

Assessment of Advertising as a Social Marketing Tool for Managing HIV/AIDS Spread Amongst the Rural Populace in Nigeria

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Abstract

The study undertook a critical assessment of advertising as a social marketing tool for managing HIV/AIDS spread amongst the rural populace in Nigeria. It was motivated by the fact that over 70 percent of the populace dwell and earn their living in the rural areas, while over the years, health promoters and marketers in Africa have emphasized the use of above-the-line advertising media, which do not significantly permeate the rural populace. The objectives of the study included to: appraise the effect of above-the-line advertising and below-the-line advertising as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria. Survey research design was employed in the study. The area of study was three rural communities in Nigeria. The population of the study was 3,000, comprising of farmers, market women, artisans, teachers and students in the areas. A sample size of 240 was judgmentally determined. The main instrument for data collection was a structured questionnaire consisting of four-point Likert scale. Non-probability sampling technique of purposive sampling was used to distribute the questionnaire. Pearson Product Moment Correlation was employed for the data analysis. Results indicate that: above-the-line advertising media were not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria; while below-the-line advertising media were significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria. It was then recommended among other things that health marketers and communicators should de-emphasize the use of mass media in their social marketing campaigns to the populace, especially the rural dwellers.

Keywords: Advertising, Social Marketing, HIV/AIDS Prevention, Health-Marketing.

1. Introduction

Advertising tools and media have been deployed in many countries of the world for effectively checkmating the rampaging HIV/AIDS disease in the world. Richard (1996:1) defined advertising as the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media (Bovee, 1992: 7). Advertising is also a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services.

Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages (Wikipedia, 2010). Advertising media therefore means a media where advertisements can be placed. Media can be in print, broadcast, or in electronic format (Internet).

Advertisers employ both above-the-line media and below-the-line media in their advertising campaigns. The above-the-line media of advertising include: radio, television, cinema, magazines, newspapers, Internet and billboards. While the below-the-line media may include: wall paintings, street furniture components, flyers, rack cards, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, town criers. Others still are some guerrilla advertising media, sides of buses, banners attached to sides of airplanes, in-flight advertisements on seat-back tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), posters and the backs of event tickets and supermarket receipts (Investopedia, 2013, Cinnamon, 2014; Bigat, 2012; Schultz, 1987).

Included among the below-the-line advertising tools also are majority of the Africa traditional media channels like talking drums, gongs, artefacts, traditional symbolic objects, traditional drawings, traditional

unions and associations, and many more (Odigbo, Anuforo & Odigbo, 2013). Any place an "identified" sponsor pays to deliver their message through a medium is advertising (Wiki.answers, 2011). All these are modern advertising innovative media, most of which are employable for effective HIV/AIDS prevention campaigns.

2. Problem Statement

Over the years, health promoters and marketers in Africa have emphasized the use of above-the-line advertising media, which do not significantly permeate the rural populace. Amongst the rural Africans, it has been proved that the agenda-setting theory does not hold much water (Odigbo, 2016). This is notwithstanding the fact that over 70 percent of Africans still reside and earn their livings in the rural areas. The same picture is true of Nigeria, where this study is focused (Ucha, 2010). The rural populace of Nigeria depends mainly on agriculture for *their* livelihood, not minding that they account for 70 per cent of the country's labor force (Nchuchuwe, 2012). Shouldering the burdens of HIV/AIDS here is scary, because of lack of access to modern healthcare facilities, worsened by the fact that majority of these rural people *still* suffers from a tremendous burden of undernutrition (UNDP, 2014).

Hence, the motivation to appraise the effectiveness of above-the-line and below-the-line advertising as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

3. Objectives of the Study

The general objective of the study was to critically examine the effect of advertising as social marketing tool for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria. The specific sought were:

- i. to appraise the effect of above-the-line advertising as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.
- ii. to ascertain the effect of below-the-line advertising as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

4. Research Questions

The study was guided by the following research questions:

- i. Are above-the-line advertising significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria?
- ii. What is the effect of below-the-line advertising as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria?

5. Research Hypotheses

The following null-hypotheses were tested in the study:

- i. Above-the-line advertising are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.
- ii. Below-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

6. LITERATURE REVIEW

6.1 Theoretical Framework

The theoretical construct for this paper is founded on the health belief model as effective communication's principles for managing HIV/AIDS campaigns in Nigeria. The Health Belief Model (HBM), developed by Hochbaum and others in 1950, is based on the premise that one's personal thoughts and feelings control one's actions (Odigbo, 2016). It holds that:

- i. Health behaviour, preventive or curative, is determined by internal cues (perceptions, knowledge) or external cues (reactions of friends, mass media or interpersonal communication) that trigger the need to act.
- ii. Once an individual is motivated to act, the actual behavioral undertaken will be determined by personal perception of "cost benefit." Before deciding to act, individuals consider whether or not the benefits (positive aspects) outweigh the barriers (negative aspects) of a particular behaviour.
- iii. Individual's beliefs or personal perception of his/her ability to undertake a particular action can affect their motivation to take such action.

What the health belief model is saying to advertising change-agents therefore is that they must factor the feelings, perceptions and opinions of targets audience's reference groups into their campaigns; make the cost of accepting the new behaviour cheap or quite affordable, accessible and also motivate them to develop a

substantial self-will to try it (Odigbo, 2016).

6.2 Above-The-Line Advertising Tool for HIV/AIDS Social Marketing in Nigeria

6.2.1 Television Advertising

TV advertising is generally considered the most effective mass-market advertising format in the world today, next to the internet. TV infomercials are usually five minutes or longer. The word "infomercial" combines the words "information" and "commercial," underscoring the paid-for element in television advertisements. The main objective of television social-marketing advertisements is to make the target audience see the presentation and then move in the direction of the behavior-change being advocated or buy and use the social marketing product being advertised, such as condom for safe sex (Investopedia, 2013).

6.2.2 Radio Advertising

Radio advertising are advertisements aired through the medium of radio. In radio advertising, airtime is purchased from a station or network in exchange for airing the commercials. One of the limitations of radio advertising is that it is restricted to sound, hence, proponents of radio advertising often cite this as an advantage. Amongst the rural populace in Africa, radio is a dominant medium of communication, even within the nomadic groups and the remotest parts that cannot be reached by television. This makes the radio a very important mass communication vehicle for social marketing courses here. For a country like Nigeria with over 70 percent rural population and where electricity supply is often epileptic, the radio is definitely a good media for national campaigns like the one on HIV/AIDS prevention (Cinnamon, 2014).

6.2.3 Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for communicating to and with your target audiences. Examples of online advertising include Social media advertising, online classified advertising, advertising networks, e-mail advertising including e-mail spam, and even ads that appear on search engine results pages, banner ads, and many more. With the growth of information communications media facilities in Africa, online advertising, especially social-media and text-messages have become very important advertising vehicles that cannot be neglected by social-media behavior-change agents. They are very vital media for reaching the youths' population in Nigeria, most of whom now have access to mobile phones and the Internet (Wikipedia, 2010).

6.2.4 Print-Media Press Advertising

The Print-Media Press advertising in Nigeria includes advertisements in newspapers, magazines, or medical, professional or trade journals. It encompasses major national newspapers like Guardian, Vanguard, Thisday, Leadership, TheNation, etc., or magazines like Newswatch, Newsweek, Thisweek, Ovation, and many more, all of which have been used in Nigeria to educate the masses on the dangers of HIV/AIDS.

6.2.5 Billboard Advertising

Billboards are large surface-structures located along public places which display advertisements to passersby, both pedestrians and motorists. They are usually located on busy roads with a large amount of human traffic. The pictures and inscriptions on them are made to be very bold, so that someone even in a fast-driven car, can still grasp the message and some meanings out of it. It is however advisable to place billboards in locations with large amounts of viewers, such as car parks, mass transit stations, train stations, shopping malls, stadiums, etc (Manral, 2011).

A lot of these billboards can be seen in major cities in Nigeria, with bold inscriptions like "AIDS no dey show for face," which means that you can't tell an HIV/AIDS carrier from his or her looks. Appearance can be deceptive, thereby, emphasizing the need for caution in sexual relationships (Odigbo, 2016).

6.3 Below-the-line Advertising Tools for HIV/AIDS Social Marketing in Nigeria

Below the line (BTL) advertising involves more of face to face interaction between the advertiser and his target audience (Manral, 2011). It includes the use of and distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards, roadshows, mobile-vehicles, and many more. It could also involve exhibitions, demonstrations at busy places like malls, market places, stadia or rural markets where the reach of mass media like print or television is limited. In social marketing, the behaviour-change agent employs BTL to interact with the people and demonstrate things to them, answer their questions and explain issues better to them.

However, digital media can address both ATL and BTL advertising matters. Hence, the emergence of what is called "Through the Line," or TTL, which integrates both ATL and BTL activities.

6.4 Mobile billboards are generally vehicle mounted billboards. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from airplanes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously

or periodically rotating among a set of advertisements (Bigat, 2012).

There are debates as to whether mobile billboards belong to above-the-line or below-the-line advertising. These authors, however, believe that in so far as a car, airplane, vehicle do not belong to the traditional mass media, it all depends on whether the mobile billboard is exposed to the mass audience or not.

6.5 Celebrity Advertising

This include the use of artists and sportspersons to advertise safe-sex practices like the use of Condoms. This contributes significantly to the normalization of condoms, making them more socially and culturally acceptable to the populace. This advertising strategy focuses upon using celebrity power, fame and popularity amongst the youths to gain wider acceptability of the safe-sex measures being advertised. Music and home-video celebrities like Femi Kuti, Flavour, ... and others have been used in Nigeria to advertise the dangers of HIV/AIDS and for the promotion of safe-sex habits.

In South Africa, for instance, respected opinion and religious leaders like Archbishop Desmond Tutu were sometime made to speak on televisions advising youths to adopt safe-sex measures if they can't abstain.

7. Methodology

Survey research design was employed in the study. The area of study was one rural community in Anambra State, Aguata; one rural community in Enugu State, Amaechi, and one rural community in Imo State, all in Nigeria. The population of the study was 3,000, comprising of farmers, market women, artisans, teachers and students in the areas. From the population, a sample size of 240 was judgmentally determined. The main instrument for data collection was a structured questionnaire consisting of four-point likert scale. Non-probability sampling technique of purposive sampling was used to distribute the questionnaire. Content-validation was used for the validity, while Cronbach Alpha coefficient was used to confirm the reliability. Data analysis employed was the Pearson Product Moment Correlation Analysis which was computed electronically by the use of Statistical Package for Social Science (SPSS) version 21.

8. Data Presentation and Analysis

Out of the 240 questionnaire copies distributed, 210 copies representing 87.50% were accurately completed and returned. The respondents were in the age range of 18 years to 65 years. All the respondents were literate enough to understand the questions unaided.

8.2 Test of hypotheses

Ho₁: Above-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

Hi₁: Above-the-line advertising media are significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

Table 1: Pearson Product Moment Correlation for above-the-line advertising media and social marketing tools for prevention and management of HIV/AIDS in rural Nigeria

		Above-the-Line Ads	Social marketing tools
Above-the-line Ads	Pearson Correlation	1	.230
	Sig. (2-tailed)		.133
	N	210	210
Social marketing tools	Pearson Correlation	.230	1
	Sig. (2-tailed)	.133	
	N	210	210

The result in table 1 shows the Pearson Product Moment Correlation of above-the-line advertising on social marketing tools for prevention and management of HIV/AIDS. With r-value of 0.230 and a probability value (0.133) greater than 0.05 significance level, it reveals that above-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

Ho₂: Below-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

Hi₁: Below-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

Table 2: Pearson Product Moment Correlation for Below-the-line advertising media and social marketing tools for the prevention and management of HIV/AIDS

		Internet Marketing	SNS Marketing
Below-the-line ads	Pearson Correlation	1	.712
	Sig. (2-tailed)		.314
	N	210	210
Social marketing tools	Pearson Correlation	.712	1
	Sig. (2-tailed)	.314	
	N	210	210

The result in table 2 shows the Pearson Product Moment Correlation of below-the-line advertising media and for the prevention and management of HIV/AIDS in rural Nigeria. With r-value of 0.712 and a probability value (0.314) greater than 0.05 significance level, it reveals that below-the-line advertising media are significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

9. Summary of Results and their Implications

A summary of the results of the study shows that:

- i. Above-the-line advertising media are not significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.
- ii. Below-the-line advertising media are significantly effective as social marketing tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria.

The implications of these results is that above-the-line advertising media are not the best potent social marketing communications tools for the prevention and management of HIV/AIDS amongst the rural populace in Nigeria and indeed Africa as a whole. This result finds credence in the study by Eze, Ehikwe and Odigbo (2015), which found that word-of-mouth communications has served as survival strategy for the rural populace in Africa from time immemorial. This result is also corroborated by Odigbo, Okonkwo, Eneasato & Eleje (2015), which found that some socio-cultural communications and religious factors, depending on the parts of the country inhibit peoples' acceptance of some of the anti-HIV/AIDS social-marketing messages, especially in the rural areas of the country. In the same it was found in another study by Odigbo, Ogbu, and Okonkwo (2016), that Africa Traditional Media (Oramedia), served as more effective communication tools for the management of issues amongst the populace in Nigeria.

The results are also supported by Cinnamon (2014), who reported that the efficacy of guerrilla advertising campaigns on public health issues is based on the applications of below-the-line advertising media, techniques and strategies, even in the developed countries of the world like in USA.

10. Recommendations

Mindful of the results of this study, the following recommendations are proffered:

- i. Government at all tiers must join hands together to establish above-the-line media facilities, especially radio and television in the rural areas of the country, in order to enhance message dissemination to the ruralites and two-way communications flow with them.
- ii. Health marketers and communicators should de-emphasize the use of mass media in their social marketing campaigns to the populace, especially the rural dwellers.
- iii. There is need to organize periodic training programmes for all health marketers and communicators on effective employment of Africa traditional media (oramedia), which uses more of below-the-line media tools and techniques.

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