

## APPLICATION OF SOCIAL MARKETING STRATEGIES FOR OVERCOMING THE INCIDENCE OF TERRORIST ACTIVITIES IN NIGERIA: A THEORETICAL APPROACH

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### **ABSTRACT**

*The impact of terrorist activities in Nigeria in recent years is devastating; many lives have been lost, most of the livings are permanently injured, millions of persons displaced from their homes and villages, and properties worth billions have been destroyed thus causing government to spent huge sums of money on security. The government has actually taken some measures to curb the menace yet it persists. This menace of terrorism is a threat to the trust on the responsibility of government and its leadership role to the people. Therefore, the aim of this study is to suggest the application of social marketing strategy for curbing terrorist activities in the country. To realize this, the researchers utilized the arms-chair method and reviewed literatures related to terrorism and social marketing. Based on the result of the review, the study recommends five steps for applying social marketing strategy for curbing terrorism as follows: (a) identify the terrorists and the reason(s) for their behavior; (b) identify and develop social marketing tools to curb terrorism; (c) identify and select the change agents; (d) implement the social marketing strategy; and (e) control the strategy.*

**KEY POINTS:** Change agent, Control, Market, Product, Social Marketing, Strategy, Target adopters, Teachers, Terrorists, Theory.

### **BACKGROUND OF THE STUDY**

The incidence of terrorist activities in present day Nigeria is alarming. Most worrisome to the extent that hardly would any day pass without the occurrence of terrorist act in the country. This is synonymous with the popular adage by great Chinua Achebe of blessed memories as follows: “**turning and turning the widening grey; the**

**falcons can no longer hear the falcons, and the center cannot hold, mere anarchy is loosed upon the world. They have used knife to cut the rope that holds us, all things have fallen apart”** (Achebe: 1957). Supporting this philosophy by a great siege, it is recorded that the original plan of God as captured by various sections of the Bible and Quran is for peaceful co-existence among man. God created man to be his brother’s keeper and to share and utilize the good things on earth created by God. Unfortunately, man has developed hatred against his fellow man, and this hatred is attributable to greed and quest for power (Ebeleke: 2018). The results have been attacks and counter attacks by man against man. The effect of the present day attack and counter attack is not as destructive as the attacks and counter attacks by the “early men”. This can be attributed to advancement in technology (Madu 2017). Technology is the application of scientific knowledge for practical purposes, especially in Industry, advances in computer technology and other machineries. A more precise definition of technology is given by Dictionary.com (2017) as the branch of knowledge that deals with the creation and use of technical means and their interaction with life, societies and the environment drawing upon such subjects as industrial arts, engineering, applied sciences and pure sciences. Furthermore, it is the ability to invent new and easier methods of doing things. In modern day Nigeria, terrorist activities are very common and occur almost daily.

Terrorism is a calculated use of violence or threat of violence to inculcate fear, intended to coerce or to intimidate government or societies in the pursuit of goals that are generally political, religious or ideological. In Nigeria, many lives are lost almost daily and many permanently injured as a result of almost daily occurrence of terrorism. Basically, a lot have been done by successive governments aimed at curbing the incidences of terrorism yet the menace persist and lives are lost as a result, hence the need to apply Social Marketing Strategy. Social marketing is a branch of Marketing aimed at preventing or controlling human behaviors that are inimical to societal wellbeing (Brassington and Pettit: 2007). The objectives of Social Marketing are realized by utilizing Social Marketing tools (Kotler and Roberto:1989). How to use these social marketing tools constitute strategies for Social Marketing as explained by social marketing theories. A theory is a postulation or idea based on the postulations, idea or speculations of others. It is a scientific principle used to explain a phenomena or facts in their relation to one another. Sharma: 2010 opines that in situations where original primary data is difficult to obtain for security reasons such as in this study, the theoretical approach can be utilized. Theoretical approach therefore forms the bases for this study.

## RESEARCH PROBLEMS

As reported by the Global Terrorism Index (GTI:2015), out of the 162 ranked as worst hit by terrorist attacks in the last ten (10) years, Nigeria is ranked fourth (4<sup>th</sup>) in the 2014. But in 2015, Nigeria is ranked 3<sup>rd</sup> and only better

than two Islamic countries: Iraq and Afghanistan who were ranked 1<sup>st</sup> and 2<sup>nd</sup> respectively. Pakistan and Syria were ranked 4<sup>th</sup> and 5<sup>th</sup>. The only African country closer to Nigeria in terms of most hit by terrorist attacks are Somalia (8<sup>th</sup>) and Libia (9<sup>th</sup>) (Ukpong: 2015). The release by GTI (2015) reveals that terrorist are much more lethal in Nigeria than other countries involved. For instance, of the twenty (20) most fatal terrorist attacks in the world in 2014, nine (9) of the took place in Nigeria and Boko Haran claimed responsibilities for eight (8), while the Fulani Herdsmen/Militants claimed responsibility for one which took place at Galadima where over 200 people were reported killed. The same year, over 122 persons were killed and 270 injured in Kano City as a result of attacks by Boko Haram. It is important to note that the trend of killing in Nigeria as a result of terrorist attacks on the increase till date. This year alone, the incidences of terrorism seem to be more devastating compared with the effect experienced the previous year. Furthermore, Ukpong (2015) repots that terrorist activities is no longer the business of Boko Haram alone, but also involve Fulani Herdsmen. But unlike religious fanatics that drive Boko Haram, Fulani militants/Herdsmen are driven by conflicts over access control of land between the semi nomadic Fulani Herdsmen and Famers. The resultant effect of these terrorist attacks in Nigeria is increasing loss of lives and properties.

Section 14 (2)(b) of the 1990 constitution of the Federal Republic of Nigeria as amended states that the security and welfare of the people shall be the primary purpose of government. This means that every responsible Government in Nigeria must provide adequate security for Nigeria otherwise the government no longer worth its salt. This connotes that a high level of insecurity in the country is a serious threat to the credibility of leadership in the country. The most common criminal activities in the present day Nigeria that have almost defied all efforts is terrorism. Every occurrence of terrorist act claims many lives of Nigerians and foreigners resident in Nigeria. Olarenwaju (2018) reports that the incidence of terrorism was align to Nigeria until sometime in 2009 when the terrorist group launched an insurgency against the Nigeria Government in 2009 with the pronounced aim of establishing an Islam caliphate in West Africa. Their main focus was the North – Eastern part of Nigeria but once in a while they attack soft targets in some other Northern States like Abuja, Gombe, Bauchi, Nasarawa, Niger, Kaduna and Kano. Since 2009 till date, terrorist activities have claimed the lives of over 20,000 persons and displaced at least two (2) million persons and families (BBC News 2018). There is no need itemizing the activities of terrorist activities in the country because that would amount to another subversive statement. But in the reports of Mamah, Akinrefon, Kumolu, Omonobi and Ebeleke (2018), the Amnesty International alleges that killings by Herdsmen and terrorists have continued unabated in the country because of the Federal Government's failure to call the perpetrators to account. The report further states that between January to July, 2018 alone, at least 1,813 people have been killed across 17 States of the country through communal clashes between farmers

and herders and attacks by terrorist. This death toll is double the 894 people killed in 2017. Recently, the most prominent targets for these violent attacks by the Terrorists in order of frequency of attacks are: (i) Military Bases or camps, (ii) Villages; (iii) Towns; (iv) Internally displaced persons (IDPs) camps; (v) Mosques; (vi) Churches; (vii) Markets; (viii) Motor parks/motorists, and (ix) Civilian militia (Onoh and Adinaji: 2018).

It is not that the Government is adamant over these deaths as a result of these activities by terrorists in the country. Some of the efforts made by Government to curb this menace according to Wikipedia: 2017 and Solomon: 2012 include: (a) Acquisition of modern military equipments for the military, improved motivation for the military and training and retraining of the military; (b) Development of new strategies by the military for terrorists and insurgents, but these strategies are not for public consumption; (c) Seeking of supports from international community. These supports are in terms of military, financial and diplomatic supports; (d) Increase in the budgetary allocation to security sectors in the country; (d) Improvement on intelligence and Surveillance (d) Monitoring and countering the finance of terrorism; (e) Creation of Special Military Task Forces; (f) Imposition of curfews and closing of borders with neighboring countries when security threats are envisaged; (g) Making legislations such as the Anti-terrorism Bill; (h) Collaboration with special security outfits in advanced countries such as United Kingdom and United States of America. This collaboration are mostly in terms of training and capacity building for the military and the Police; (i) Special training for Nigeria Police personnel by FBI on Explosive Ordinance Disposal; (j) Regional integration and cooperation for security among West Africa and African countries; and (k) Increase in budgetary allocations for security. Unfortunately, these efforts are yet to prevent or even control the incidences of terrorists activities in Nigeria, hence the need to apply the social marketing strategy. Social marketing according to Kotler and Roberto (1989) is a process and combination of activities including: (a) Understanding the social product; (b) Identifying and understanding the target adopters; and (c) Implementing the social change management process.

### **OBJECTIVES OF THE STUDY:**

From our discussions above, the main objectives of this study include:

- a) To identify the actual persons or group of persons responsible for terrorist activities in Nigeria (Target Adopters).
- b) To identify the reasons behind the occurrence of terrorist activities in Nigeria (Social product attribute).
- c) To identify the individuals, groups or institutions through which the social change can be applied (Charge agents).
- d) To identify the activities that will be executed to realize the social change (Social Change product).

- e) To identify how best to implement the social change (Social change implementation and management).

## RESEARCH METHODOLOGY

The Desk Research Method was utilized for collecting Data for this study. By so doing, literature related to the definition and meaning of terrorism and their occurrences in Nigeria were reviewed. Also reviewed were the meaning and tools of social marketing. To further explore the depth of empiricism for this study, some reported incidences of terrorists activities were stated.

## TERRORISM

Borrowing from the Freedictionary.com (2017), Terror is the use of extreme fear or violence to coerce people. It is the act of making someone to be afraid or live in fear. Terrorism is a calculated use of unlawful violence or threat of unlawful violence to inculcate fear, intended to coerce or to intimidate governments or societies in the pursuit of goals that are generally political, religious or ideological. It is also an instrument of resisting government policies and actions through criminal acts such as bombing and kidnapping. It is a calculated use of violence or the threat of violence against civilians in order to attain goals that are political, religious or ideological in nature. This is normally realized through intimidation, coercion or instilling fear.

## TYPES OF TERRORISM

Clauset (2012) identifies some forms of terrorism to include:

- Biological Terrorism
- Chemical Terrorism
- Cyber Terrorism
- Domestic Terrorism
- Ecological Terrorism
- International Terrorism
- Narco Terrorism
- Nuclear Terrorism
- State Sponsored Terrorism

These are briefly explained as follows.

## **BIOLOGICAL TERRORISM**

This is also known as Bioterrorism. It is terrorism using the weapons of biological warfare. It involves the international release or dissemination of biological agents such as bacteria, viruses, fungi or toxins. They cause illness or death in people, animals or plants and can be spread through water, air or food with the aim of polluting the environment. Examples are Anthrax, Smallpox, Monkey pox, Rabbit fever and Viral hemorrhagic.

## **CHEMICAL TERRORISM**

This is terrorism using the chemical agents of chemical warfare.

## **CYBER TERRORISM**

This is an assault on electronic communication networks. It is the use of Internet to conduct violent acts, they may result in or threaten loss of lives or bodily harm in order to achieve political gains. These include destruction of Computer Networks through viruses, worms, phishing and other malicious software's and hard wares.

## **DOMESTIC TERRORISM**

This is terrorism practiced in ones' own country against ones' own people. A good example is Boko – Haram believed to be Muslims, but bombing and destroying mosques and Churches.

## **ECOLOGICAL TERRORISM**

This is violence carried out to further the political or social objectives of the environmentalists. It is the use of or threatened use of violence against innocent citizens or properties by an environmentally-oriented group for environmental or political reason.

## **INTERNATIONAL TERRORISM**

This is terrorism practiced in a foreign country by terrorists who are not natives to that country.

## **NARCO TERRORISM**

The financing of terrorists' activities by participation in the drug trade. It is an attempt of Narcotic traffickers to influence the policies of government through violence and intimidation. A good example is Pablo Escobar's violence in Columbia.

## **NUCLEAR TERRORISM**

The use of a nuclear device by a terrorist organization to cause massive devastation or the use (or threat of use) of fissionable radioactive materials. Also, assault on nuclear power point is one form of nuclear terrorism.

## **STATE SPONSORED TERRORISM**

This is terrorism practiced by a government against its own people or in support of international terrorism. A cursory look at the various forms of terrorism enumerated and defined above shows that terrorism is common all over the world. One major instrument of terrorism is bombing. Bombing is also used for sabotage. This means that apart from being an instrument of war, terrorism is also an instrument for subversion, and sabotage.

## **MAJOR SOURCES OF FUNDING FOR TERRORIST ACTIVITIES IN NIGERIA**

Terrorist activities are capital intensive; therefore, terrorists groups need much money to execute their activities. In West African Region, some of the major sources of funds as identified by Moris (2015) include:

- i. EXTORTION
- ii. ROBBERIES AND LOOTING
- iii. CATTLE/LIVESTOCK RUSTLING
- iv. DONATIONS
- v. ABUSE OF NON-PROFIT ORGANIZATIONS (NPOs)
- vi. ENGAGEMENT IN LOCAL BUSINESS AND COMMERCIAL ENTERPRISES
- vii. KIDNAPPING FOR RANSOM
- viii. ILLICIT TRAFICKING

These are explained briefly

### **I. EXTORTION:**

Terrorist groups in the region extort money and other valuables from local people within their areas of influence or dominion. They collect taxes and fees in return for protection and security. They achieve this through threat of violence or attack.

## **II. ROBBERIES AND LOOTING:**

Terrorist group such as the Boko Haram in Nigeria participate in robbery and looting activities to finance their activities, and to obtain the necessities for survival through attacks on vessels, Police stations, Army Barracks, attacking small villages and farms during market days to sell for cash and food items.

## **III. CATTLE/LIVESTOCK RUSTLING:**

Terrorist, especially those operating along the Chad Basin and Borderline between Chad, Cameroon and Nigeria such as the Boko Haram attack farmers and livestock dealers whom they disposes of their cows and other livestock's as source of funding. The techniques of these terrorists to profit from these activities include.

- a. Creating its own markets to sell stolen cattles in the terrorist controlled areas;
- b. Scattering and selling the cattle in smaller numbers at distant markets to avoid detection by authorities;
- c. Selling the cattles in small local market; and
- d. Hiding the cattle in neighboring countries to be sold at a later stage.

## **IV. DONATIONS**

These constitute funding through religious organizations, Politicians and Political Organizations, Business Organizations, and even individuals for political and other selfish interest. Voluntary donations also come from supporters abroad.

## **V. ABUSE OF NON-PROFIT ORGANIZATIONS (NPOs)**

Nonprofit organizations (NPO's) are exploited by terrorist's organizations to collect money and raise funds, spread propaganda, recruit members and secretly execute a number of illegal activities. Religions organizations mostly constitute the nonprofit organizations.

## **VI. ENGAGEMENT IN LOCAL BUSINESS AND COMMERCIAL ENTERPRISES**

Terrorist such as the Boko Haram engage in small commercial activities through farming, fishing and livestock products. Most times, the group provides microfinance to small and medium scale businesses, in form of creating an investment network and increasing the organizations financial capacity.



## VII. KIDNAPPING FOR RANSOM

Terrorist groups have a common protocol for kidnapping. Most times they have organized criminal groups to hold hostage and negotiate their ransom, with percentage of the ransom given to the organized criminal group in return. In some cases, the criminal groups capture hostages and sell to the terrorist group for higher and further negotiations.

## VIII. ILLICIT TRAFICKING:

Most of the terrorist groups utilize and settle at the border areas of their target countries. By so doing, they create and sustain the opportunity for their designated members to carry out illicit trafficking. These illicit trafficking include money laundering across borders in the hard currencies, Drug trafficking, trafficking on weapons and other banned goods, trafficking in person, oil smuggling, cigarette smuggling, piracy and cybercrime.

## SOME IDENTIFIED CAUSES OF TERRORIST ACTIVITIES IN NIGERIA

Having identified the desperation associated with terrorist in Nigeria, this stage houses the reasons behind this criminal and societal ill that threatens and destabilizes a nation. Some of these reasons are as follows:

- I. **Thirst for political power:** Most of the terrorist leaders were leaders of political parties from where they contested for political positions and lost. These losses are attributed to fraud, electoral malpractices, injustices and deliberate attempts to deny them of their mandate given to them by the majority of the electorates. As defense mechanism, they resort to subversive comments and activities against the ruling Government. These later generate into terrorist activities and sometimes civil war.
- II. **Glaring Injustice:** This emanates from being serious and decisive over criminal cases involving person belonging to opposition parties, while being conservative over crimes allegedly committed by persons belonging to the ruling party. These attract subversive comments and activities which at the long run graduate to terrorism and terrorist activities.
- III. **Religious Extremism:** These manifest on the ground that some set of people belonging to a particular religion believing that their religion is superior to other religion, and at the same time going to the extreme of utilizing violence and subversive comments to coerce both their members and others to accept what they preach. Most times they are not interested in political powers, but they give support to politicians that support their ideology, while they violently attack those that speak against their religious ideology.

- IV. **Lack of Political will by government to eradicate terrorism:** Most times, Government and their appointees express sympathy for these terrorist groups. The reasons most times includes sharing the same religious belief, using the terrorists as political instruments, having friends and relation in the terrorist groups and to maintain their previous political positions. To realize these, Government develop could feet over eradicating terrorist activities.
- V. **Weak financial intelligence and regulatory system:** From our discussion so far, most Africa countries lack the technical competence to monitor monetary transactions within their countries. Terrorists survive through funding as discussed earlier. Therefore porous monetary and fiscal policy is an advantage to terrorist acts.
- VI. **Weak regional integration:** Existing integration in West Africa are merely for political gains, integration for economic and military is weak, thus giving much impetus for terrorists to operate even outside their original countries with remarkable success. Weak integration among the countries encourages free access to and fro terrorist groups. Also, most West African countries have Police and Military group that are not adequately trained and equipped to fight terrorism in their areas. Since military integration is weak in the region, terrorists utilized the advantage to execute terror and violence on their targets.
- VII. **Ethnic dichotomy:** Like religion, Nigeria is made of many different ethnic groups that formed the country; unfortunately, each ethnic group is strictly in sympathy for their kinsmen. This sympathy affects political and economic activities, and any ethnic group that feel cheated resort to or support terrorist activities.
- VIII. **Influence and interest of the West:** The “West” means developed countries in Europe and America. The West is highly industrialized and their industries need raw materials to sustain production, yet they don’t have enough raw materials. Fortunately, Africa and mostly Nigeria is endowed with numerous raw materials, but unfortunately Africa countries do not have capacity to utilize their raw materials. Therefore, the Western Nations are attracted to the African countries because of the raw materials. To maintain their interest; the western nations influence subversive and terrorist activities in African countries through sponsorship of terrorist groups and countries that are willing to supply these raw materials. Also the western nations have the capacity and technical competence to produce and stock arms and ammunition. There is the possibility that these arms and ammunition are exchanged for the raw materials.
- IX. **POVERTY, LACK OF EDUCATION AND EMPLOYMENT AMONG NIGERIA YOUTHS:** High percentage of youths in Nigeria lack adequate education and skill. As a result they are very poor because they don’t have employment. The popular saying that an idle mind is the devils workshop is applicable here. Because most African youths are not educated and poor as a result of unemployment, they are vulnerable to be used as good tools to execute terrorist acts.

## SOME SUGGESTED SOLUTIONS

A lot have been said and done with the aim of eradicating terrorist activities in Nigeria, yet the needed outcome is yet to be realized. Some solutions have been suggested. These solutions have been summarized under the following headings.

1. **Education and Enlightenment of the youths:** Education is power and the key to every successful human endeavor. An uneducated person is like one inside a very dark room, any sign of light becomes an access or route to escape from the darkness. Nigerian leaders should do everything possible to train and educate the youths. An educated youth has hope and future, and so cannot be easily subverted with any means. An educated youth has the value of life and so cannot be convinced to resort to terrorism.
2. **Strong Regional military Integration:** The only serious integration in African is politically motivated. Leaders only utilize it when they have political interest to protect. For the purpose of military, some Head of States only make their contributions when their countries are threatened. Even the most pronounced economic integrations have failed to yield fruits because of lack of commitments among some Heads of states. Terrorists and subversive activities exist all over African. Some terrorist groups claim to have gone multinational among Africa states as they send terrorist assistance to their friendly group and associates to fight against Governments. They even send monetary and other economic assistance to other terrorists in other countries. The only way to stop these is through strong and committed Regional Integration.
3. **Corrupt-free electoral system:** Most of the basis for terrorist activities are premised on corrupt political and electoral process or system. Records show that each presidential election in almost every African country gives rise to emergence of terrorist group who fight against the election. African countries should develop corrupt-free electoral practice so as to reduce the level of agitations against the elections and political activities. Nigeria is not exempted
4. **Corrupt free Judiciary:** Judiciary is the last hope of everybody for justice. No electoral process is devoid of complaints. When there are complaints, the best place for arbitration is the Judiciary. Also, when people (including leaders) are accused of committing offences such as corruption, they should be made to face trial with the judiciary. Therefore, if the judiciary is unable to deliver Justices especially as a result of influence by political leaders, the effect will generate to subversive and terrorist acts. Therefore, African leaders should ensure corrupt-free and independence Judiciary.
5. **Reduced influence of the West:** African countries and other developing countries that are terrorist-ridden should strive to avoid or reduce the influence of the West. The first step is to utilize and transform their raw

materials into finished goods. By so doing, importation from the Western countries will reduce, thus reducing economic dependence on the West. When this is achieved, the influence of the West will reduce.

6. **Use of trained Manager:** Trained managers in specific fields should be appointed to head managerial positions in the fields where they are adequately trained and not technocrats.
7. **Punishment for identified terrorists:** Those identified or accused of involvement in terrorists' activities should be exposed and punished.

## 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 Allottees 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 terrorism. 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 terrorism.

For 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. Terrorist activities 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 Military and the Police are the “Change agents”, the terrorists are the “Target adopters”. Though government have made some efforts in the past to curb terrorism but these efforts have not yielded the needed results. As suggested by McKenzie (2000), the inability of past efforts by government through the military, Police and other security agencies may have not yielded 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 not properly funded and re-enforced. Therefore, there is the need to develop a strategy to realize a Social change among terrorists through Social marketing.

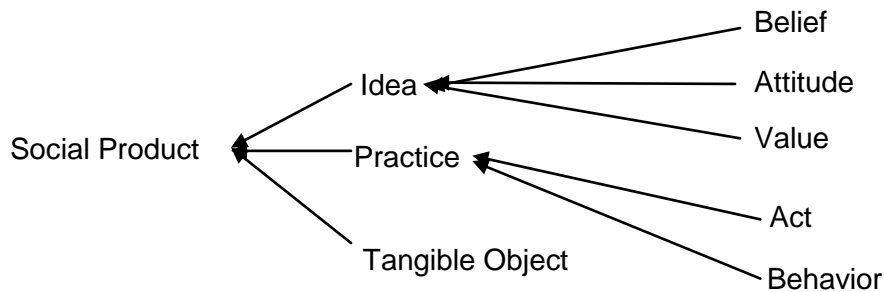
## **STRATEGIES FOR SOCIAL MARKETING**

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. UNDERSTANDING THE SOCIAL PRODUCT

In Social marketing, product means ideas, expected behaviors and objects used to communicate the idea. These are shown in the figure 2.0 below:

**Figure 2.0 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; “terrorists leads to death. **ATTITUDES** are positive or negative evaluations of people, objects, ideas or events. Examples “devilish is a devilish act”. **VALUES** are overall ideas of what is right and wrong. Example, “terrorists are evil”.
- **Social practice** may be seen as the occurrence of single act patterns of behavior. Examples are terrorism attract death to the public and even the terrorist.
- **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 the youths to buy newspapers and magazines that contain anti-terrorism information.

## B. IDENTIFYING AND UNDERSTANDING THE TARGET ADOPTERS

Target Adopters are those individuals or groups (Terrorists) 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 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, religious organization, traditional leaders, 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 community leaders, traditional rulers and Security Agencies.
- (b) Support groups: Those whose participation or active supports are needed for the delivery of the Social services. Examples are Religious organizations, Military; Police other Security Authorities, Traditional and community Rulers.
- (c) Opposition groups: Those whose believes or activities may be affected by the Social services. Examples are leaderships of terrorist groups, opposition political parties.
- (d) Evaluation group: Those whose post evaluation may have beneficial or adverse effects on the distribution program. Examples are Legislative arm of government, leaders in terrorists prone communities.

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 terrorism among terrorists and their likes.

**(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 Target 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
- (ii) 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.

**RECOMMENDATIONS**

Based on our discussions above, we hereby recommend the utilization of the model below as a solution.

**Figure 3.0: Model for curbing Terrorism using Social Marketing Strategies.**



**SOURCE: Developed by the Authors.**

**EXPLANATION OF THE MODEL FOR CURBING TERRORISM USING SOCIAL MARKETING STRATEGIES**

The Social Marketing Strategies in the diagram above are in the following steps.

**STEP ONE: IDENTIFY THE TERRORIST AND REASONS FOR THEIR BEHAVIOR**

In this study, the terrorists are the target adopter. The need for identifying who constitutes this group and why they are into terrorism is premised on the fact seminar to identifying the needs of the market so as to provide the actual products that are capable of satisfying the same needs. Target Adopters are terrorists whom the social marketing products are aimed at (Anderson: 1995). Study by Anya: 2009 proves that majority of the members of

Boko-Haram are the illiterate youths (both boys and girls). They hardly understand or speak English language. They only understand and speak Islamic language; they are core fanatics of Islamic believe. In the formative stage of the terrorist group, members were mostly used as political thugs and stooges. Then they get richer during political seasons, but get poorer after the seasons. Because of extreme poverty and zero western education, their leaders succeed in indoctrinating them into Islamizing their environment. Some Islamic scholars and preachers see them as useful tools to preach Islamization of their area even against the wishes of their political leaders. One of the doctrines of Islamic faith is that an unbeliever cannot rule a believer and whatever a believer loses to maintain his/her faith or even win more faith is not a waste but a path to heaven. By so doing, whoever that is against the effort at Islamization is an enemy. Unfortunately Nigeria is a secular state. There is hardly any community that is not having both Christians and Muslims. To realize their objectives, they became militarized so as to counter the efforts by the government. The military strategy by the terrorist will not stop easily because Islam is an established faith and Islamization is seen as a synequanol to Islamic faith.

## **STEP TWO: IDENTIFY AND DEVELOP SOCIAL MARKETING TOOLS TO CURB TERRORISM**

Having identified the constituents of the terrorist group and reasons for their terrorist acts, it is easier to develop and offer appropriate social marketing products to satisfy their needs aimed at eradicating or reducing terrorism. For this study, the social marketing products may include:

- a. Exhibition of more sophisticated military hardware for public notice, and execution of constant military operation by the military and Police only on identified unrepentant terrorist targets.
- b. Provision of compulsory and free western education at least to secondary school level in state where these terrorists are more noticed (eg. Borno, Adamawa, Yobe, Kano and Gombe) using military and Police personnel as Teachers.
- c. Employment and utilization of Islamic scholars and or teachers to teach and preach against the believe of the terrorist and their activities.
- d. Using promotional tools and media to promote messages aimed at countering the negative believe of these terrorists. These messages must be targeted at the illiterate youths and even adults in every part of the terrorist-prone areas. These must be consistent and can come in the form of Dramas, Radio commentaries, Press briefing and releases, Bill boards and Social media such as facebook, whatsapp, To-go, Twitters, etc. these messages must properly show the consequences of terrorism.

### **STEP THREE: IDENTIFY AND SELECT THE CHANGE AGENTS**

Change agents are those individual and or organizations that will execute the social marketing products. From the social marketing products illustrated above, the appropriate change agents for terrorists as indicated in this study are:

- a. Trained military and police personnel with emphasis on teaching and inter-personal relationship.
- b. Islamic scholars and teachers
- c. Media owners and practitioners
- d. Political leaders and Traditional/Community leaders.

### **STEP FOUR: IMPLIMENT THE SOCIAL MARKETING STRATEGY**

Based on the social marketing tools (change agents) outlined above for this study, this stage of implementation will take the following modus.

1. Utilization of only Trained military personnel and the police with emphasis on teaching and inter-personal relationship. Other Security Agencies or non-Para military are not relevant in the fight against terrorism that has grown to the extent of what is currently obtainable in Nigeria. As the military (Army, Air force and Navy) conquers an area from the terrorist, the police (Anti-terrorist and Mobile Police) should take over the recovered area to sustain the military efforts and maintain peace and order. The teaching and non-teaching staff of the schools provided in the terrorist-prone areas as suggested should be made up of Military and Police personnel. This will enable them educate the students on the dangers of becoming terrorist, and how to assist the Military and the Police eradicate or fight terrorism. At the same time, adequate security will be provided for the students and even the communities housing the schools. The teaching and non-teaching curriculum must also be anti-terrorist oriented.
2. Employment of Islamic scholars and teachers to teach in the Mosques, in the schools and other worship places or gathering. The scholars and teachers to be selected to teach must be those whose believes are devoid of political, religious and ethnic dichotomies. Their teachings must be rooted to anti-terrorism.
3. Media owners and practitioners must consistently disseminate information aimed at discouraging involvement in terrorism or terrorist related activities. They should not disseminate information that promote hate speeches.
4. Political leaders and Traditional/Community leaders must preach messages to discourage involvement in terrorist activities. They should stop using the youths to perpetrate Electoral and political malpractices.

## STEP FIVE: CONTROL THE SOCIAL MARKETING PROCESS

For this study, control simply means comparing the impact of the social marketing activities on terrorism in the country before the social marketing campaign and after the campaign. This will enable the government identify areas that require amendment. And amendments must be executed immediately. This control must be done periodically (every three months is recommended).

## CONCLUSION

Security and welfare of the people are the fundamental responsibilities of the government. Any shortfall in this especially in security portrays the government irresponsible. In Nigeria, terrorism have ravaged the country especially in the North-eastern part resulting to loss of thousands of lives, properties worth billions of naira, millions of families displaced with many permanently injured and the government spending billions of naira on security. Furthermore, agricultural, economic and even political activities have been disrupted in these terrorists' ravaged areas. The devastating effect of terrorism in Nigeria is bad that it is beginning to make government leadership role to the people questionable. Since measures employed by government have failed to yield the needed results, it the suggestion of the authors to apply the social marketing strategy as outlined by this study.

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