

**Title of Article:** Curbing the influence of consumerism through QOL Marketing.

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**Abstract:** To reduce the influence of consumerism in the economies of the world, this paper builds on a programme of research in Quality of Life (QOL) marketing by reviewing the research literature dealing with this construct. In particular, it explores the antecedents and consequences of QOL marketing as proposed by Lee and Sirgy (2004) as a result of the research they conducted in North America. In reviewing this research, our objective was to establish the relationship between QOL marketing and consumerism in developing economy like Nigeria.

In pursuit of the objective, a representative sample of 50 organizations was purposively selected from the list of 79 'Gold Award Winners' of the Nigerian Industrial and Exporters Directories (2001, 2002). Ten (10) participating managers were selected from each of the 50 company units and departments. In addition, a sample of 50 consumers was randomly selected from each of Ten (10) major participating managers were selected from each of the 50 company units and departments. In addition, a sample of 50 consumers was randomly selected from each of 10 major cities in Nigeria. In other words, two sets of questionnaire were distributed to 500 QOL marketers to confirm whether Lee and Sirgy (2004) QOL marketing model applied to Nigeria; and the 500 consumers were to confirm the same point from their own perspective. The data generated from the study were analyzed through the use of simple descriptive statistics such as tables, frequencies, percentages and chi-square to test the hypothesis.

The findings show that QOL marketing can curb consumerism but that Lee and Sirgy (2004) succeeded in depicting the micro taxonomy of the consequences of QOL marketing.

The macro taxonomy, which involves societal and national wellbeing, has been ignored. Again, increased standard of living and social security, which reduces the incidences of consumer and civil society actions, were not captured in their work. Improved employment, reduced poverty levels are further variables of the macro consequences, which ought to be considered. It is further recommended that "equity theory" should form part of the philosophical structure of QOL marketing.