

## The Nigerian Perspective of Social Marketing Campaigns: A Study of Ebonyi State Action Committee on Aids (EBOSACA)

Ernest Emeka Izogo<sup>1\*</sup> Anumudu Elvis Chukwuemeka – MNIMN, FIBM<sup>2</sup>

1. Department of Marketing, Ebonyi State University, P. M. B. 053, Abakaliki, Ebonyi State, Nigeria
2. Branch manager, Nigerian Agricultural Insurance Corporation, Ebonyi State.
  - E-mail of the corresponding author: [ernestizogo@yahoo.com](mailto:ernestizogo@yahoo.com)

### Abstract

The purpose of this paper is to evaluate the impact of broadcast media campaigns/programmes on behavioural change in the Ebonyi State of Nigeria. The study is based mainly on primary data collected through structured interview and a scientifically developed questionnaire administered to a randomly generated sample of 50 respondents. Exploratory factor analysis in the form of principal component analysis, Cronbach alpha and correlation were respectively employed to assess scale simplification and summarization, scale internal consistency and relationship among variables. Result indicates that even as broadcast media campaigns and information is likely to influence behavioural change of Ebonyians, this impact is not traceable to the broadcast media campaigns/programmes of the EBOSACA. This paper and its finding was identified as indeed fundamental as previous researchers have conducted less research on the impact of broadcast media campaigns/programmes on the variables explored in this research and with evidence of lack of substantive empirical study on the subject within Non-western developing economy like Nigeria. The results of this study show that with proper message timing and frequency, broadcast media campaigns/programmes is likely to influence people's social life just as appropriate information can equally alter people's behaviour or attitude. Owing to the crippling impact of the HIV/AIDS pandemic, evolving strategies to stem the epidemic becomes unavoidably important and managers and directors of social/behavioural change courses should be rethinking their tactics in this regard.

**Keywords:** Social marketing, Broadcast media campaigns/programmes, EBOSACA, HIV/AIDS, Information, Behavioural change

### Study Background

Social marketing campaigns are one of the strategies which the Nigerian government has given plausible attention through its various institutions and agencies because of the corruption-driven nature of our society and the unceasing crave for attitudinal change. The birth of such governmental agencies as Consumer Protection Council (CPC), Economic and Financial Crimes Commission (EFCC), Independent and Corrupt Practices Commission (ICPC), National Agency for Food, Drug Administration and Control (NAFDAC), National Drug and Law Enforcement Agency (NDLEA) and so on was as a result of this covet. These agencies employ several social marketing campaigns to effect change in the attitude of the citizens of Nigeria. The reason for this is not far from the fact that social

marketing “preaches” change ideas. So, given the decayed and collapsing situation of the Nigerian economy in all ramifications and specifically the social aspect, the government of the federal republic of Nigeria has not relented in establishing institutions charged with the responsibility of marketing social/behavioural change programmes. At times, any of the three tiers of the government can initiate change campaigns aimed at getting the populace respond to certain behavioral courses capable of decimating their social welfare individually or collectively if not changed, modified or rejected. For instance, the rebranding programme instituted by the one time minister of information, Professor Dora Akunyeli is one of the most recently championed epitomes even though the tempo of the programme has gone down seriously after the vacation of office by the minister that introduced it.

Accordingly, Olujide and Gbadeyan (2006) reflected that the governments at various levels have been involved in such social marketing activities like public health campaign against Smoking, Drug Abuse and Acquired Immune Deficiency Syndrome; Campaigns for Immunization, Family Planning and Mass Literacy, Road Safety etc. marketing activities in Nigeria. They further argued that we have organizations that offer also humanitarian services to the people, in form of Community Development Association, Clubs and Voluntary Organizations, and those that organize crusade or Jihad to win soul for God. At the state level, different state governments have constituted several agencies to see to the propagation of social change values through social campaigns in their scheme of policies. A very good example is the Ebonyi State Action Committee on AIDS (EBOSACA).

The EBOSACA is the state arm of the National Agency for the Control of AIDS (NACA), formerly National Action Committee on AIDS. This was a result of the transition of the role of NACA from short-run focused response to a long run oriented response as HIV/AIDS is a chronic epidemic. NACA was established on February 2000 with the major mandate of coordinating the various activities of HIV/AIDS in the country. To better pursue their major mandates, the State Action Committee on AIDS (SACA) was constituted with branches in all state of the federation, and this was how the EBOSACA came to being on the recommendation of the federal government on April 2004. The Nigerian government's response to the epidemic is based on a national strategic workplan known as the HIV/AIDS Emergency Action Plan, which originally was a four-year plan with a US \$190million cost for programme execution. The plan was designed to be jointly executed by the Government of Nigeria, bilateral donors, and a World Bank IDA credit. The Home Energy Assistance Programme (HEAP) document identified over 200 activities which the government is to pursue over a four-year period. Designed to promote a multi-sectoral, participatory response to HIV/AIDS prevention and impact mitigation, the HEAP guided the implementation of activities and appropriate allocation of available resources.

In 2004-05 at the expiration of the life of the HEAP a new framework, the National Strategic Framework (NSF) was developed with wide participation from Civil Society, the Private Sector, Government entities and implementing bodies and the international donor community in Nigeria. The NSF designed with a life span of 5 years would guide the National Response and all implementing and coordinating entities to contain the spreading pandemic. NACA serves to ensure that entities and groups responsible for implementation of the NSF objectives and activities receive the financial, organizational and human resources support required to undertake and complete assigned activities in a multi-sectoral environment; NACA also serves to ensure that all partners in the war against HIV/AIDS see the NSF as a frame-work for national and nation-wide coordination of one response. With the support of the NACA, the EBOSACA as a state agency charged with the role of providing the enabling environment at the state level to coordinate the efficient response to HIV has been up and doing in the marketing of HIV/AIDS knowledge and information in Ebonyi State. This it has always tried to achieve through its various social marketing campaigns through

the various available media. Even though observations at the time of this research indicated a fall in the tempo of the HIV/AIDS response in Nigeria generally and Ebonyi State specifically, a preliminary investigation shows that such programmes as “Gong of Life” aired weekly on Unity FM and “Positive Living” aired on NTA were the most formerly championed media programmes by the EBOSACA. A pre-study interview with the Executive Secretary of the EBOSACA indicated that the impact of these programmes have been on the high side. However, critics have argued that marketing social change programmes is not as easy as it is to market such tangible products as biscuits, soft drinks and so on. It is more problematic to change an addictive behaviour like smoking than the low-involvement purchase of a product such as soap powder (Noble and Camit 2005). It is on this ground that this research generally seeks to examine the impact of broadcast media (radio and television) on marketing HIV/AIDS knowledge and information in Ebonyi State.

### **Overview of Social Marketing**

Research on social marketing has mushroomed. At its early stage of emergence, authors were concerned more with its conceptualization and how the conventional commercial marketing principles and techniques can be applied in the marketing of social change programmes. Lazarsfeld and Merton (1949); Wiebe (1951); Kotler and Zaltman (1971) were among the first set of scholars that championed the early conception of this marketing paradigm. However, their views were varied. While Kotler and Zaltman believes that the same marketing principles that were being used to sell products to consumers could be used to sell ideas, attitudes and behaviors; thus conceptualizing social marketing as “the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole, Lazarsfeld and Merton tentatively argued that such conception was simply overestimated. The views of more recent scholars coincide very much with those of the later authors. Accordingly, Andreasen (2002) explains that social marketers, both scholars and practitioners, have come to accept that the fundamental objective of social marketing is not promoting ideas as (Kotler and Zaltman 1971) suggest but influencing behaviour. Andreasen further puts it bluntly when he says, “Selling Coca-Cola is not the same as selling sexual abstinence”. What he is trying to describe is the fact that social marketing becomes difficult because it crosses morality and beliefs. Serrat (2010) puts it this way: “Some consider social marketing to do little but use the principles and practices of generic marketing to achieve noncommercial goals. This is an oversimplification: social marketing involves changing seemingly intractable behaviours in composite environmental, economic, social, political, and technological circumstances with (more often than not) quite limited resources. If the basic objective of corporate marketers is to satisfy shareholders, the bottom line for social marketers is to meet society’s desire to improve quality of life”. Summarily, the fundamental goal of social marketing campaigns is to bring about behavioural change (Andreasen 2003). This can range from encouraging people to change a specific behaviour on their own (self-regulation) to seeking professional help about a difficult problem (Horsfall et al. 2010). Bloom and Novelli (1981) reviewed the problems that arise when general marketing principles are applied to social campaigns/programmes. In their study, social marketing is conceptualized as the design, implementation, and control of programmes seeking to increase the acceptability of a social ideal or practice in a target group. These problems can occur in eight (8) basic decision-making areas: market analysis, market segmentation, product, pricing, channel and communications strategy development, organizational design and planning, and evaluation. Social marketers find that they have less good secondary data about their consumers, more problems obtaining valid and reliable measures of relevant variables, more difficulty sorting out the relative influence of determinants of consumer behaviour, and more

problems getting consumer research funded than marketers in the commercial sector. They tend to have less flexibility in shaping their products and more difficulty formulating product concepts. Problems associated with establishing, utilizing, and controlling distribution channels comprise another major difference between social and more conventional forms of marketing. Social marketers also find that their communications options are somewhat limited as a result of problems associated with use of paid advertisements, pressures not to use certain types of appeals in their messages, and the need to communicate large amounts of information in their messages. Similarly, Malaika (2005) reporting about the challenges and issues associated with building a social marketing campaign to target traditionally underrepresented populations in higher education contends that “clearly being social and examining how we become socialized is more than looking at income or marketing troughs of data to create slick television advertising campaigns. Indeed it is the culmination of many kinds of strategies, traditional marketing techniques, and even guerilla tactics, to induce behavioural change among those who most need to participate”

The associated problems and challenges of social marketing notwithstanding, the technique has been used extensively in international health programmes, especially for contraceptives and oral dehydration therapy (ORT), and is being used with more frequency in the United States for such diverse topics as drug abuse, heart disease and organ donation. No doubt, this philosophy of business has taken roots in the African continent, Nigeria inclusive. In Nigeria, most part-time marketers aim at improving or increasing awareness of social issues such as safe sex, HIV/AIDS, global warming, malnutrition, child abuse and so on. Olujide and Gbadeyan (2006) submit as follows: “The idea of social marketing is very new in Nigeria but either consciously or unconsciously people have been involved in social marketing activities. The Governments at various levels have been involved in such social marketing activities like public health campaign against Smoking, Drug Abuse and Acquired Immune Deficiency Syndrome; Campaign for Immunization, Family Planning and Mass Literacy, Road Safety etc., on marketing activities in Nigeria”. Not-for-profit organizations and governmental agencies have also leveraged the tenets of this marketing fad in realizing their policies and programmes. Specifically, Kotler and Armstrong (2010) contend that although advertising is used mostly by business firms, a wide range of not-for-profit organizations, professionals and social agencies also use advertising to promote their causes to various target publics; further noting that the 34th largest advertising spender is a not-for-profit organization-the U.S. government. Their general objective is to improve human behaviour which would decrease such issues. The key word in Kotler, Roberto, and Lee’s definition is that this whole act is voluntary. Consumers may or may not follow through with actions desired by social marketers.

### **Media Campaigns and Social Life**

There are abounding empirical evidences that reveal inconsistent results when the same conventional commercial marketing communication tools are applied in affecting changes in people’s social life. In view of this, Noble and Camit (2005) profess that social marketing communication campaigns are credited with a very poor rate of success in changing people’s behaviour. Rossiter and Bellman (2005) claim they are only successful in 10% of cases. In contrast, approximately 50% of commercial social marketing communications are successful in increasing consumers’ purchase or product usage rates (Sethuraman and Tellis 1991; Clancy and Krieg 2000). Several factors may contribute to this difference in success rates. The simple reason behind all these is that the behaviour which social marketing communications target is harder to change than the behaviours commercial marketers target (Rossiter and Bellman 2005). It has also been reported that when social marketing communication campaigns are targeted at culturally and

linguistically diverse audience the success become even more problematic (Darley and Luethge 2003; Noble and Camit 2005).

Contrary to the foregoing, Gordon et al. (2006) note that what has been since dubbed “social marketing” has met with success in addressing and improving numerous health and safety behaviours. The reason being that since 1951, when Wiebe asked, “Can brotherhood be sold like soap?” professionals in nonprofit arenas have seriously considered how they might apply commercial marketing principles to effect behavioural change in their clients (Wiebe, 1951). This sounds quite credible especially with the host of the various available media through which marketing communication campaigns can be effected. Let it be noted here that literature in social media marketing communications seem scarce and as such conventional commercial media marketing communications literature largely constitute the bearing on which useful references were deduced. Literally speaking, a large body of knowledge exists as to the effectiveness of media marketing communications. A host of media are available for implementing these communication activities, but the personal interactive media is gradually displacing the hitherto emphasized traditional mass media especially the broadcast media. Consequently, David (2005) claims that the rapid diffusion of powerful broadband Internet connections, ad-skipping digital video recorders, multipurpose cell phones, and portable music and video players have forced marketers to rethink a number of their traditional practices. These dramatic changes have eroded the effectiveness of the mass media (Anthony 2004).

Broadcast media as one of the major component of mass media have long before now gained momentum. This is pledged on its ability to deliver messages to a wide range of audiences who are dispersed geographically at a relatively very low cost per each target. For companies that want to reach a mass audience, television is the place to be (Brian 2008; Sergio 2008; Lisa 2008). But more recent developments in media communication indicate a displacement of the conventional one-way mass media (e.g., radio and television) by two-way interactive exchange made possible by digital communication technologies. This is a direct function of the values offered by the later approach which has taken the center stage of contemporary marketing communications. Schiffman and Kanuk (2009) shed more light on this regard: “Traditional advertising is a one-way street where the marketers pays a large sum of money to reach a large number of potential buyers via a mass medium, and then assesses (usually after the fact) whether or not the message was effective on the basis of future sales market studies. On the other hand, digital communication enables a two-way interactive exchange in which consumers can instantly react to the marketer’s message by, say, clicking in links within given Web site or even by leaving the site. Thus, marketers can quickly gauge the effectiveness of their promotional messages rather than relay on delayed feedback through sales information that is collected after the fact”. Similarly, Kotler and Keller (2009) wrote as follows, “In 1960, Proctor and Gamble could reach 80% of U.S. women with one 30-second Tide commercial aired simultaneously on only three TV networks: NBC, ABC and CBS. Today, the same ad would have to run on 100 channels to achieve this marketing feat, and even then, it would run an increasing risk of being “zapped” by consumers armed with digital video recorders or DVRs”. In more specific terms, Fill (2009) held that people are normally unable and usually unwilling to become actively involved with broadcast advertising messages and that as television and radio industries become increasingly fragmented, so the ability to reach particular market segments has become more difficult as the target audience is often dispersed across other media, thus, decreasing the potential effectiveness of advertising through these media. In all, companies are doing less broadcasting and more narrowcasting (Kotler and Armstrong, 2010). Given these advances, it does appear that Story (2007) and Klassen (2006) were quite prophetic when they projected that by 2010, traditional TV advertising will be one-third as effective as it was in 1990.

However, scholars have contested the foregoing developments. Shaw (2006) makes the following input: “Last year, more than 43 percent of advertising dollars are present on national and local television commercials versus 7.6 percent on Internet advertising. ‘So if you think that TV is an ageing dinosaur’, may be you should think again”. Likewise, Liodice (2008) another expert agrees: “Does TV work? Of course it does. It’s just not the only game in town anymore. Media-based social marketing campaigns have been identified by the World Health Organization as having the potential to contribute to the prevention of child maltreatment (World Health Organization [WHO], 2006). Writing from the American context, authors (DeJong and Winsten 1998; DeJong 2002) explain as follows: “Americans have long been intrigued by the potential power of the mass media to help solve social problems. Television, radio and print advertising can entice people to buy a wide range of products and services, and television entertainment programs and movies exert enormous influence over our ideas, values and behaviour. Therefore, according to conventional wisdom, it should be possible to use mass communications to get people to act on behalf of their own health and well-being or to “do right” by important social causes. Based on this assumption, since World War II, federal, state and local governments, private foundations and other nongovernmental organizations have sponsored hundreds of public service campaigns to promote social rather than commercial goods”.

Scholarship divisions notwithstanding, evidences indeed exist as pointers to the fact that there are other vagaries that mitigate the media communication activities of social marketers. Reporting in the Indian context, Chattopadhyay and McKaig (2004) affirmed that approximately 55% of the entire Indian population is not aware of HIV/AIDS. They attributed this to both the lack of discussion about sexual matters and the lack of sex education in the society, male groups do not have the proper knowledge about what causes, prevents and cures AIDS. For example, several male groups also believe that condoms should be used only when having sex with a commercial sex worker (CSW) and not with a trusted friend or good-looking person. Even among those who are aware, regular condom use remains low. Stigmatization against people living with HIV/AIDS is yet another problem that was highlighted. Thus, high-risk individuals are not willing to test themselves for HIV and/or to declare themselves as HIV-positive due to fear of discrimination and rejection (Singhal and Rogers 2003). This has resulted in underreporting of HIV prevalence in India (Solomon et al. 2004). In addition to individual and societal barriers, the wider environment also presents its own set of challenges. Solomon et al. (2004) agree that the geographical and population size as well as socio-cultural and economic diversity, combined with lack of resources, makes the task of conducting HIV/AIDS prevention efforts in India very difficult. Other macro factors such as illiteracy, socio-cultural diversity and corruption also create barriers to HIV/AIDS prevention efforts (Deshpande n.d).

The inconsistencies in the literature and other contesting vagaries have left the effectiveness or otherwise of mass media campaigns on behavioural change a subject of debate; hence, the need for further research on the theme. The intensity of radio and television campaigns and programmes sponsored by the EBOSACA notwithstanding, it still stands unclear whether the inhabitants of Ebonyi State have really had a change of attitude towards the HIV/AIDS pandemic. Exploring this uncertainty, the study proceeds with the following hypothesis:

*H<sub>1</sub>: Broadcast media campaigns have a strong positive impact on social life change.*

### **Information Campaigns and Behavioural Change**

A popular maxim contends, “When you are not informed you may be deformed”. This clearly demonstrates the vitality of information in the life of humans who are social beings by nature. Beyond the individual level, it can be confidently

argued also that information fosters easy propagation of societal programmes, policies and values, and by consequence enhances understanding between leaders and the led. Currently, critics have blamed the crisis that initially rocked the recent Nigerian fuel subsidy removal and deregulation policies on poor mass awareness and sensitization of the potential benefits and short-run implications of the subsidy regime before implementing the programme. Consequently, to disseminate information to a geographically dispersed audience requires the use of mass media because of its coverage capacity. Studies have demonstrated that when long-term mass communication campaigns are designed and executed according to sound principles, they can play a meaningful role in changing behaviour, either directly or by helping bring about environmental change at the institutional, community or policy level (DeJong 2002). The key to changing behaviour is in the modification of attitude, predominantly through the presentation of informative or persuasive messages (Pamela 2002). These scholars rather blame failed campaigns on seriously flawed design and execution due to poor planning and inadequate formative research. Roberts and Maccoby (1985) claim that according to models of the behaviour change process, change result when people are led through a series of steps ranging from awareness to supports for sustaining change. However, awareness creation poised towards behavioural change has been on the high side over the years. Deshpande (n.d) indicates that since the mid-1990s, there has been a strong effort to create awareness and promote behaviours that would prevent HIV/AIDS infection and stem the epidemic.

Paradoxically too, proves are there to justify that mere information does not guarantee behavioural change. To sustain preventive behaviours — such as delayed sexual debut — by youth, UNAIDS advocates a mix of mutually reinforcing approaches including youth-friendly services, sexual health education, and social mobilization (United States Agency for International Development 2002). This shows that information or awareness creation alone does not alter behaviour. For instance, DeJong (2002) accordingly stated that information campaigns focusing on the negative consequences are unlikely to have much impact on college students' alcoholism consumption. He further argued that students involved in high-risk drinking already know that alcohol misuse can lead to serious injury and death. They also know from their own experience, however, that dire consequences, while common enough to be noteworthy, are still relatively rare events, given that 81% of college students consume alcohol (Wechsler et al. 1998). A behavioural theorist Pamela (2002) states that a person's behaviour is largely determined by factors that exist within the individual and that of all these elements, attitude (beliefs, emotions, feelings, actions tendencies) is of pre-eminent importance in shaping behaviour and that the key to changing behaviour is in the modification of attitude, predominantly through the presentation of informative or persuasive messages. But a big question to answer will be, how easy is it to understand attitude given that human beings are the most complex elements of all the creatures. On this ground, it can be argued that altering behaviour is by far more than just disseminating informative or persuasive messages as Pamela (2002) initially claimed. O'Connor and Lundstrom (2011) assert that if people's actions were determined by knowledge alone, changing behaviour would be a relatively easy task. However, while acknowledging that situations arise when a mere passage of information can lead to behavioural change, it is doubted if mere information dissemination can alter social attitude. The study therefore hypothesizes that:

*H<sub>2</sub>: Information campaigns have strong positive impact on behavioural change.*

## Methods

### *Data collection:*

The collection of data for the study reported in this research took two distinct phases. The first was a pre-study in-depth interview with the Executive Secretary of the EBOSACA. The interview was structured to elicit responses that will shade light on the history, aims, programmes, campaigns, and challenges and progress made so far by the agency. During the course of the interview, other unstructured questions which guided the problem formulation of this research were equally elicited. It was in the course of the interview that the researchers came to learn that the EBOSACA was born on April 2004 on the recommendation of the Federal Government of Nigeria with the major mandate of providing the enabling environment to coordinate the efficient response to HIV; this the agency seeks to realize through continuous social marketing campaigns through the various available media (radio, television, direct contact with the people). The offshoot of the media social marketing campaigns is such programmes as “Gong of Life” (aired on Unity FM Abakaliki) and “Positive Living” (aired on NTA Abakaliki). It was equally gathered from the Executive Secretary that the campaigns/programmes of the agency are partly funded by the government as well as by the development partners such as Non-governmental Organizations (NGOs), Civil Society Organizations, World Bank, US aids, United Nations Development Programme (UNDP), United Nations Children Fund (UNICEF) and so on because the change programme involves everybody and the government never had enough fund to sponsor the response to the HIV/AIDS plague. The Executive Secretary of the agency also admitted that the fall in the tempo of the HIV/AIDS response is attributed to the fact that the donor agencies withdrew their funding and since then, the Nigerian government has been unable to adequately fund the programmes of the EBOSACA. Furthermore, even though the Secretary admitted that other vagaries such as poverty, tradition, level of education/literacy level of people, culture, occupational issues, unemployment and so on can impinge on the success of the social marketing campaigns/programmes of the EBOSACA, on the overall, he concluded that the impact of the programmes in the life of the people of Ebonyi State has been very significant because the population of infected people has been dropping since 2004.

The second phase of the data collection exercise was aimed at eliciting confirmatory responses from the people of Ebonyi State. The state capital (Abakaliki) was the area of the study and as such the respondents were the metropolitan residents of the study area. Out of the 50 questionnaire distributed, forty-seven was appropriately filled and returned, thus, producing a 94% response rate.

### *Sample*

A sample of 50 respondents randomly drawn from the five major locations including Kpiri Kpiri, Ishieke, Amiekeaba, Presco, Ogoja road areas in Abakaliki metropolis was adopted for the study. This was done in order to ensure that the sample responses were truly representative of the population under study and to enable the researchers generalize findings. Asika (1991) believes that the manner of selecting the sample will, however, determine the researchers' ability to generalize his findings for the whole population or universe and that in most cases, statisticians insist that the strict rules of random sampling techniques must be adhered to if the researcher wishes to generalize his findings. Following from these, the sample participants were spread proportionally (i.e. 5 from each area) across the five major locations as a way of equally ensuring that the sample population was truly representative of the study population.

Additionally, of the 47 valid responses, 59.57% were male while 40.43% were female. On participant's age, 8.51% of the respondents were less than 18 years, while 38.30%, 34.04%, 6.38% and 12.77% were within the age groups of 18-24, 25-29, 30-34 and 35+, respectively. 78.72% of the respondents were single while the remaining 21.28% were



married. On respondents' academic qualification, 31.91%, 12.77%, 38.30%, 17.02% were O' Level, Diploma/NCE, BSc/HND and MSc/PhD holders respectively. While 70.21% of the respondents were students, 8.51%, 4.26%, 14.89% and 2.13% were civil servants, public servants, teachers/lecturers and businessmen respectively.

### *Questionnaire*

A self-administered questionnaire was randomly distributed to a sample of 50 respondents with the five major locations from where the sample was drawn constituting the areas of concentration. This was done in order to ensure that the sample responses were truly representative of the population under study. However, the sample participants were proportionally drawn from the five major locations as a way of equally ensuring that the sample population was truly representative of the study population. The questionnaire was developed around the results of the pre-study interview and the issues discussed in the literature.

The questionnaire was designed into two sections. Section one constituted an introductory letter that stressed the focus of the research and the need for respondents to provide valid responses as precursors for achieving the stated objectives. Section two of the survey questionnaire was a mixture of dichotomous, multiple-ended and open-ended questions that generated respondents' demographic anatomy, their level of awareness of the agency under study (EBOSACA) and its programmes and campaigns as well as the level of their exposure to various channels' social marketing campaigns and programmes. Taking the next shot after this, was a twelve-item questions structured in the Likert five-point scale format which was designed to measure the impact of social marketing campaigns and programmes as well as information on respondents' attitude to social life change was generated with "Strongly agree" and "Strongly disagree" equivalent to 5 and 1 ratings respectively, with an option to respondent neutrally rated 3. This structure was particularly adopted in order to enable adequate analysis of data and the use of such procedures as correlation analysis in exploring the relationships between variables. Of the twelve items, the first six questions tested the impact of broadcast media campaigns on social life change while the remaining six items tested the impact of information campaigns on behavioural change. However, face validity of the questionnaire was done by seeking the support of senior colleagues on the appropriateness and simplicity of the warded questions.

### **Data Analysis**

#### *Descriptive analysis*

A descriptive scrutiny was conducted to ascertain respondents' level of exposure to the campaigns/programmes of the EBOSACA. Out of the 47 valid questionnaires, 44 indicated that they are aware of the existence of the EBOSACA while 3 stated otherwise. This represents 93.62% and 6.38% response rates respectively. 56.82%, 15.91%, 13.64%, 11.36% and 2.27% noted that they learnt about the EBOSACA through radio programmes/campaigns, television programmes/campaigns, signpost, friends and direct contact with their office respectively. 56.82% of the respondents confirmed that they are aware of the primary mandate of the EBOSACA while 43.18% stated otherwise.

On account of those who listen to radio programmes, 93.62% of the responses were positive while 6.38% of the responses were negative. 34.09% prefer turning in to radio programmes in the morning, while 2.27%, 22.73%, 36.37% and 4.55% prefer afternoon, evening and night respectively just as 4.55% prefers both morning and evening. Of the respondents who admitted that they listen to radio programs and campaigns, 52.27% favour listening to news, while 40.91% prefer social life changing programmes. Only 2.27% and 4.55% desire sports programmes and both news and social life changing programmes respectively. Of these, 43.18% prefer local channels while only 2.27% favour foreign

channels. An above average rate of 54.55% confirmed they tune in to both local and foreign channels. Out of this, 54.17% prefer local channels to foreign channels while 45.83% indicated otherwise. More importantly, only 31.82% of the respondents were aware of “Gong of Life” - the key radio programme of the EBOSACA while 68.18% claimed they have never been exposed to the programme.

85.11% of the respondents claim that they watch TV programmes while 14.89% indicated otherwise. Of the 85.11% that responded positively, only 2.5% watch morning programmes, whereas 47.5% and 47.5% watch TV programmes in both evening and night respectively. 2.5% claim they watch TV programmes in the morning, afternoon, evening and late night. Of the type of TV programmes the respondents like watching, 40% prefer news, 7.5% and 42.5% prefer sports and social life changing programmes respectively. 5% prefer both news and social life changing programmes equally while the remaining 5% prefer both sports and social life changing programmes equally. 25% watch local channel programmes while 15% claim they watch foreign channels just as 60% watch both local and foreign channel programmes. Out of the 60% that claim they watch both local and foreign channels, 58.33% indicated that they watch local channels more than foreign channels while 41.67% state otherwise. Finally, only 25% of the respondents said they have been exposed to “Positive Living” - the key TV programme of the EBOSACA while the remaining 75% indicated otherwise.

#### *Scale suitability, item reduction and factor extraction*

The scale items were subjected to exploratory factor analysis using principal component analysis (PCA) with varimax rotation for scale reduction, factor extraction and identification of smaller set of factors with eigenvalues greater than or equal to 1.0: The factorability of the correlation matrix was supported and established using Bartlett’s (1954) test of Sphericity, which showed components extractions are statistically significant ( $p = 0.000$ ).

Output from the PCA was the reduction of the scale items from 12 items to 9 usable scale items (table 1). The suitability of the 12 items was evident in the extraction of four factors (components) that fit into four variables as shown in Tables I and II. Component 1 represents the influence of media programmes/campaigns on behavioural change; component 2, the influence information on behavioural change; component 3, influence of both other media and broadcast media programmes/campaigns on behavioural change and component 4, the impact of information on attitudinal change (table 1). Outputs from the rotated component matrix in Table I also shows that two items from the 12 scale items relate to the first factor extraction (component 1), three items to the second factor (component 2), three items to factor (component 3) and one item to the fourth factor (component 4). The four factor extractions from the 12 scale items are with eigenvalues above 0.1. The first component shows a maximum (total) initial eigenvalues of (2.351), that is a cumulative percentage of approximately 20 percent of the total variances (table 2). Table 2 also shows that while the other components showed a maximum extraction of (2.216), (1.956) and (1.446), which is approximately, 18.5 percent, 16.3 percent, and 12 percent of the respective total variances, representing a total of 66.4 percent cumulative percentage of the initial eigenvalues of all the variances. In other words, the factor extraction represents a total of 66 percent of all the 12 items in the scale before factor rotation. The reliable (suitable and usable) of items were also explored with scale reliability of 0.6436. This was slightly above the acceptable limit of 0.60.

The motive behind the above analysis was to test for instruments suitability and usability in a study of this kind as evidences abound of various studies that suppose to measure such behavioural components, but in reality are measuring something similar or different from the concept in study (Hinkin, 1995; Mowday, 1998). This outcome,

therefore, suggests that the scale is indeed measuring the impact of media campaigns/programmes and information on behavioural change.

#### *Impact of broadcast media campaigns on social life/behavioural change*

Output from the assessment of the relationship between broadcast media campaigns and social life/behavioural change shows evidence of relationships with correlations of 0.751, 0.818, 0.836 and 0.548, with (p, 0.01) significance level (table 3). The findings support the research proposition that broadcast media campaigns are likely to influence social life and its associated variables. The findings also agree with the views from Shaw (2006) and Liodice (2008) that if you think that TV is an ageing dinosaur', may be you should think again.

#### *Impact of information campaigns on behavioural change*

Output from the assessment of the relationship between information campaigns and behavioural change shows evidence of relationships with correlations of 0.553, 0.737 and 0.796, with (p, 0.01) significance level (Table 3). The findings support the research proposition that information campaigns positively influence behavioral change. The findings also agree with the views from Pamela (2002) that the key to changing behavior is in the modification of attitude, predominantly through the presentation of informative or persuasive messages.

### **Discussions**

This study investigated the impact of broadcast media (radio and television) on marketing HIV/AIDS knowledge and information in Ebonyi State, Nigeria. It was proposed that broadcast media campaigns have a positive impact on social life change and that information campaigns have a strong positive impact on behavioural change. While results of this study remain consistent with the research propositions, it contradicts the results of some previous studies. The outcome from the study suggests that the likelihood of broadcast media campaigns and programmes influencing social life change is undeniably possible. This result is in line with the outcome of earlier studies (e.g., Dejong, 2002; Shaw, 2006; Liodice, 2008) but contradicts the propositions of Klassen (2006) and Story (2007). The outcome also supports the assumptions that information is capable of effecting behavioural or attitudinal change. Even though this position was up held in the studies of Roberts and Maccoby (1985) and Pamela (2002), it does not parallel the results of Wechsler (1998) and O'Connor and Lundstrom's (2011) investigations.

However, even as it has been proven that broadcast media campaigns is likely to influence social life change, descriptive evidences of this research shows that this outcome might be unconnected with the radio and TV programmes and campaigns of the EBOSACA as a very high percent of the respondents confirmed that they are not aware of the key radio and TV campaigns and programmes of the agency. Therefore, the influence recorded in the later part of our analysis might have been as a result of the impact of other sources like friends, family, peer groups, programmes of other agencies like society for family health, ministry of health and so on. This might equally be attributed to poor message timing as low percent of the respondents tune in to radio in the morning when "Gong of Life" is being aired. Message frequency in the radio might equally have contributed to the low rate of awareness of the radio programmes of the EBOSACA. On account of TV programmes and campaigns of the EBOSACA, the timing is perfect as majority of the respondents watch TV in the evening and night when the programme is being aired. However, it still stands unclear why the rate of people who have been exposed to the TV programmes of the EBOSACA still ranks very low.

Nonetheless, this study and its finding was identified as indeed fundamental as previous researchers have conducted less research on the impact of broadcast media campaigns and programmes on the variables explored in this research and with evidence of lack of substantive empirical study on the subject within Non-western developing economy like Nigeria. Following the result of this purely exploratory investigation, one can conclude that broadcast media campaigns and programmes can positively influence social life change. It is also evident that when people are armed with the appropriate information, their behaviour can be altered. All these imply that an effective social media campaign and programme is that which impacts positively on the attitude of the target audience. This, therefore, represents the degree of the relevant of this study that an effective broadcast media campaign or programme must positively impact on social life change just as right information can actually influence people's attitude or behaviour.

### **Managerial Implications of Study and Recommendations**

Even though there is lack of agreement among authors in respect of the impact of broadcast media campaigns and programmes on social life change just as such inconsistency also override the influence of information on behavioural change, the results of this study show that with proper message timing and frequency, broadcast media campaigns and programmes is likely to influence people's social life just as appropriate information can equally impact people's behaviour and attitude. It therefore behooves managers within the social marketing sector especially the EBOSACA, Nigeria and other countries within the African continent and even beyond to acknowledge the findings from this study. It is specifically recommended that the management of the EBOSACA should look into the timing and frequency of their broadcast media campaigns and programmes as this is the sure, effective and efficient way of disseminating their messages to the geographically dispersed audience which these messages target. It is equally anticipated that with the right campaigns messages, the agency will be capable of altering the behaviour of the people towards the HIV/AIDS pandemic and consequently achieve effective and efficient coordination of the response to the epidemic.

### **Limitations and Recommendations for Further Research**

There are issues with this research that warrant further investigations on the theme explored. First, the sample size adopted in this research in relation to and the actual population in Ebonyi State which the EBOSACA target with their campaign messages is very low; this constraint may have direct impact on possible generalization of the research outcomes and may, therefore, call for further research using a bigger sample size. Besides, what this research studied was the general impact which broadcast media campaigns/programmes have on social life or behavioural change; the study did not actually measure the impact of the broadcast media campaigns/programmes of the EBOSACA. So even though the Executive Secretary of the agency claim that their broadcast media campaigns/programmes have been effective and our study also reports similar outcome, it is not safe to conclude that the media campaigns/programmes of the EBOSACA is responsible for this effect as there other agencies in the game. Further researchers should therefore focus on ascertaining whether the broadcast media campaigns and programmes of the EBOSACA is truly a factor influencing people's change of attitude towards the HIV/AIDS epidemic. Again, despite the accurate timing of the TV programmes of the EBOSACA, it is still not clear why a high rate of the respondents claim that they have not been exposed to the programme. Further study is needed to answer the why of this issue.

It equally worries the researchers that the study area was purely an urban location. The scope of the research was not extended to the rural areas. Further studies can employ sample randomly generated from both urban and rural areas to check whether same results can be achieved. Inferences from literature also shows that broadcast media are leading as

the chief vehicles which social marketers employ for disseminating messages to a large number of audiences who are geographically isolated. However, research directed towards measuring the impact of broadcast media campaign messages on behavioural change has been grossly underreported. Future researches can focus more on this area.

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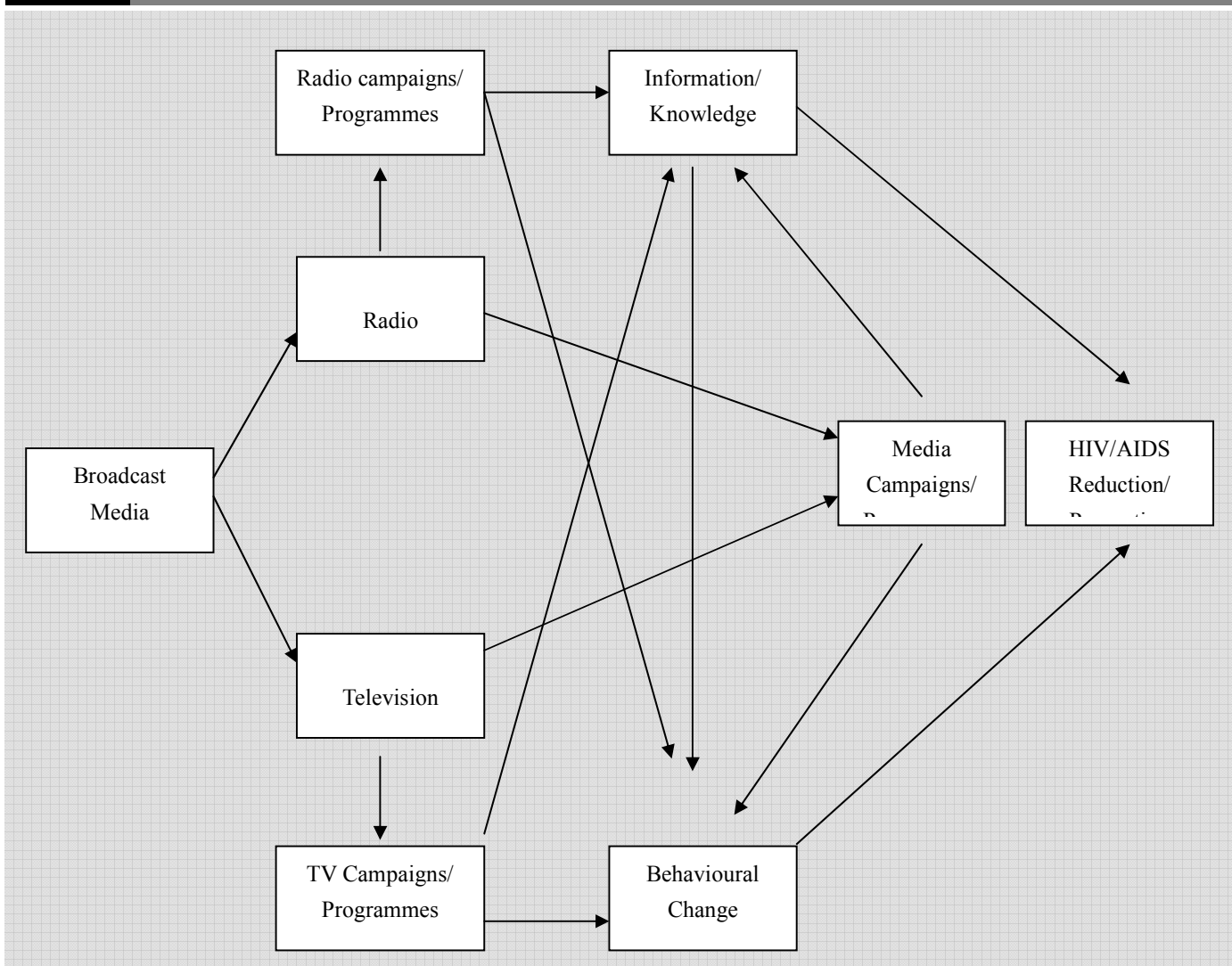
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## Appendix

Figure 1 Research Framework



**Table 1 Rotated Component Matrix**

<i>Component</i>	1	2	3	4
If not for the radio/TV campaigns/programmes I have been exposed to, I would not have changed my attitude towards the HIV pandemic.	0.861			
Most of the care I exercise today against contacting HIV was as a result of my exposure to various radio and television campaigns	0.869			
My attitude towards the HIV was actually shaped by the information I gathered about the effects of the HIV pandemic		0.684		
I think the only thing people need to change their attitudes towards HIV is information.		0.743		
I think with awareness creation, people will learn to be faithful with their partners.		0.793		
My attitude towards HIV was actually shaped by sources like friends and relatives rather than the various radio/TV campaigns/programmes.			0.707	
I have been able to abstain from sex because I have listened or watched various radio and TV programmes that informs me of the effects of HIV			0.819	
Even if I want to have sex, I will always prefer to use condoms because I have been exposed to various radio and TV programmes that informs that it guarantees protection against HIV			0.687	
I don't think mere information guarantees change of attitude towards HIV				0.725

Notes: Extraction method: principal component analysis; rotation method: varimax. A rotation converged in five iterations



**Table 2 Total Variance Explained**

Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cum. %	Total	% of variance	Cum. %	Total	% of variance	Cum. %
1	2.351	19.588	19.588	2.351	19.588	19.588	2.351	19.588	19.588
2	2.216	18.463	38.051	2.216	18.463	38.051	2.216	18.463	38.051
3	1.956	16.299	54.350	1.956	16.299	54.350	1.956	16.299	54.350
4	1.446	12.049	66.399	1.446	12.049	66.399	1.446	12.049	66.399

**Table 3 Correlation coefficients**

n	r	p (Sig)
If not for the radio/TV campaigns/programmes I have been exposed to, I would not have changed my attitude towards the HIV pandemic.	0.751	0.000 47
Most of the care I exercise today against contacting HIV was as a result of my exposure to various radio and television campaigns	0.818	0.000 47
My attitude towards the HIV was actually shaped by the information I gathered about the effects of the HIV pandemic	0.553	0.000 47
I think the only thing people need to change their attitudes towards HIV is information.	0.737	0.000 47
I think with awareness creation, people will learn to be faithful with their partners.	0.796	0.000 47
I have been able to abstain from sex because I have listened or watched various radio and TV programmes that informs me of the effects of HIV	0.836	0.000 47
Even if I want to have sex, I will always prefer to use condoms because I have been exposed to various radio and TV programmes that informs that it guarantees protection against HIV	0.548	0.000 47

Note: Correlation is significant at the 0.01 level (two-tailed)

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