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Mission: Confronting the abounding development challenges in developing countries;
Objective: Using research, publication, conference, enterprise development and awareness creation to develop the total man in developing countries.

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EDITORIAL

Driven by curiosity and speculation as well as quest for new facts and principles, Pure Sciences stop at the development of general laws of nature and are less concerned with the practicality of their results or finds. Applied sciences take over from there, seeking the practical use of scientific knowledge and, therefore, forming the bridge between sciences and development. With the growth of the chemical and electrical power industries in the 19^{th} century, scientific knowledge became of direct use in solving problems and the development of products.

The *Journal of Applied Sciences and Development* was born to publish materials on the areas bordering in the output of Applied Sciences as they relate to Development of the Society. It is a biannual published April and October beginning from 2010. However, due to high rate of rejection of low-standard papers, we could not publish Volume 1 Number 2 of October 2010. Rather, we have rolled the qualified articles to form part of this Volume 2 Number 1-2 of October 2011. It is loaded with a variety of sound articles covering contemporary issues in Applied Sciences (including the Management Sciences and Science/Vocational Education) and Development.

In the first paper, Dr. E.A.C. Etonyeaku of the Department of Vocational Teacher Education and Dr. J.I. Anyanwu of the Department of Educational Foundations, University of Nigeria, Nsukka report on their investigations of the challenges to teaching Business Studies in rural secondary schools in Enugu State. The study is timely amidst the need to improve the standard of education in Nigeria. The challenges were human, infrastructural and physical factors. Human factors were teacher truancy, lack of in-service training for teachers, among others. Infrastructural factors are lack of typewriters and computers, while physical factors were lack of text books and laboratory for teaching Business Studies.

All the lacks were attributed to inadequate funding to provide the basic materials and build the capacity of the teachers. School counselors could remedied the situation by engaging in aggressive campaigns among parents/teachers association, old students, the principal and the Government to provide the materials. Fundraising activities in the school could also be championed by them.

It is, therefore, recommended that the school counselors should take up the challenges facing the teaching Business Education in order to alleviate the problems. Their intervention will equally enhance the study of Business Studies, thereby equipping the nation with needed entrepreneurs. The findings also highlight the importance of having guidance counselors in all secondary schools in the country.

In the second paper, Dr. J.I. Uduji and U.B. Ojiula of the Department of Marketing, Enugu Campus, University of Nigeria, Nsukka, Nigeria argue that internal marketing is key to improving customer satisfaction in the hospitality industry in Nigeria, which suffers from more economic functions than its peer industries. Focusing on how the unified pay structure, compensation and prospect of promotion affect hospitality services in Nigeria, the study covered the twelve top hotels in Nigeria, taking a sample size of 300 personnel, which was determined using the confidence interval approach. Frequency counts and cross tabulation were used to analyze the data. The findings indicate that fair and adequate compensation, prospect for more responsibilities and promotions are the needed internal marketing variables for staff to improve their work performance for better customer satisfaction. Managers should, therefore, convince the service personnel that the rewards for better performance are worth the extra effort to improve customer services.

In the third paper, Dr. J.I. Anyanwu investigated the incidence of self-medication and drug abuse among teachers in Nsukka Education Zone of Enugu State of Nigeria. Questionnaire copies were used to reach 300 teachers in the Zone made up of Nsukka, Udenu, Uzo-Uwani and Igboeze Local Government Areas. Results showed that self-medication is real among the teachers in Nsukka Education Zone and they mainly self-medicate with anti malarial, cough and cold drugs. There is significant gender difference in incidence of self-medication and drugs used. The study recommended the intervention by both the government and Guidance Counsellors to eradicate self-medication among teachers.

In the fourth paper, Dr. J.I. Uduji of the Department of Marketing, Enugu Campus, University of Nigeria, Nsukka and Ankeli, O.M. of the Department of Marketing, Benue State Polytechnic, Ugbokolo report on their investigation on the role of competitive advertising as a promotional tool for improved product performance and differentiation between competing brands at growth stage. Findings showed that competitive advertising has impact on the growth phase of product and influences demand for a specific product brand, promotion is more developed and active at this phase, and it differentiates product from the competitors' and increases or prefects sales volume at this phase. Some factors that facilitate the role of competitive advertising at growth phase of product include provision of new information to consumers. Based on the above findings, some key recommendations were made and conclusion drawn.

In the Book Review section, Charles C. Eze, Research Fellow with the Institute for Development Studies, Enugu Campus, University of Nigeria, Nsukka, reviews Professor Fab O. Onah's book, titled *Managing Public Programmes and Projects* and published in 2006 by Great AP Express Publishers Ltd., Nsukka, Nigeria. Underdevelopment in Africa has been blamed on leadership ineptitude, corruption, poverty and mismanagement of development programmes and projects. Poverty is pervading in most countries in Africa, not for lack of resources and/or poverty reduction programmes and development projects, but for mismanagement of development programmes and projects. Cases of development projects abandonment, policy summersault, project implementation failures and poor or lack of monitoring and evaluation of projects are common.

Development will only be assured through effective management of development programmes and projects. The word "development" transverses and transcends every culture and forms the focal point as well as captures the very essence of man on earth.

Development is predicated on efficient management of programmes and projects, which are targeted at improving the quality of life. Basically, all forms of reasonable human endeavour are targeted at development. Effective management of public programmes and projects is the main soul of development.

Situating this to Nigeria, it is easy to discern that the bane of the country as fallouts of poorly managed projects resulting in poorly implemented programmes that end in infrastructure decay, stunted economic growth, rural poverty, urban slums, and all forms of inequality and the associated challenges which are obvious indicators of underdevelopment.

We thank all our esteemed contributors and enjoin them not to flag in their zeal for research and publishing. We must all not relent in our determination to use research and publishing to confront abounding development challenges in developing countries for the development of the total man. We welcome contributions from across the globe in all cognate disciplines (see *Call for Articles*), as we reiterate our commitment to delay-free and efficient processing of all submissions.

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INFRASTRUCTURAL AND HUMAN CHALLENGES TO TEACHING BUSINESS STUDIES IN RURAL SCHOOLS AND IMPLICATIONS FOR COUNSELLING

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Abstract

Amidst the need to improve the standard of education in Nigeria, the study investigated the human and infrastructural factors that militate against teaching Business Studies in rural secondary schools in Enugu State. Results showed that lack of facilities for teaching and learning pose problems to teaching of Business Studies, as well as human factors. It was recommended that all the stakeholders - the parents, school administration, old students associations and the Ministry of Education - should be involved in solving the problems by providing needed facilities, and building the capacity of the teachers. It was also recommended that school counselors should attend the meetings of all stakeholders to enlighten them on the need to provide needed teaching and learning facilities. Students' interest should be aroused through giving guidance to alleviate the teacher's problems.

Introduction

Human beings are adjudged the fastest in reasoning, co-ordination and learning, besides being the only organisms that can control and manage their environment through their reasoning and learning processes. Learning, according to Hockenbury and Hockenbury (2000), is a relatively enduring change in behaviour or knowledge as a result of experience. There are simple forms of learning, such as sensitization and habituation, which occur at the levels of stimulus and response learning. The complex forms require satisfaction of academic, social, political or economic needs. Learning is important to human beings because knowledge is acquired through it and there is also the possibility of civilization of humankind (Nnachi, 2007).

Learning opportunities are offered both at home and in school. At home, parents teach their children many types of skills or habits, besides the norms and mores of the society. In the school, learning opportunities are those additional programmes that are provided by teachers during the regular school days. These learning opportunities provide students with intellectual enrichment and academic support or both.

Teaching can be conceptualized as a means of instruction which involves teachers guiding students to learn, it also helps people acquire knowledge (through discovery, probing and examining activities) which they need to earn a living and lead a useful and rewarding life. Teaching provides a veritable environment for people to relate and pass knowledge from one generation to another.

Teaching can also be conceptualized as a profession. In this case, certification is needed which requires going through the processes of formal education or training, acquiring specialized knowledge in particular subject areas and maintaining standards of performance that are constantly redefined and expanded by the profession. This is the concept of teaching used in this study.

Professional responsibilities of teachers vary from country to country and according to the age and level taught. The general responsibility includes active and sometimes conflicting roles in the school and community. Teachers act as parent substitute, confidant, disciplinarian, community leader and exhibit acceptable behaviour model. Approximately two thirds of the world's teachers are women, the great majority being employed at the elementary level (Goetz, 2005).

Teacher's skills and attitudes influence everything that happens in their classrooms. Good teachers, who know their subjects and understand the topics they are teaching, present lessons in creative ways that help students of different ability levels and learning styles master the topics, thus enhancing students' interest in the various subjects. Teachers equally help students as much by personal examples as they do by offering instructions. Students, who see their teachers demonstrate patience, trustworthiness, attention to work and love of learning, may be encouraged to develop similar qualities in themselves and may also accept assistance more readily from a teacher whom they respect and admire.

Teaching opportunities exist in both urban and rural areas. Urban or central cities, according to the Bureau of the Census Standard Metropolitan Statistic (2005), is an area of a population greater or equal to 400,000 or a population density greater than or equal to 6,000 per square mile. A rural area, on the other hand, is a place with a population of less than 2,500. In a research by National Education Association (NEA) in 2008, it was found that about half of the nation's public schools and approximately 40 percent of public school students are in rural areas and small towns. In terms of student population, the ratio is 17:5 in central city schools or urban areas and 16:1 in rural schools. In effect, the population in rural schools is lower than urban schools.

For most teachers (in urban or rural areas), practical day-to-day aspects of their jobs include preparing to teach the students and guiding and assisting student learning. To enhance this work, infrastructural facilities (both physical and administrative) have to be made available. The physical infrastructural facilities include a comfortable classroom with seats to enable students write effectively, laboratories for science, technical and business studies, among others. Textbooks and other teaching materials, such as computers and typewriters, are equally necessary, especially for business studies. There is also the need for electric power supply, and access roads to and from the school.

In a report by the NEA (1998), rural schools recorded lower rates of internet access and the use of telecommunications to access information and keep records. Buildings are inadequate in 3 out of 10 schools in rural areas and small towns, while approximately one half of the schools have unsatisfactory environmental conditions. Rural schools also face additional challenges related to the non-availability of high quality instructional staff, access to professional development opportunities, among others (Forbes, 2008).

Administrative infrastructure have to do with provision of school curriculum, from where teachers prepare their daily and weekly teaching plans. Also, there has to be capacity building of staff members. In terms of capacity building, when teachers in rural schools are compared with those in urban schools, rural teachers are less likely to have participated in in-service or professional development programmes in educational technology, teaching methods and students' assessment (NEA, 1998). Rural teachers, however, have participated in school or district workshops, extension, adult education or college courses with their urban counterparts.

For effectiveness and up to date information to the students, a good teacher needs to update his/her knowledge (Dean in Uya, 2004). This is confirmed by Nwagbara (2002), who posits that if teachers, as human resource developers, do not undergo periodical on-the-job training or orientation, their knowledge will become obsolete.

Business Studies is one of the integrated courses at the junior secondary level, and Business Education at the tertiary level. They contribute significantly to economic self-reliance through entrepreneurship. This self-reliance is made possible, according to Osuala (2004), because Business Studies consists of two parts, namely:

(a) Office Education, which includes subjects like Typewriting, Bookkeeping, Business Management, Shorthand and Office Practice, that equip students for office careers and eventual self-employment or employment with other employers of labour.
(b) General Business Education, which is a programme that provides students with information and competencies needed in both managing personal businesses and affecting the business world.

Statement of the problem

It is generally believed that school conditions are adverse in rural schools than in urban cities. In many rural schools, therefore, provision of funds is inadequate and teachers are not offered in-service training opportunities. From the researchers' experiences as Business Studies teacher, students were not enthusiastic about Business Studies subjects. From the NEA (1998) report, three out of ten rural and small town schools have inadequate buildings and approximately one-half have unsatisfactory environmental conditions. The questions, then, are what are the conditions in the rural schools? what are the infrastructural and human challenges in teaching Business Studies in Enugu State and their implications for Guidance and Counseling.

Purpose of the study

The main purpose of the study was to determine the problems experienced by Business Studies teachers in the rural schools. The study was aimed at determining the human and infrastructural problems encountered by Business Studies teachers in rural schools and based on gender/type of school (boys/girls). The counseling implications were equally highlighted. Specific objectives were:

1. To determine the human and infrastructural problems encountered by Business Studies teachers in rural schools.
2. To determine the human and infrastructural problems encountered by Business Studies teachers based on gender.
3. To determine the human and infrastructural problems based on type of school (boys/girls)?
4. To determined the Counselor's strategies to alleviate the problems.

Research questions

The following research questions were formulated for the study:

1. What are the human and infrastructural problems encountered by Business Studies teachers in rural schools?
2. Are the human and infrastructural problems encountered by Business Studies teachers based on gender?
3. Are the human and infrastructural problems based on type of school (boys/girls)?
4. What are the Counselor's strategies to alleviate the problems?

Hypotheses

Two null hypotheses formulated to guide the study were:

$Ho_{1:}$ There is no significant difference between female and male teachers on human and infrastructural processes encountered by Business Studies based on gender.

$Ho_{2:}$ There are no significant differences between female and male teachers on human and infrastructural problems encountered by business studies based on school type (boys/girls).

Significance

The findings of this study will sensitize Principals to the problems of the teachers for appropriate action. The Ministry of Education and other stakeholders, like the Parents/Teachers Association (PTA), will equally be sensitized to the problems in teaching Business Studies for taking steps to address them.

The teachers themselves stand to benefit from the findings of the study if disseminated to attract interventions from the school administration, PTA, and the Ministry of Education to make their work easier. The results of the study will also sensitize curriculum planners and implementers on the need to put more emphasis on teacher competence in utilization and improvisstion of instructional materials.

Methodology

Design of the study

The study adopted a survey research method. Survey research method is used when a study centres on individuals and their opinions, beliefs, motivations and behaviour that help to explain the behavior of the entire population (Osuala, 2004).

Area of the study

The study was carried out in Nsukka Education Zone of Enugu State. It is characterized by both urban and rural schools.

Sample size

The sample size was census population of 400 respondents made up of Business Studies teachers and school Guidance Counselors drawn from the Education Zone.

Instrument for data collection

The instrument for data collection was researcher's constructed questionnaire, titled 'Business Studies Teachers' Problems Inventory' (BSTPI) and comprising 51 items in an open ended structural format, with sections on students, teachers, school, and equipment. The instrument was subjected to face validity by three experts, two from the Department of Vocational Teacher Education and one from Educational Foundations Department, University of Nigeria, Nsukka.

Data collection technique

Four hundred copies of the 'Business Studies Teachers' Problems Inventory' (BSTPI) questionnaire were distributed to respondents with the help of three trained research assistants, who also helped in the collection of the completed questionnaire.

Data analysis

Mean and standard deviation were used to answer the research questions while t-test was used to test the hypothesis at 0.05 level of significance

Results

Research question 1. What are the human and infrastructural factors militating against teaching of Business Studies in rural schools?

Table 1 shows that 10 out of 15 factors pose problems in teaching Business Studies in rural secondary schools. Items 3, 13, and 14 pose the highest problems, while items 1, 6, 12, 2 were not accepted as problematic.

Table 1: Mean responses on infrastructural and human factors militating against teaching business studies

S/N.	Items	X	SD	Remark
	Human Factors – Student			
1.	Too many students in the class	2.32	1.11	Not accepted
2.	Too few students	2.48	1.05	Not accepted
3.	Students lack interest in B/S	3.10	1.16	Accepted
4.	Student lack learning materials	3.16	0.99	Accepted
	Human factors – Teacher			
5.	Few teachers	2.48	1.01	Not accepted
6.	Teachers not specialists	2.30	1.07	Not accepted
7.	Truancy of teachers	3.04	1.14	Accepted
8.	Teacher computer illiteracy	2.74	1.17	Accepted
	School factors			
9	Inadequate period of teaching	2.72	1.06	Accepted
10.	Lack of textbooks for teachers	3.08	0.98	Accepted
11.	Outdated teacher knowledge	2.52	1.19	Accepted
12.	Frequent teacher transfer	2.38	1.20	Not accepted
	Infrastructure			
13.	Lack of typewriters	3.34	0.93	Accepted
14.	Lack of computers	3.46	0.99	Accepted
15.	No teaching laboratory	3.08	1.12	Accepted

Research question 2: Are the human and infrastructural problems encountered based on gender?

From Table 2, males see factors as militating against quality teaching of Business Studies, except items 1 and 9. On the other hand, the females see all items, except 2, 8, 9 and 14, as militating factors.

Table 2: Mean responses on the human and infrastructural factors militating against teaching business studies based on gender

		Male			Female		
Student factor							
S/N	**Item**	**X**	**SD**	**Remark**	**x**	**SD**	**Remark**
1.	Too many students	1.89	0.93	Not accepted	2.83	1.10	Accepted
2.	Too few students	2.52	0.97	Accepted	2.43	1.15	Not accepted
3.	Students not interested	2.96	1.18	Accepted	3.26	1.12	Accepted
4.	Student lack of materials	3.26	0.77	Accepted	3.04	1.21	Accepted
Equipment factor							
5.	Lack of typewriters	3.41	0.96	Accepted	3.52	0.89	Accepted
6.	Lack of computers	3.22	1.04	Accepted	3.48	0.89	Accepted
7.	Lack of laboratory	3.26	1.05	Accepted	2.87	1.17	Accepted
Teacher factor							
8.	Few teachers	2.56	0.93	Accepted	2.39	1.11	Not accepted
9.	Teachers not specialists	2.41	1.07	Not accepted	2.17	1.06	Not accepted
10.	Truancy of teachers	3.11	0.97	Accepted	2.96	1.32	Accepted
11.	Teacher computer illiteracy	2.78	1.11	Accepted	2.71	1.25	Accepted
School factor							
12.	Few periods for B.S.	2.70	0.98	Accepted	2.74	1.16	Accepted
13.	Lack of teacher textbooks	2.78	1.08	Accepted	3.43	0.72	Accepted
14.	Lack in-servicetraining for teachers	2.56	1.14	Accepted	2.48	1.26	Not accepted

Research question 3: Are the human and infrastructural problems encountered based on type of school - Boys/Girls.

From Table 3, all the items are problematic, except sending teachers to in-service training and the population of the students offering Business Studies.

Table 3: Human and infrastructural factors by type of school (Boys/Girls).

		Male			Female		
Student factor							
S/N	**Item**	**X**	**SD**	**Remark**	**x**	**SD**	**Remark**
1.	Too many students	2.00	1.01	Not accepted	2.57	1.13	Accepted
2.	Too few students	2.41	1.04	Not accepted	2.54	1.06	Not accepted
3.	Students not interested	3.14	1.07	Accepted	3.07	1.23	Accepted
4.	Student lack of materials	3.41	0.90	Accepted	2.96	1.03	Accepted
Equipment factor							
5.	Lack of typewriters	3.86	0.35	Accepted	3.14	1.10	Accepted
6.	Lack of computers	3.36	0.89	Accepted	3.32	1.05	Accepted
7.	Lack of laboratory	3.26	1.24	Accepted	2.87	1.17	Accepted
Teacher factor							
8.	Few teachers	2.56	1.16	Accepted	2.39	1.11	Not accepted
9.	Teachers not specialists	2.41	1.03	Not accepted	2.17	1.06	Not accepted
10.	Truancy of teachers	3.11	1.22	Accepted	2.96	1.32	Accepted
11.	Teacher computer illiteracy	2.78	1.17	Accepted	2.71	1.25	Accepted
School factor							
12.	Few periods for B.S.	2.70	1.11	Accepted	2.74	1.16	Accepted
13.	Lack of teacher textbooks	2.78	0.99	Accepted	3.43	0.72	Accepted
14.	Lack in-servicetraining for teachers	2.56	1.28	Accepted	2.48	1.26	Not accepted

Research question 4: What are the strategies to be adopted by counselors to alleviate the problems of teaching business studies?

Table 4: Strategies to be adopted by counselors

S/N.	Items	X	SD	Remark
1.	Organise career talks for the students on various Business Studies subjects by entrepreneurs (fashion designers, accountants, confectioners, etc)	3.24	0.40	Accepted
2.	Attendance to PTA meetings in the school to educate them on career opportunities in business education	3.84	0.37	Accepted
3.	Use of cognitive restructuring	3.88	0.33	Accepted
4.	Organise group guidance activities for students on study habit and taking examinations to spur and encourage them unto good performance	3.24	0.43	Accepted
5.	Organize workshops for teachers internally accepted in the school in conjunction with the principal on teaching method, improvisation of teaching materials and student/teacher relationship.	3.72	0.60	Accepted
6.	Organise a "home coming" for old students to give them on the spot situation of their alma matter. It will spur them to provide needed teaching materials	3.92	0.27	Accepted
7.	Regular campaigns for community participation (through traditional rulers and community leaders) in the provision of needed learning facilities to alleviate the problems of teaching business studies in their schools	3.12	0.33	Accepted
8.	Gathering and giving information to students on sources of loans and grants to establish private business after school to sensitize and encourage them	3.12	0.33	Accepted

From Table 4, all the strategies are accepted by counselors with educating the PTA and other stakeholders through attending their meetings on career opportunities in business education, restructuring the student's perception of

Business Education and old students' participation in providing needed teaching materials as the highest accepted practice.

Test of hypotheses

Ho_1: There is no significant difference in the human and infrastructural problems militating against the teaching of business education based on gender.

Table 5: t-test statistical analysis of the significant difference between mean ratings of male and female teachers on problems militating against quality teaching of business education based on gender.

Sex of respondent	**X**	**Sd**	**Df**	**t-cal**	**t-crit**	**Remark**
Male	55.33	0.764	88	1.16	1.96	Rejected
Female	54.17	10.31				

From Table 5, the t-calculated value is less than the t-critical value. The hypothesis is hereby rejected.

Ho_2: Type of school will not significantly influence the problems militating against quality teaching of business education.

Table 6: t-test statistical analysis of the significant difference

Respondent	**X**	**sd**	**Df**	**t-cal**	**t-crit**	**Remark**
Boys	53.45	9.47	98	-1.339	1.96	Rejected
Girls	55.86	8.43				

From Table 6, the t-calculated is less than the t-critical value. The null hypothesis is hereby rejected.

Discussion

The results showed that human and infrastructural factors, such as students' lack of interest in business studies and lack of requisite textbooks for teachers' guide, pose problems in rural schools. Teacher factors, such as not being computer compliant and truancy, came into play. School factor, such as inadequate time allocation to Business Studies, lack of teaching materials and in-service training, militate against teaching of Business Studies in rural schools.

Typewriters and computers for teaching Business Studies were lacking. There are no teaching laboratories or typewriting/computer rooms. These findings tend to support the NEA (1998) report that poor funding in schools has been an issue of concern, as it hinders provision of necessary physical infrastructure needed for teaching. About 37.5 per cent and 40.3 per cent of funds from State Governments in 1995 went to urban and urban fringe schools, while 22.1 per cent went to rural and small town schools. This implies that there was low and unequal funding of secondary schools, which may have affected the provision of needed learning facilities and consequently, created problems for Business Studies teachers.

Male Business Studies teachers saw all the investigated factors, except student population and not being experts in Business Studies, as problematic, while the females saw students population, not being experts in Business Studies, truancy of Business Studies teachers, and lack of in-service training for teachers as problematic. Boys felt that students population, and the teachers not being Business Studies specialists were problems, while girls' schools saw few students, few teachers and non Business Studies specialist teachers, as problems. But, the difference was not significant.

The results were not surprising, as people's interests and values differ (especially along gender lines). What one individual may find problematic may not be so for another individual. Besides, these teachers in the field know which areas in their work pose problems to them.

If the situation is allowed to continue, the entrepreneurial vision of the Federal Government of Nigeria through education will be aborted. The counselor, whose counseling services target primarily the students, equally reaches out to the parents, school administration, teachers and other significant agencies to influence or enhance the students' welfare. So the counselor is in a better position to interact and reach out to educational stakeholders through regular attendance to their meetings in order to spur them to provide the necessary materials to alleviate the teachers' problems in the schools, and consequently, enhance the welfare of the students.

Counseling services include information sourcing and dissemination. This service comes handy in this situation, as giving information on sources of soft loans for entrepreneurial activities after school to students and even their parents will encourage them to study and do well in Business Studies. The school can also benefit from the informational aspect of counseling because, the counselor can equally provide information on sources of funds for the school that will help them to provide the needed teaching and learning materials. For instance, in schools with Home Economics, Fine and Applied Arts, and Technical and Woodwork, the counselor can source for periods and location of exhibitions, where the school's products can be displayed and sold to get funds. The counselor can equally organize one in the school in collaboration with the teachers and stakeholders.

Conclusion and Recommendations

Business Studies teachers experience problems in rural schools, which range from human, infrastructural to physical factors. Human factors are teacher truancy, lack of in-service training for teachers, among others. Infrastructural factors are lack of typewriters and computers, while physical factors are lck of text books and laboratory for teaching Business Studies.

All the lacks were attributed to inadequate funding to provide the basic materials and build the capacity of the teachers. It was revealed by school counselors that the situation could be remedied by their engaging in aggressive campaigns on parents/teachers association, old students, the principal and the Government to provide the materials. Fundraising activities in the school can also be pioneered by them.

It is, therefore, recommended that the school counselors should take up the challenges to teaching Business Education in order to alleviate the problems. Their intervention will equally enhance the study of Business Studies, thereby equipping the nation with needed entrepreneurs. The findings also highlight the importance of having guidance counselors in all secondary schools in the country.

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INTERNAL MARKETING: KEY TO IMPROVING CUSTOMER SATISFACTION IN THE HOSPITALITY INDUSTRY IN NIGERIA

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Abstract

Hospitality industry in Nigeria suffers from more economic functions compared to its peer industries. The concern of the service personnel to see internal marketing improved through a systematic application of management principles and techniques is not new in Nigeria, as manifested in poor service delivery as the de facto justification. Therefore, this study was an attempt to investigate internal customer motivation in the hospitality industry in Nigeria, with the aim of identifying ways of improving customer satisfaction in the hospitality and tourism industry in Nigeria. The investigation focused on how the unified pay structure, compensation and prospect of promotion affect hospitality services in Nigeria. The study covered the twelve top hotels in Nigeria. The sample *size of 300 personnel was determined using the confidence interval approach. Frequency counts and cross tabulation were used to analyze the data. The findings indicate that fair and adequate compensation, prospect for more responsibilities and promotions are the needed internal marketing variables for staff to improve their work performance for customer satisfaction. Managers should, therefore, convince the service personnel that the rewards for better performance are worth the extra effort to improve customer services.*

Introduction

Internal marketing refers to the use of marketing orientation within an organization. According to Jap (2001), every employee, team, or department in an organization is simultaneously a supplier and a customer of service and products. An employee obtains a service at a point in the value chain and then provides a service to another employee further along the value chain. If internal marketing is effective, every employee will both provide and receive exceptional service from and to other employees. It also helps employees understand the significance of their roles and how their roles relate to others. If implemented well, it can also encourage every employee to see the process in terms of the customer's perception of value added, and the organization's strategic mission. An effective internal marketing programme can be a prerequisite for effective external marketing efforts.

The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. It is a several billion dollar industry that mostly depends on the availability of leisure time and disposal income. A hospitality unit, such as restaurant, hotel, or even an amusement park, consists of multiple groups, such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources. The hospitality industry covers a wide range of organizations offering food service and accommodation. It is divided into sectors according to the skill-sets required for the work involved. Sectors include accommodation, food and beverage, meeting and events, gamings, entertainment and recreation, tourism services, and visitor information.

Usage rate is an important variable for the hospitality industry. Just as a factory owner would wish to have his or her productive asset in use as much as possible (as opposed to having to pay fixed costs while the factory is not producing, so do restaurants, hotels, and theme parks seek to maximize the number of customers they "process". In viewing various industries, "barriers to entry" by newcomers and competitive advantages between current players are very important.

Among other things, hospitality industry players find advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question (such as a restaurant called the 51st fighter group that has a ww2 theme in music and other environmental aspects). Very important is also the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that are communicated by successful organizations are a clear competitive advantage.

Hospitality industry is a major employer. The industry includes service sector work, like tourism and food service. It suffers from more economic fluctuations compared to its peer industries. The hospitality industry is a major service sector in the world economy. The industry encompasses an extensive variety of service industries that include food service, tourism and hotels. Hospitality industry often suffers from fluctuations within an economy every year. It can be empirically divided into two parts: entertainment areas, like clubs and bars, and accommodation.

Accommodation takes the form of public houses, resorts, inn, compounds, hotels, hostels, serviced apartments, and motels. The clubs and bars category include restaurants, fast foods, and nightclubs. The hospitality industry also includes tourism support commercial activities, like airline cabin staff and travel agents. Travel technology, like applied information technology (IT) and its works in hospitality, travel and tourism are included in the hospitality industry (Szymanski and Henard, 2001).

A hotel, in Nigeria, is an establishment that renders lodging in lieu of payment. This lodging is usually given in exchange for a specified predetermined amount of money. Modern hotel rooms come equipped with climate control and attached bathrooms. Higher end hotels offer guests internet connectivity within rooms and also throughout the premises. A combination of meals and accommodation comes as a package in most hospitality establishments. Hotels are usually managed by professionally qualified personnel, while junior workers usually maintain them. Function, like cooking, is usually done by professionally trained chiefs.

In Nigeria, nightclubs are entertainment venues, where dancing is accompanied by light snacks and drinking. Apart from service personnel, like waiters and cooks, nightclubs employ disc jockeys (DJs) and stand-up comedians as part of their varied attractions. Fast-food restaurants now form a major part of the hospitality industry in Nigeria. These restaurants employ an optional number of personnel for providing customer service. Food may also be sold from kiosks.

Hospitality industry is characterized by a large number of employees. Both white collar employees and blue collar workers may find gainful employment. Entry level jobs usually require no formal education. Professionals in the hospitality sector are usually qualified with trade certificates and college degrees. Many hospitality schools offer specialized courses or study in one particular aspect of the industry.

An analysis of the issues in hospitality industry in Nigeria indicates that, overall, the main problems are maldistribution of personnel, shortages or surpluses in one or more categories, poor utilization or low productivity, unsatisfactory career structures and promotion system. Most of these problems have existed and persisted in the hospitality industry in Nigeria. The concern of the hospitality industry personnel to see personnel managements improved through a systematic application of sound management principles. Techniques are not new in Nigeria, as manifested in poor service delivery as the *de facto* justification (Nweze, 2009).

But, it seems that the traditional focus of human resources for hospitality industry in Nigeria has been on improving planning, education and training; not enough attention appears to have been paid to internal marketing and the personnel needs of the internal customers that were in direct contact with customers. Improved housing, better working conditions and greater opportunities for promotion and career development can act as internal marketing for the internal customer, and can lead to improved external customer satisfaction in hospitality industry in Nigeria.

In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Firms in hospitality industry in Nigeria need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing product and/or services to the market place. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction and could vary from person to person and from product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviours, such as return and recommend rate. The level of satisfaction can also vary, depending on other factors, such as other services against which the customer can compare the firm's services.

Although no systematic study has been undertaken to estimate the extent of the resources in the hospitality industry in Nigeria, there is some evidence that it is considerable (Odutola, 2009). If even half of the waste is due to poor service delivery of the workers, it would be reasonable to expect a substantial reduction when there is better internal marketing. Therefore, this study was an attempt to investigate the internal customer motivation in the hospitality industry in Nigeria, with the aim of identifying ways of improving customer satisfaction in the hospitality and tourism industry in Nigeria. The investigation focused on the analysis of how the unified pay structures, compensation and prospect of promotion affects hospitality services in Nigeria.

The broad objective of the study was to analyze the relationship between internal marketing and hospitality service in the accomplishment of improved customer satisfaction in hospitality and tourism industry in Nigeria. However, the specific objective was to analyze how the unified pay structures, compensation and prospect for promotion affects hospitality service in Nigeria. The major issue that informs the necessity for and significance of this study was the need to identify effective strategy for internal marketing for hospitality industry personnel. The findings would assist the hospitality management in Nigeria to ensure that manpower is not only adequately planned for and trained, but also skillfully managed, including the improvement of career development and incentive schemes, to ensure improved customer satisfaction.

Research Method

The study covered the top twelve hotels in hospitality industry in Nigeria. They include the Arewa Hotels, Eko Hotels, Ikeja Hotels, Nicon Hotels, Presidential Hotels, Airport Hotels, Protea Hotels, Concord Hotels and others. The choice of these hotels was based on the fact that they are the market leaders in terms of customer patronage in each of the six geo-political zones in Nigeria. They often show that they put their staff and customers at the centre of strategic decision making. Both secondary and primary sources were used to gather information for the study. Questionnaire was the principal source of the primary data; while interview served as complementary. A miniature trial survey of the study was carried out at Protea Hotels (Nike Lake Resort), Enugu, Nigeria, to test the validity, reliability, and practicality of the research instruments and operations.

The target population of the study was the workforce size of the twelve selected hotels in Nigeria. The sample size of 300 was determined using the confidence internal approach. Frequency counts and cross-tabulations were used to analyze the data. The frequency counts provided the percentages, while the cross-tabulations assisted to discover the demographic data inference from the responses. Tables were used to arrange the facts and figures in series of boxes made up of rows and columns for quick comparison.

Findings and Discussion

Table 2.1 shows the effect of of unified pay structure on workers's input.

Table I: Effect of unified pay structure (unconditional rewards) on workers' input in the hospitality industry in Nigeria

Impact of unified pay structure on workers output	Number of Respondents	Percentage of Response
Negative effect	269	89.67%
Positive effect	31	10.33%
Total	300	100%

Source: Analysis of field data, 2011

Unified pay structure, otherwise termed unconditional rewards (Vroom, 1964) used by many hotel managements in Nigeria is an obstacle to internal marketing in the hospitality industry. It is a job-related factor, deemed to be generally frustrating the service workers. This method compensates every worker in the firm along the same lines whether he is competent or incompetent at work (denial of opportunities for self-actualization). What this seem to suggest is that some of the hotel management in the hospitality industry in Nigeria do not use internal marketing to improve their external customer satisfaction. These firms implement policies such as "promote all workers irrespective of ability after a stipulated period", place all graduates irrespective of their value on the same level", "give all workers increments annually", "let the impatient but capable service worker wait for his colleagues", "ignore employee short comings until a probe is set up after a change is made in management". This shows that some firms in the hospitality industry operate a horizontality system.

It is important to note that motivation of workers can suffer under this system. Thus, by not being willing to appraise performance and reward on the basis of a service worker contribution, and by attempting to be 'fair' to all workers, treating the productive and unproductive alike, and not punishing offending personnel, the firms are inducing the much decried bad attributes of their workers toward work. It is, however, the cardinal finding of this study that the major cause of the low motivation of the service workers in the hospitality industry, is that the service staff does not perceive his work effort to be decisively instrumental in the attainment of the reward of work. Instrumentality is therefore the missing link in the internal marketing effort in the hospitality industry. It is important for the hotel and tourism managers to note that an able service staff will not be motivated if he does not perceived that there is an intimate relationship between his effort and his reward, and/or if he does not desire the reward emanating from the effort in the firm.

Analysis of Table 2.1 is convincing that the unified pay structure in the service industry negatively affects job performance of the service personnel in the industry. Vroom's expectancy theory (1964) gave a support to this finding, when it states that performance can be thought of as a multiplicative function of motivation and ability, i.e. P = F (M x A). Motivation, in turn varies with the values or attractiveness of outcomes upon the performance of that task, and the instrumentality of performance for attaining the outcome. The major outcome Vroom (1964) identifies are money (salary), fringe benefits, promotion, supportiveness behaviour (the leadership style of the supervisor or boss – fairness, honesty, conscientiousness, etc.), group acceptance (attitude of other people towards hard work) and the joy derived in doing the work itself (internalized motivation). This finding is simply saying that internal marketing depends not just on the outcome derived by the service personnel, but also on the instrumentality of effort, that is, the relationship perceived by the worker between his and other previous efforts (hard work, honesty, loyalty, putting one's self last), and the desired outcomes (promotion, praise, medal, salary increment, and recognition in the firm).

Regarding the effects of these variables on internal marketing, it is observed that each of them has a direct relationship with internal marketing. Holding other things constantly, the greater the ability of the staff, the higher is internal marketing. In addition, the more attractive the rewards of working, the more intimate the casual relationship between effort and rewards; and the more adequate the infrastructural support, the higher the internal marketing of the service personnel. This means that all the variables must be working effectively and positively if the service personnel in the service industry must be internally marketed. In other words, great ability must be goaded on by attractive rewards, an intimate casual relationship between effort and rewards, and backed up by adequate infrastructural support if the service worker is to be motivated in the service work.

On the other hand, an able service personnel in the hospitality industry will not be motivated in the firm if he does not perceive that there is an intimate relationship between his effort and his reward, and if he does not desire the reward emanating from the effort, and if there is adequate infrastructural support. It is therefore, a major finding of this study that the main cause of poor customer service in the hospitality industry in Nigeria is poor internal marketing. This is the condition where the service personnel does not perceive his work effort in the firm, to be decisively instrumental in the attainment of the reward of work.

Once more, take the reward of promotion for example, on its own, an intense desire for promotion (a very important reward) will not internally motivate any service personnel to greater effort in the firm. The major determinant of his motivation is his generalized experience in the firm. He will ask questions like, "Did hard work to satisfy customers in this firm earned me promotion in the past?", "Is it likely to earn me promotion in the future in this firm?", "Have I been hearing from those who are working in this firm that hard work to improve customer satisfaction earns staff advancement?" If the answer is yes, he will tend to be internally motivated. If no, he will not be motivated to improve customer service. In internal motivation, as in many other aspects of life, experience is the best teacher. As Skinner (1969) propounded in his theory of operant conditioning, behaviour that is rewarded tends to be repeated while those that are not, tend to be extinguished.

Table 2.2: Effect of fair and adequate compensation on job performance in the hospitality industry in Nigeria

Impact of fair and adequate compensation on job performance	Number of respondents	Percentage of respondents
To a great extent	198	66%
To somewhat extent	86	28.66%
Undecided	4	1.33%
To a little extent	11	3.66%
Not at all	1	0.33%
Total	300	100%

Source: Analysis of Field Data, 2011

Table II of the study shows that service personnel in the hospitality industry in Nigeria calls for fair and adequate compensation, probably because money is an instrument for gaining desired outcomes, and it is also an anxiety reducer. The finding indicates that a way to supplement this in the hospitality industry is to provide good fringe benefits, safety measures and other factors that would give the service personnel the feeling that the hospitality firm is a good place to work. All these are within the embrace of Herzberg's hygiene factors (1966).

The service conditions under which the service personnel found themselves in these firms influenced the commitment to customer satisfaction – to an appreciable level. Most service personnel in the hospitality industry were not satisfied with the conditions and fringe benefits, therefore their stay in the firms were very short. The study indicates that the moment these personnel realized that they were birds of passage in the firm, their commitment to improving customer satisfaction would begin to decline. The service conditions in this study include salary, fringe benefits, basic allowance, and advances, leave allowance and free housing and medical schemes. But unfortunately, most of the service personnel in this industry, are not satisfied with both their salary and service conditions.

At this juncture, a question could be asked, that assuming that some of these anomalies are rectified over time, would there be any guarantee that the productivity of these personnel would increase? It is not necessary to jump into the answer yet, until the event of the findings are fully explored. The study also indicates that improved service conditions and benefits in this industry are just one side of the issue, while the willingness, the zeal and the ethics of hard work are another. This consideration arises by virtue of the fact that many studies have shown that there is no positive correlation between salary and productivity, as Herzberg, Mausner and Snyderman (1959) described money as a "factor, which serves as a potential disaster if not present in appropriate amount, but not serving as a potential satisfier or positive motivator".

Table 2.2 shows that fair and adequate compensation can affect job performance of the service personnel in the hospitality industry in Nigeria to a great extent. Uduji and Nnabuko (2008) attribute the customer service problem facing firms in Nigeria to the wages and advocate a restructuring of the workers salary in order to utilize manpower effectively. Though that the relative fall in productivity rate in the hospitality firms in Nigeria cannot be fully attributed to unfair and inadequate compensation only, the study indicates that wages and incentives are fundamental in boosting internal marketing in the industry. Whatever the necessity for and the difficulties of performance evaluation, the effort to encourage and reward takes precedence over every other human resources development effort.

Rewards granted to service personnel who exhibit interest and activity in improving customer service should be appropriated when compared with benefits granted those workers who do not exhibit these qualities. The human relation's movement has also advanced convincing evidence about the influence of internal marketing (non-monetary and financial incentives) on service personnel motivation. A sound executive compensation strategy requires the determination of an appropriate compensation and incentive mix which will depend on the labour force characteristics and also, on the economic circumstances in different environment (Kotler, Bowen and Gremler, 2006).

It could be a Fallacious to assume that quality of performance in the hospitality and tourism industry is the only yardstick for executive compensation (internal marketing). Many other factors should be taken into account. The job itself has certain characteristics that help to determine the pay schedules. An executive commendation should have some logical relationship to rewards offered to others in the same organization. That is, the compensation system should reflect in some ways a staff position in the hierarchy. Besides these factors, still another set of influences this time coming from the external part of the environment, affects the level of executive compensation. Include here are regional differences in the cost of living, increments allowed or special assignments, the market price of giving qualifications and experience, the level of local taxation and the influence of high business salaries on other professions. In short, multiple criteria are appropriate in all matters of executive compensation (internal marketing). It is important that the firm, which says it pays only for result, does not know what could go wrong. The motivation and incentive system strategy should take these diverse elements into account. (Walter, Walls and Schrest, 1994).

Table 2.3: Effect of prospect for promotion on job performance in the hospitality industry in Nigeria

Impact of prospect for promotion on job performance	Number of respondents	Percentage of respondents
To a great extent	207	69%
To somewhat extent	43	14.33%
Undecided	8	2.66%
To a little extent	29	9.66%
Not at all	13	4.33%
Total	300	100%

Source: Analysis of Field Data, 2011

Table 2.3 shows that prospect of promotion is an important internal marketing factor that would give the service personnel in the hospitality and tourism industry the feeling that the firm is a good place to work in. it is discovered in this study that the service personnel will not be motivated if he does not perceive that there is an intimate relationship between his effort and his reward, and if he does not desire the reward emanating from the effort. It is, again confirmed here that the cardinal finding of this study that the major cause of the poor customer service or the personnel in the hospitality industry is that the service personnel have not perceived that the work effort to be decisively instrumental in the attainment of the reward of work. Instrumentality is therefore the missing link in the internal marketing effort in this industry (Singh, 2000).

The finding confirms that if a service personnel in the hospitality industry sees improving customer services in the firm as a path leading to the promotion and attainment of one or more of his personal goals, he would tend to be a higher producer. Conversely, if he does not perceive that more input to customer service and satisfaction from him would earn him a promotion, he would tend to be a low producer.

Conclusion

Three issues that stand out from this study are:

1. Fair and adequate compensation (internal marketing factor) do affect work attitudes positively in the hospitality industry in Nigeria, especially when a service personnel sees his job contribution as the main instrument for improving customer satisfaction, and as well as the main instrument through which he achieves his personal objectives. This could be because money is an instrument for gaining desired outcomes and it is an anxiety reducer. And a way of supplementing this is to provide good fringe benefits, safety measures and other factors that could give the service personnel the feeling that the firm is a good place to work in.
2. A hotel and tourism staff is motivated through internal marketing of the firm when he perceives that there is an intimate relationship between his efforts and promotion. In other words, the hotel and tourism worker will not be motivated to improving the customer

service, if he does not perceive that there is an intimate relationship between his effort and reward; and if he does not desire the reward emanating from the effort.

3. The unified pay structure, otherwise termed unconditional reward operating in most firms in hospitality industry in Nigeria is a barrier against the internal marketing and satisfaction of the hotel and tourism staff, when he does not see his reward emanating from his effort. It is a discouraging factor, when the firms compensate every staff along the same lines, whether he is competent or incompetent at improving or contributing to customers satisfaction.

Recommendations

As a result of the research findings and conclusion, it is recommended that:

1. To improve customer service and satisfaction in the hospitality and tourism industry in Nigeria, fair and adequate compensation (internal marketing factor) should be offered to the workers in these firms, to secure their willingness to help customers and to provide prompt services.
2. To improve customer service and satisfaction, managers should convince the workers that the rewards for better performance are worth the extra effort. This implies that the firm should give rewards that are valued, and attempt to sell the worth of those rewards to the workers.
3. The managers should provide targets that are believed to be attainable, yet provide a challenge to the employees; link rewards

to the performance they want improved, and recognize that rewards can be both financial and non-financial; and be willing to promote and increase responsibility given to workers when they perform better and deserve promotion.

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SELF-MEDICATION: A SURVEYOF PRESCRIPTION DRUG USE AND COUNSELLING INTERVENTION STRATEGIES

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Abstract

Self-medication has been of great concern to the general society. People engage in a variety of drug taking behaviours on a daily basis. The study investigated the incidence of self-medication among teachers in Nsukka Education Zone made up of Nsukka, Udenu, Uzo-Uwani and Igboeze Local Government Areas. The study adopted a descriptive design method, with a population that comprised all teachers in all the schools in the Zone. A total of 300 teachers stratified into 150 males and 150 females were randomly selected from all the schools. A questionnaire was used to collect data on a four-point scale with strongly agree- 4, agree-3, disagree-2 and strongly disagree-1. Results showed that self-medication is real among the teachers in Nsukka Education Zone and they mainly self-medicate with anti malarial, cough and cold drugs. There is significant gender difference in incidence of self-medication and drugs used. The study recommended the intervention by both the government and Guidance Counsellors to eradicate self-medication among teachers.

Introduction

The issue of self-medication has been of great concern to the general society and people engage in a variety of drug taking behaviours on a daily basis. In the medical realm, taking drugs can be initiated by a doctor after thorough interview and examination of the patient and a prescription is written. Reports, however, show that patients can also initiate drug taking on their own based on previous health conditions and drugs prescribed by the doctor, instead of returning to the health care providers. This practice is known as self-medication. Self medication, according to Raz, Edelstein, Grigoryan and Haaijer-Ruskamp (2005), is the treatment of common health problems (diarrhoea, sore throat and common cold, among others) with medicines approved as safe and effective for use without medical supervision. Medicines for self-medication are called nonprescription medicines or "over the counter" (OTC) medicines.

Crary (2010) states that self-medication is an undiagnosed, fearful and anxious process by which those with trauma may try to get themselves “calmed down” through the use of OTC medications, prescription drugs, marijuana, alcohol or other substances. Although this may temporarily relieve anxiety, it is not a lasting method for treating post traumatic stress disorder (PTSD), or any disease for that matter. Self-medication is also a term used to describe the use of drugs or other soothing forms of behaviour to treat untreated and often undiagnosed mental distress, stress and anxiety, including mental illnesses and/or psychological trauma (Kirstin 2010; Vivek, 2010; Howard, 2010). Self-medication, from the foregoing, can be defined as the act of administering drugs on oneself without consulting a doctor or any health care provider.

Self-medication with prescription medicines, according to Kirstin (2010), has a rightful place in healthcare, as it saves money and time that otherwise are spent on visiting a doctor. It is a common practice in developing countries where pharmacies dispense drugs without a prescription due to laxity in the implementation of regulations and monitoring by drug regulatory authorities. People even stock leftover medicines in their homes for reuse or transfer to friends and relatives who need them for similar sicknesses or symptoms. Disagreeing with the notion that laxity in the implementation of regulations and monitoring by drug regulatory authorities is the root cause of self medication, Vivek (2010) stated that even in countries where dispensing of medicines is regulated strictly, self-medication still exists. Optimal therapy with OTC medicines requires that consumers diagnose the underlying condition correctly and use the medicine in a manner that minimizes risk. This is possible only if consumers have some basic knowledge about the medicine, the situations and circumstances under which it can be used, precautions to be observed and contraindications. They should equally know when not to self-medicate and seek further medical attention.

In an earlier study by Buckalew and Buckalew (1993) to survey the incidence of obtaining OTC medicines and the nature of drugs used, a sample of 148 adults reflecting age, gender, and race was surveyed. Seventy-eight per cent (78%) of the respondents reported obtaining OTC drugs without medical advice. Out of the 15 categories of OTC drugs listed, headache or pain remedies, cold or flu remedies, and vitamins were most frequently (>50%) reported as used. There were however, no gender or race effects found for obtaining OTC drugs or for the nature of OTC drugs used.

In another study in Spain aimed at describing the factors associated with self-medicated consumption of drugs from a gender perspective, Carrasco, Hermandez, Lopez and Jimenez (2010) found that 20.17% of all Spaniards indulge in self-medication. The prevalence of self-medication was 16.93% (2715) for women and 14.46% (1469) for men ($p<0.05$). While lower age, alcohol consumption and smoking habit were the factors that had significant influence on women's predisposition to self-medication, nationality, income, and alcohol consumption were associated with self-medication among men. They, therefore, concluded that the prevalence of self-medicated drug use is higher in women than men and is linked to unhealthy lifestyles, such as alcohol and tobacco consumption.

The question arises, what is a drug? The concept of drug means different things to different people. Drug, in everyday usage, is any substance taken by people for prevention and treatment of diseases or sickness. It can be constituted as tablets or injectable chemicals and normally recommended or administered by doctors and patent medicine dealers for remediation or cure of an ailment. Drug, according to Haro, Hart and Parcel (1997), can be defined as any substance, other than food, which when taken into the body, alters its normal functioning.

Ray and Ksir (2004) define drug as any substance, natural or artificial, other than food, that by its chemical nature, alters the structure or function in the living organism. Webster (1994) defined drugs as chemical substances administered to a person or animal to prevent or cure diseases, or otherwise, enhance physical or mental welfare. It is a habit forming substance.

Montagne (1996) cited a 1972 nationwide survey of drug use by the National Committee on Marijuana drug abuse in the Unites States of

America, where adults and youths were asked to indicate which substance they regarded as drugs. Substances such as heroin, cocaine, marijuana, and psychotherapeutic agents were taken to be drugs by more than 80% of the respondents. In a focus group discussion with 300 level undergraduate counseling students of the University of Nigeria, Nsukka on what constitutes a drug, 60% listed *panadol*, *amala* and antibiotics, among others, as drugs, while 40% listed alcohol, marijuana and cocaine, among others, as drugs.

Drugs are classified based on their legality or illegality. The New Mexico State University, Department of Health and Human Services/Substance Abuse and Mental Health Services Administration (DHHSSAMHSA), listed drugs under socially legal or illegal. The socially legal drugs include alcohol, prescribed drugs, and OTC cough, cold, sleep and diet medications, among others. The socially illegal drugs include cocaine, crack, hallucinogens, and opiates, such as heroin, opium, morphine and marijuana. From the Internet Health Information Resources, drugs are also classified based on their categories and effects. These are Opioid Analgesics (codeine, morphine), which are highly addictive pain killing drugs that may also produce an extreme sense of well- being. Others are Benzodiazepines-(valium, ativan) which produces a sense of calm and well-being at lower doses, Barbiturates-(Nembutal, Seconal) which at lower or prescribed doses produce a feeling of calm, drowsiness and well-being, but at very high doses can produce severe intoxication, unconsciousness, coma and death.

The nature and extent of certain types of drug taking vary by drug, availability or accessibility and the reason for use. For example, many people have widely adopted drug use as a means of stress management.

The particular nature of the stressors endemic in the lifestyle of individuals leads to increased vulnerability to such self-medication, especially when other coping strategies fail. In a study on the role of drugs in the lives of homeless people, Klee and Reid (2011) interviewed two hundred young homeless drug users (aged 14–25 years). Respondents reported a variety of health problems ranging from respiratory infections, aching limbs and weight loss as the most common. Of greater concern, however, was mental health and 82% reported psychological symptoms, such as depression (sometimes severe and often chronic), anxiety and aggression. While a very high proportion of the respondents (43%) had attempted suicide, mostly through drug overdose, three-quarters of the sample said they used drugs to self-medicate their symptoms.

On the type of drugs used in self-medication, Byrne and Howells (2002) proposed that women tend to use illicit drugs as a form of coping or self-medication for psychological distress. This is in line with the "self-medication hypothesis" which posits that intra-psychic disturbances that affect dysregulation are primary precipitants of substance use. So drugs and substances are used as adaptive attempts to alleviate emotional suffering and repair self-regulatory deficiencies (Khantzian and Albanese, 2008). Another major supposition of the self-medication hypothesis is that a patient's specific drug of choice is reflective of their need to self-medicate a particular feeling state. Opioids are chosen for their ability to suppress aggression and rage, stimulants to escape depression and a feeling of emptiness, and sedatives and alcohol to undo inhibition.

In another study to investigate three kinds of health behaviours - treatment-seeking behavior during sickness, self-medication, and noncompliance of both prescription and OCT drugs - of 1,809 non-medical dorm students of Dhaka University and Jahangirnagar, Chowdhury, Yasmin, Khandaker and Hossain (2010) reported that decreased treatment cost and short duration of illness strongly correlated with self-medication incidences. Noncompliance was found to be significantly more prevalent among those who were ill for short durations, younger male students and newcomers to the dorms.

Self-medication is not free from risks and hazards. It is common in our environment to see adults not taking their prescriptions as and when due either because of their tight schedules or general dislike for taking drugs. This practice is quite detrimental to health, as the body develops resistance to the abused drug. This assumption is confirmed by a study carried out by Mainous, Everett, Post, Diaz and Hueston (2009) on the availability of antibiotics for purchase without prescription. They found that 138 unique vendors sell antibiotics without a prescription. This indicates that people use antibiotics to self-medicate symptoms without consulting a doctor. Self-administration of antibiotics occurs in all countries with the resultant antibiotic resistance developed by users. Crary (2010) states that self-medication may not only compound trauma, make symptoms worse, increase depression and negatively impact one's physical and mental health, it makes a correct diagnosis of PTSD (and even other illnesses) more difficult.

Statement of the Problem

Self-medication has been associated with illegal drugs which are used to treat psychological problems, such as depression and mental disorder among others. Antibiotics and pain relieving medications, which are regarded as legal drugs, have been equally implicated in self-medication.

Self-medication is practiced by homeless people, students in the dormitories, men and women. The problem of this study therefore, is to investigate whether school teachers in Nsukka Education zone engage in self-medication and the drugs involved.

Purpose of study

The general purpose of the study is to investigate the incidence of self-medication among teachers and the drugs involved. The study will specifically investigate the influence of location and gender on self medication and drugs used.

Research question

The following research questions were formulated to guide the study:

1. To what extent do teachers indulge in self medication?
2. Which drugs do they self-medicate on?
3. Why do people self-medicate?
4. Is there gender difference in self-medication and reasons for self-medication?
5. Is self medication influenced by location?

Hypotheses: The following hypotheses were tested at 0.05 level of significance.

1. There is no significant mean difference in self-medication based on gender.
2. Location will not significantly influence self-medication.

Methodology

Design of study: The study adopted a descriptive design method.

Population: This comprises all teachers in all the schools in Nsukka Education zone.

Sampling and Sampling Technique: A total of 300 teachers stratified into 150 males and 150 females were randomly selected from all the schools in the education zone.

Area of study: The study covered Nsukka Education Zone made up of Nsukka, Udenu, Uzo-Uwani and Igboeze Local Government Areas.

Instrument for data collection: A questionnaire, titled "Drug abuse and self-medication questionnaire" was used to collect data. It has sections A-E covering demographic data, illness prevalent in the society, psychological and mental health problems, drug use and self medication, reasons for self medication and drugs used in self medication. It is a four-point scale instrument with strongly agree- 4, agree-3, disagree-2 and strongly disagree-1.

Results

Research question 1: To what extent do teachers indulge in self-medication?

From Table 1, the greatest health problem of teachers is malaria and eye problem.

Table 1: Health and psychological problems prevalent amongst teachers.

Sn	Items	X	Sd	Remark
1	Malaria is the major sickness that I suffer	3.12	0.90	Prev.
2	I have migrane headache most times	2.33	0.97	Not prev
3	Ulcer is the most common sickness	1.83	0.99	"
4.	High blood pressure is the most prevalent sickness	1.60	0.77	Not prev
5	Pneumonia is my greatest problem	1.77	0.88	"
6.	Cough and Catarrh disturb me always	2.05	0.98	"
7.	I suffer from tuberculosis	1.40	0.83	"
8.	Diarrhea is a constant source of worry to me	1.80	0.82	"
9	I have problems with my sight	2.71	1.04	Prev
10	The major health issue with me is toothache	2.07	0.97	Not prev
11.	I have regular stomach upset	2.40	0.81	"
12.	I suffer arthritic pains in my waist and legs	2.38	0.95	"
13	I prefer to be alone most times	1.95	0.91	"
14	I am always tensed up	2.09	0.94	"
15	I am always depressed	2.23	0.84	"

Prev. = prevalent.

Research question 2: Do teachers visit a doctor to investigate any sign of ill health, refer to earlier medications when similar symptoms re-occur and also buy over the counter drugs without seeing a doctor?

Table 2 shows that respondents visit a doctor to investigate any sign of ill health, refer to earlier medications when similar symptoms re-occur and also buy over the counter drugs without seeing a doctor.

Table 2: Mean and standard deviation scores on the incidence of self medication by teachers

S/N	Items	X	Sd	Remark
1	I always refer to earlier medications when similar symptoms reoccur.	2.91	.83	Accept
2	I buy drugs over the counter without seeing a doctor	2.59	.94	Accept
3	I visit a doctor to investigate any sign of ill health.	2.82	.82	Accept
4	I don't take drugs not prescribed by a doctor.	2.29	.93	Reject
5	Whenever I have headache or feel weak, I take malaria drugs without consulting a doctor.	2.40	.89	"
6	Once I know the drugs to use when I am sick, no need seeing a doctor	2.21	.95	"

Research question 3: What drugs do people self-medicate on?
From Table 3, drugs involved in self-medication include anti malarial drugs, pain relievers and cold and cough drugs.

Table 3. Mean and standard deviation on drugs they medicate on.

S/N	**Items**	**X**	**Sd**	**Remark**
1.	Anti malarial drugs	3.10	.93	Accept
	Pain relievers	2.90	.86	Accept
3	Anti-Hypertensive drugs	2.20	.99	Reject
4	Antibiotics	2.43	.99	Reject
5.	Sleep inducing drugs	1.91	1.00	Reject
6	Cold and cough medications	2.65	.89	Accept.

Research question 4: Why do people self-medicate?
Table 4 shows that the cost of seeing the doctor and buying drugs, self-confidence in one's ability to identify symptoms correctly and buy the correct drug and taking out time to visit the hospital are at the root of self-medication.

Table 4: Mean and standard deviation on why people self-medicate

S/N	Items	X	Sd	Rem
1.	There is no health centre in my locality, so no doctor to see	2.09	.99	Reject
2.	I don't always finish drugs prescribed by doctors, so I buy what I can finish from any drug store around.	2.21	.96	Reject
3	Seeing a doctor and buying drugs from the hospital is very expensive, so, I take care of myself.	2.72	1.0	Accept
4.	It takes a whole day to see a doctor in the hospital, so I take care of myself.	2.23	.93	Reject
5	Going to the hospital is for serious illnesses like those that require surgery.	2.15	.99	Reject
6.	Ignorance of the consequences of self medication	2.30	.86	Reject
7.	Self confidence in one's ability to identify symptoms correctly and buy the correct medication	2.63	1.02	Accept
8.	I don't have time to visit the hospital	2.51	.92	Accept

Rem= remark.

Research question 5: Is there gender difference in self-medication and reasons for self-medication?

Table 5 shows that both males and females visit the doctor for any sign of ill-health and refer to earlier medications for similar symptoms. Males on the other hand treat themselves of headache and weakness and buy over the counter drugs for self-medication.

Table5: mean and standard deviation on gender differences in self medication and reasons for self medication

		Male			Female		
S/N	**Items: Incidence of Self medication**	**X1**	**Sd1**	**Rem**	**X2**	**sd**	**Rmk**
1.	I buy drugs over the counter without seeing a doctor	2.93	.73	Accept	2.21	1.0	rej
2.	Once I know the drugs to use when I am sick, no need seeing a doctor	2.27	.88	“	2.14	1.01	rej
3.	Whenever I have headache or feel weak, I take malaria drugs without consulting a doctor	2.68	.80	Accept	2.10	.87	rej
4.	I visit a doctor to investigate any sign of ill health.	2.84	.75	Accept	2.80	.88	acc
5	I always refer to earlier medications when similar symptoms	3.01	.76	Accept	2.80	.69	acc

	reoccur.						
6.	I don't take drugs not prescribed by a doctor.	2.24	.89	Reject	2.23	.97	rej
	Reasons for self medication						
7	I don't always utilize all the drugs prescribed by doctors, so I buy what I can utilize from any drug store around.	2.48	.98	Reject	1.90	.83	rej
8	There is no health centre in my locality, so no doctor to see.	2.24	.89	Reject	2.23	.97	rej
9.	Seeing a doctor and buying drugs from the hospital is very expensive, so, I take care of myself.	3.02	.96	Accept	3.18	.93	acc
10	It takes a whole day to see a doctor in the hospital, and I don't have the time.	3.11	.69	Accept	2.66	.96	acc
11.	Going to the hospital is for serious illnesses like those that require surgery.	2.08	.89	Reject	2.24	1.09	rej
12	Ignorance of the	2.30	.86	Reject	2.32	.88	Rej.

	consequences of self medication						
13	Self confidence in one's ability to identify symptoms correctly and buy the correct medication	2.63	1.02	Accept	2.77	1.01	Accept

x= mean. sd= standard deviation, acc = accepted, number =300.

Research question 6: Is self medication influenced by location?

Table 6: mean and standard deviation scores on the influence of location on self-medication

		Rural			Urban		
S/N	**Items**	**X1**	**Sd1**	**Rem**	**X2**	**Sd**	**Rem**
1.	I buy drugs over the counter without seeing a doctor	2.77	0.92	Accept	2.24	.90	Rej.
2.	There is no health centre in my locality, so no doctor to see	2.17	0.98	Reject	1.92	.98	Rej
3	Once I know the drugs to use when I am sick, no need seeing a doctor	2.21	0.92	"	2.20	1.01	Rej
4.	Whenever I have headache or feel weak, I take malaria drugs without consulting a doctor.	2.43	0.87	Reject	2.34	.91	Rej
5	I visit a doctor to investigate any sign of ill health.	2.84	0.79	Accept	2.78	.87	Acc
6.	I don't always finish drugs prescribed by doctors, so I buy what I can finish from any drug store	2.30	0.98	Reject	2.02	.86	Rej

	around						
7.	I always refer to earlier medications when similar symptoms reoccur.	2.90	0.89	Accept	2.93	.72	Acc
8.	I don't take drugs not prescribed by a doctor.	2.35	0.95	Reject	2.18	.89	Rej
9.	Seeing a doctor and buying drugs from the hospital is very expensive, so, I take care of myself.	3.18	0.96	Accept	2.94	.87	Acc
10	It takes a whole day to see a doctor in the hospital, so I take care of myself.	2.98	0.82	Accept	2.72	.89	Acc
11.	Going to the hospital is for serious illnesses like those that require surgery.	2.25	0.96	Reject	1.98	1.03	Rej

x= mean. sd= standard deviation, No=300; Rej- reject; Acc.= Accept.

From Table 6, both the urban and rural respondents self medicate.

Test of hypotheses

H_{O1}: There is no significant mean difference in drugs used for self-medication based on gender.

Table 7 shows that there is significant gender difference in the drugs used for self-medication.

Table 7: t-test analysis of gender difference in drug used for self-medication

		Females			Males		
S/N	Items	X1	Sd	X2	Sd	t-cal	Rem
1	Anti-malarial drugs	3.18	.93	3.02	.93	2.12	Sig.
2	Pain relievers	2.66	.96	3.11	.68	2.57	Sig.
3	Anit-Hypertensive drugs	2.24	1.09	2.08	.89	2.24	Sig.
4	Antibiotics	2.17	.98	2.66	.96	2.40	Sig.
5	Sleep inducing drugs	1.63	.88	2.17	1.05	3.67	Sig.

X1= mean for females, X2= mean for males, t-critic = 1.96

H_{02}: Location will not significantly influence drugs used in self medication.

Table 8: t-test analysis on the significant difference in drugs used in self-medication based on location.

		Rural			**Urban**		
S/N	**Items**	**X1**	**Sd**	**X2**	**Sd**	**t-cal**	**Rem**
1	Anti-malarial drugs	3.18	0.96	2.94	0.87	1.45	Nsig
2	Pain relievers	2.98	0.83	2.72	0.89	-4.62	“
3	Anti-Hypertensive drugs	2.25	0.97	1.98	1.03	1.39	Nsig
4	Antibiotics	2.52	1.01	2.23	0.93	-4.35	“
5	Sleep inducing drugs	2.06	1.03	1.62	0.88	-4.81	“

X1= mean for rural, X2= mean for urban, t-critic = 1.96; Nsig- not significant

Table 8 shows that location did not significantly influence the drugs used for self-medication.

Discussion of findings

Results show that teachers self-medicate. This lends credence to Kirstin's (2010) report that self medication is a common practice in developing countries, where pharmacies dispense drugs without a prescription due to laxity in the implementation of regulations and monitoring by drug regulatory authorities. The finding is, therefore, not surprising in view of the fact that Nigeria is a developing country.

The drugs most commonly used by the respondents for self-medication were anti- malarial drugs, pain relievers and medication for cough and cold. In a discussion with teachers in a particular school on the issue of drug use and self-medication, they stated that they equally used the local herbs that provide cure for their various sicknesses. The study supports an earlier report by Buckalew and Buckalew (1993) that out of the15 categories of OTC drugs listed, headache or pain remedies, cold or flu remedies, and vitamins were most frequently (>50%) used.

Men and women equally self-medicate. Although they meet the doctor to investigate any sign of ill-heath, they refer to previous medications when they have conditions they feel are similar to the previous one for which they consulted the doctor. Males, however, prefer to handle headaches and weaknesses themselves. This finding is in consonance with the report by Carrasco, Hermandez, Lopez and Jimenez (2010) that the prevalence of self-medication was 16.93% for women and 14.46% for men ($p<0.05$).

Self-medication is practiced by teachers in both urban and rural areas. In as much as there is no literature on the influence of location on self-medication to back up this finding, it is expected that people in the urban areas will be more enlightened concerning the issue of self-medication and so avoid it more than the rural dwellers. Since this was not the case, it may be that income may also predispose them to self-medication, considering the fact that they have more bills to offset with whatever income they have than the rural dwellers. The reason for self-medication include cost of consulting a doctor and buying the prescribed drugs and taking out time out of people's busy schedule to consult the doctor.

Some of the respondents have self-confidence in their ability to recognize the symptoms of the illness correctly and procuring the necessary drugs for treatment. This corresponds to Chowdhury, et al. (2010) report that decreased treatment cost strongly correlated with self-medication incidences among their respondents. The finding however runs contrary to the finding of Carrasco, et al. (2010) that lower age, alcohol consumption and smoking habit were the factors that had significant influence on women's predisposition to self-medication. Among men, self-medication is associated with nationality, income, and alcohol consumption. They, therefore, concluded that the prevalence of self-medicated drug use is higher in women than men and is linked to unhealthy lifestyles, such as alcohol and tobacco consumption.

The fact that income predisposed the males to self medication is a major indicator that poverty predisposes people to self medication. Non-compliance was equally found to be significantly more prevalent among those who were ill for short durations, younger male students and newcomers to the dorms. Results also show that there is significant difference between the males and the females. The finding lends credence to Carrasco, et al. (2010), who concluded from their study, that the prevalence of self-medicated drug use is higher in women than men and is linked to unhealthy lifestyles, such as alcohol and tobacco consumption.

The nature and extent of certain types of drug taken vary by drug, availability or accessibility and the reason for use. Another major supposition of the self-medication hypothesis is that a patient's specific drug of choice is reflective of his need to self-medicate a particular feeling state. In line with the above suppositions, gender significantly influences the type of drugs used in self-medication. This finding is not surprising in view of the fact that apart from malaria, cold, cough and pains, which are general illnesses, men and women have their peculiar health problems, which may be dependent on their biological functions and physical activities.

Conclusion

Self medication is real among the teachers in Nsukka Education Zone and they mainly medicate with anti malarial, cough and cold drugs. There is significant gender difference in incidence of self-medication and drugs used. Location did not, however, influence self-medication incidence. In view of the fact that self-medication results to the development of drug resistance, there is need for intervention by both the government and Guidance Counsellors to eradicate this trend of events.

Recommendations

The basic technique for intervention is information, education and communication (IEC). This can be undertaken by the government through the use of the mass media to ensure that the general public, especially users of self-medication, are well informed of the harm imminent from such a practice, thereby protecting them from its possible long-term negative effects. They can also provide adequate drug information to consumers so that they choose the right medicine for a particular illness to gain benefits from self-medication.

Counselors are in a better position to reach out to the youths in schools on a one-to-one counseling interview, during which the students are given information and educated on the various consequences and benefits of self-medication. Group counseling activities like seminars or symposium, whereby medical experts could be brought in to inform and educate the youths, is another veritable means of intervention. Parents can equally be targeted through the PTA and school board meetings, where drug information could be disseminated. This will enable citizens to make informed decision regarding self-medication.

The counselors, on their part, should start the enlightenment campaign from the various schools where they are posted. This is based on the fact that if the youths are made aware of the dangers of self-medication, they, as the future adults, will not go into the practice. The Parents Teachers Association and School Board meetings should equally be utilized by school counselors as fora to disseminate drug awareness information. This will go a long way in eradicating the practice of self-medication.

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COMPETITIVE ADVERTISING AND THE STRATEGIC ROLE IN THE GROWTH PHASE OF A PRODUCT LIFE CYCLE

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Abstract
It has been submitted that the credibility of advertisements and indeed, the advertising industry in general, might be tarnished as a result of competitive advertising. Against this backdrop, the present study examined competitive advertising and its role, especially in the growth phase of a product. With specific reference to Juhel Pharmaceutical Company Limited, Enugu, the study investigated the role of competitive advertising as a promotional tool for improved product performance and differentiation between competing brands at growth stage. The study used a survey research method. The marketing department internal staff of Juhel constituted the population of the study. The simple random sampling technique was used to select 100 staff. Findings showed that competitive advertising has impact on the growth phase of product, it influences

demand for a specific product brand, promotion is more developed and active at this phase, and it differentiates product from the competitors' and increases or prefects sales volume at this phase. Some factors that facilitated the role of competitive advertising at growth phase of product included provision of new information to consumers. Based on the above findings, some key recommendations were made and conclusion drawn.

Introduction

The emergence of competitive advertising in the growth phase of product in the market has brought about several noticeable benefits/developments for the company's product. But, at the same time, it has brought about its attendant problems that discourage or make a member of advertisers to be reluctant in employing competitive advertising at the product growth phase because some long term consequences of competitive advertising may be seriously detrimental to the advertising firm(s).

Potentially negative effect of competitive advertising is the misidentification of sponsoring brands. Competitive advertising might increase salience of competing brands without improving consumer awareness of the brand sponsoring the message. An important possible negative impact of competitive advertising concerns credibility because an ad for one brand may not be viewed by consumer as a highly credible source of information about competing brands due to logical likelihood of manipulative intent. It has been observed that users of competitive brands usually counter-argue, thereby producing a boomerang effect. To this effect, the study sought to investigate the role of competitive advertising on product growth stage.

Research Purpose

In order to better understand the problems necessitating this study, the study intends to empirically examine/assess competitive advertising and its role on the growth stage of a product introduced in the market, with specific reference to Juhel Phamaceutical Company Limited, Enugu.

The specific objectives were:

i. To examine the impact of competitive advertising on the growth phase of a product,
ii. To examine the influence of competitive advertising on demand for a specific brand.
iii. To find out why promotion becomes less informative and appeals more to emotions during the growth phase.
iv. To find out why competition is developed and active at the growth phase.
v. To examine whether competitive advertising differentiates product from the competitors and increases or protects sales volume.
vi. To determine the factors that facilitate the role of competitive advertising, especially at the growth phase of a company's product.
vii. To make recommendations based on the findings as to how to enhance the role of competitive advertising during the growth phase of a product.

The following hypothesis were formulated to guide the study and were tested at the end of the investigation at 0.05 level of significance:

Ho_1: Competitive advertising does not influence the demand of a specific product brand.

Ho_2: There is no significant difference between sales volume at growth stage and sales volume at other stages of a product life cycle.

Theoretical Review

All products and services have certain lifecycles. During this period, significant changes are made in the way the product is behaving in the market or its sales performance in the market. Since an increase in profits is the major goal of any organization, the product's life cycle (PLC) management is very important (Romninos, 2011:3).

The life cycle refers to the period from the product's first launch into the market until its final withdrawal. The life cycle concept may apply to a brand or to a category of product. A PLC can be divided into several stages characterized by the revenue generated by the product. Product development is the incubaton stage of the product life cycle. There are no sales and the firm prepares to introduce the product. As the product progresses through its life cycle, changes in the marketing mix usually are required in order to adjust to the evolving challenges and opportunities.

One of the strategies to be used is competitive advertising. According to Wang (1996), competitive advertising can be defined as the strategy used in competitive situations, where competitors attempt to increase their own market share at the expense of others. Competitive advertising, or put in another form, comparative advertising, can be defined as advertising that compares two or more specifically named or recognizably presented brands of the same generic product or service class, and makes such a comparison in tissues of one or more specific product or service attributes (Wiikie and Farris 1975). According to the Federal Trade Commission (FTC) in the United States of America (USA), "Competitive advertising is defined as advertising that compares alternative brands on objectively measurable attributes or prices, and identifies the alternative brand by name, illustration or other distinctive information." In the European Union (EU), enactment of directive 97/55/EC concerning misleading and comparative advertising reads: "Comparative advertising means any advertising which explicitly or by implication identifies a competitor or goods and services offered by a competitor". Comparative advertising can be classified according to whether it is direct or indirect.

Competitive advertising is a commonly used type of advertising that communicates the unique benefits of a product, differentiating it from the competition. It also points out features of a brand which may not be available in other brands, but does not directly name a competitor. Competitive advertising is pointing to demand increase for specific product of the company. Since the product is at its growth stage, competition is developed and active. Therefore, the goal of competitive advertising is to differentiate product from other competitors' and to increase or product/sales volume (Marketing Mimihu, 2007).

Competitive advertising increases the willingness to pay for the sponsoring brand and it may reduce the willingness to pay for the compared brand. It may also be seen as a complement if consumers derive benefits from consuming the advertising together with the product of the sponsoring brand. Competitive advertising can be considered content-based because it makes a "comparison or a superiority claim". In fact, implicitly or explicitly, in every competitive advertising, either the message "my product is better than …" or "my product is as good as …" is contained. Thus a competitive advertising is always potentially directly informative (Jigjid, 2009: 4).

Firms use competitive or brand advertising when a product enters the growth phase of its product life cycle. During this period, other companies begin to enter the market place instead of building demand for the product. The goal of competitive advertising is to influence demand for a specific product brand at this stage. Often, promotion becomes less informative and appeals more to emotions during this phase. Advertisements may begin to stress subtle differences between brands, with heavy emphasis on building recall of a brand name and creating a favourable attitude towards the brand.

Automobile advertising has long used very competitive messages, drawing distinction based on such factors as quality performance and image (Bowen & Chaffe, 1973). Special interest groups still appeal to endorse competitive advertising for several reasons. First, it is alleged that such advertisements provide consumers with information that was not previously available. Competitive advertising furnishes more and better information, thereby assisting consumers in their choice and evaluation of products and services. Second, it is held that competitive advertising compels manufacturers to strive for product improvement, otherwise they run the risk of public embarrassment when their brands are positioned against superior brands in the market. Finally, it is argued that such advertisement is likely to be more effective for advertisers. Competitive advertising novelty has the potential for enhanced selective attention as a result of the mentioning of competing brands, and the likelihood of increased support by users of the sponsoring brand.

On the other hand, critics of competitive advertising have voiced several objectives of the practice. First, they charge that comparative advertisement is prone to overloading consumers with information. A more serious consequence of this type of advertisement is that it may influence consumer choice through misidentification of brands in the advertisement. Second, critics contend that users of competitive brands may counter-argue for their brands, thereby producing a ”boomerang” effect. Finally, it was argued that consumers may be duped by unscrupulous advertisers who fail to present fair and truthful comparisons or claims. Thus, the credibility of advertisements and indeed, the advertising industry in general, might be tarnished as a result of competitive advertising (Stephen, et al., 1983: 1).

The present study examined competitive advertising and its role, especially in the growth phase of a product.

Research Method

A survey research design was adopted for the study. Primary and secondary data were used. Primary data were gathered through structured questionnaires, oral interview and personal observation. The questionnaire contained structured questions to probe into the research problem. Secondary data consist of information from the internet, books, journals, among others.

The target population for the study comprised all 200 marketing staff of Juhel Pharmaceutical Company Limited, Enugu. Simple random sampling technique was adopted in selecting the sample size of 100 staff. A structured questionnaire was used in data collection. The questionnaire consist of two sections: A and B. Section A was made up of personal data of respondents, while section B contained twenty three question items to generate answers to the research questions using a four-point likert type scale. In addition to the questionnaire, oral interviews were used to elicit responses which enriched work. Frequency and simple percentages were employed in analyzing the responses. Chi Square was used to test the hypothesis at 0.05 level of significance.

Results and Discussion

Hypothesis 1

Ho_1: Competitive advertising does not influence the demand for a specific product brand at growth phase.

Table 1 shows the results for the test for influence of Competitive Advertising on demand of a product.

Table 1: Influence of Competitive Advertising on demand of a product

Options	**X^2**	**Sig (2-tailed)**	**Remark**
Demand is high at growth stage	6.21	0.000	S
Demand is less at growth stage	1.28	0.065	N/S
Competitive advertising alters demand at growth stage	6.68	0.000	S
More products are demanded as a result of competitive advertising	9.34	0.000	S
Competitive advertising increases demand at growth stage	3.63	0.002	S
Overall	5.43	0.01	S

Table 1 shows a significant value of 0.000 and 0.002 for high demand at growth stage, competitive advertising alters demand at growth stage, more products are demanded as a result of competitive advertising, and competitive advertising increases demand at growth stage respectively. Meanwhile, demand is less at growth stage has a non-significance value of 0.065

Hypothesis 2

Ho_2: There is no significant difference between sales volume at growth stage and sales volume at other stages of a product life cycle

Table 2 shows the result of the test for the difference between sales at growth stage and sales at other stages of a product life cycle.

Table 2: Difference between sales at growth stage and sales at other stages of a product life cycle

Options	X^2	Sig (2-tailed)	Remark
More products are bought at growth phase	5.35	0.007	S
More sales are experienced at other phase	7.27	0.024	S
Sales remain the same at every phase	-0.13	0.896	N/S
Increased production of product at growth phase	6.89	0.000	S
Increased production at every phase	-1.87	0.062	N/S
Overall	3.50	0.198	N/S

Table 2 shows a significant value of 0.007, 0.024 and 0.000 for more products are bought at growth phase, more sales are experienced at growth phase, and increased production of product at growth phase respectively. It also shows a not significant value of .896 and .062 for sales remain the same at every phase and increased production at every phase. The results, therefore, show that there is a significant difference between sales volume at growth phase and sales volume at other phase of a product life cycle.

Data analysis indicated a strong positive relationship between competitive advertising and the growth phase of product, as evidenced from the sides taken by the respondents. For instance, majority of respondents (80%) were of the opinion that competitive advertising have impact on the growth phase of product. Further, 70% supported that promotion is less informative and appeals more to emotions during the growth phase. Also, 80% of respondents supported the view that competitive advertising influences demands for a specific product brand.

A greater percentage of respondents were of the opinion that competition seemed to be more developed and active at this phase and that competitive advertising is capable of differentiating product from the competitors' and of increasing or protecting sales volumes. There were similar opinions on the impact of comparative advertising on the growth phase of product.

The findings agreed with earlier submissions that the definition of competitive advertising should not only focus on the product-based attributes. Price may also be included as a dimension in competitive advertising (Della Bitta, et al., 1981: 14; Sewall and Goldstem, 1979: 22). And, it is clear that other factors may also be used as bases for comparison. It, therefore, seemed appropriate to define competitive advertising as any advertisement that compares the sponsored brand against any other explicitly named competitive brands along any attribute relating to product, service, price, market standing, or even company factors, such as image and status. This will go a long way to melt down the critics' views against the use of competitive advertising at the product growth stage due to its negative impact which includes: its proneness to overloading consumers with information.

A more serious consequence is that these advertisements may influence consumer's choice through misidentification of brands named in the advertisement. Second, users of competitive brands may counter-argue for their brands, thereby producing a 'boomerang' effect. It was argued that consumers may be duped by unscrupulous advertisers or claims. Thus, the credibility of advertisers and indeed, the advertising industry in general, might be tarnished as a result of competitive advertising (Stephen, et al., 1985).

Finally, the tests of hypotheses at 0.05 level of significance showed that competitive advertising influences demand of a specific product at the growth phase, and there is a difference between sales volume at growth phase and sales volume at other phases of product life cycle. These findings were supported by Wang (1996), Feichtinger, et al., (1994), Seith (1977) and Feichtinger and Jorgensen (1983), who reported that firms use competitive advertising to promote the sales of their products and increase their market share at the expense of others.

The findings have implication that portends grave signals for the policy makers, marketers, advertising practitioners for the future of advertising practices and the advertising industry as well. There is the need for the advertising industry to come up with a policy regarding the use of competitive advertising by firms when their products are at the growth phase. The policy should be statutorily backed in order to make it more effective and enforceable whenever the rules of the games have been violated by those concerned. In this regard, it will be easy to determine its effects on the market outcomes.

Another way forward is to set up the practice standards or requirements and the conditions to be met before it is permitted. Such conditions may include the following:

i. it should not be misleading.
ii. It should not compare goods and services meeting the same needs or intended for the same purpose.
iii. It objectively compares one or more material, relevant, verifiable and representatives features of these goods and services, which may include price.
iv. It does not create confusion in the market place between the advertiser and a competitor or between the advertisers trade marks; trade names; other distinguishing marks or goods or services and those of a competitor.

v. It does not discredit or denigrate the trade marks, trade names, other distinguishing marks, good, services, activities or circumstances of a competitor.
vi. For products with designation of origin, it relates in each case to products with the same designation
vii. It does not present goods and services as imitation or replica of goods or services bearing a protected trade mark or trade name.
viii. It does not trade unfair advantage of the reputation of a trade mark, trade name or other distinguishing marks of a competitor or of the designation of the origin of a competing product.

Recommendations

Subsequent to the aforementioned outcomes of this study and the discussions that followed the following recommendations are hereby made:

1. There is need to formulate or design a competition policy that is statutory backed in order to make it more effective and enforceable whenever the rules of engagement in the practice of competitive advertising are violated by those concerned. This will help to checkmate its perceived effects on the market outcomes.
2. There is also the need to establish practice standards or certain requirements that shall be met before the use of competitive advertising is permitted in the growth phase of product.
3. It is also recommended that the definition of competitive advertising should not only be restricted on product attributes, rather should include also price as a dimension in competitive advertising. It is clear that other factors may also be used as bases for comparison. It therefore seems appropriate to define competitive advertising as any advertisement that compares the sponsored brand against any other explicitly named competitive brand(s) along any attribute relating to product, service,

price, marketing standing, or even company factors such as image and status.

4. Competitive advertising should not only be used as the growth phase of product just to influence demand for a specific product brand, but should also be used in building for the product category. The essence to make promotion become more informative and not only appealing to emotions during this phase.
5. The use of very competitive messages drawing distinctions based on such factors as quality performance, and image is also recommended in the use of competitive advertising on the growth phase of product.
6. The use of competitive advertising should be targeted at establishing consumer preference and increase sales volume at this phase. The marketing team may modify their marketing mix as follows:

i. **Product:** New product features and packaging options, improvement of product quality.

ii. **Price:** Maintained at a high level of demand is high, or reduced to capture additional customers.

iii. **Distribution:** Distribution becomes more intensive. Trade discounts are minimal of resellers show a strong interest in the product.

iv. **Promotion:** They should increase advertising to build brand preference.

v. They must ensure that at this phase, the use of competitive advertising is not meant to mislead the market and must also ensure that it compares goods and services meeting the same needs or intended for the same purpose.

vi. They must ensure that competitive advertising at the growth phase of product does not create confusion in the market place between them and their competitors or between their trade marks, trade names, other distinguishing marks, goods or services and those of their competitors.

Conclusion

This research work reports the results of a study undertaken in Juhel Pharmaceutical Company Limited, Enugu, which examines the role of comparative advertising, especially at the growth phase of products. The results indicate that competitive advertising impacts on the product growth phase and provide evidence that competitive advertising influences demand for a specific product brand through the provision of new information to consumers. Regarding not including product related attributes to the definition of competitive advertising, the finding raised various objections to the practice. This could be substantiated by further research work.

Finally, in spite of the objective raised to the practice of competitive advertising in relation to its role on the growth phase of product, the study has relevant policy implications for the advertising firms and in assessing the role of competitive advertising on the growth phase of product. These formed the basis of recommendations.

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BOOK REVIEW

Title: *Managing Public Programmes and Projects*
Author: Fab. O. Onah (Ph.D.)
Publishers: Great AP Express Publishers Ltd., Nsukka, Nigeria.
Year of publication: 2006.

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Underdevelopment in Africa has been blamed on leadership ineptitude, corruption, poverty and mismanagement of development programmes and projects. Poverty is pervading in most countries in Africa, not for lack of poverty reduction programmes and/or development projects, but for mismanagement of development programmes and projects. Cases of development projects abandonment, policy summersault, project implementation failures and poor or lack of monitoring and evaluation of projects are common. This development quagmire calls for enrichment of the literature on effective management of public programmes and projects. The work by Fab. O. Onah, a professor of Public Administration at the University of Nigeria, Nsukka, titled *Managing Public Programmes and Projects,* is not only timely, but sufficiently addresses the situation.

With the central hypothesis that development will only be assured through effective management of development programmes and projects, the author covers sufficient grounds on core development issues and elaborate strategies for managing public programmes and projects. The ten-chapter book starts by introducing development. The word "development" transverses and transcends every culture and forms the focal point as well as captures the very essence of man on earth. Development is predicated on efficient management of programmes and projects, which are targeted at improving the quality of life. Basically, all forms of reasonable human endeavour are targeted at development. Effective management of public programmes and projects is the main soul of development.

Situating this to Nigeria, it is easy to discern that the bane of the country as fallouts of poorly managed projects resulting in poorly implemented programmes that end in infrastructure decay, stunted economic growth, rural poverty, urban slums, and all forms of inequality and the associated challenges which are obvious indicators of underdevelopment.

Over the years, we have seen the concept of development emerge from the traditional economic growth to welfarism. It is not economic growth *per se* that mattered, but how much this can translate to improved or qualitative life for the ordinary man on the street. This may have stemmed from obvious failure of the trickle-down effect, which before now had been hoped that continuous economic growth would over time through this principle rob off on the lives of the people.

The author captured the above concept with the term "man-centered development". This concept de-emphasizes economic centered development, but rather measures development in terms of social well-being, political structure and quality of physical environment.

Closely related to this is the "basic need" approach, which sees development as the extent to which the basic needs of the population are met. Even though this approach has the basic shortcoming of the definition of basic need, it however, prepares the ground for the new concept of development, where basic needs are defined in line with the needs and realities of the environment.

In th second chapter, the author did an overview of national development plans in relation to tangible projects and other development initiatives in Nigeria. The earliest development plans in Nigeria – The First National Development Plan - lasted from 1962 to 1968. The high points of this plan were agriculture, industry and manpower training. The second National Development Plan, 1970-75, came on the heels of the civil war. The third and fourth ran from 1975-1980 and 1981-1985 respectively. The emergence of the structural adjustment programme (SAP) in 1987 substituted for what would have been the 5th National Development Plan. The emergence of vision 2010 and now vision 20:2020 was the nation's attempt at institutionalizing perspective planning. However, these plans are predicated on national budgets that are implemented through programmes and projects.

In all, the author did a highly qualitative and scholarly discourse of the national development plans of this country from independence to date as a necessary entry behaviour for appreciating the effort of government, international organisaitons, non-governmental organisaitons (NGOs) in tackling development challenges in Nigeria.

The first attention of the book was on trying to make a distinction between programmes and projects. A number of projects can combine to form a programme, while a programme can consist of a number of related projects. It also looked at various definitions of the concept of development over the years.

After the discourse on national development plans, the book took on poverty and all the various regimes of programmes for poverty alleviation. The various indicators of poverty were featured as well as various approaches at poverty eradication in chapter 3.

In chapter four, the book offers an objective rationale for project planning and recommended the functional approach to project planning, which is based on the need to meet the needs of the people, rather than mere service delivery. This is the main essence of project appraisal and feasibility studies, which is another key issue in managing pubic projects (chapter five). This emphasizes the right project at the right place. The book also gives necessary guides to the writing of Environmental Impact Assessment (EIA) and other related reports (chapter six).

Chapter seven takes the reader to actual project implementation, monitoring and evaluation. The Nigerian system is not bereft of well articulated plan, rather it suffers from acute un-coordinated programme implementation syndrome.

Chapter eight is devoted to feasibility studies, case studies as well as affective environment resource management. The key issues are to conduce the needed enabling environment for development as well as the key issue of sustainability (chapter nine). The last chapter of the book dwells on practical guide to project proposal writing.

The author's effort in this book is timely and sufficiently tailored to assist Nigeria and other developing nations in addressing critical development challenges of the time. The language and style of the author are quite simple and make for easy read. This is in tandem with the subject of development, which cuts across virtually all geographies and spheres of life. Hence, this book is recommended both to the academics, government officials, civil society organizations and the general public.

CALL FOR ARTICLES

Authors are invited to submit manuscripts for peer-review for possible publishing in the ***Journal of Applied Sciences and Development, JASD*** (an international academic research journal).

Manuscripts, which must be original, theoretical or empirical, and scholarly, are considered on the understanding that they are not submitted to any other publishers. Paper, with 1-inch all-round margin, must not exceed 8 pages 12-font-size Times New Roman single-line spacing in Microsoft Word (Windows '97-2003), should be sent electronically as attachment to the Managing Editor, WIPRO International Academic Research Journals, through E-mail: *info@wiprointernational.org* (copy *esccha@yahoo.com*).

Paper should conform to Science style of citation and referencing. Citations are numbered sequentially in block parenthesis in superscript, [ ], in the text. The numbers should appear in the reference list with details, using Harvard style of referencing.

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