

## **SOCIAL MARKETING PROGRAMS AND NATIONAL DEVELOPMENT IN RIVERS STATE, NIGERIA**

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### **Abstract**

*The study examines social marketing as a remedy for ensuring security in the Niger Delta region for national development. Social marketing is the process of using measures of commercial marketing activities to achieve non-commercial goals. This study is based on primary data collected through a structured 5-point likert scale questionnaire administered proportionately to each unit (local government office) using proportionate sampling method, while selection of participants within each individual unit is carried out using the simple random sampling method. Internal reliability of the instruments was assessed using the cronbach alpha reliability. An accessible population of 2087 staff from 6 local government offices out of the 23 local government areas in Rivers State were selected .A sample of 336 was adopted as statistically substantial through the use of Taro Yamane sampling formula. A loss 97 (29%) copies of the questionnaire was recorded during retrieval of the questionnaire copies. The 239 copies successfully retrieved and were used for the analysis. Conclusively, the study reveals that social marketing programs are imperative and impacts substantially on the extent to which national development is actualized with regards to security and business growth. The study recommends that government and multinational oil companies should emphasize on the use of social product and social promotion to solve the problems of insecurity in the Niger Delta region which in turn fosters national security and business growth which further leads to national development.*

*Keywords: Social Product, Social Promotion, National Security, Business Growth.*

### **Introduction**

Over the years, the crisis facing the Niger Delta region have been a major concern to both national and international community, this is not surprising considering the fact that the Niger Delta region produces a large chunk oil mineral resource that sustains the entire Nigerian economy. The Niger Delta crisis resulted from political and economic marginalization and also due to the neglect of this region by the government (Edigin, 2014). The Niger Delta region generates more than 75% of the entire Nigeria's revenue, yet a huge number of the populace remain below national poverty level and this have brought about violent conflict in the region.. Youths in Niger Delta feel unsatisfied, manipulated and neglected with regards to the current realities on ground in the region. Amanye (2006) posits that Rivers State which is in the Niger Delta region is known for bionomical environmental degradation, devastation and pollution by acidic rainfall which causes oil exploitation and exploration within the region. The Niger Delta

Development Commission, NDDC (2006), stated that more than two million Niger Delta youths are unemployed and most of them have lost hope and belief in themselves this has made the region to be characterized by a worrisome poverty and environmental degradation level. The populace in the region, seeing how they are neglected and exploited by government and the oil companies, without being compensated responded aggressively to the ecological environmental exploitation, pollution and exploration by being restive about the unfavourable and unfriendly environmental condition.

Furthermore, the use of social marketing to solve social problems cannot be underestimated because it helps in achieving the objectives, survival, security, growth and economic development. Social marketing on the other hand, promotes the well-being and standard of living of any given society. Social marketing is closely related to the elements of sustainable development which proposes that organizations should be obligated to make decisions that does not only focus on financial and/or economic factors, but also on the social and environmental values of their operations. However, previous studies ( Tiwari,2013; Alakali et al., 2013; Izogo,2013; Lokhande,2003; Lefebvre 2011; Oti et al,2016; Erhabor,2016 ) on social marketing are yet to carry out an empirical study, linking social marketing and national development in developing countries like Nigeria with special emphasize in the Niger Delta region. In other to bridge the gap in literature, the study tries to empirically investigate the need for security in the Niger delta region for national development: A social marketing perspective and this therefore form as the point of departure for the study.

### **Statement of the Problem**

The Niger Delta is expected to be endowed with large chunk of oil and other mineral resources which up till date constitute the main stay of the Nigerian economy; oil being the major revenue source of the Nigerian economy. One would expect that such a region as this will be replete with evidence of wealth and high development.

However, the Niger Delta is facing dreaded insecurity issues which have become a major concern to national and international communities. The region is seen to be highly marginalized and underdeveloped given rise to youth restiveness which simultaneously becomes highly violent to the extent of destruction of lives and properties of both public and private citizens. This equally affects businesses and tourist inflow in the area, thereby negatively impacting on national development.

It is the belief of the authors of this paper, that the application of social marketing will to a very large extent curbs the incidence of insecurity and youth restiveness and by extension, engenders national development. Hence, the aim of our study is to empirically examine the need for security in the Niger Delta region for National Development: A social marketing perspective.

### **Review of Related Literature**

#### **a) Concept of social marketing Programs**

Social marketing is in parallel with commercial marketing. Tiwari (2013), stated that in the late 1950's and early 1960's marketing scholars (Kolter and Zaltman,1971; kamlot,2016; Dann,2010; Kolter et al., 2002 ; Andreasen,2006, etc.) thought about the limitation facing the political and social activities and they decided to come up with the inclusion of social marketing so as to

replace tangible products with an idea, change in behaviour or series of values that threatened the economic exchange concept.

Tiwari (2013), further noted that social marketing is the process of using measures of commercial marketing activities to achieve non-commercial goals. The primary and specific objectives of social marketing are social good and also to influence behaviour positively. Kolter and Zaltman (1971) stated that marketing practices improves and changes individual behaviour and ideas. Kamlot (2016), posits that social marketing can adopt and adapt commercial marketing activities and processes which will result to behavioural change in a target audience which could either be on a temporary or permanent basis so as to achieve a social goal. Dann, (2010), defined social marketing as a process that brings about behavioural change. He further defined social marketing as a social leadership campaign program that involves an intentional use of persuasive approach that is directed to a target audience for a particular course of action. Engvall et al., (2010), asserted that social marketing is used to bring about an acceptable good behaviour or the prevention of a bad behaviour for the benefit of the general public. Dann, (2009), noted that social marketing is embedded in traditional marketing theory which is seen as a planned activity that is designed as an interventions of behaviour. Andreasen (2006), noted that social marketing is not only about changing ideas, but it is also about influencing current behaviour positively. Marketing has been to encourage and persuade both existing and potential customers to purchase or patronize a company's product. In other words people can also be persuaded and encouraged to change and imbibe behaviours that will improve and enhance their own social good and influence their actions positively.

Kolter and Zaltman (1971), believes that the same marketing activities used to sell and persuade both existing and potential customers to buy tangible products can be used to sell ideas, behaviours, attitudes and also be used to solve social and health problems. Izogo and Chukwemeka (2013), conceptualized social marketing as the application of marketing elements and activities to influence individuals to freely accept, reject, modify or abandon a particular behaviour for the benefit of that individual. Andreasen (2002), in agreement with both practitioners and scholars (Kolter and Zaltman 1971; Tiwari 2013; Kolter et al., 2002; Olujide and Gbedayan 2006; Wiebe 1951; Lazarsfeld and Merton (1949), have come up to accept that the primary aim of social marketing is not about promoting ideas, but to influence behaviours positively.

Izogo and Chukwemeka (2013), further noted that social marketing involves changing apparently unfavourable behaviours in composite ecological system, technological, social, economic and political situation. Olujide and Gbedayan (2006), highlighted the various activities of social marketing, such as road safety awareness, political campaign, child trafficking and labour campaign, public health campaign on smoking, family planning and mass literacy, campaign against fake and substandard products, campaign for immunizations. Social marketing activities also includes the fight or campaign against social vices such as, sales of dangerous and hard drugs, abortion, use of assassins, bribery and corruption prostitution etc. Kolter et al., (2002); identified four major areas where social marketing is seriously needed and should be applied, these areas include: protecting the environment and ecological system, improving public health, preventing violence and injuries and engendering the participation of communities. From the major areas, the public health section appears to be the most in the utilization of social marketing, while the prevention of violence and injuries which brings about

insecurity have not fully reached a reasonable utilization of the social marketing programs. The primary goal of social marketers is to meet the need of the society and also improve quality of life of the citizenry. Adirika et al., (1997), posits that social marketing is the application of marketing principles and practices to promote social cause, social idea and social practice.

For the purpose of our study, we define social marketing as a intended organized effort to promote and advance a behaviour change that is acceptable to target audience and the society at change.

#### **b) Dimensions of social marketing Programs**

According to Engvall and Lefebvre (2010), traditional marketing mix can also be used as the foundation for a social marketing campaign. Kolter et al., (2002), further stated that utilizing the 4ps of the marketing mix, product, price, place and promotion can effectively be employed in social marketing campaign and that all 4ps should be integrated rather than just relying only on promotion. Tiwari (2013), also noted that adopting the marketing mix such as product, price, place and promotion are also vital tools for social marketing efforts.

#### **Social Product**

Product here is the actual thing the social marketer is selling which could be change of behaviour or idea. In commercial marketing, the products are usually tangible or physical, whereas in social marketing the products are usually behaviour action or idea that is promoted (Tiwari, 2013). Product in social marketing is elongated from tangible to embrace ideas and behavioural change. (Macfadyen, stead and Hastings, 1999). The social marketing product includes ideas (belief, attitude and value) behaviour (Single Act and sustained practice and tangible object). (Macfadyen et al., 1997), adapted from (Kolter and Robert 1989). Engvall and Lefebvre (2010), noted that product in social marketing is a package of benefits than an advocate behaviour makes available to the target audience. They further noted that the benefit may come from a particular products or service such as the sense of accomplishment from quitting a particular behaviour.

#### **Social Promotion**

Creating an accurate and effective customer relationship requires more than just developing a good product fixing an attractive price and marketing it available at the right place and right time to the target audience. There is need for the social marketer to properly communicate the message (ideas, behavioral change and sustained positive practice) and information about the benefits to the target audience (Kolter et al., 2010).

Promotion is all about communication and also spurring the behaviour with different messages which includes visual images with the use of various promotional mix and the social media. The success of the social marketing deeply depends on using the appropriate and proper communication mix to pass the information and messages across. Social marketing campaign needs to be creative and innovative so as to capture the target audience so as to achieve the cooperate objective of social and behavioural change. This is because when the message or information is not effectively communicated to the target audience, it tends to defeat the objective of social marketing.

#### **c) Theoretical foundation**

##### **Social Justice Theory**

Social Justice Theory which was propounded by John Rawls in 1971, states that there should be fairness in the distribution of social goods. Social justice is defined according to Van

den Bos (2003), as the fair and equal distribution of power, responsibilities, entitlement, resources to every citizen in a given nation, regardless of the individual's age, race, gender, ethnicity, marital status, occupation, religion, academic status or spiritual background. Rawls believes that distribution of wealth, resources and entitlements should be done equally among the populace of a given society. Fraser (2003), posits that the approach of social justice can help in protecting differences among the citizens of the nation.

Ekmekci and Arda (2015), posits that social justice theory is the fairness and equality that is attained when every member of a society have access to the services offered. It could also be seen as when the citizens of the society are offered with the services needed for their well-being. Fraser (2003), believes in the redistributive process, it states that distribution, entitlement and resources should be spread across everyone. When these resources and wealth allocation is not done equally among citizens, it creates and brings about restiveness and aggressiveness amongst the populace. The theory of social justice lies on the principle of focusing more on the more disadvantaged citizens so as to ensure there is fair sharing of what is due them. This further implies that the issue of security in the Niger Delta region are social problems that needs equal distribution of their rights and privileges and what is due them. Hence, this theory underpins our study, ensuring security in the Niger Delta region for national development: A social marketing perspective.

### **National Development**

Security is a necessary requirement for the well-being, development of a nation's populace and the society at large. Security which can also be seen as national security is a social contract that exist between the people and the government where the citizens are willingly surrounding their rights to government and to the society and are also willing to refrain from a negative behaviour to a more positive and acceptable behaviour.

Adebayo (2011), posits that security is a process that ensures peaceful harmony and development in the society at large. Security is attributes that include: avoidance, resolution, reduction and prevention of violent conflicts and threats that exist between villages, states, nations and from other structural economic and socio-political issues (Stan, 2004). Previous studies such as (Igbuzor 2011; Oche, 2001; Nwanegbo and Odigbo, 2013), conceptualized security as the absence of threats to peace, stability, national cohesion, political and socio-economic objectives of a given nation. Security is generally known as being a vital tool for peaceful cohesion for sustainable national development (Ewetan and Urchie, 2014).

### **d) National Security**

Security which is one of the basic needs of any individual in a given society is a precondition and requirement for the survival of the populace of Nigeria and its environs. Security is broadly seen as the absence of violence, insurgency, threats; it can also be seen as the citizenry being free from economic exploitation, environmental degradation, starvation, poverty and discriminations and segregation. Security can also be broadly seen as safety to life of the citizenry and safety to individual and collective properties/ facilities (Alemika, 1967). According to Igbuzor (2011), the term security is a condition about how one feel safe from violence, danger and harmful situation, also a feeling of safety towards being defended, protected and preserved. Alemika (1967), posits that security is seen as protection from danger, fear, threats, violence and want that destroys or has the capability of destroying the progress

and existence of wellbeing of the populace. Human and citizenry security comprises seven dimensions such as: personal, health, environmental, economic, community, food and political. Safety to life is a major requirement for any given nation. The Niger Delta region is currently facing different insecurity issues such as: militancy, environmental degradation, kidnapping, vandalization of oil and gas pipelines, electricity grids and its facilities etc. There have also been different issues of communal clashes among host communities which have led to lots of lives. This insecurity issues needs to be properly handled in order to promote and protect lives and properties as well as national integration within the nation. Security is the avoidance of violence, threats and conflicts in a given society. Security is also seen as absence of threats to peace, stability and national cohesion, political and socio-economic objectives of a given nation. Protection of properties and facilities is a precondition requirement for national development. When facilities and properties such as the destruction of villages and settlements, suicide bombers, religious violence, vandalization of oil and gas pipelines, electricity facilities, educational facilities, health facilities ,setting houses, offices on fire, theft of the nation's national resources, such as: operation of illegal refineries, illegal mining and bunkering etc. All this frustrates human and security development for national development (Alemika, 1967). Improvement in the safety of facilities calls for the government to focus on improving the economic situations of the Niger Delta region through provision of employment, investment in the region through a better means of production, further education (Scholarship schemes), and other quality of life attributes that can better promote, improve and protect the region at large.

Furthermore, there is need for properties to be protected, this is due to the fact that it helps the citizenry. Secondly, the region is plagued with some inadequate facilities which is harmful and hazardous to the citizenry. When these facilities are put in their properly place and it is adequately operating as expected, it brings about change in behaviour by the youths in the region. Safety of facilities is crucial for sustainable national development.

#### **e) Business Growth**

Sustainable development is about meeting the most pressing need of all citizens and also creating a conducive environment that encourages business growth and better life. Development according to Satope and Akanbi (2014), is the process of improving the quality of goods and services by business organizations and there by contributing to Gross National Product (GNP). Businesses constitute the driving factor for growth and development. In other words, Aremu and Adeyemi (2011) and Terungwa, (2012) stated that business organizations play an important role in sustainable national development. Aregbeyen (1999), noted that achieving sustainable development depends largely on industrial and business development. Development calls for uniformity in distribution of wealth, entitlements and resources by business organizations. Secured and peaceful environment brings about business growth which contributes to the GDP of the economy thereby improving national development. Furthermore, the engagement of multinationals in social responsibility to the populace in these regions brings about satisfaction to the host communities which in turn foster business growth and engenders sustainable national development.

#### **f) Empirical review of social marketing and National Development**

Social marketing is a process that brings about behavioural change. Tiwari (2013), noted that social marketing is process of using measures of commercial marketing activities to achieve a non-commercial goals. The main objective of social marketing is for social good and also to

influence behaviour positively. Over the years, studies have security campaigns and programs that bring about social marketing behavioural conditions.

Izogo (2013), carried out a study on the Nigerian perspective of social marketing campaigns: The study reviewed that with proper message timing and the its frequency using broadcast media program is likely to influence individual's social life, which can also alter people's behaviour or attitude. Lokhande, (2003), carried a study on social marketing, they posited that social marketing principles has being used in developing countries in areas such as health promotion, economic development, population control, child marriages racism and human rights. They further noted that there is a significant relationship between social marketing and the campaign for voting rights to women, abolition of child labour and notable social reforms movements. Lefebvre (2011), conducted a study on an integrative model for social marketing, he stated that social marketing provides a platform on how to approach and tackle social change and public health campaign in the future through market-based reform.

Bloom and Novelli (1981), reviewed social marketing development and called for more studies to investigate a more serious theoretical foundation regarding the discipline. Lefebvre (1996), also reviewed the 25 years social marketing development and revealed some concepts that needed to be addressed and looked upon such as creative development of social marketing programs, theoretical development, adopting social marketing by private organizations and new research techniques. Alakali et al., (2013), investigated a study on the impact of social marketing networks on the promotion of Nigerian Global market: An analytical approach, the study shows that most businesses adopt social marketing networks to promote the international marketing activities. Oti et al., (2016), conducted a study on social marketing campaign as a tool for reducing financial cost of HIV/ACIDS pandemic in Nigeria. The study reviewed that social marketing campaign messages of abstinence was significantly effective for reducing the financial costs of HIV ACIDS on people in Nigeria and that social marketing campaign tool of counselling was significantly effective for reducing the social ostracization of people living with HIV by people and families in Nigeria. Erhabor (2016), carried out a study on promoting climate change adaptation behaviour through the use of social marketing among the vulnerable population in Nigeria, the study revealed that social marketing approach is vital in fostering and encouraging the target groups to adopt the suggested climate change adaption strategies in order to help them improve their adaptive capacity. This however implies that a reduction in insecurity issues using social marketing campaigns will promote national security and business growth in a given society for national development.

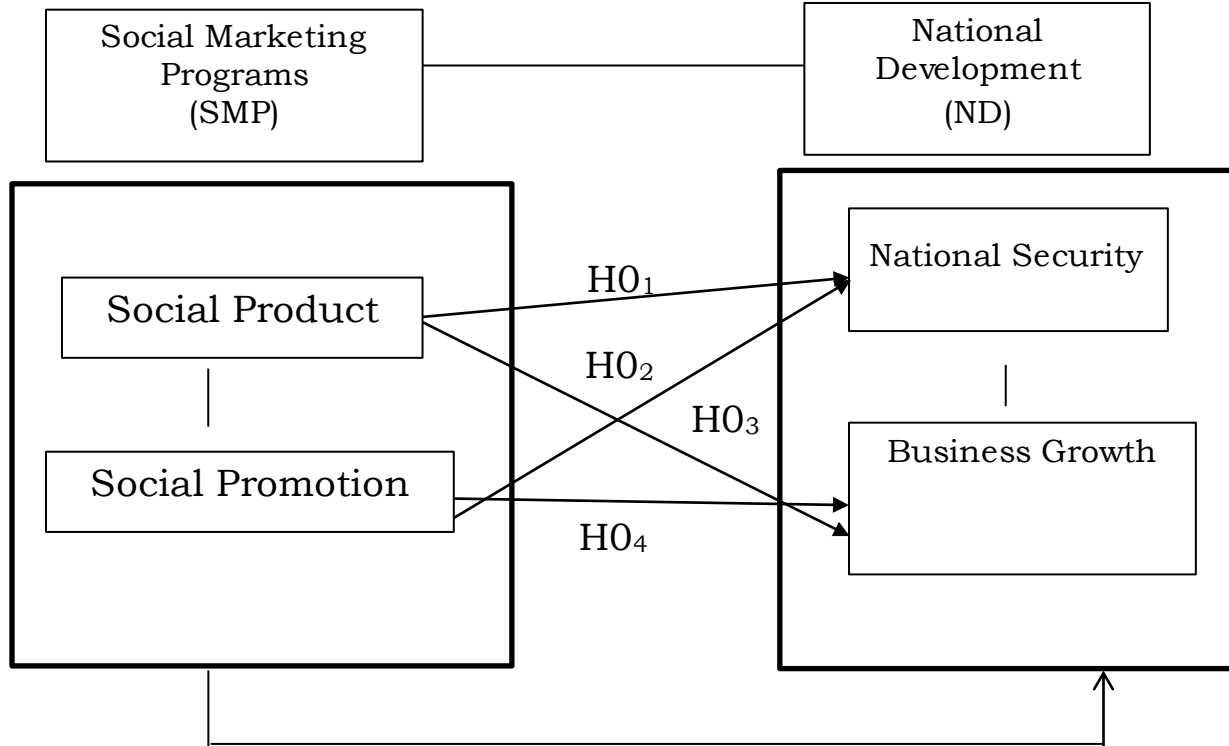
Based on the above reviews, the following hypotheses were formulated for the study.

**H0<sub>1</sub>:** There is no significant relationship between social product and national security

**H0<sub>2</sub>:** There is no significant relationship between social product and business growth

**H0<sub>3</sub>:** There is no significant relationship between social promotion and national security

**H0<sub>4</sub>:** There is no significant relationship between social promotion and business growth



**SOURCE: Researcher's Conceptualization 2018**

### Methodology

The design adopted in the investigation of the variables is the cross-sectional survey design. The level of theories addressed in this study are micro, hence the unit of analysis is the worker or individual. An accessible population of 2087 staff from 6 local government offices out of the 23 local government areas in Rivers State were selected (Okonny, 2002). These were purposively included in the sampling frame of the study based on the high-profile political conflict and cult clashes that were considered as pervading within these local governments in the last 12 months. This feature characterized them as key to understanding the variables given the concepts of interest.

Sample size determination was based on the Taro-Yamane sampling formula (Baridam, 2001) at which 336 was adopted as statistically substantial. Primary data collection was based on the use of structured questionnaire copies with copies distributed proportionately to each unit (local government office) using the proportionate sampling method, while selection of participants within each individual unit is carried out using the simple random sampling method.

Measurement of the concepts was based on the adaption of instruments from the models provided by previous studies. The instrument for measuring social marketing was adapted from the studies of Belch, & Belch (2003) and Parmerlee (2000); while the instrument for assessing national security was adapted from Ngoma (2005). This also addressed the validity issues of the instrument. Instruments were adapted for the purpose of consistency to 5 indicators each per measure with all scaled on a 5-point Likert scale ranked from 5 = strongly



agree, 4 = agree, 3 = undecided, 2 = disagree and 1 = strongly disagree. Internal reliability was assessed using the Cronbach alpha reliability.

### Data Results

A loss of 97 questionnaire copies (29%) was recorded during the retrieval of questionnaire copies. The 239 copies successfully retrieved were further examined for error related issues and thereafter (based on the evidence of their suitability) coded into the SPSS software for subsequent analysis. Presented in table 1 below are the Cronbach alpha reliability coefficients for the instruments for the variables.

**Table 1: Reliability coefficients**

<i>Variables</i>	<b>No. of items</b>	<b>Alpha coefficient</b>
<i>Social Product</i>	5	.922
<i>Social Promotion</i>	5	.867
<i>National Security</i>	5	.928
<i>Business Growth</i>	5	.930

**Source: Field survey, 2018**

The corresponding alpha coefficients for the variables are observed to be substantial and higher than the 0.70 threshold emphasized by Nunally (1978) for studies in the management and behavioural sciences.

**Sample characteristics:** This sub-section presents the results on the analysis of the sample characteristics.

**Table 2: Sample characteristics**

<i>Sample Characteristics</i>	<b>Categories</b>	<b>Frequencies</b>	<b>Percentage</b>
<i>Gender</i>	Male	183	77%
	Female	56	23%
<i>Experience</i>	Less than 10 years	43	18%
	10 - 15 years	83	35%
	16 - 20 years	94	39%
	Above 20 years	19	8%
<i>Qualification</i>	WAEC/NECO	12	5%
	Diploma	68	28%
	First degree	105	44%
	Post-graduate degree	54	23%

**Source: Field survey, 2018**

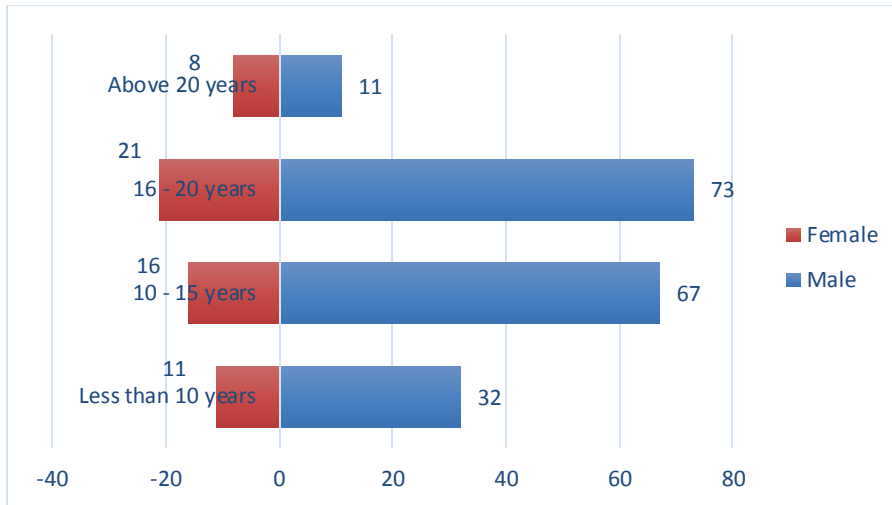


Figure 1: pyramid for cross-assessment of respondents’ gender and work experience

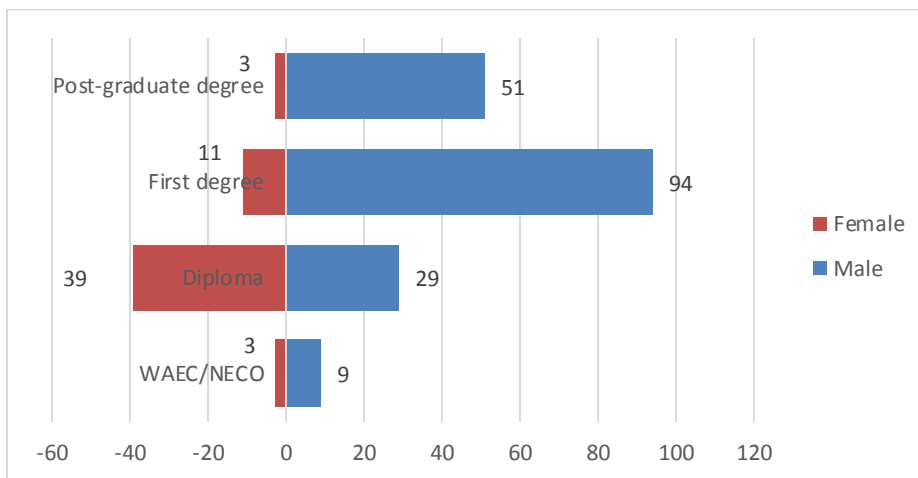


Figure 1: pyramid for cross-assessment of respondents’ gender and work experience

The distributions for the sample characteristics of the study as presented (table 2, figure 1 and figure 2) indicate that there is a significant level of disparity in the distribution for male and female workers where it is evident that the male respondents (n = 183) outnumber their female counterparts (n = 56) by a difference of 127.

The distribution for the experience indicates that most of the workers have work experiences ranging between 16 – 20 years (n =94) accounting for 39% of the total respondents while the least frequency for experience is for those who have worked more than 20 years (n = 19) accounting for 8% of the total population.

The distribution for qualification indicates a higher number of the respondents have obtained first degree certificates (n = 105) accounting for 44% of the respondents, while the least frequency is at the distribution for WAEC/NECO (n = 12) accounting for 5% of the respondents. The cross-assessment of the sample indicate that the male respondent on the sample characteristic of experience dominates all categories, while on the sample characteristic

of qualification the only category appearing to have a higher frequency for female is that of diploma certifications.

**Univariate results:** This sub-section presents the results on the univariate analysis of the variables. Interpretations are based on a mean rating such as  $x \leq 2$  suggesting very poor incidence of variables;  $2 < x < 3$  suggesting low incidence of variables;  $3 < x \leq 4$  suggesting high incidence of variables, and  $4 < x \leq 5$  suggesting very high incidence of variables.

Table 3: Result for descriptive statistics on the variables

	Measures	Indicators	Mean	Std. Deviation
<i>Social Marketing</i> (mean=2.8029; Std. Deviation = .41010)	Social Product (mean=2.8201; Std. Deviation = .42240)	Social product1	2.8033	.49262
		Social product2	2.7573	.58670
		Social product3	2.8619	.39131
		Social product4	2.8285	.44893
		Social product5	2.8494	.41291
	Social Promotion (mean=2.7858; Std. Deviation = .42004)	Social promotion1	2.7657	.49738
		Social promotion2	2.7782	.53940
		Social promotion3	2.8159	.46697
		Social promotion4	2.8117	.50430
		Social promotion5	2.7573	.54203
<i>National Development</i> (mean=2.8188; Std. Deviation = .40783)	National Security (mean=2.8385; Std. Deviation = .39898)	Security1	2.8117	.46076
		Security2	2.8619	.38042
		Security3	2.8368	.47028
		Security4	2.8536	.41946
		Security5	2.8285	.47618
	Business Growth (mean=2.7992; Std. Deviation = .42505)	Business growth1	2.7992	.51188
		Business growth2	2.8285	.49351
		Business growth3	2.7029	.51819
		Business growth4	2.8368	.45205
		Business growth5	2.8285	.42981

**Source: Field survey, 2018**

Data distributions based on the descriptive statistics result (table 3) indicate that all manifest properties for the variables – social marketing (predictor) and national development (criterion) are moderate and significantly evident.

This suggests that respondents consider the social marketing as having desirable and issue-focused content (Social product) which address but at a moderate level the challenges and experiences of members of the community; and that these programs are also moderately promoted and publicized within these communities. It also reveals that although there is national security and business growth, these however are considered to exist or to be evident at a moderate extent. These assertions are premised on the evidence of the transformed summaries for the major variables – social marketing and national development.

**Bivariate results:** This sub-section presents the result for the test for the hypotheses of the study

**Table 4: Result for hypotheses testing**

		Social Product	Social Promotion	Security	Business Growth
Spearman's rho	Correlation Coefficient	1.000	.752**	.633**	.553**
	Social Product Sig. (2-tailed)	.	.000	.000	.000
	N	239	239	239	239
	Correlation Coefficient	.752**	1.000	.723**	.820**
	Social Promotion Sig. (2-tailed)	.000	.	.000	.000
	N	239	239	239	239
	Correlation Coefficient	.633**	.723**	1.000	.780**
	Security Sig. (2-tailed)	.000	.000	.	.000
	N	239	239	239	239
	Correlation Coefficient	.553**	.820**	.780**	1.000
	Business Growth Sig. (2-tailed)	.000	.000	.000	.
	N	239	239	239	239

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- i. The results for the tests as illustrated in table 4 suggests that there is a significant relationship between social product and national security ( $\rho = .633$  and  $p = 0.000$ ) and between social product and business growth ( $\rho = .553$  and  $p = 0.000$ )
- ii. The results also indicate that there is a significant relationship between social promotion and national security ( $\rho = .723$  and  $p = 0.000$ ) and between social promotion and business growth ( $\rho = .820$  and  $p = 0.000$ )

The evidence suggests that both dimensions of social marketing can be considered as significant predictors of national development within the context of the local governments examined. The evidence shows that social product has a high effect on national security and a moderate impact on business growth. This implies that the content and issues addressed by these programs in a significant way influence the extent to which lives and properties are secured and encourages business growth. Furthermore, social promotion, which addresses the publicity of these programs and the extent to which they are appreciated by the population also, has a high impact on national security and a very high impact on business growth. The implications are that the social promotions and awareness generated about the programs drive for improved national security. In this vein, it is therefore evident that social marketing contribute towards national development in the local vicinities covered by this study. Thus, the following findings are put forward:

- i. The product of social marketing impacts significantly on national security and business growth.
- ii. The promotion of social marketing programs contributes significantly on national security and business growth.

### Discussions and Findings

The findings for the study present both social product and social promotion as significant antecedents of national development within the context of Rivers State. This follows the observations of Gahia (2008) who identified awareness of security related matters and the appreciation of security-based initiatives as fundamental to successful security-oriented programs. The findings highlight the imperatives of content which is issue-focused and which

clearly touches on the subject matter of interest. In their study Kotler and Keller (2009), traced the gap between marketing delivery and product effectiveness to content and emphasized on the essence of first, identifying the gaps within the context, and second, developing content in line with bridging the gap and thereby offering satisfaction to the client.

The findings of this study therefore validate the positions of these scholars as it reiterates the need for issue-based content in the form of social marketing programs, which is social product, and social publicity of such programs for the purpose of increasing awareness.

### **Conclusion**

On this basis it is affirmed that social marketing programs are imperative and impacts substantially on the extent to which national development is actualized with regards to national security and business growth of members of the community or inhabitants of the local governments.

### **Recommendations**

- We therefore recommend that government and multinational oil companies in the Niger Delta region should ensure that the social product contents such as entitlements, ideas, orientations, rewards, resources etc. are consistently given to the host communities and youths in the region.
- Secondly, we recommend that government and agencies in charge of communicating and promoting social change of behaviour should use persuasive promotional medium to disseminate the message and information to enable everyone get the message clearly and accurately.
- We also recommend that there should be equitable distribution of wealth, rewards, resources, scholarship schemes, entitlements amongst the host communities and youths, so as to foster national security and improve businesses in the region.
- We recommend that government should provide adequate infrastructural facilities such as good roads, electricity, hospitals and health centres, clean pipe-borne water, construction of standard primary and secondary schools in the region.
- Finally, the multinational oil companies should seriously carried out social responsibility projects so as to compensate the host communities and youths of the damages done in the region through oil spillage, environmental degradation, oil exploration and exploitation etc. so as to boost their business growth which in turn leads to national development.

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