

# INNOVATIVE STRATEGIES FOR MARKETING TO THE POOR IN NIGERIA

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## Abstract

*The existing knowledge and experience in the Nigeria context have not revealed much relevance in the marketers approach by the firms to marketing to the poor. Previous researches have demonstrated poverty alleviation in Nigeria, so marketing to the poor has not been well articulated by marketers and academicians about Nigeria. This paper is desk research design whose content is based on analysis from journal publications, internet materials and books relating to marketing strategies for people living in poverty. The underpinning theory is Absolute Income Theory of Keynes, 1936 based on the philosophy of subjectivism type of research. The population comprised 28 authors of related articles. The sample size is the same as the population. The problem is that the Nigeria revenue depends heavily on oil prices without coherent alignment between fiscal and monetary policy to stabilize prices of goods and services and these make the consumers to face increased inflation on costs of consumption, production and accounting of products and services required for their lively-hood. The objective of the study is to explore drivers of innovative strategies for responsible consumption through the 4Ps of marketing in emerging economics like Nigeria to improve standards of living and adjust inequalities in the society. The findings are that most consumers of goods and services, have low disposable income as such try to avoid wastes and conserve energy. Also that most firms do not have ethical considerations to protect environments and transparency in accounting and reporting on their service delivery. The conclusion is that there will be increased inflation rate in 2025 which may hinder to a large extent, the achievement of the road maps to marketing to the poor. It is recommended that quantitative research approach be carried out on how institutional context affect the reality of marketing to the poor in Nigeria.*

**Keywords:** *Innovative Strategies, Marketing, Poor consumers, Consumption, Low income.*

## Introduction

The Nigerian economic system is defined by extreme political unpredictability, a lack of security, the application of inadequate policies, disregard for the rule of law, and a general lack of diligence among the populace, and the majority are likely living in poverty. The nation is governed by unfair leaders and the economic activities unpredictable due to unrealistic outcomes of prices of commodities, be it raw materials or consumables. There is a doubt of whether ethic standards are observed in consumption production and accounting of goods and services. Nigeria economy has fundamentally failed to diversify in terms of revenue and production, which has resulted to the ongoing increased poverty of a larger number of her citizens seen as poor. Based on the objective of the philosophy of subjectivism research to achieve convincing results, the poor can be described as people living in poverty, impoverished or low-disposable income consumers. The role marketing to the poor is going to play is transforming Nigeria economy from emerging to developed economy in the future, centering on the aspiration of individuals, households, firms, industries and government in marketing to the people living in poverty (PLP).

Marketing to the impoverished is providing high-quality and reasonably priced item for consumer satisfaction profitably. The goal of Nigerian marketers was marketing of beverages in sachets in order to meet the expectations of their target consumer base. Companies such as Nestle, WAMCO, Cowbell, Cadbury, and others in Nigeria have a wide selection of products that serve as evidence of marketers' dedication to offering low-income consumers, innovative and high-value items in order to increase consumption, satisfaction, sales and volume turnovers. Due to the lack of strong demand for import of raw materials to support exports, speed up the creation of jobs and alter infrastructural development, many Nigerians have

been subjected to less disposable income and as such are classified as PLP. Most researches have been on poverty alleviation, behavioural characteristics and marketing implications of understanding consumers who have limited access to income in both rural and urban environment (Ibok and Umana, 2013). These works add to the efforts to achieve satisfaction of PLP.

The market is a competitive plane and competition requires formulation and reformulation of strategies to overcome or conquer competition in the competitive environment (Ibok, 2023), especially in an attempt to satisfy the people living in poverty (PLP). Hence, the parties such as the customers, advertisers, and society can all benefit from this study. The rest of this study is structured as introduction, conceptual, theoretical and empirical reviews, challenges, methodology, discussion, the future effects, conclusion and recommendations.

### Problem of the Study

Regardless of the various poverty alleviation programs in Nigeria, poverty incidence appears to be on the increase (Ibok and Umana, 2013). Evidence shows that poor wages exists, basic needs like food, housing, education, health, pipe borne water, electricity and good road network are still taken for granted by Nigerian governments. The low unemployment rate, low consumer spending, and low purchasing power are supporting factors. That call for strategies for marketing to the poor. Marketing to the poor is a complex problem in Nigeria with both opportunities and challenges. These challenges call for innovative marketing strategies as a role in poverty reduction by providing specific needs and adopting marketing mix elements to facilitate the market for PLP. Having noted existing problems, there is need to explore the effects of innovative product (IP), competitive price setting (CP), strategic distribution (SD), Strategic promotion (SP) and Ethical Considerations (EC) in marketing to the poor.

### Objective of the Study

The objective of this study is using marketing mix strategies and ethical considerations to scale down in size of the products to match desires of low income consumers.

### The specific objectives of the study include;

- To examine the effect of product innovation to meet low-income consumers' demand.
- To investigate the effect of competitive price setting on low-income consumers.

- To determine effect of strategic distribution on low-income consumers for accessibility.
- To examine the influence of strategic promotion on PLP to attract patronage.
- To authenticate the effect of ethical considerations of the impoverished for safe consumption.

### Research questions of the study

- What is the effect of product innovation on low-income consumers' of products?
- How does competitive price setting influence consumers to buy more products?
- What is the effect of strategic distribution on low-income consumers for accessing products?
- What is the influence of strategic promotion on consumers for product patronage?
- How does ethical considerations boost the consumers trust/loyalty to buy products?

### Research Hypotheses

Taken  $X_1 =$  Poor consumers.  
 $X_2 =$  Marketing Strategies  
 $H_0 =$  (There is no significant influence between  $X_1$  and  $X_2$ ).  
 $H_A =$  (There significant influence between  $X_1$  and  $X_2$ ).

### Marketing Concept

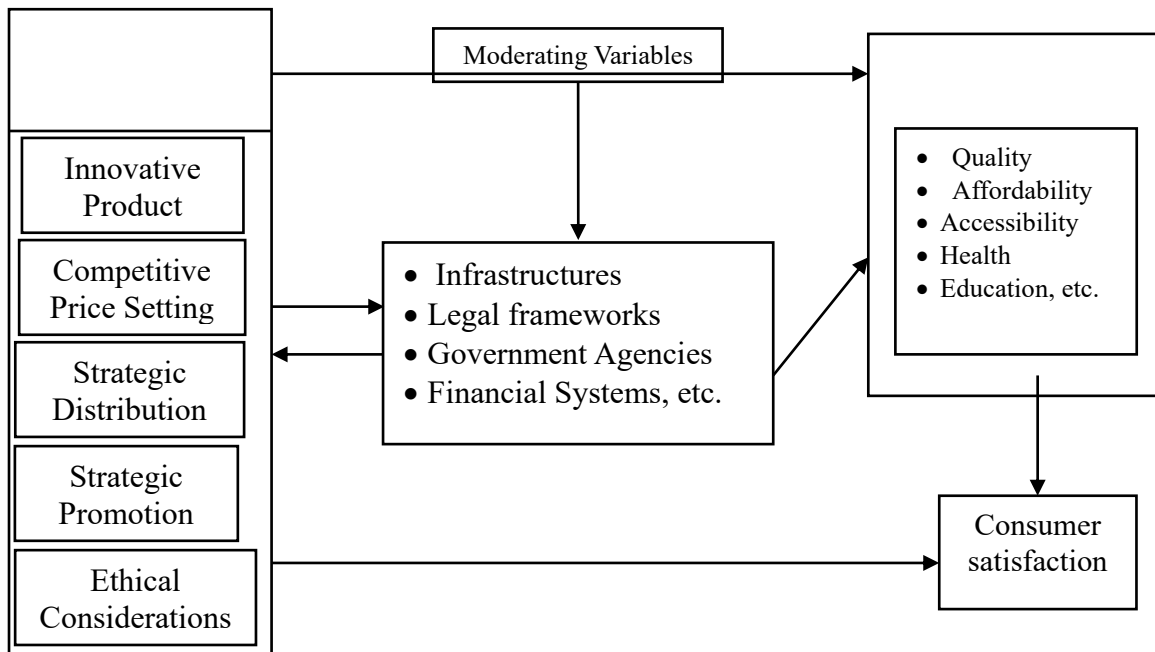
Marketing activities are used to satisfy the needs, wants, and desires of consumers, whether they are private or institutional. From this angle, marketing might be classified as a human endeavor. Everywhere one looks, marketing is practiced (Kotler & Keller 2012; Sawhney, 2016; Ibok, 2023), but it is most evident when two or more people are exchanging goods or services (Ibok 2021, 2023). In outlining the company priorities, the stakeholders largely agree that marketing is crucial. Thus, marketing plays a critical role in maintaining and expanding top-line businesses as well as "customer" loyalty and retention (Anukam & Anyanwu, 2022).

According to Kotler & Keller (2012), marketing is the strategic process of recognizing and productively satisfying societal and human needs. AMA (2022) sees marketing as the invention, communication, delivery, and exchange of offerings that are valuable to partners, suppliers, customers, and society as a whole. It's a social and managerial process wherein people and groups create values and exchange them with one another in order to meet needs and desires (Kotler & Armstrong 2006, Ibok 2023, Anyanwu, et, al; 2022). The firms planning to sell to poor

consumers in emerging markets with targeted segments, sees the customer segment as attractive customer segment to serve for profit (Probhu et.al, 2017).

The goal of marketing is to get so familiar with and cognizant of the consumer that the product becomes a perfect match to sell itself. The ability to persuade someone to accept your idea, product, or service in exchange (Ama, 2022) and the theory and practice of business or commercial engagement designed to bring satisfaction through mutually beneficial exchange relationship (Ibok, 2021) make marketing a special and distinguished function of every

business (Drucker, 1957). The foundational strategies for sustainable product and service production and consumption in Nigeria are aligned by this mutually beneficial exchange connection (Ibok, 2021). Therefore, businesses should view marketing as strategic and use a logical approach to managing their exchange relationships with customers. Marketing to the impoverished with a plan can be a very effective way to use marketing tactics for the poor and attract unexpected customers. So, developing a promotion or discount on current products that is available for and to the underprivileged, fosters client loyalty and goodwill that the marketer may not have anticipated.



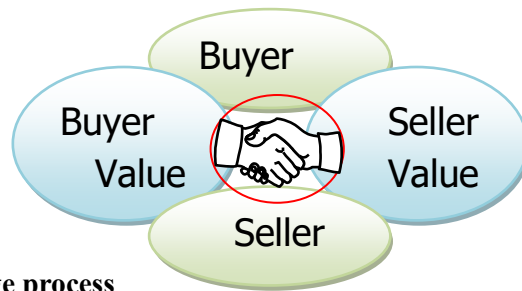
**Fig 1:** Conceptual framework of marketing to the poor in Emerging Economies.  
**Source:** Researchers conceptualization, 2025.

**The exchange process**

Trade of products and services is a part of marketing activity. According to Ibok (2023) as referenced in Kotler & Keller (2012), it is the offer and acceptance of value for value. Whalley (2010) provided additional support for the claim that marketing is a science since it is a behavioral activity that aims to clarify exchange relationships. The following five grounds, as mentioned in Ibok (2021), Whalley (2010), and Kotler & Keller (2012), must govern such a relationship in exchange.

In order for there to be a voluntary exchange relationship, there must be a minimum of two parties, each with unfulfilled needs or wants; each party must be able to communicate and deliver through in-store displays, infomercials, or social media postings; each party is free to accept or reject the offer by trading on a value exchange process; and each party must decide whether it is appropriate or desirable to deal with the other party on the ongoing improvement of society's overall standard of living.

The five requirements listed above are necessary for exchange to take place, also there wouldn't be any marketing.



**Fig.2: The exchange process**

Source: Researchers Concept as adapted from Ibok, 2023.

Marketing of products/services has a mixture of four marketing related variables (product, price, promotion and place) called the marketing mix (4Ps) elements, which are strategies for marketing magic for a positive effect on an economy by bringing suppliers and customers together (Whalley, 2010). The exchange process focuses on the seller, the buyer and the offering (marketing mix for segments in emerging markets).

### **Analysis of Consumer Purchase Behaviour**

To fulfill themselves, consumers select, buy, utilize, and discard concepts and products. So the analysis of consumer behavior prior to, during, and following a transaction is crucial in this regard. The consumer makes his decisions based on criteria evaluate before making the purchase decision. This entails giving preference, taste, socioeconomic position, location, price, etc. more weight than elements that directly influence a consumer's decision to make a purchase.

The consumer selects from a variety of products at the point of sale. After making a purchase, the customer is expected to provide feedback indicating their degree of satisfaction and their interest, preferences, total purchase value, expressed level of satisfaction, and willingness to make another purchase. Word-of-mouth, text messages, emails, WhatsApp messages, and other social media platforms are all possible channels for these expressions of happiness or dissatisfaction. Any positive response from a customer increases the likelihood of goodwill, loyalty, and retention.

### **Driving Variables of the Study**

The firm having the process mechanism to achieve innovative strategies may use these parameters; innovative products, competitive price setting, strategic distribution, strategic promotion and ethical considerations as strategies to marketing to the poor in emerging economies

### **Innovative Products**

In order to satisfy customers, the company produces both tangible and intangible goods and services. This entails managing the goods and services in different ways so that businesses may provide better customer service. Long-term industrial success is impacted by the product/service structures.

According to Anyanwu *et al.*, (2022), a company's competitive advantage is greatly influenced by the kind and caliber of products it offers. Furthermore, manufacturing processes must be able to produce goods with enhanced features and benefits at a competitive quality in order to support creative product strategies (Anyanwu, 2013). The concern of the people living in poverty (PLP), the low-income consumers (LC) are in the supply of products/services they consider to have value for them. Hence, they often perceive value and benefits as more important than the price. The Payment Service Bank (PSB) introduced by telecommunications firms in Nigeria have benefited the PLP in rural areas because they do not need to pay huge transportation costs to obtain bank services (Adepetun, et. al; 2023). Thus, offering financial services in remote locations where banks are not able to locate branches is a planned marketing strategy for a new product to enter a new market or an existing product to enter an existing market with an appeal for long-term economic rewards. Marketers should provide lower-cost goods and services that fulfill PLP needs while maintaining the same caliber and advantages of more expensive brand-name goods.

### **Competitive Price Setting**

One of the major factors influencing a company's pricing decisions and overall profitability is competitive price setting. Nowadays, customers and consumers are well-informed about the options for products or services that are currently available, as well as the benefits, features, qualities, packaging, and price of those options, thanks to marketing

communication and other channels like social media networks, peer groups, family, opinion leaders, social clubs, public information sources, and marketing influencers.

Price is the amount of money that both the buyer and the seller agree to exchange in a transaction. Price is the sum of money forfeited in order to obtain a specific amount of goods and services. Less discretionary money leads to consumers who frequently consider the entire cost of a product or service instead of just the item's unit cost (cost of item, calls, taxi fares, etc.). Even in Nigeria, LC customers are typically prepared to pay for goods and services that help them develop in their careers and education (GRX, 2020). Before and after a purchase, marketers should ease PLP's anxieties by offering a competitive price. The "Price" is the amount that customers should be able to get comparable products and services for without having to shell out astronomical sums of money.

### **Strategic Distribution**

As distribution strategies change, products and services are positioned in as many locations as possible as soon as feasible (Kotler & Keller, 2012). Typically, this tactic distributes frequently used goods to convenience stores and a range of locations. Marketers should develop successful value creation with successful value delivery in order to satisfy the PLP (Anyanwu, 2013). Distribution and product placement are components of a brand's identity (Keleher, 2022). Therefore, the distribution channels that are used have a major impact on the best marketing plan for a business.

Digitalization has altered the marketing presence and created internet connectivity that has strong link on how businesses, markets, products and customers interact and generate revenue for the firm at last (Keleher, 2022). This seems an opportunity to have data base of the poor in Nigeria. The identification (ID card) program would have been excellent approach for marketers to satisfy the PLP.

Going where the consumers are, according to GRX (2020), is a successful strategy for low-income spenders who are occasionally online more than any other income group. Nielson data is cited in support of this claim. Since not every customer purchases a product intended for the LC category, this strategy will reach them where they are. In order to expand brand dissemination and save expenses, the marketer should collaborate with organizations, partners, and cooperative societies that are currently interacting with LC consumers.

### **Strategic Promotion**

According to Kotler and Keller (2012), marketing communication is a highly integrated activity aimed at providing a consistent product to the client in order to accomplish strategic promotion (SP). Because today's consumers are largely tech-savvy and actively participate in the communication process regarding how they wish to receive and disseminate information about a brand or service, marketers need to engage with both current and potential customers as well as the broader public.

It is the responsibility of SP to remind, educate, and convince customers—directly or indirectly (Anyanwu, 2013). With the introduction of fragmented social media platforms, SP as a means of disseminating innovation is now effective and efficient (Adobe, 2023, Yusuf, 2021). Pop-up advertisements and special offers are used in online marketing to target the Gen Z demographic, which is primarily composed of LC earners, in an effort to engage and entertain them. Delivering interactive content, such as streaming video (NnamEze Apatam Enyi... gwo- gwo Ngwo), may be especially helpful in drawing in and keeping devoted clients.

Offering an existing product as a discount or offer to current customers who are LC earners as part of a campaign can help acquire customers that might not have been acquired otherwise (Gabris, 2022). This can foster goodwill and increase brand awareness, which will most likely have a positive effect on sales revenue. Adopting SP escalate positioning and product repositioning that appeals to customers through creative marketing messaging helping them understand how important they are and how to engage with them cost-effectively.

### **Ethical Considerations**

Ethical considerations (EC) focus on the role of marketers in shaping the marketing practices within the organization. It entails the impact of ethical considerations on marketing strategies and the effectiveness in fostering trust and loyalty among consumers (Kamila & Jasrolia, 2023) and attracting goodwill to the firm. Ethical considerations in marketing explain the strategies where firms commit to open, transparent, responsible and fair business practices and communicate same values to the target market.

These ethical techniques highlight the organizational values as fair-trade principles to reach target audience with similar principles through promotional strategies. The key principles of marketing ethics include; fairness, honesty,

responsibility and transparency (MasterClass, 2023).

The adoption of ethics in marketing strategies enable marketers to avoid negative publicity like over-communication so as to build a more sustainable and trusted brands. Conceptually, marketing ethics serves as tools to assist managers to think critically and independently to moral decision making concerning their products, consumers and the organization.

### **The Model of Marketing to the Poor**

The Bottom of Pyramid (BoP) tries to show case the needs and the characteristics of PLP and their attitudes and behaviours to consumptions patterns. The BoP model tends to analyze the behavioural tendencies of the low-income consumers in their upwards and downwards approaches to consumption. It is necessary for marketers to understand the low-income consumers and develop appropriate innovative marketing strategies for the BoP segment of consumers.

People who lack the resources or financial capacity to meet even the most basic needs for survival are referred to as the poor (PLP). The majority of PLP observations occur in urban and rural locations around sites referred to as marshes (Testbook 2024). The inability to attain a socially acceptable level of life, which includes paying for housing, food, transportation, healthcare, education, and other necessities, is what is known as poverty. This is a state of consumption in the Bottom of Pyramid (BoP) below benchmark set by a country (Karnani, 2017). The level of poverty is determined by the Bottom of Pyramid (BoP) approach, and not the official income level of the PLP. This approach applies to raising the consumption capacity and quality of life of consumers in the BoP. There is no set benchmark, rather a country determines her own poverty line (Karnani, 2017).

The impoverished people mostly reside in mud homes and huts with bamboo and wood grass roofs. Sometimes, the least fortunate among them are homeless. They work as truck/barrow pushers, garbage disposal workers, cleaners, vendors, beggars, and other menial labourers. They are majorly characterized by abject poverty, hunger and starvation prone families. The PLP can be classified in categories of Chronic poor for those who are causal workers with constant lives of poverty. Churning poor like rural farmers and occasional workers who go in and out of poverty on timely and

the Transient poor who transits from rich to poor by bad luck or hardship.

Poverty in Nigeria is still a problem of determining the actual rate of PLP. World Bank has recorded some percentages like 60% in 2018, 46% in December 2023 and 38.9% in 2024. These estimates remain unacceptable, looking at Nigeria as a country with enormous wealth and huge population that support commerce and industry (World Bank, 2024).

### **Theories of the Study**

The theoretical review is anchored on absolute income theory among others:

**Absolute Income Theory:** Keynes' 1936 theory of absolute income looks at the connection between household income and consumption. It generally explains that consumption will increase together with income, though maybe not at the same rate. Osuala (2015) concurred that the total absolute income determines aggregate consumption. This proves that income and consumption are positively correlated, suggesting that consumption increases with income and decreases with income (Osuala, 2015), and are related. According to Wallstreet Mojo (2024), which makes reference to psychological law, males are generally inclined to increase their consumption as their income rises, but not to the same proportion of increase.

**Economic Theory:** The rules of diminishing returns, marginal utilities, and supply and demand theories are just a few examples of how the study of economics has greatly advanced our understanding of consumer behavior. According to the economic theory of consumer behavior, consumers try to allocate their limited resources in a way that will allow them to realize the additional satisfaction they desire from the final item in their preference list for each purchase. This is because they view consumers as rational individuals with limitless wants and resources.

### **Psychological Theory**

The link that people have with their physical and social environments is covered by general psychology theory. Psychology is defined as the study of the human mind and behavior with regard to perception, learning, experience, personality, attitudes, motivation, and so forth. In addition to revealing societal shifts in motivations, reactions, rewards, and penalties, psychology also sheds light on how individuals affect one another.

### **Sociological Theory**

This theory examines how behaviour in individuals affects social classes, peer groups, families, and other groupings. Sociology is useful to marketing since it sheds light on consumer motivation, ecology, and population. Marketers employ environments, social classes, and demographics for both spatial and logistical reasons when targeting a market. A thorough examination of social classes and groupings aids in identifying the target market.

### **Empirical Review**

The reviewed studies are discussed as follows: Ashik et. al; (2025). Studied “Can Marketing reduce inequality? Evidence from marketing science”. A study of systematic review of 313 marketing studies on inequalities. The problem was that inequality come from many dimensions of family, individual, organization, environment and country. The objective was examining these inequalities hindering economic development. The conclusion was defining each inequality as path ways for future research. It was recommended as a road map for advancing marketing scholarship on inequality.

Rousselst, et. al. (2024). Investigated methods, techniques and practices for research on poor consumers. A state of the art and a vade-mecum. This is a multidisciplinary review of the difficulties encountered in addressing people living in poverty. The population was the use of 83 empirical marketing studies published between 1990 and 2021. The conclusion was that the study provided a vade-mecum to guide researchers in their choice research design. It was recommended to provide and facilitate involvement in the fields of poor consumers.

Tracey, P. (2021). A study on marketing to the poor: an institutional model of exchange in emerging markets argued that formal exchanges with the poor consumers in emerging markets are had to create and maintain. It was a desk research that noted marketing challengers such as developing model and implementing the model to shape institutional need. The objective was discovering the difficulties encountered by marketers to deliver affordable and accessible offerings to poor buyers in a financially sustainable manner. The conclusion was that sellers often act as institutional entrepreneurs in order to create and deliver value when marketing to the poor. It was recommended that future research should include implications for mangers marketing to the poor.

Prabhu, Tracey and Hassan (2007) researched marketing to the poor: an institutional model of exchange in emerging markets. The paper argued that formal exchange with poor consumers in exchange markets are hard to create and maintain, of which the result is widespread of market failure. Specifically, the study emphasized that sellers find it hard to deliver affordable and accessible offerings to poor buyers in a financially sustainable manner when exchange is either poorly functional or entirely absent. The problem was developing viable business model and institutional model to facilitate the market-based exchange. The findings were that the sellers need an institutional entrepreneur to create and deliver value when marketing to the poor in emerging markets. The conclusion was that institutional theory and insights are required for marketing and business model innovation literatures. The study recommended their model for future research on marketing, exchange and emerging economies as necessary for marketing to the poor in emerging economies.

According to research conducted by Gabris (2022), Headspace's company program has been successful in attracting new customers. The study found that providing free samples to those in need can increase brand loyalty. Headspace also created an exclusive discount for teachers who might be able to purchase the app, which allowed them to identify a marketing platform to verify teachers. This resulted in a whopping 25,000 new customers. In order to attract even more customers, Headspace also provided free resources to help teachers integrate the app into their classrooms. According to US research, when consumers are presented with an exclusive offer based on their qualifications, approximately 40% of them will test a new company, 34% will purchase additional goods, 37% will commit to making recurrent purchases, and 96% will share the offer with those who are eager to take it.

### **The Challenges to Economic Development**

This study is based on the evidences on economic reports and literature contents about Nigeria as at 2024. The enumerated challenges are based on qualitative research to contribution to sustainable strategies for marketing to the poor. Marketing to the poor in emerging market has great challenges in creation and maintenance of fragmented market in emerging markets (Probhu et.al; 2017). The authorities of Nigeria must take into consideration the present economic issues in order to boost the economy and raise the standard of life for those with lower incomes. This would guarantee sustainable

consumption, production, and accountability in the country's economic progress.

The World Bank report from 2024 states that Nigeria is facing the following difficulties at the same time. First of all, Nigeria has few chances for job development and entrepreneurship, which makes many people decide to travel abroad in search of better opportunities. Second, according to the World Bank (2024), the poverty rate in 2023 is high at 38.9% (87 million). Insecurity, poor service delivery, and insufficient capacity characterize the majority of Nigerian localities. Thirdly, gaps in the supply of power, the economic integration of the home market, and trade protectionism are caused by the lack of access to suitable infrastructure. Finally, improving and structurally reforming the macroeconomic foundations will help Nigeria achieve sustainable economic development by pursuing economic growth.

### **Methodology**

**Research Design:** The study is exploratory qualitative research design that made use of purposive sampling procedure on authors of related literatures from journal publications, internet materials and books to explore the effects of innovative strategies to marketing to people living in poverty. The study used non-probability sampling method with a population of 28 authors. The sample size is the same as the population based on stratified sampling method because of the unique characteristics of the reviewed authors. This research design was adopted because the reviewers share similar nature of observations on marketing to low-income consumers.

**Population:** The population is known and comprises of the twenty eight (28) authors referenced in the study.

**Sample Size:** The sample size was determined using judgmental sampling methods, which is the same as the population. Reasons being that the authors are homogenous in function and knowledge of marketing to the low-income customers. Hence, there is no standard of ideal sample size for qualitative research (Islam et.al; 2021).

**Sample Technique:** The study chose purposeful sampling procedure because of the knowledge and experience of participants for the study. Considering the objectives of the study and research design, this sampling technique was adopted as the right choice.

### **Discussion**

There are managerial implications for marketers in this study, such that everyone in the organization should practice marketing especially in the marketing, production and accounting units of the firms. The investment in markets and orientation of low income customers should be sustained through innovative marketing strategies.

Firstly, the firm has the responsibility to produce innovative products of good quality (features and benefits). The reason is that quality product represents in various ways the company services of the firm. So the type and nature of product offered contributes significantly to the firm's competitive advantage. Also, adopting industry standard, sourcing raw materials and product designs, avoid production manipulation for sustainability in line with rules, law and regulations, minimize wastes, generate minimal packaging for wellness, welfare and well-being of environment, agents, society, consumers and competitors through strategic marketing. The firms use quality products to maintain responsive relationship in the market and probably make the buyers a responsible, trusted and loyal customers.

Secondly, price is one of the key influencing factors to company profitability. The customers and consumers when properly informed about prevailing product and quality, communicate same to others based on affordability. So setting competitive price is a strategy that gives justification to the firm and customer value proposition. Quality is price, and marketers use price to communicate the value of the product. The market considers affordability of the product as precondition for purchase, as price is a major driver of product patronage. Therefore consumers will always place emphasis on product quality and affordable prices for value to the consumer.

Thirdly, SD is an utmost important factor for consumption because of the convenience of access to the firm's product or services. Marketers should build increasingly complex channels (suppliers, distributors and partners) as value network because product placement and distribution is part of brand identity for consumer satisfaction. Therefore, convenience of access, physical evidence, service processes and security are important considerations to the low income consumer through alternative destination channels like road promotion, merchandizing, NGOs, etc.

Fourthly, marketing communication has impacted the interaction of businesses and activities aimed at promoting products to consumers. SP reminds, educate, inform and convince customers about existing products. The consumers of today are largely tech-savvy and as such are actively involved in social media network services. Business promotion for the PLP should emphasize on ethical production, products and producers, recycling, etc. SP should also promote firm's reporting and disclosure of the performance for public notice, avoid over communication and take responsibility for results from misleading advertisement. Importantly, is appropriate communication, targeted message on social media and traditional methods of community with rural consumers/audience in their appropriate dialect for consumer satisfaction.

Fifthly, the strategic ethical considerations entails developing product features, attributes and benefits for the consumers through shaping the marketing practices that fosters trust and loyalty on regular basis. Product ethical consideration which is a process for creating a long lasting memory of value in the mind of the consumer connected to the product. The act of differentiating features, brand identity and value from competitors are competitive edge over rival products based on ethical responsibility. EC is a strategic marketing technique that uses marketing perception, persuasion, innovation and influences on purchase decision that provide product unique identity to the consumer for built loyalty and goodwill of the stakeholders.

### **The Future for Sustainable Economic Growth**

Here are some key developments that will influence the Nigerian economy in 2025 and help the country's impoverished citizens escape the current slow growth trajectory.

- If well executed, fiscal changes will lessen reliance on oil prices and increase focus on non-oil revenue streams.
- Tightening monetary policy and stabilizing the exchange rate will help to progressively lower inflation and stabilize prices.
- In 2024, foreign investment in the public and private sectors will be promoted. Direct Foreign Investment (FDI) will therefore increase in order to boost manufacturing, businesses expansion growths, and technological development in 2025.
- The economy will be shaped by productivity in 2024, when N1.32 trillion is allotted to infrastructure in Nigeria's 2024 budget as will be implemented.
- If the suggested minimum wage salary of ₦70,000 is fully implemented, consumers who are now

living in poverty might be able to transition more easily in 2025.

- Additional sector advances brought about by economic diversification away from the oil industry might increase GDP by 3.1% in 2024 (PWC, 2024) and increase more in 2025.

### **Conclusion**

The best way to raise poverty level is to raise productive capacity of the firms, income of the poor and provision of quality products, affordable prices, accessibility and business promotions by institutions to work with reliable infrastructures, legal frameworks and financial systems that support standard marketing operations that could reduce costs of products/services tailored to the PLP. This integration effort will raise consumer's consumptions in Nigeria. It is expected that marketers in both public and private sectors are leveraging marketing as innovations and the anticipated advantages of economic changes to plan ahead and meet the demands of low-income consumers will be achieved. Marketers shall be proactive in introducing best approaches in social marketing by communicating appropriately to the target audience in their appropriate dialect. Marketing to the poor can be anchored on achieving health and education by promoting learning, unlearn bad habits and relearn best practices for effective and efficient economic growth and sustainable development.

### **Recommendations**

The following recommendations are proffered:

- i. Firms should responsively produce innovative quality products to satisfy low-income customers.
- ii. Competitive price setting will improve consumption for consumers with small disposable income.
- iii. Strategic distribution channels will encourage acceptable costs of purchases and improve accessibility of products by PLP.
- iv. Strategic promotions through mostly identified segments and social media platforms will engage and entertain customers for loyalty and retention.
- v. Ethical considerations should remain a strategic marketing practices for trust, loyalty and goodwill of the target market.

### **Further Studies**

- i. This study could be replicated in quantitative research on West African, Sub-Sahara and African countries where poverty rate is high and are emerging economies.

- ii. The research to explore low-income markets' impact on firm's performance with related contributions to market share expansion and profit margin.

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