

The King, Chief Priest and gods in Psychology of Marketing

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ABSTRACT

The lecture is a metaphorical presentation of marketing, from the milieu of the African traditional culture (ATC), where governance is by the King, Chief Priest, and gods. The quintessence of this lecture is to match this structural arrangement in the ATC with that in marketing, using the knowledge of consumer psychology. Entrepreneurship is being encouraged in Nigeria, leading to stiff competition for limited consumers, among emerging producers of goods and services. The competition is worse off, with the influx of consumer goods into Nigeria, where the average Nigerian consumer rates foreign products as superior to those made locally. The challenge for local producers is how to penetrate the market, get a larger market share, obtain and sustain profitability, and maintain continuity, amidst local and foreign competitors. This lecture therefore provides an antidote in consumer psychology.

Psychology is the scientific study of human and animal behaviour, with concern on the mental processes. Consumer psychology is a specialty area in psychology that concerns why people buy things and how their thoughts, beliefs, feelings, and perceptions influence how they buy. A related field in marketing is consumer behaviour, which relates to all activities associated with the purchase, use and disposal of goods and services, including the emotional, mental and behavioural responses that precede or follow these activities. The major concern of the consumer psychologist is, the consumer; this is the meeting point of psychology and marketing. Business exists because of customers; without them it will mean an end of the global economy. Consequently, Business Leaders and CEOs devised the mantra, “Customer is king,” “The customer is always right,” “The customer is never wrong,” hence the customer is regarded as king, in marketing.

Traditionally, the king depends on the Chief Priest for spiritual guidance as the head of a deity and the highest ranking among the priests. In business ranking, the Market Leader is described as a product, brand, company, firm, or organisation, having the highest market share in a product category. Thus, market leader in marketing is synonymous to Chief Priest in African culture. The Chief Priest assumes a mediatory role between humans and gods. Similarly, manufacturers assume mediatory role between the consumers and consumer psychologists, who provide creative and innovative ideas through research. This presents the consumer psychologists, as gods in marketing, being originators of creative ideas through research, while the producers (Chief Priests) are the users or implementers of the ideas (innovation); all designed to satisfy the consumers (king).

The lecture presents some scientific and creative researches in the field of consumer psychology, covering three areas; the psychological assessments of customer services and loyalty, psychological strategies for managing memory in advertising, and consumer perception and behaviour. Customer relationship and management are presented as panaceas for customer satisfaction. It is recommended that for producers (Priests) to be in control of the consumers

(kings), they need to be in touch with the creative and innovative ideas from Consumer Psychologist (gods) so as to gain the status of Chief Priest in marketing.