THE APPLICABILITY OF SOCIAL MARKETING IN BEHAVIOURAL CHANGE TOWARDS VICTIMS OF SEXUAL VIOLENCE IN BORNO STATE

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Abstract

 At all times, social marketing aims at bringing behavioural change for the betterment of not only those involved but the entire society. The aim of the study was to ascertain the extent to which social marketing could be used to achieve behavioural change, The diffusion of innovation theory was used as the theoretical framework for this study. the population of the study includes all the 265,782 people living in the internally displaced camps in Maiduguri. The study was conducted in Maiduguri metropolis. Four (4) out of the seventeen (17) internally displaced camps which were existing at the time of the study were purposively sampled. Then convenience sampling technique was used to sample seventy five (75) respondents from each strata. This makes the total number of respondents to be three hundred. (300).Nineteen (19) focused group discussions and fourteen (14) key informants interviews were also conducted to compliment the findings from the respondents. Simple linear regression analysis was used to test the two hypothesis. The result of the regression analysis of the first hypotheses indicate, $r = .166$, $F (1,282) = 2.821$, $P < .01$.Based on the result, the null hypothesis is rejected. There is a relationship between perceived risk and adoption of anti-discrimination strategies. Perceived risk significantly affects behavioural change also, the result of the regression analysis of the second hypotheses indicate, $r = .495$, $F (1,282) =9.037$, $P < .01$.Based on the result, the null hypothesis is rejected. There is a relationship between compatibility and adoption of anti-discrimination strategies and Compatibility significantly affects positive behavioural change. The study concluded that social marketing can be used for behavioural change. The study recommended that social marketing principles should be used to carry along the community members from the adoption to the diffusion of anti-discrimination behaviours in the internally displaced person's camp in Borno state

Keywords: Social marketing, Internally displaced persons, Behavioural change

Background to the study

The concept of marketing goes beyond the exchange of physical goods and services. Marketing utilises the exchange concept as an element of behavioural theory, social marketing on the other hand works on the premises that the behaviour of an individual or a group of people can be changed if they are made to understand the consequences of engaging in such acts example of such negative behaviour that need to be changed is discriminating towards victims of sexual violence.

Sexual violence is a characteristics of the ongoing insurgency in the North east part of Nigeria as a whole and Borno state to be specific. During this period many women and girls have been sexually violated by the fighters. Some of them were abducted and forcefully married to their captives and as a result, many became pregnant. There were a lot of efforts by the military as well as the semi Military personnel in recapturing the territories that were hitherto been held by the captives. This has resulted in many of the girls and women being encountered and released. Women and girls who are now returning to the communities have come back with young children, which they gave birth to while in abduction as a result of the sexual abuse they went through. These women and girl now face marginalisation, discrimination and also rejection from the community and their family members due to social and cultural norms related to sexual violence. There is also a growing fear that some of this girls and women may have been radicalised in captivity. The children who were born as a result of the sexual violence suffer even greater risk of rejection, abandonment and violence. These attitude of the community and family members towards these girls and women is not farfetched from the perception that they hold toward them. If these attitude is allowed to continue, the fear many people have is that these victims may radicalise and pose serious threats to the society. Hence the need for a behavioural change. Behavioural change is a multi-faceted and a complex issue to tackle. Behaviour change theories have been used in several studies with some degree of success. Most of these studies focused on behavioural change towards discriminating HIV infected persons(Gamama 2014) and promoting breast feeding among mothers(Odu and Akanle (2008).none of these studies used the social marketing perspective for behavioural change. Thus, this study seeks to examine the perception of the community towards the victims of sexual violence and also ascertain the extent to which social marketing as a phenomena can be used to bring about attitudinal change thereby increasing the level of acceptance

of the community towards these girls and women, and also the children that were born as a result of the sexual violence in Borno State.

Literature Review

Concept of Social Marketing

One of the earliest definitions of social marketing was defined by Kotler and Zaltman(1971) as: the design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and marketing research.Also, Donovon and Henley (2003) defined social marketing as the application of commercial marketing technologies to the analysis,planning,execution and evaluation of programmes designed to influence th voluntary or involuntary behaviour of target audiences in order to improve the welfare of individuals and society. another definition by Kotler and Lee in 2008 defines social marketing as a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society. All the definitions sighted in this study highlights the use of marketing principles to bring about positive behaviour change. According to Fox and Kotler (1980), social marketing adds at least four elements that are missing from social communication approach- the use of sophisticated market research to learn about the market, product development that will make it easier for the consumer to adopt the desired product, use of incentives to increase the level of motivation and facilitation. Thus, social marketing is not only concerned with getting people to adopt a new behaviour, but also with finding ways to facilitate maintenance of behaviour.

 Social marketing requires a clear understanding of competing behaviours, socio-economic, political and cultural conditions to develop strategies compatible with existing socio-economic and cultural values of the population where the strategies are applied (Hussain and Shaikh, 2005).

The main goal of social marketing is behavioural impact and so utilises evidence from commercial marketing and market research as well as social science research and segments the population according to demographics, behaviour and psychographics (beliefs, attitudes and opinions). Social marketers usually start by defining which behaviour they would like to change and why and sees personal motivation and barriers to behaviour change as particularly important to understand.

Social marketing can be applied to a variety of social problems. Fox and Kotler (1980) are of the view that its application is most appropriate when new information and practices need to be disseminated, when counter marketing is needed and when activation is needed. Most times people know what they should do but do not act accordingly. In such situations, social marketing aims to move people from intention to action.

Concepts of Innovation, Adoption and Diffusion

Innovation: - Anything that is unique or new is referred to as an innovation. More formally, an innovation is a product, service, attribute or idea that is perceived as new by consumers within a market segment (Rogers, 1983). Kotler (1977), define innovation as any good service or idea that is perceived by someone as new. Also, Hawkins, Best and Coney (1983) define innovation as an idea, practice, or material artefact perceived to be new by the relevant individual or group. These definitions highlights first that, the innovation does not have be a "new to the world" product, service or idea. It may have existed for a long time but is perceived as new to the consumer.in this situation the anti-discrimination strategies.the nature of innovation adoption can differ according to the way that it takes place(European economy paper 2009).

Adoption: - For an innovation to get diffused into the social system, adoption by some members must occur. To adopt an innovation means to acquire a new product or behaviour. Adoption implies that consumers have accepted the innovation and use it on regular basis. Adoption is an individual decision to become a regular user of a product. Marketers know it is important to understand the adoption process in order to move potential consumers to the adoption stage. The adoption process consist of stages that a consumer goes through in learning about a new product, trying it, and deciding whether to purchase it regularly or reject it (Boone and Kurtz, 2004). The stages are:

   i. *Awareness:* Individuals first learn of the innovation, but they lack full information about it.several factors are likely to affect the ability to be aware of the a new technology and the ability to use and adapt them(Bernard et al 2010)
  ii. *Interests:* potential buyers begin to seek information about the innovation.
 iii. *Evaluation:* They consider the likely benefits of the innovation.
  iv. *Trail:* They make trial purchases to determine its usefulness.

    v.   ***Adoption/Rejection:*** If the trial purchase produces satisfactory results, they decide to use the product regularly.

Diffusion: - As increasing numbers of consumers in a market adopt an innovation, we say that the innovation is spreading or diffusing through the market. Diffusion of innovation is defined as the process by which an innovation (i.e. a new idea, behaviour or product) is communicated through certain channels among members of a social system(Chong wu,2013). Diffusion research centres on the conditions which increase or decrease the likelihood that a new idea, product or practice will be adopted by members of a given culture.

Diffusion reflects the behaviour of groups of consumers. More specifically, diffusion reflects the percentage of the population that has adopted an innovation over a specified period of time. Marketers are interested in the success of their offerings in the market; hence they want to know how quickly an innovation is adopted by groups of consumers.

Theoretical Framework

Theory of Diffusion of Innovation

The diffusion of innovation theory was originally developed by Everett M. Rogers (1962). It is the process by which innovation spread to members of a social system. The manner by which a new product or idea is accepted or spreads through the market is a group phenomenon. For a marketer, the social system is the target market. The theory asserts that people adopt new behaviour when they are convinced by an idea suggested to them by other members whom they trust. Diffusion of innovation theory predicts that media as well as interpersonal contacts, provides information and influence opinion and judgment.

Social influence is an important determinant of population risk behaviour patterns, and is an important construct of Diffusion theory. The theory predicts that a consumer's attitude towards adopting an innovation will improve if the relative advantages are higher, perceived compatibility is high, if the try ability and communicability are high and if the innovation is relatively easy to adapt to.

Some attributes have been selected for this study. They are:

i. **Communicability** is the degree to which an innovation is visible and communicated to consumers. The rate at which an innovation can be observed and seen can influence its adoption. The rate of diffusion is also increased as the use of mass media increases. Also the source and method of communication affects adoption. For this study communicability will be treated as awareness that the community is discriminating against the victims and visibility of some acts of discrimination like rejection and abandonment

ii. *Perceived risk* refers to the consumer's anticipation of negative results from using the product/idea. It is the opposite of perceived advantage. For this study perceived risk will be treated as *deradicalisation*.

iii. **Compatibility** with an individual's values, beliefs, experiences and needs is a factor for potential adoption. Positive behaviours toward these girls, women and children is in congruence with the culture, belief, religion of the community. Thus its likelihood of being adopted is high. In the context of this study, compatibility with religion will be examined.

Methodology

Maiduguri metropolis, where this study was carried out, constitutes Maiduguri Metropolitan council (MMC),Jere local government area, some parts of konduga and Mafa local government councils. The choice of Maiduguri metropolis was informed by the mere fact that most of the internally displaced people (IDPs) reside there. As at the time the study was carried out, there are 17 officially registered IDP camps within the metropolis. The study purposively sampled four camps representing four local government areas that are perceived to have suffered heavily from the violence. These LGAs are Bama,(residing in Dalori camp)Gwoza(residing in government college IDP camp)Dikwa(residing in sanda kyarimi) and Damboa (residing in NYSC camp).Convenience sampling was used to select Seventy five (75) respondents from each of the LGAs to make up a sample size of three hundred (300). However, two hundred and eighty three (283)copies of questionnaires were found valid.

A total of 19 focused group discussions (FGD) and 14 key informants interview (KII) were conducted. The FGDs were done with a number of stakeholders. These included impacted family members, religious leaders, traditional leaders, community leaders, women leaders, government representatives in the IDP camps and service providers, this was done to compliment the findings from the responses of the respondents

The KIIs were held with survivors and victims of the sexual violence. This included those that now have children as a result of the sexual abuse and also those that do not have children but were abducted and have returned back to the community.

A simple linear regression was used to determine the relationship between perceived risk and adoption of anti-discrimination strategies. It was also employed to determine the relationship between compatibility with religion and adoption of anti-discrimination strategies.

Dependant variable = Adoption of anti-discrimination strategies.

Independent variables = Perceived risk (DE radicalisation) and Compatibility with religion.

The models are expressed in equation 1 and 2.
$$y = \beta_0 + \beta_x + e \ldots\ldots\ldots\ldots (1)$$
where:
y is adoption of anti-discrimination behaviours
x is perceived risk .
B_0 is constant
e is error term or randomised disturbances.
$$y = \beta_0 + \beta_x + e \ldots\ldots\ldots\ldots (2)$$
where:
y is adoption of anti-discrimination.
x is compatibility with religion.
B_0 is constant
e is error term or randomized disturbances

Data Analysis

TABLE 1; **Frequency distribution of perception of the community toward the victims of sexual violence**

Statements	SD	D	A	SA
Community members are afraid of victims	15(5)	55(20)	89(31)	124(44)
The victims may have been converted	42(14)	25(9)	19(7)	197(70)
The victims may kill us.	10(4.5)	24(8.5)	96(34)	153(53)
The victims carry bad omen	24(9)	41(15)	62(22)	158(24)

Source; Field Survey, 2017

The analysis on table 1 reveals that 75% of the respondents exercise fear in relation to these girls and children. While 25% say that they have no reason to be afraid of these girls and children. The high percentage could be as result of the fears the community members hold towards the victims. It also reveals that over 77% of the respondents perceive that this victims may have been radicalised by their captives, but still a minority of the respondents perceive that the victims are forcefully carried away and that the chances of them being radicalised is too slim .The analysis further revealed that 87% of the respondents feel that the victims may kill them and run back to their abductors. But a small percentage of 13% do not share this view. Also, (76%) of the victims carry bad omen and bad luck while 24% say they do not feel that way.

Table 2: Frequency distribution of respondents' awareness level of types of discrimination against victims

Statements	Yes	No
Refusing to accommodate them	216(76)	69(24)
Calling them un pleasant names	150(53)	133(47)
Refusing to eat with them in the same plate	199(70)	84(30)
Keeping mute, when victims come closer	247(87)	36(13)
Refusing to let children play with theirs	249(88)	34(12)
Ignoring them when they need assistance	258(91)	25(9)
Threatening them	131(46)	152(54)

Source: Field Survey, 2017

Table 2 shows that 76% of the respondents say that they refused to accommodate the victims, the remaining 24% say that they have accommodated them. This reveals that most of the victims are not well accommodated by the community. It also reveals that 53% of the respondents call the victims with names like 'mother of boko haram' and 'children of bokoharam' while 47% of the respondents acknowledged that they are not called with bad names not addressed with names that they do not like. The analysis also shows that 70% of the respondents say that the people in the community refused to eat with them in the same plate or tray and 30% say that they eat in the same plate or tray with others. A high percentage of the respondents are not given the privilege of eating in the same plate with the community members. The study reveals that 88% of the respondents say that the community members keep mute upon sighting them however, only 12% said otherwise. This also reveals that majority of the respondents are marginalised. A high percentage of the respondents (91%) say that most community members stop their children from playing

with the children that are born as a result of the sexual violence while the remaining 9% statement is to the contrary.54% of the respondents say that the community members ignore them when they need assistance. This analysis reveals that less than half of the respondents do help them in times of need or assistance. The implication of results show that this study is timely because a giant strive towards behaviour change amongst the victims if further damages is

Influence of Compatibility with religion

Table 3: Frequency distribution of influence of compatibility with religion on adoption of Strategies to Eliminate discrimination

Statement	SD	D	A	SA
Both Islam and Christianity frown against discriminating Against victims that were forcefully taken away	38(13)	52(18)	129(46)	63(23)
Both religions frowns at stigmatizing children that are borne out of sexual violence	31(11)	47(17)	130(46)	75(27)
Both religions promote pity, tolerance & peaceful co-existence	50(18)	33(12)	110(38)	90(32)

Source: Field Survey, 2017

The analysis on table 3 reveals that 69% of the respondents agree that their religion which in this case are Islam and Christianity frowns at discriminating fellow human beings ,while 41% are ignorant of the position of Islam and christainity towards that. 73% of the respondents agree that both religions frowns at discriminating against the children that are born as a result of sexual violence. While 27% are ignorant of the position of religion pertaining that.70% of the respondents agree that both religions promotes pity, tolerance and peace full co-existence ,while 30% are ignorant of the position of religion on that

TABLE 4; Influence of Perceived Risk (DE radicalisation)

Respondents view in relation to the perceived risk associated with discrimination was soght from the respondents

Statement	SD	D	A	SA
If we continue discriminating the victims, they may go back	20(7)	34(12)	37(13)	193(68)

Align with these people and come back to fight us				
If we continue discriminating the victims, they may convert the Small innocent children	49(17)	53(19)	83(29)	98(35)
If we continue discriminating the victims, they will Destroy the community	18(6)	8(3)	36(13)	221(78)

Source: Field Survey, 2017

Table 4 shows 68% of the respondents strongly share the opinion that discriminating against victims will make them go back join forces with the fighters to come back and fight the community in future and 13% of them agree to the statement. The remaining 12% disagree while 7% strongly disagree to the statement. It can be deduced from the analysis that majority of the respondents exercise the fear that the victims may pose danger to the community.

The analysis shows that 35% the respondents strongly agree that if the victims feel bad as a result of the attitude of the community towards them, they may convert the small and innocent children within the community.29% agree with that while 19% s disagree and 17% strongly disagree.

Hypothesis – There is no significant relationship between perceived risk of the ills of discrimination and adoption of anti-discrimination strategies in community.

Table 6: Summary of linear regression estimates on relationship between perceived risk and adoption of preventive strategies

Variable	Constant	Coefficient	Standard Error	Beta Coefficient	T	r^2	Adj. r^2	Sig.
Perceived risk	1.584	.215	.076	.166	2.821	.028	.024	.005

Source: Tables 4.5 and 4.7

A simple linear regression analysis was used to test the hypothesis. The result of the regression analysis indicate, r = .166, F (1,282) = 2.821, P < .01.Based on the result, the null hypothesis is rejected. There is a relationship between perceived risk and adoption of anti-discrimination strategies. Perceived risk significantly affects behavioural change.

Hypothesis – There is no significant relationship between compatibility and adoption of strategies that that reduce or eliminate anti-discrimination of the victims of sexual violence in in Borno state**.**

Table 7: Summary of linear regression estimates between compatibility and adoption of anti discrimination strategies

Variable	Constant	Coefficient	Standard Error	Beta Coefficient	T	r^2	Adj. r^2	Sig.
Compatibility	12.928	2.359	.261	.495	9.037	.245	.242	.000

Source: Tables 4.5 and 4.8

A simple linear regression analysis was used to test the hypothesis. The result of the regression analysis indicate, r = .495, F (1,282) =9.037, P < .01.Based on the result, the null hypothesis is rejected. There is a relationship between compatibility and adoption of anti-discrimination strategies and Compatibility significantly affects positive behavioural change.

Findings

Perception of the community towards women and children born out of sexual violence

It was found out that there was extreme fear amongst the community members. This is because of the relationship they had with the fighter, popular cultural believes as well as the extent of the violence experienced by such people in the hands of Bokhara.The general perception is also as a result of situations where this victims that were rescued murdered their parents upon return. This could be infered from the narratives given by the girls and women who were freed from captivity and that wasthe basis of the fear. Also there is the fear that the fathers of the children that are born as a result of the violence may co after the community, if the children are allowed to stay.

Level of awareness of the existence of discrimination and its relationship with adoption of anti-discrimination strategies.

 The respondents' answers on modes of discrimination scored high which show a high level knowledge on awareness. Over 80% of the respondents agree that this victims have in one way or the other been marginalised. Also it is discouraging that slightly below 50% of the respondents confessed that they call the victims with various names like "mothers of boko haram" and "wives of bokoharam". From this study, it is evident that discrimination in

various forms exist within the communities and the IDP camps This is in line with findings of UNICEF (2016) and Gamama(2014)

Influence of perceived risk (stigma) on adoption of HIV/AIDS prevention strategies in Maiduguri metropolis.

Majority of the respondents (81%) are of the view that if discrimination continues,the victims may run back to the bush to align with their captives then come back to fight back the community. they cannot share meals with persons they know are infected.majority also are of the opinion that marginalising the victims may make them seek vengeance in ways like converting the innocent young ones within the community into the ideologies of the captives,hence the community faces the danger of many youths going with the ideology of bokoharam

This study examined the relationship between perceived risk and adoption of anti discrimination strategies and it revealed that there is a relationship between perceived risk and adoption of anti discrimination strategies. A simple linear regression was used to test the hypothesis which shows Perceived risk has a significant influence on adoption of positive behavioral strategies in Borno state.

Influence of compatibility (religion) on adoption of anti-discrimination strategies in Borno state.

About two-thirds of the respondents are of the view that religion do influence behaviour change as seen from their responses. Majority believe in the position of the holy books, more especially if the position of the holy books was preached to them by a respected mallam or pastor. Quite a good number are ignorant of the position of the Quran and the Bible on the subject matter. But since all the Mallams and pastors are believed to be one of the reference group, it is assumed that if they are used to preach against discrimination, it will go a long way in changing the behaviour towards the victims.

This study examined the relationship between compatibility and adoption of anti-discrimination strategies and it revealed that there is a relationship between compatibility and adoption of these strategies. A simple linear regression was used to test the hypothesis which shows compatibility has a significant influence on adoption of anti-discrimination strategies in Borno state.

Discussion of findings

The general perception of the community and the family members toward the victims vary to an extent. Majority of the community members hold a negative perception against the victims, whereas the family members of the individual victims do not hold such strong negative perspective view. The perception that the community holds towards these victim is as a result of the behaviours that the victims exhibit on return from captivity. Some of those that were rescued killed their parents and ran back to the captives. the findings reveal a high level of awareness among community and family members that they are discriminating the victims of the sexual violence in Borno state. Compatibility has a significant influence on adoption of preventive strategies in Borno state. Religion do influence behaviour change as seen from the results of the study. Perceived risk has a significant influence on adoption of prevention strategies in Borno State. From the findings of this study, people still have strong fears for anything that has to do with bokoharam, thus they fear.

Conclusion

Social marketing holds that behavioural change can be achieved using marketing principles. Again the diffusion of innovation theory advocates that high success can be achieved in trying to change behaviour of the target audience if they are aware of its existence, and also of g the perceived risk associated with refusing to change that behaviour. More so, if the behaviour that is to be changed is not in congruence with the position of religion. Thus from the findings, the study concludes that social marketing can be used to tame down discrimination of victims of sexual violence in Borno State

Recommendations

Strategically planned social marketing intervention holds the key to change consumers' belief, attitude and opinion to get the desired social behaviour change.this according to this study could be achieved through;

i.   The use of Traditional social marketing campaigns interventions such as mobile applications, social media sites, email, text messages and sensor technologies to make the ignorant ones on the existence of discrimination in the communities. Both approaches should be combined and used to complement each other.

ii.   The AIDA model could be used since it measures the effectiveness of marketing communication and guides marketers in coming up with programmes and messages that should draw attention, arouse the interest and desire of the target audience toward behavioural change.

iii.   Religious and Traditional leaders should be actively involved in sensitising the community through rallies, symposia and lectures; this should be delivered in local dialects that are used in the areas.

iv.   "Religious social marketing" should be used where religious groups/leaders of all faiths are targeted and made to be integral parts of the campaigns. These leaders can enhance the credibility and acceptance such of messages.

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