

THE CHALLENGES OF SOCIAL SERVICE MARKETING IN NIGERIA

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Abstract

This paper captured the challenges affecting social service marketing in Nigeria. In order for the researcher to address these problems, questions were formulated in questionnaire in the form of social service marketing tool box (SSMTB) and administered on a cross section of respondents in seven local government areas of Cross River State, Nigeria. This was to encourage attitudinal/behavioural changes that measure up to best practices that meet society's expectations. The statistical model for the test of the hypothesis formulated was Pearson Product Moment Correlation Coefficient. One of the major findings was that the desired change in behaviour was sometimes difficult to achieve as a result of the packaging of the product of change to elicit the desired change in behaviour from clients or target audience. Moreover, there is a strong statistical correlation between individuals' perception and behavioural challenges. That some people often find it difficult conforming to behavioural challenges when it comes to the consumption of some products or services. It was concluded and recommended that the challenges experienced as a result of packaging social services can only be overcome if consumers adhered strictly to such behavioural changes that are being propagated. Consequently, the agency or social service marketer responsible for attitudinal change should provide the enabling factors that will propel and engender the change in clients' behaviour.

Keywords: SSMTB, Perception, Consumer, Behaviour, Marketing.

Introduction

The underpinning philosophy of social service marketing (SSM) is that social change is best brought about through encouraging and persuading people or consumers to change their current behaviour to a new behaviour with a superior social outcome. Its' premise is based on finding out what target adopters know and their current feelings or practices in relation to what is expected of them before developing a campaign design to modify their attitudes or behaviours. In order to reach the point of sustained behavioural change, the service offered by the social marketing needs to be communicated and position in a way that will make it more attractive to the target market and elicit acceptance (Baker 2012).

Social service marketing often does not require marketers to coerce people to change their behaviour, but rather the new behaviour is sold to the target audience or market as a more preferable choice. Hence, social service marketers seek to meet society desire to improve the consumer's quality of life. Ready instance of social services marketing (SSM) at work can be found in the international health programmes in developing countries, such as for contraceptives, Oral Rehydration Therapy (ORT), preservation of the environment through afforestation, the discouraged activities of Boko Haram, kidnapping, oil bunkering, and in developed countries for driving behavioural change in drugs abuse, heart disease and organ donation to mention but a few.

Furthermore, the aim of road safety campaigns is for every one in a moving vehicle to wear seat belt and for no one driving a car to be over 0.05 alcohol limit. Yet people find it difficult keeping to society's demand.

Social service marketing has recently suffered some set back as a result of the activities of individuals and consumers who found themselves engaged in negative marketing practices in one form or the other in Cross River State. The aforementioned practitioners are often found engaged in the indiscriminate killing of animals, particularly endangered species, cutting of trees and logging despite the call for behavioural change by the government and non-governmental organizations (NGOs). The government of Cross River State has done a lot in sensitizing these intruders for a change of behaviour and attitude towards these God given products that may face extinction in the nearest future. But they stick to their guns and claimed that their only means of making a living is in the forest and whatever that was found there. At the end the bounty from the Cross River Sanctuary is marketed to prospective buyers in Nigeria and other neighbouring Africa countries that share common boundaries with Nigeria. In return these uncompromising marketers were paid huge sums of money, while the forest is gradually becoming deforested with its attendant environmental hazards and consequences. Therefore, the objectives of this study include; bringing to bear positive attitude in consumers life, especially as regards to what the society frown at and discourages, inculcate attitudinal/behavioural changes that will measure up to best practices that meet global standard. Make sure that the agencies/government responsible for social services marketing to create the enabling environment that will endear such changes to occur.

The remaining part of the paper include: theoretical conceptualization, element of social service marketing process (SSMP), tips for effective social service marketing, social service marketing tools (SSMT). Others are methodology of the study, data analysis and discussion, summary, policy recommendations, and conclusion.

THEORETICAL CONCEPTUALIZATION

Social service marketing (SSM) is a branch of the overall field of marketing, such that it underpinning philosophy and core theoretical framework remains part and parcel of the discipline. Social service marketing in itself is not a theory but rather a borrower of other bodies of knowledge such as psychology, sociology, anthropology and communications theory, in order to understand how to change the behaviour of firms, clients, potential customers and the public.

A major point of divergence between social service marketing (SSM) and other fields of marketing is anchored on the fact that the former seeks to change both the firm's and buyer's behaviour in order to enjoy mutual benefit from the exchange. But then, the goal of traditional marketing places more emphasis on shareholders gain than customers' satisfaction. It is important to note that much of the literature and case examples focus on operational social service marketing which is use in turn to achieve specific behavioural goals in relation to diverse audiences. Consequently its usage is a continuous effort to ensure it goes upstream and used strategically for policy formulation and strategy development. Social service marketing is being explored as a method for social innovation, a framework to increase the adoption of evidence based practices among professionals, organizations, and as a core skill for public sector managers and social entrepreneurs. The more reason it is viewed as an approach to design more effective, efficient, sustainable and equitable approaches to enhance social well-being that extends beyond individual behaviour change to include creating positive shifts in social networks and social norms, businesses, markets and public policy (Lefebvre, 2013).;

Furthermore, social service marketing differs from other approaches to social change in that it conceptualizes social change as being the sum of voluntary individual behavioural change.

That is to say the individual plays an important or major role in the behavioural change elicited, hence the individual or consumer's co-operation matter. For the benefit of the study it is important to draw from other scholarly Work as conceptualized from their different domain

Kotler and Zaltman, (1971) defined social marketing as the design, implementation, and control of programmes calculated to influence the acceptability of product planning, pricing, communication, distribution and marketing research. In the view of Adreassen (1995) social marketing is the application of commercial marketing techniques to the analysis, planning, execution and evaluation of programmes designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society. Kennedy (2010) viewed social marketing as the application of marketing methods to the dissemination of socially beneficial ideas. Kotler and Roberto (1989) described social marketing as an organized efforts conducted by one group, the change agent, which intends to persuade others, the target adopters to accept, modify, or abandon certain ideas, attitudes, practices and behaviours. In their most recent work Kotler and Armstrong (2002) concluded that social service marketing consist of the design, implementation, and control of programme seeking to increase the acceptability of a social idea, cause or practice in a target group. Thus, social service marketing as it implies is partially grounded in commercial marketing theory and practice. However, given that the application of it is predominantly in non commercial sector. As was noted earlier that it draws on a range of related disciplines and has a highly dynamic field with new emphases and perspectives emerging, especially in relation to the role that social service marketers can play in contributing to structural change in behaviour. Its domain has always been the application of marketing along with other concepts and techniques to achieve specific behavioural goals for social good or applied to promote merits goods or the reverse for the benefit of social cause. In most cases social service providers/marketers utilizes market segmentation, consumer research, concept development, communications, facilitation, incentives and exchange process to maximize response from the target groups.

ELEMENTS OF SOCIAL SERVICE MARKETING PROCESS (SSMP)

A renowned scholar – Weibe (1951) identified five elements that may enhance the success of social service marketing agent as he encounter prospective target market. That these elements can be used to achieve the desired behavioural change. These include; force, direction, mechanism, adequacy and compatibility, and distance.

***Force:** This is the intensity of the individual's motivation towards the social goal as a combination of their predisposition prior to the message and the stimulation of the message. It is both the pre-existing demand in the society and the individual's existing desire to comply with the new behaviours proposed by the social change marketer. For a social service marketing campaign to be successful, force needs to be understood, researched, and used to shape and modify the campaign. The key value of understanding force is that it allows the campaign to be shaped to either create or reduce the force. Where the force is supporting change, it can be enhanced by demonstrating the value of the social change idea and raising demand for the change behaviour.

***Direction:** This gives knowledge to the individual or consumer whose behaviour need to be changed for the better in the society and how it can be achieved. Direction exists in form of pre- existing knowledge and the knowledge provided by the social change campaign. The emphasis in direction requires proper explanation to a motivated consumer on how he can act on his motivation which represents the force.

***Mechanism:** This is the actual behaviour required to be performed by the individual, in order to have acted on the social change idea. Desist from killing endanger species in order not to extinct them for future generation. This can only be achieved if the killers refused to continue the act.

***Adequacy and Compatibility:** This represents the ability of the social service marketing campaign to deliver the promised benefits in exchange for the change in behaviour. To achieve success, the campaign effort must have correlation between the action the individual is undertaking and the outcome the campaign is promising.

***Distance:** This is the gap between the target individuals current behaviour (cutting of trees indiscriminately in the forest), the social service marketer's desired behaviour, (not to cut trees in order to encourage afforestation) and the effort required to move from one to the other (withdrawal). It is the point where the rewards or promise of rewards must exceed the benefits the individual is currently experiencing from their behaviour.

TEN TIPS FOR EFFECTIVE SOCIAL SERVICE MARKETING

These tips were condensed from the internet, 2008.

***Talk to your Customer:** The key to effective social marketing is talking and listening to the people or customers you are trying to reach. Social service marketing is a customer-driven process. All aspects of the programme must be developed with wants and needs of the target market or audience as the central focus.

***Segment the Market:** Proficient marketers know that there is no such thing as selling to the general public. To be most effective, the organization or social service provider need to segment the target audiences to sub units or groups that are more homogeneous to each other as possible in terms of demographics, attitude and behavioural pattern and to create messages and packaged products specifically for each segment.

***Position the Product:** The way the organization or marketer position the product determines how people in the target audience think about the product or service as compared to the competition. The competition here represents other intervening variables that may distract acceptance of the envisaged change behaviour. Social marketing products or services are usually behaviours, belief, attitudes or ideas that need to be changed to meet society's demand and expectations. What benefits will customers or clients derive from behavioural change? This has to be clearly indicated. How do organizations or social service providers make it easy for target audiences to adopt the packaged message?

***Aware of Competition:** Social service marketers, need to be aware of the competing messages and behaviours pulling on the target audience. An organization's product competition may be other behaviours that target audiences have chosen to do instead of right behaviour. The service provider's offer must be more attractive than the alternatives to be accepted.

***Meet the Target Audience:** Consumers often would want to reject change of behaviour, especially if it is in conflicts with their specific expectations and interpretations. In this case target audiences will not go out of their way to find messages asking for change in behaviour or favourable attitude. The organization or social service provider will need to package the message, idea or agitated behavioural change in a manner that it can easily be access by target audience.

***Use Multiple Approaches:** Social marketing involves much more than television advertising campaigns. The most effective programmes use a combination of mass media, community, and small group and to think beyond communications and look at how the distribution process will be, how to reduce the price (whether monetary, physical or emotional) and how the environment can be changed to support behaviour change.

***Use Models that Work:** As with any field, social service marketers design porogrammes using the most effective and useful models available to them. One model that is particularly useful to social marketers, the Trans Theoretical Model (TTM), which require individuals to move through several steps in a continuum before adopting a new behaviour. The institution eliciting for behavioural change can segment the offer according to a particular stage of behaviour change or target group in each stage of behaviour change or target group in each stage sequentially with different messages.

***Test:** All of the products, promotional materials, and services you develop for the programme should be tested with perspective target audience to gauge their potential effectiveness. The customers are the experts on what works best for them, and can help the organization make sure the materials are getting attention and accomplish set objectives.

***Build Partnership with Key Allies:** Both the institution offering the product or service eliciting change of behaviour and the consumer are partners in progress, though the former has a bigger task than the later. It is important for organizations with the same goals to pool their resources together for them to have a greater impact as well as access to new audiences.

***Evaluate Performance:** This occurs throughout the social service marketing process in the form of gathering and analyzing data, which will be used to improve the programme both during and after implementation.

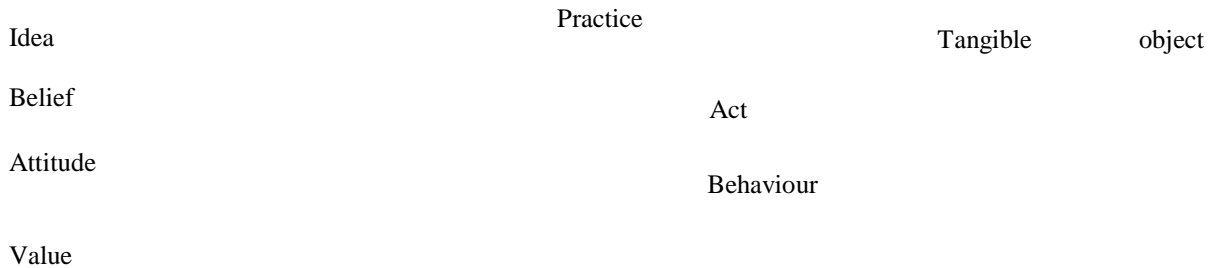
SOCIAL SERVICE MARKETING TOOLS (SSMT):

These are collections in the social marketing tool box as enunciated by Skelly of the University of Nevada – meeting the out read challenges of today. It includes the following:

1. **Identify The Target Market:** The organization social service provider must identify potential users of its service and provide such in a socially responsible manner. This is because effective social service marketing begins with identifying and specifying the target market and their needs as precisely as possible.
2. **State Objective:** Social service marketer's builds consumer centred programmes that defined what the service provider has in stock (Weinrich, 1999). He has to ask himself what objective he wants to achieve for the consumers benefit. The agitation is for behavioural change, but sometimes there may be risks and a potential client may have good reasons not to change behaviour. Identify why adopting the desired behaviour is more valuable than maintaining an undesired behaviour.
3. **Ask Questions and Be Attentive:** The specific goal of the social service marketer is to inculcate positive attitudinal change amongst potential consumers/clients. It is often necessary to find out why the people are doing what the government is against. What is their current knowledge level? What are the people's beliefs and attitude related to the advocated behaviour change? Are they asked to change behaviour without commensurate benefits? The organization asking for behavioural change must ask the audience/consumers what they want or why they resist such changes and pay attention to determine relevant needs. (Brinckerhoff, 2003). This will help the organization target the needs specifically and improve the challenges of achieving positive behavioural change from the consumer or target audience.
4. **Analyze the Five "Ps":** It include; product, price, place, promotion and people/partnership.
 - **Product:** In the opinion of Andreasen (1995) what kind of product must be offered to make the behavioural change attractive to the consumer or target market. If a consumer is asked not to destroy life trees for economic reasons, what product should he substitute to repattern the consumer's consumption? A successful social service marketing can be attained through the development of new product or improve an existing product (Kotler and Roberto 1989).

In social service marketing, product refers to the bundle of benefits that form the basis of the campaign, and which marketers are hoping that their target markets will adopt. The ultimate product of any social service marketing campaign is a change in behaviour. The diagram below outlines the key component of social service marketing product.

Fig 2: Components of Social Service Marketing Product



Source: Culled from Kotler and Roberto 1989.

However, in order to achieve these changes, a series of facilitating products are usually involved which may be services or physical goods. Social marketing product consists of idea, practices and in some cases, tangible objects or a combination of all.

Idea: Idea in this case comprises of belief, attitude and value towards the envisaged change that is hanging in the mind of the consumer or individual. A belief is what the target market believes or thinks to be true about an issue, while attitude is what the target market feels towards an issue irrespective of what they know to be true. Attitudes are therefore more emotionally based than beliefs. Value refers to the overall ideas as to what is right or wrong, and are stronger than the earlier mentioned.

Practice: This is the actual action put in motion and sustained with agitated behaviour.

Tangible Object: Tangible object is not the primary product of any social service marketing, but is sometimes use as facilitating product to achieve the behavioural outcome of a campaign.

□ **Price:** This is considered in terms of time, energy, and money for the entire participant, that is the organization eliciting for change in behaviour and the individuals whose behaviours must change. What do they have to give up to adopt the new behaviour? What do they see as the costs for their behavioural change and its worth? It is important to minimize the perceived costs, reduce the barriers to changing, and maximize the potential benefits. Is it the organization for change in behaviour that is going to fund the programme? Do they intend to make profit from it? Funds must be readily available for the purpose either from government or International Organizations and other nongovernmental organizations (NGOs).

In changing a consumer's current behaviour, he has to consider the sum of all the different cost that he incurs as a result of adopting the new behaviour, which is referred to as social cost. It include: psych-cost, which is the mental cost of having to change an attitude or behaviour, time cost, refer to the amount of time required to undertake the behaviour and energy cost which is the amount of effort required to undertake the behaviour. The role of social service marketing with respect to price is to minimize perceived costs of the positive behaviour while increasing the perceived costs of not changing.

□ **Place:** These are projected markets targeted for behavioural change. Some already exist and there is room to create new ones. It places emphasis on how to deliver marketing messages using different outlets and make products and services readily available to the target audience to effectively accomplish behavioural change. Ascertain whether a new location generate more enthusiasm or accessible to target market (Skelly, from the internet).

Moreover, the role of distribution channels in social service marketing focuses on facilitating behavioural change. Typically social service marketers do not own the channels of distribution; instead their role is to maximize the use of existing channels to assist in the delivery of different elements of the social marketing product. Effective social service marketing therefore relies on quality relationships with partner and intermediaries.

□ **Promotion:** This has to do with the best technique to get the message out to the target audience. How can organization and consumer communications be more clear and compelling? Are there new ways to communicate with consumers and market the message? Can change be made to capture the attention of clients and method used by the organization to disseminate and package information regarding the idea or product/service?

5. **People/Partnership:** This is the union between the target audience or consumer and the organization or agent responsible for changing behaviour. This could be private individuals or government for the benefit of the consumer and the general public. How can this activity increase motivation and enthusiasm in organizations, volunteers, community, policy makers, partners, media and donors? There should be a kind of synergy in the entire offering.

6. **Be Creative and Specific:** It is important for the social marketer or organization to be imaginative, original, and dynamic in order to be relative and meaningful to the target market (Weinrich, 1999). For instance the government of Cross River State in Nigeria wants the people to discourage the attitude or the behaviour, of destroying our natural environment, in the form of cutting of trees and killing of endanger species. This has not been quite easy because of how the targeted audience perceived government intention.

7. **Create an Impact:** In social service marketing getting the target market's attention is not an easy task. A lot need to be put in place, depending on the prevailing situation and what the organization or marketer intends to achieve. Despite the constraints imposed by human factor and environmental dynamics, it will pay off if a well established advertising company is use to disseminate information or package the product/service. Bill boards are placed in strategic points, memorable slogans' are used repeatedly, volunteers, other organizations, etc.

Methodology of the Study

The study area comprises of seven Local Government Areas in Cross River State of Nigeria with the characteristics of interest. Questionnaires were administered in the following sequence; Boki=800, Ikom=525, Etung=400, Obudu=700, Obanliku=350, Bekwarra=350 and Ogoja=675, making a total of 3800 questionnaires. This distribution was based on the cluster sampling design which allows the researcher to make judgmental decision for inference purposes in social science research. The model specification for the test of hypothesis formulated was the Pearson's Product Moment Correlation coefficient.

Fig. 1: Number of Questionnaires Administered to Each LGA

Response Rate

900

800

700

600

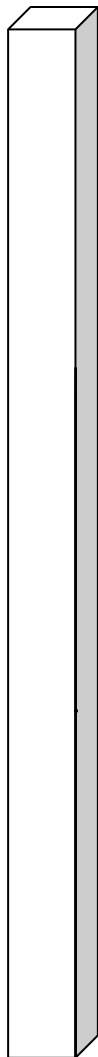
500

400

300

200

100



Local Government Areas (LGA)

A representation of all the Local Government Areas administered questionnaires in a Bar Chart. The above illustration depicts that majority of the respondents were from Boki.

Data Analysis and Discussion

Table 1: The Challenges of Social Service Marketing Tool Box (SSMTB)

S/N	Questions	Responses					
		Yes	%	No	%	Total	%
1	Does your perception of behavioural changes influence your decision?	2600	68.4	1200	31.6	3800	100
2	Does consumer attitude and belief act as challenges to achieving social marketing task?	2000	52.6	1600	42.1	3800	100
3	Method of information dissemination influence the decision to accept or reject the product of change	2400	63.2	1400	36.8	3800	100
4	Does poverty contribute to resistance to behavioral change?	2150	56.6	1650	43.4	3800	100
5	Is the method used in eliciting behavioural change okay?	2200	57.9	1600	42.1	3800	100
6	Does illiteracy of some clients act as obstacle?	2500	65.8	1300	34.2	3800	100
7	Is lack of trust a factor that inhibits the work of social marketers?	2300	60.5	1500	39.5	3800	100
8	Are some of the models used by social service marketers not workable?	2200	57.9	1600	42.1	3800	100
9	Is it difficult conforming to behavioural change?	2600	68.4	1200	31.6	3800	100
10	Is the product of change communicated to target audience?	1800	47.4	2000	52.6	3800	100

Source: Ewah's Fieldwork, 2013

Question 1, indicates that 2600 (68.4%) of the respondents accept the fact that individual perception affect behavioural change, while 1200 (31.6%) of the respondents refuted. It is important to note that the way people perceive the product of change will influence the decision they take.

Question 2, clearly shows Indicates that individual belief and attitude pose challenge to social service marketing based on 2000 (52.6%) response rate as against 1800 (47.4%).

Question 3, opinion shows that 2400 (63.2%) of the respondents agreed that the method of information dissemination regarding the product of change impact on their accepting or rejecting the change. The remaining 1400 (36.8%) respondents declined.

Question 4 shows that 2150 (56.6%) believed that poverty contributed to the resistance of the people from disengaging in logging and indiscriminate killing of endanger species and this has affected the work of social service marketers, while 1650 (43.4%) had of the opposite view.

Question 5: The method use for eliciting behavioral change contributed to the myriad of challenges that inhibited the activities of social workers based on 2200 (57.9%) response rate. 1600 (42.1%) gave contrary response.

Question 6: 2500 (65.8%) of respondents claimed that the level of education of the people posed as a challenge based on majority response, while 1300 (34.2%) respondents did not accept it as a contributing factor.

Question 7: In the question on lack of trust of social service workers/agent indicates that 2300 (60.5%) respondents gave positive response, while 1500 (39.5%) gave negative response. Therefore most clients/consumers often doubt the work or product of social service marketers.

Question 8: 2200 (57.9%) respondents were of the opinion that the use of poor models to elicit change of behaviour from consumers was a contributing factor that affected marketing of social marketing product. 1600 (42.1%) respondents refused.

Question 9: 2600 (68.4%) respondents said that some people find it difficult conforming to society’s dictated or agitated behavioural change, while 1200 (31.6%) respondents disagreed the assertion.

Question 10: 1800 (47.4%) respondents agreed that the product of change was communicated to the target audience, while 2000 (52.6%) said no. The majority response above indicates that the product of change was often not well packaged to enable prospective target audience or market accepts it.

Test of Hypothesis Formulated

H₀: The propagated change in behaviour by social service marketers is not well packaged to elicit the desired behavioural change from consumers/target audience.

H₁: The propagated change in behaviour by social service marketers is well packaged to elicit the desired behavioural change from consumers/target audience.

Table : Result of Test of Hypothesis Formulated

Model	Variables	$\sum x$	$\sum y$	$\sum x^2$	$\sum y^2$	$\sum xy$	Cal. Value	Tal. Value
PPMCC	Method used in eliciting behavioural change	2200	1600	800,000	401,250	532,500	1.2	2.6
	Change in consumer behaviour		1600		401,250			

Source: Ewah's Computation, 2013

Decision Criteria

H₀ was accepted and H₁ rejected. This result indicates that the calculated value 1.2 is less than the table value 2.6 at 0.05 level of significance and 5 degree of freedom in a two tail test. This invariably implies that the propagated change in behaviour by social service marketers is often not well packaged to elicit the desired behavioural change from market adopters.

Summary

The myriad of challenges inhibiting the activities of social service marketers in Nigeria were basically attributed to the aforementioned as experimented by the researcher and stated below;

- Consumers' perception of behavioural change as it affects their disposition, attitude and belief creates a barrier between accepting or rejecting such changes.
- How information was communicated to clients/target audience and the method used in eliciting behavioural change matter a lot when viewed from the consumers whose behaviour need to be changed to meet society's demand according to the findings.
- Some of the models used were not workable to the extent of achieving conformity in behaviour.
- The last but not the least, the lack of trust, illiteracy and poverty played major role in making the work of social service marketing difficult.

Policy Recommendations

The agency/social marketer responsible for attitudinal or behavioural change must provide the enabling factors that will propel and engender the change in consumers/clients behaviour to suit societal expectation. These factors include:

- Proper education of clients based on the product of change for the manifestation of favourable perception of the change.
- Actions must be based on mutual trust from the agent of change and the group whose behaviour need to be changed.
- Models and illustration that meet consumers' expectations should be used to enhance the work of social service marketers and communicate same to consumers/audiences.
- There should be avenues where the consumers/groups whose behaviour need to be changed for the betterment of the society to make a genuine way of earning a living to reduce poverty through assistance from government, NGOs and other international organizations.

Conclusion

Despite the vast literature on social service marketing and its practice in developed societies, it has remained rudimentary in most developing countries including Nigeria, hence these myriad of challenges.

There is the conviction that as time elapse and development spread to a reasonable level and embraces all in a global sense. To achieve the objectives of social service marketing will no longer be a mirage but a reality, in these economies.

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APPENDIX

Table: Computation Using Question Five

LGA	x	y	x ²	y ²	xy
Boki	500	300	250000	90000	150000
Ikom	300	225	90000	50625	67500
Etung	300	100	90000	10000	30000
Obudu	400	300	160000	90000	120000
Obanliku	200	150	40000	22500	30000
Bekwarra	100	250	10000	62500	25000
Ogoja	400	275	160000	75625	110000
$\Sigma x=2200 \quad \Sigma y=1600 \quad \Sigma x^2=800000 \quad \Sigma y^2=401250 \quad \Sigma xy=532500$					

Source: Researcher's Computation, 2013

$$r = \frac{7 \times 532500 - 2200 \times 1600}{\sqrt{7 \times 800000 - 2200^2} \times \sqrt{7 \times 401250 - 1600^2}}$$

$$r = \frac{3727500 - 3520000}{560000 \times \sqrt{4840000 - 280875}}$$

$$r = \frac{207500}{760000 \times \sqrt{248750}}$$

$$r = \frac{207500}{871.7797 \times 498.74843}$$

$$r = \frac{207500}{434798.79}$$

$$r = 0.48$$

Test of **Significance**

$$t = 0.48 \times \frac{\sqrt{7-2}}{\sqrt{1-0.48^2}}$$

$$0.48 \times \frac{\sqrt{5}}{\sqrt{1-0.2}}$$

$$0.48 \times \frac{\sqrt{5}}{\sqrt{0.8}}$$

$$t = 0.48 \times 2.5 \times 1.2$$

D/F = 7 - 2 = 5 at 0.05% - Table value is 2.6

Decision: H₀ was accepted and H₁ was rejected as a result of the fact that the calculated value (1.2) was less than the table value (2.6).