

## SOCIAL MARKETING PARADIGM FOR CURBING CULTISM AND CRIMINALITY AMONG UNDERGRADUATES

**\*DR. JUDE E.MADU**

**\*EVANGEL UNIVERSITY, AKAEZE, EBONYI STATE NIGERIA**

**EMAIL: judemadu71@gmail.com**

### ABSTRACT

*Undergraduates are expected to learn, become professionals that will contribute to the social economic development of the country, and then leaders of tomorrow. Unfortunately, the involvement of these undergraduates in cultism and other criminal activities is increasing and unbearable. Some of the consequences include death and long years of imprisonment. Though a lot have been done to curb this menace, yet it persists. Hence the need to identify a social marketing paradigm (model) to curb the menace. To achieve this, the arms-chair and survey research method were used with undergraduate suspects in Ebonyi State Police Headquarters as respondents. The study discovered that the main reason for undergraduates' involvement in cultism and other forms of criminality is lack of knowledge of the consequences of cultism and other forms of criminality. Based on this, a model to curb the menace is developed thus: UCC= CCA, SMN, ADV, PRA, PBA.*

**KEY WORDS:** Change Agent, Cultism, Criminality, Paradigm, Social Marketing, Target Adopter, Undergraduate.

### BACKGROUND OF STUDY

The essence of a tertiary institution is that it is uniquely accountable to the past and to the future not simply or even primarily to the present. Prof. Faust as quoted in Garrovillas (2008) states that a tertiary Institution (University) is not about results in the next quarter. It is about learning that mounds a lifetime, learning that transmits the heritage of millennia learning that shapes the future. This connotes that the whole essence of a tertiary Institution (University) is to provide education. On her part, Dr. Fabella, as quoted in Garrovillas (2008) states that what should form the curriculum of a tertiary Institution (University) are promotion of effective

communication, critical thinking, knowledge integration and social responsibility. These goals are aligned with the United Nations four pillars of education which include: learning to be, learning to learn, learning to do, and learning to live with others. This will enable an educated person develop his/her full potentials. Unfortunately, majority of our present day undergraduates have defiled the essence of education which is the reason why they are in the universities and other tertiary institutions. Our undergraduates have turned into cultist, rapist, gang star and armed syndicates used to perpetrate serious crimes such as kidnapping, assassination and electoral malpractices. Crime statistics in table 1.1 below shows that undergraduates represent about 40.00 % of occupational distribution of persons arrested and detained for various serious offences in Ebonyi state Police Command Headquarters Abakaliki between the months of January to May 2017.

**Table 1. Occupational distribution of suspects of serious offences in Ebonyi State Police Headquarters from January to May 2017.**

S/N	MONTHS	UNDERGRADUATES	UNEMPLOYED YOUTHS	FARMARS/ ARTISANS	TRADER/C/ SERVANTS	TOTAL
1.	Jan	106	51	35	64	256
2.	Feb.	111	66	49	57	283
3.	March	113	59	58	60	290
4.	April	121	60	63	61	305
5.	May	128	68	61	56	313
6.	Total	579	304	266	298	1447
7.	Percentage	40.01	21.00	18.38	20.59	100.00

**SOURCE:** Crime Statistics obtained from the Research and Planning Department, Nigeria Police Force, State Headquarters, Abakaliki.

As stated earlier, undergraduates represent the highest percentage of about 40.01 percent of those arrested as suspects for various offences. The natures of offences mostly perpetrated by undergraduates are as shown in table 1.2 below.

**Table 1.1 Nature of offences mostly committed by undergraduates**

S/NO	OFFENCES	JAN	FEB	MARCH	APRIL	MAY	TOTAL	%
1.	Cultism	58	60	59	61	63	301	51.98
2.	Armed Robbery	16	15	16	15	14	76	13.12
3.	Kidnapping	14	16	17	14	8	69	11.91
4.	Murder	2	3	2	0	0	7	1.20
5.	Burglary/house	4	5	6	10	15	40	6.90

	breaking							
6.	Stealing	4	2	3	7	8	24	4.40
7.	Rape	4	5	4	3	4	20	3.45
8.	Unlawful possession of fire Arm	2	2	3	5	8	21	3.62
9.	Cyber related fraud	2	3	3	5	8	21	3.62
10.	Total	106	111	113	121	128	579	100.00

**SOURCE:** Crime Statistics obtained from the Research and Planning Department, Nigeria Police Force, State Headquarters, Abakaliki.

The record is worrisome because all the offences represented above carry punishment of either death or imprisonment for not less than seven years. Uwajere (2016) reports that if nothing drastic is done, the so called leaders of tomorrow would have destroyed themselves before the tomorrow. Chukwu (2011) reports that in the yester years in the university system, there was hardly anything like violent cultism or criminality, every student was busy with learning and research. But in the present day, undergraduates organize themselves into cult and terrorist groups to kill, maim and rape their fellow students and even be used as instruments of violence, assassination, electoral malpractice, kidnapping and Armed Robbery. Madu (2016) stated that these criminal activities by undergraduates are not restricted to tertiary Institutions environment alone. Every part of the country is experiencing undergraduate's involvement in cultism and other serious criminal activities (Amuta; 2015). Oyetunde (2000) confirms that efforts have been made in the past by the University management, the government and even the churches to curb criminality among undergraduates yet the menace persists. Some of these efforts as reported by Belo- Osagie and Kanebe (2012) are: (a) Arrest, detention and prosecution of students involved in crimes by the police; (b) rustication of students involved in any form of crimes; (c) Organizing religious activities periodically for students in the form of crusades and preaching by clergies; (d) mounting of sign posts in several locations within the institutions with messages showing the consequences of criminality (e) ban on students union activities; (f) publication of school magazines and leaflets with messages aimed at discouraging students' involvement in cultism and other criminal activities.

Oyetunde (2016) confirms the report of Amuta (2016) and Anya (2016) that there is hardly any day that an undergraduate in a Nigeria tertiary Institution is not reported or arrested for criminal offences that attract long years of imprisonment or death. It is based on this that we decided to apply social marketing tools (paradigm) for curbing criminality/cultism among undergraduates. Kotler and Roberto (1989) define Social Marketing as a branch of Marketing that controls behaviors inimical to societal wellbeing. Crimes are menaces that are inimical to societal wellbeing. Cultism and criminality among undergraduates in Nigeria counters social economic

development of Nigeria. Apart from the eminent death and long years of imprisonment for undergraduates, other specific consequences of undergraduate's involvement in cultism and criminality as reported by Egbule (2006) and Ori (2012) include: (a) some of the undergraduates are killed while many are injured or disabled permanently; (b) some are sent to prisons for many years; (c) most of the undergraduates live in perpetual fear as a result they abandon their educational pursuit; (d) there is general insecurity in the tertiary institutions; (e) there is an increase in the cost of managing tertiary institutions because of increase spending on security; (f) parents withdraw their wards from such institutions for fear of insecurity and send them to universities in foreign countries, thus creating an unfavorable balance of payment arising from huge expenditure on importation of knowledge and weak per capital income as a result of loss of employment in the education sector; and (g) investors are unwilling to invest in the tertiary institution industry for fear of low return on investment thus, weakening the Nigeria economy. These consequences prove that undergraduate's involvement in cultism and other forms of criminality is a serious threat to national security. No developmental efforts can thrive in an unsecure environment, hence the need for the application of Social Marketing Paradigm. How to realize this is the crux of this study.

## **METHODOLOGY**

Desk Research and Survey methods were utilized for the study. For the desk research, literature relating to the definition and causes of poverty, theories (causes) of crime, meaning and tools of social marketing among others were reviewed. For the survey, interview was conducted with undergraduate suspects in police cells at Police Headquarters Abakaliki. Interview was also conducted with the officer in charge research and planning, Nigeria Police Force Abakaliki. He provided the crime statistics and other relevant information used for the study. A total of eight six (86) undergraduate suspects were interviewed. Their opinions were analyzed and presented appropriately. Findings of both literature and survey form the basis for the presentation below.

## **POVERTY DEFINED**

The World Bank as quoted in Williams (2017) describes poverty as earnings less than 1.90 US Dollars per day. World Bank in (2012) in a related result reported that the poor themselves described poverty as:

- A. dependence on others or working for others;
- B. feeling of marginalization in everything, a 'never consulted';
- C. lack of food, clothing and housing;
- D. restricted rights and freedom: and

E. Inability to act on one’s own initiative or decision.

Poverty is further described as cancerous, endemic and a debilitating beast. Personally, **I describe poverty to be an opportunity for an opportunity**. This corresponds with the saying that necessity is the mother of invention. These-called world powers of today were once ravaged by poverty. Going by the definition of poverty above, it means that every country/state has some levels of poverty; one then begins to wonder the actual causes of poverty. Many reasons have been adduced to poverty, but poverty is relative to a country. A search through the Wikipedia summarized the causes of poverty as:

- a. changing trend in a country’s economy, such as economic policies;
- b. lack of the education;
- c. high divorce rate or instability in marriages which causes feminization of poverty;
- d. having a culture of poverty;
- e. overpopulation;
- f. epidemic diseases such as **AIDS and MALARIA**;
- g. environmental problems and natural disasters such as lack of rainfall;; and
- h. Corruption.

Our major concern here is to ascertain if poverty is the reason for undergraduates’ involvement in cultism and other forms of criminality. A recent study by Madu (2016) identified the major causes of undergraduates’ involvement in cultism and other forms of criminality. This was also used as guide to interview our respondents. The result of this interview is as analyzed below.

**Table 2.1. Identified causes of undergraduates’ Involvement in cultism and other forms of criminality.**

s/no	causes of undergraduates’ involvement in crime	frequency	percentage
1.	peer group influence	8	9.30
2.	poverty	10	11.62
3.	Lack of knowledge of the consequences of cultism and other forms of criminality.	35	40.49
4.	high cost of higher education	3	3.48
5.	unemployment	12	13.95
6.	greed/quest to maintain social class	3	3.48
7.	week parental upbringing	6	6.96
8.	societal decadence	4	4.65
9.	week educational standard	3	3.48

10.	communal/ethic crisis in the country	2	2.32
	Total	86	100.00

**Source:** Primary data by the Researcher.

From Table 2.1 above, it is crystal clear that poverty represents only 11.62 percent of the causes of undergraduates' involvement in cultism and other forms of criminality. But utilizing our study bench mark of 40.00 present, the most remarkable factor responsible for undergraduates involvement in cultism and other criminal offences is lack of the knowledge of the consequences of cultism and other forms of criminality. This is because it represents 40.1. Percent of the factors responsible for undergraduates' involvement in cultism and other forms of criminality. Other factors are also represented. Furthermore, some sociologists have been able to establish some factors responsible for involvement of criminality by undergraduates. These sociological factors are termed theories of crime.

## THEORIES OF CRIME

From the sociological point of view, crime and deviance behavior are interchangeably used. Based on this, Theo (1998) defines deviance as an act considered by public consensus or the powerful at a given time and place to be a violation of some social rule. The deviant acts studied under this definition are categorized under criminal deviance such as homicide (murder), robbery, rape, drug abuse; and non-criminal deviance such as homophobia, using pornography and mental disorder. Furthermore, most scholars other than sociologist generally attribute deviance to a certain biological or psychological abnormality in the individual. But sociologists have long assumed that there is nothing physically or mentally wrong with most deviants. Based on this, Theo (1998) articulates the causes of deviance behavior under the following theories: Functionalist Theory, Merton's Strain Theory, Control Theory, Shaming Theory, Conflict Theory, Relative Deprivation Theory and Differential Association Theory. These are briefly explained as follows:

## FUNCTIONALIST THEORY

This theory states that people commit crime because they believe that criminal activities contribute to the socio-economic development of the society. A good example is where students destroy and loot residences and properties of politicians believed to have stolen government properties. To prove this theory, Emile Durkheim as quoted in Theo (1998), debunks the claim that deviance is always harmful, but contributes to social order and brings benefits to the society if it occurs within limit.

## **MERTON'S STRAIN THEORY**

This theory is popularly called the theory of “anomie”. It believes that people commit crime because they do not have access to legitimate means of realizing their goals or achieving success as expected of them by their family members or the larger society. In propounding this theory, Robert Merton (1930) as quoted in Theo (1998), states that “anomie” is a social condition in which norms are absent, weak or in conflict, and may arise when there is inconsistency between the cultural goals and the institutionalized (socially approved or legitimate) means of achieving these goals. Because undergraduates believe they cannot get jobs after graduation or receive praises from parents and other relations if they don't make good results such as 2.1 grades despite the fact that adequate lecturers and teaching aids are not provided, they resort to committing crime as a source of money that could be used to realize their goals.

## **CONTROL THEORY**

This theory states that people commit crime because there is weak control over them by their families or the social institutions where they belong. Travis Hirsch (1969) as quoted in Theo (1998) states that the family, school and other social institutions can greatly contribute to social order by controlling deviant tendencies; and that when such is lacking or weak, people will commit crime. Therefore, when parents disregard the change in behavior of their undergraduate children, or when lecturers overlook undergraduates' attendance to classes or even accept gratification from them to award undeserved marks, they are encouraging the undergraduate to commit crime.

## **SHAMING THEORY**

This theory claims that people commit crime in retaliation against the society for rejecting or ostracizing them as a result of their past criminal records. The proponent of the shaming theory, John Braithwaite (1989) as quoted in Theo (1998) states that Shaming involves an expression of disapproval designed to evoke remorse in the wrong doer. Therefore, out of shame, people commit more crime. It is therefore advisable to show forgiveness and acceptance on wrong doers rather than stigmatizing them. Those who denounce crime publicly should be rewarded and reintegrated to boost the morale of others to repent.

## **CONFLICT THEORY**

This theory is of the view that people commit crime because of the oppressive nature of leadership by the political class especially in a capitalist Economy where labor exploitation is high. The proponents; William Chambliss (1969) and Richard Quianey (1974) as quoted in Theo (1998), concludes that the legal authorities favor only the

rich and powerful against the poor and weak and that what the authorities defined as crime are only those acts done by the poor which may be against the survival of the capitalist system. That to compel compliance from the poor, the authorities cut labor cost and create unemployment. That these unemployed persons are compelled to commit crime so as to survive. Therefore, for fear of unemployment after graduation, undergraduates resort to criminal activities.

### **Relative Deprivation Theory**

This theory is of the view that crime is committed by persons when they feel they are unable to achieve their high aspirations. Supporting this view, Theo (1998), states that this behavior develops when one is comparing himself with another, especially when there is wide economic disparity existing amongst persons within the same society. For instance, undergraduates commit crime to enable them buy cars because they see their fellow undergraduates driving cars in the campus.

### **Differential Association Theory**

The message of this theory is that deviance (criminal) behaviors are learnt through interactions with others especially criminals. The proponent; Edwin Sutherland (1939) as quoted in Theo (1998), defines differential association as a process of acquiring through interaction with others an excess of definition favorable to violation of law over definitions unfavorable to violation of law. This conforms to the saying: "Show me your friends and I tell you who you are". Parents must know the type of friends their children keep.

### **DEFINITION AND MEANING OF SOCIAL MARKETING**

Modern marketing practice has proved that not all marketing transactions involve the exchange of money for a product. Belch and Belch (2007) state that non-profit organizations such as various social causes, charities, religious and tertiary institutions, etc, receive allocations and subventions or donations in millions of Naira yearly, but the Donors or Allotters do not expect or receive material benefits, they give in exchange of intangible social and psychological satisfactions such as eradicating crime, increasing the awareness and acceptance of education and good health, and feelings of goodwill and altruism. To reflect these changes in marketing, the American Marketing Association AMA in (2004), adopts a revised definition of marketing. This, as quoted in Belch and Belch (2007), state as follows:

*Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization*



*and its stakeholders.* This revised definition is viewed as being more strategic in nature as well as more reflective of the role marketing plays in the functioning of an organization. It also recognizes the important role marketing plays in the process of building and sustaining relationships with customers and delivering value to them especially when a change in behavior is the aim of the marketing activity. This is why we believe that marketing can be used to eradicate cultism and other forms of criminality amongst undergraduates. The branch of marketing that can realize this social cause is called social marketing. Let us at this juncture explain social marketing and how it could be used to realize a social cause such as eradicating cultism and other forms of criminality amongst undergraduates.

For a better understanding of Social Marketing, Lefebvre and Flora (1988) recommend that it is much easier to understand the meaning of “Social change”. In their view, Kotler and Roberto (1989) define *a Social change as “an organized effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices and behavior”*. From this definition, the change agent ultimately seeks to change the target adopter’s behavior, and this change in behavior may occur at the end of a series of intermediate stages fashioned to realize such changes. Kalu (1998) notes that a successful social change campaign depends on a society’s readiness to adopt a particular objective, or change, and this readiness varies at different times.

As a definition, Lee (2008) defines **Social marketing** as *“a systematic application of marketing along other concepts and techniques to achieve specific behavioral goals for a social good”*. On their part, Kotler and Roberto (1989) simply define *Social marketing as a strategy for changing behavior*. In further explanations, Kotler and Roberto (1989) state that Social marketing combines the best elements of the traditional approaches to Social change in an integrated planning and active framework, and utilizes advances in communication technology and marketing skills. For the purpose of this study, I define Social marketing as:

**“The process of initiating and implementing actions aimed at changing behaviors that are inimical to society’s wellbeing”**

From the definitions above, it is evidently clear that Social marketing is applicable to realizing the objectives of this study. Criminality among undergraduates in Nigeria is very worrisome and affects the wellbeing of the Nigerian society. This can be curbed through proper implementation of Social marketing. In this case, the University staff is the “Change agent”, while the students are the “Target adopters”. Though some University managements must have made some efforts in the past to curb criminality among students, but these efforts have not yielded the needed results. As suggested by McKenzie (2000), the inability of past efforts by University

managements to yield the needed result may be because: (a) the campaigns did not target the appropriate audience;(b) the reform message may not have been sufficiently motivating; (c) the individuals and groups that were targeted were not given the opportunity to respond constructively or positively; and (d) the exercise was under funded. Therefore, there is the need to develop a strategy to realize a Social change among Undergraduates through Social marketing.

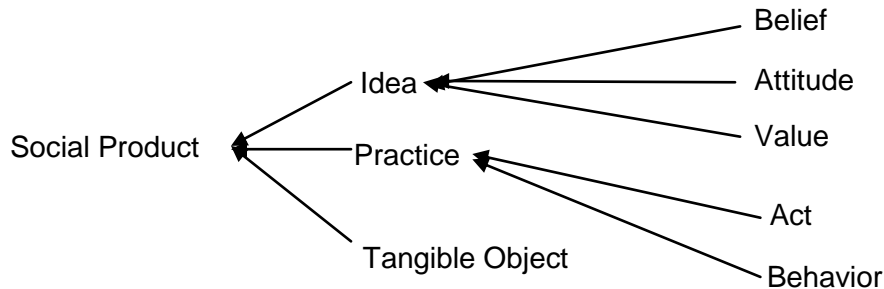
**STRATEGIES FOR SOCIAL MARKETING**

Kotler and Roberto (1989), state that Social marketing comprise of three major activities: these are: (a) Understanding the social product (b) Identifying and understanding the target adopters; and (c) Implementing the social change management process. These steps are briefly discussed below.

**A. UNDERSTADING THE SOCIAL PRODUCT**

In Social marketing, product means ideas and expected behaviors to be marketed. These are shown in the figure 2.4 below:

**Figure 2.1 Showing social marketing products**



**Source:** Kotler and Roberto (1989:25), Social marketing products.

- **Idea** comprises of belief, attitude and value. A **BELIEF** is a perception that is held about a factual matter, it does not include evaluation. For example; “criminality leads to self destruction”. **ATTITUDES** are positive or negative evaluations of people, objects, ideas or events. Examples “cultism is a devilish act”. **VALUES** are overall ideas of what is right and wrong. Example, “Indecent dressing is evil”.
- **Social practice** may be seen as the occurrence of single act patterns of behavior. Examples are. “Exam malpractice attracts Twenty-four years imprisonment; smoking is hazardous to your health and that of others.

- **Tangible objects** are objects or tools used to accomplish a social practice (change). They also comprise physical products that may accompany a campaign. A good example is persuading undergraduates to buy school magazines or leaflets that contain anti-criminality or anti-cultism information.

## **B. IDENTIFYING AND UNDERSTANDING THE TARGET ADOPTERS**

Target Adopters are those individuals or groups (undergraduates) whom the Social products are aimed at. Andersen (1995) states that because of the heterogeneous nature of the market, there is need for the social marketer to segment the market using parameters such as age, social-economic status, family size or geographical location. Targeting a particular adopter group follows after appropriate segmentation. Kotler and Zaltman (1991) opine that since each adopter group has a particular set of belief, attitudes and values, social marketing programs are tailored and structured around the needs of each particular segments of a target population. To achieve this, Harvey (1999) indicates that Social marketing requires knowledge of each Target-adopter group including it's:

1. Social demographic characteristics (external attributes such as social class, income, education, age, family size, etc);
2. Psychological profile (internal) attributes such as emotions, values, motivation and personality; and
3. Behavioral characteristics such as patterns of behavior, buying habits and decision making characteristics.

Achumbe (2007) recommends that accurate knowledge of the Target adopters will enable the Social marketer make more accurate predictions which will in turn create the ability to influence out-comes. In addition to segmenting and targeting the Adopters (Adopter Groups), Neiger (2003) suggests that the Social marketers will also identify influence holding groups. Supporting this opinion, Kalu and Awa (2007) define these as persons or groups of people that can affect a program's success. For this study they may include staff (academic and non-academic), religious organization, security agencies, government agencies, legislatures, etc. These groups are categorized by McKenzie (2000) as:

- (a) **Permission-granting groups:** Those whose permission must be sought before the social program is executed. Examples are State Legislators, University Senate or Governing Council, Government executive council or Security Agencies.
- (b) **Support groups:** Those whose participation or active supports are needed for the delivery of the Social services. Examples are Religious organizations; Police other Security Authorities, Traditional Rulers etc.
- (c) **Opposition groups:** Those whose believes or activities may be affected by the Social services. Examples are: Students Union, Social associations in the campuses etc.

- (d) Evaluation group: Those whose post evaluation may have beneficial or adverse effects on the distribution program. Examples are Legislative arm of government, University management team.

Based on this, Kennedy (2010) notes that an effective Social marketing program requires knowledge of the characteristics of each influence-holding group and addressing the need of each group with an appropriate mega marketing strategy.

### **C. IMPLIMENTING THE SOCIAL CHANGE MANAGEMENT PROCESS**

Having identified the social products that are capable of realizing the social change in the behavior of Target adopters, the Social marketer needs to prepare for the proper execution of the social change. Again, Kotler and Roberto (1989) recommend that this involves four steps:

- (a) Defining the product-market fit.
- (b) Designing the product-market fit
- (c) Delivering the product-market fit
- (d) Defending the product-market fit

#### **(A) Defining the Product-Market Fit:**

This simply means understanding the behavior of the Adopter Group who is targeted for a Social change. Factors such as perception, emotions and motivation of the Target-adopter group are relevant. By so doing, Haldeman (2009) states that the appropriate Social product that could cause the social change must be known. This means that the Social marketers must research and know how and why a Target-adopter group views a situation in which a Social marketer wishes to intervene. Supporting this view, Schatsky (2006) states that this is necessary because many social causes and change campaigns fail because their Target-adopter group does not perceive a problem, want or need. This can be executed by emphasizing the consequences of criminality among Undergraduates.

#### **(B) Designing the product-market Fit**

Having identified the adopter group and their need for a social change, the next task for a Social marketer is to present the solution effectively to the Target-adopter group. Hastings (2007) Opines that this will involve: (i) Translate the fit into the corresponding positioning of the social idea or practice; (ii) Dress it up to reinforce the chosen positioning; and then (iii) Develop a reinforcing image for the cause that is consistent with the nature of the cause.

**(C) Delivering the product-Market Fit**

This involves bringing the social change ideas to the knowledge of the Adopter-group. It requires a personal presentation or demonstration by the change Agent which will be aimed at motivating the Target-adopters to act immediately. Tapp (1998) states that when a campaign requires a presentation/demonstration, three ‘P’ elements must be managed:

- (i) The delivery personnel;
- (ii) The delivery presentation; and
- (iii) The delivery process

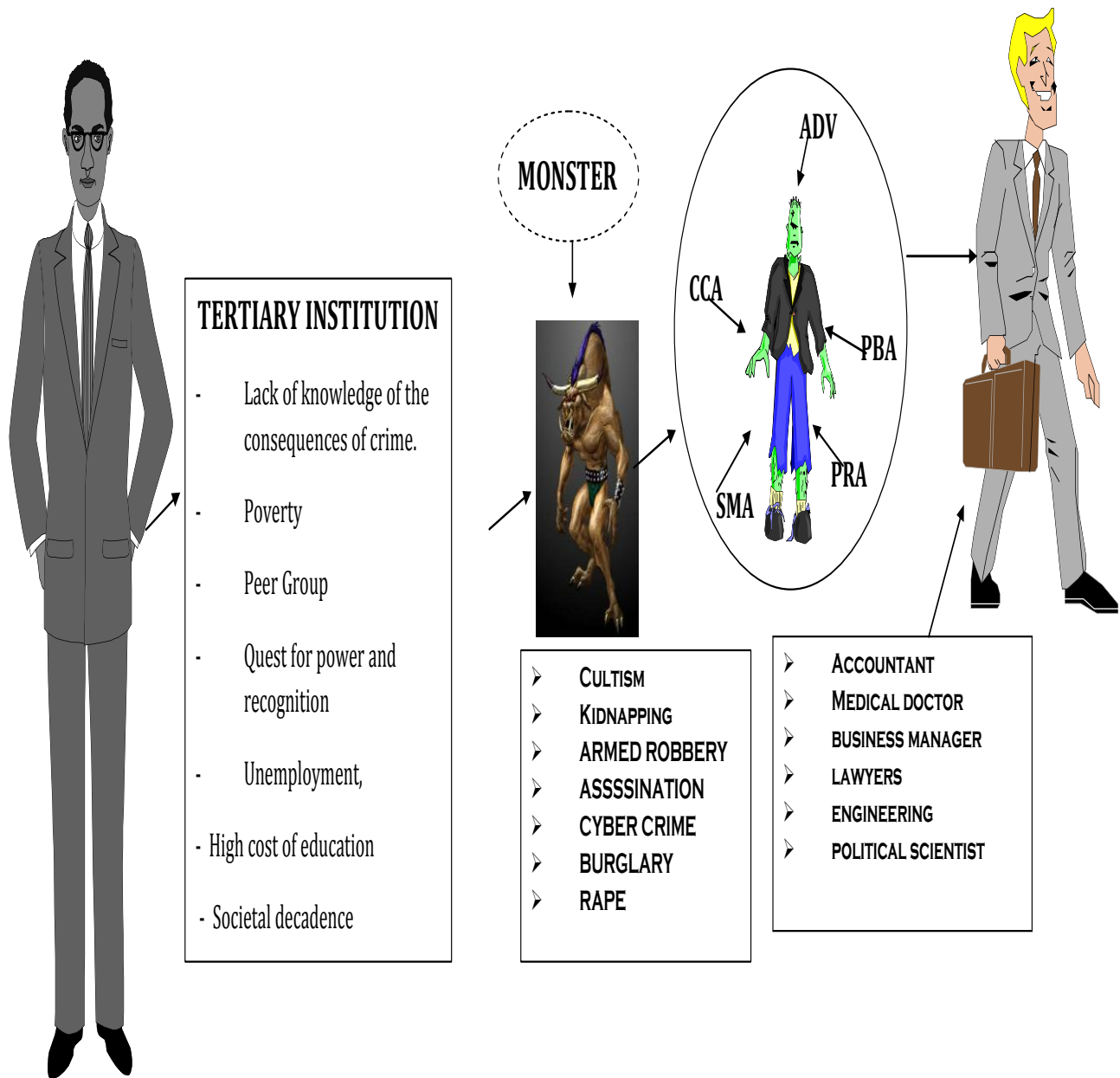
**(D) Defending the product-market Fit**

This is the final step in the social change campaign. It involves monitoring, evaluation and control of the Social change process. Weinreich (2010) adds that this step involves comparing the behavior of the Adopter-group before and after the Social change campaign and making needed adjustments and changes in the marketing plan.

**RECOMMENDATION**

Based on our findings and discussions above, we hereby recommend a solution in the form of a model to curb undergraduates’ involvement in cultism and other forms of criminality. This model is termed SOCIAL MARKETING PARADIGM FOR CURBING CULTISM AND CRIMINALITY AMONG UNDERGRADUATES (SCU). This is represented in the diagram below.

**FIGURE 5.0 Pictorial representation of a social marketing model.**



**SOURCE: Researchers' Desk.**

Figure 5.0 above depicts a young promising boy who gains admission into a tertiary university (picture 1). As an undergraduate he became exposed to societal ills such as lack of the knowledge of the consequences of cultism and other forms of crime; poverty; peer group; quest for power and recognition; unemployment; high cost of acquiring higher education; and societal decadence (picture 2). When over-whelmed by these social ills, the undergraduate turns to a monster and begins to commit serious criminal offences such as cultism; kidnapping; armed robbery; assassination; burglary; cyber crimes; and rape (picture 3). Fortunately, when this undergraduate

turned monster receives messages carrying the consequences of cultism and other forms of crimes through counseling by change agents; advertising media; social media network; public relations activities; and publicity activities (picture 4), his behavior will change and he will eventually graduate into a professional such as a Banker, Marketer, Lawyer, Accountant, Medical Doctor, Educationist and Economics (picture 5) who contributes to the social economic development of the country.

## APPLICATION

From the above diagram, undergraduates' involvement in cultism and other forms of criminality can be controlled with social marketing tools through the following steps:

### STEP ONE: UNDERSTANDING THE SOCIAL PRODUCT

A product is anything capable of satisfying a need. This means that for you to develop and offer a product, that product must have the ability to satisfy a need. In this case, our target adopters are undergraduates and their need knows the consequences of cultism and criminality. Because, they must be found worthy in character and learning before they can be given certificate, they must not be involved in cultism and other forms of criminality. Having identified their needs, we develop a social product that can satisfy these needs. Examples of these social products include:

- a. idea = Dangers of cultism and criminality
- b. counseling by change agents
- c. selecting and using tangible objects such as Bill Boards, Posters and hand bills carrying the consequences of cultism and criminality.
- d. Positive attitude of change agents (academic and non academic staff).

### STEP TWO: IDENTIFYING AND UNDERSTANDING THE BEHAVIOR OF TARGET ADOPTERS.

This step requires knowing the characteristics of the target adopters. This will enable us understand the reasons why they commit cultism and criminality. These characteristics could be in the form of:

- a. Demographic (age, number in class)
- b. Economical (disposable income)
- c. psychological (personality trait, motivation)
- d. sociological ( social class, family background)

### STEP THIRD. IMPLIMENT THE SOCIAL CHANGE PROCESS

Under this step, the social product is presented. The presentation according to the model comprise of the following activities to be executed simultaneously.

- a. Counseling by the change agents. The counseling must emphasis the consequences of cultism and criminality. the charge agents are
  - I. academic and non-academic staff;
  - II. the Police
  - III. the family
  - IV. the churches
- b. Advertise the social product through the advertising media
- c. post the social product to the social media
- d. Practice public relations activities such as (a) donation of items such as school buses to reduce cost of transportation. (b) the institution to sponsor sporting and social activities with financial rewards to the undergraduates; (c) Institutions to build sporting and recreation facilities to keep the undergraduates busy.
- e. practice publicity activities such as:
  - (i)press release
  - (ii)Feature article with films and video.

### STEP FOUR MONITORING, EVALUATION AND CONTROL

This involves comparing the behavior of target adopters before and after the campaign, and making necessary adjustment. The model is denoted as:

**UCC= CCA, SMN, ADV, PRA, PBA**

Where **UCC**= Undergraduate's' involvement in cultism and criminality.

**CCA**: counseling by change agents

**ADV**: advertising activities

**SMN**: social media network

**PRA**: public relations activities

**PBA**: publicity activities.



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