

Based on the above the following are recommended to ensure continuous patronage of locally made products by Nigerians

1. All the IMC tools should be engaged and used optimally to ensure that majority of Nigerians are aware of the effect of their continued patronage of foreign goods.
2. Government shouldn't relent on Enlightenment programs through radio and television until every Nigerian becomes proud of home made goods
3. Those involved in local production have to change their perception from making profits at all cost to quality production.

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