

## Perception of the Role of Social Marketing Principles in Problem-Behaviours among Herders-Farmers in North-Central Nigeria

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### Abstract

The study is concerned with the application of social marketing techniques in problem-behaviours among herders and farmers in Nigeria. Specifically, the study investigated the applications of the crises on national unity; the extent value based campaigns can be used to facilitate mutual understanding among warring parties and the role of social marketing techniques in mitigating problem behaviours. The survey study was based on 150 subjects randomly picked from social marketing teachers and students of NTA Television College, Jos, who had lived in any of the North Central States of Benue, Plateau, Nasarawa and Kogi. The study confirmed that the intermittent herder-farmer crisis is a major threat to national unity that could lead to dismemberment of Nigeria. It also upheld that social marketing techniques have the capacity to effectively address the problem behaviour in the country. The study advocate mainstreaming value exchange in social marketing campaigns as enabler of symbiotic relationship, understanding and co-operation between warring parties. The study concluded that the technique has been scarcely employed by stakeholders as a weapon in the fight against the menace and recommended it as part of the peace building architecture including establishment of skill acquisition centres.

**Keywords:** Social marketing, Problem behaviours, Herdsmen-farmers Clashes, North-Central

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### **Background to the Study**

The sanctity of life, culture of love, friendship and communal living that characterized the rural communities of North-Central Nigeria have been replaced by the evil of hatred, stereotypes and violence in this part of the country because of the menace of Herders-farmers crises. Indeed, the crises have become one of the greatest contemporary challenges confronting the corporate existence of Nigerian Federation. Hardly, any day passes without the mention of herdsman and farmers clashes in both mainstream and social media platforms. Image of human bodies machete, burnt and perforated by bullets are seen littered in communities. This confirms the position of Nweze (2005) that many farmers and herdsman have lost their lives and herds, while others have experienced dwindled productivity.

Similarly, former President Olusegun Obasanjo in one of his open letters to incumbent President Muhammadu Buhari dated July 15, 2019 decried the activities of the Herdsman thus: "This issue can no longer be ignored, treated with nonchalance, swept under the carpet or treated with cuddling glove. The issue is hitting at the foundation of our existence as Nigerians..... we are on the precipice and dangerously reaching a tipping point where it may no longer be possible to hold danger at bay"

This perspective was farther strengthened by Ajuwon (2004) who observed that in Imo State for instance between 1996 and 2005 nineteen (19) people died and forty-two (42) people sustained various degrees of injuries in the herders-farmers conflict. The Tiv Professional Group (2016), an umbrella body of the Tiv nation worldwide also attests that in Benue state, particularly the Tiv communities, 73 members lost their lives. They also contended that Nigeria has lost 14 billion dollars as a result of farmer-herders clashes. The group also claimed that over 1,878 people have been killed in Benue state by herders in the last 10 years.

Interestingly, the herders equally roll out frightening figures of their losses of men and cattle. This menace has no doubt depleted human and material resources of the region and indeed Nigeria. This is attributed to problem behaviour associated with cattle rustling, destruction of arable crops and reduced land for farming and grazing. The violence is exacerbated by perceived draconian laws formulated by state governments and perceived injustice on the part of authorities concerned as perpetrators are not penalised for murders committed during these clashes.

These clashes have lingered for decades within North-Central states of Benue, Plateau, Nasarawa and Kogi without a solution in sight. Scholars, institutions and government at all levels have devised and somewhat implemented policies and laws to curb this menace, yet the problem persists. Understandably, this issue has attracted intense national discourse. For example, 2014 national conference recommended ranching for cattle colony in Nigeria. The governments of Benue, Ekiti and Taraba state out-lawed open grazing through the enactment of anti-open grazing while Miyetti Allah Cattle Breeders Association insist that the solution to the problem is absolute restoration of cattle routes established by Colonial Masters in 1950s.

Absence of consensus from experts and scholars on the suitable solution to the problem makes it important to explore social marketing principles as an alternate strategy to build understanding and synergy between the parties to halt the senseless spilling of innocent blood, wastage of national resources and restore trust and confidence between the parties to grow national cohesion.

### **Conceptual Clarification**

#### **Social Marketing**

The concept of social marketing is concerned with the application of marketing principles and tools to influence behaviours of target audience towards societal well-being (Kotler, Lee and Rothschild, 2006, Smith, 2006).

There is indeed a clear consensus among practitioners that social marketing is about influencing behaviours, employs a systematic planning process, uses traditional marketing principles and techniques, and its goal is to deliver positive benefits to society. Unlike commercial marketing which sells goods and services, social marketing sells positive behaviours and seeks to achieve any or all of the following objectives:

- a) Accept a new behaviour
- b) Reject undesirable behaviour
- c) Modify a current behaviour
- d) Abandon an old undesirable behaviour

#### **Problem Behaviour**

Operationally, problem behaviour refers to those behaviours considered negative, unproductive, offensive and does not conform to legal and moral standard of a society and therefore, unacceptable.

### **Literature Review/Empirical Review**

#### **Socio-Economic Implication of Herders-Farmers Unrest in Nigeria**

Nweze (2005) investigated the above phenomenon and concluded that herder-farmers clashes have led to loss of lives and properties while herders have also experienced dwindling productivity in their herds as a result of intermittent unrest. Akpaki (2002) further confirmed that farmers are increasingly competing with nomads for farmland, pastures, water, trees and the use of ranch land in general. This frequent uprising has also led to destruction of crops as cattle enter farms to feed on foliage of crops even in the presence of herdsmen who most times pretend not to notice the destruction (Tonah, 2006). This perspective was supported by Herzberg(1998) who averred that during harvest periods, cattle frequently destroy or eat ripened crops as they are led from the field to camps. Studies carried out by Okereke (2012) and Kasarachi (2016) have shown that, serious conflict erupts between Fulani herdsmen and farmers leading to loss of lives, valuable properties and destruction of vast expense of arable agricultural farmlands thereby posing serious threat to food security since farmers for the fear of attacks could no longer go to farms and harvest their produce. The attack by Fulani herdsmen is on the increase particularly in Plateau, Benue, Taraba, Kogi and Nasarawa States.

### **Social Marketing and Problem-Behaviours**

Social marketing is often confused with advertisement. It is much more than product promotion but a discipline which draws on psychology, economics and anthropology to understand human behaviour on the basis of which products, services and messages are developed to match those needs.

Andreasen (2006) sees social marketing as programmes targeted at influencing the behaviour of an audience. The principles of the techniques can be used to change problem behaviours. Kotler and Lee (2008) strongly contend that the tools and principles of social marketing have been employed effectively to significantly reduce negative behaviours such as tobacco use, infant mortality, HIV/AIDS etc. Negative behaviours such as herders-farmers clashes have resulted in loss of lives and properties. However, the studies on effects of the application of social marketing principles do not concern Herders-farmers crises in Nigeria or elsewhere to the best of this researcher's knowledge. Therefore, a gap exists in the literature on the application and workability of social marketing principles in behaviour transformation of Herders and farmers especially in Nigeria hence this study.

### **Social Marketing Process**

Social Marketing works through systematic planning and application of traditional marketing principles and techniques with the main goal of positively influencing the behaviour of target audience. This process, according to Smith (2008) involves the creative paradigm that manipulates the marketing tools (also called marketing mix) to achieve the desired behaviour transformation.

Anderson (1998) also agreed that social marketing depends on commercial marketing techniques for planning, execution and evaluation of its programmes and thrives on rewarding good behaviour rather than punishing "bad behaviour". The technique seeks voluntary change of behaviours without the element of coercion.

Agbyoko (2018) contended that source credibility, channel integrity and accessibility are key to the success of social marketing campaigns. He also explained that systematic planning and implementation of social marketing programmes must adopt the following process to achieve the desired objectives:

- a) Developing plans and strategies using behavioural theories
- b) Selecting communication channels and materials based on required behavioural change.
- c) Developing and pre-testing materials
- d) Implementing the common program or campaign
- e) Assessing effectiveness in terms of exposure and awareness of the audience to message.
- f) Feedback in order to create, identify, implement and improve applications of social marketing strategies.

This means that in order for social marketing campaigns to succeed, the program must focus on

- a) Behaviour change
- b) Selling positive behaviour
- c) Sustained over a long time
- d) Audience focused
- e) On what the audience takes out.

Also (Agboola, 2009) argued that the principles of social marketing as a communication strategy can be used to transform problem behaviours. The author contended that in order for social marketing to achieve this objective;

- a) The messages for change of abrasive behaviours must be laced with incentives/value,
- b) The message must be designed in accordance with divergent personality and cultural needs of the target audience.
- c) The source of the message must be perceived to be trustworthy.

He rightly contended that social marketing principles have the capacity to serve as agents of behaviour change and counselled that the messages must focus clearly on the desired behaviour change.

### **Theoretical Framework**

The study is anchored on relationship marketing based theories. This is because these theories provide a framework for explaining and understanding principles that guide and also determine beneficial and enduring value-based relationship between the seller and the buyer. Consequently, the study will be based on one of the main relationship marketing theories “Social Exchange Theory”. The theory was propounded by Blau (1964). The basic assumption of the theory is that relationships are predicated on the exchange of values between two or more people and that their mutual satisfaction is key to sustainable exchange behaviours. The theory explains that customer retention and loyalty is a function of healthy and mutual relationships between the parties involved in the exchange behaviour. This study will use the key principles of the theory namely trust, commitment and loyalty to build value based relationship among herders and farmers to maintain peaceful co-existence.

The choice of social exchange theory as a theoretical construct for the study is therefore based on its acknowledgement and appreciation of trust, commitment and loyalty as pillars of value based and sustainable relationships. Consequently, social marketing campaigns anchored on the above tripod principles are more likely to be effective.

### **Statement of Problem**

In Nigeria, there are many problem-behaviours among various demographic groups such as Boko haram, kidnapping, cultism, ethno-religious intolerance, armed robbery and herders and farmer's conflicts. These problem-behaviours have no doubt threatened the unity and

co-operate entity called Nigeria. Expectedly, stakeholders including agencies of government, non-governmental organizations, community leaders and scholars have devised strategies to halt herders-farmers unrest to no avail. This study examined audience perception of social marketing role in curbing undesirable behaviours among herders and farmers. Consequently, the problem of the study is, can the application of this communication approach facilitate the understanding, co-operation and unity between farmers and herders in North Central Nigeria?

In other words, the study is concerned with the extent social marketing techniques can be employed to address the menace of farmers and herdsmen crises as perceived by social marketers.

### **Objectives of the Study**

1. To examine the effectiveness of social marketing tools in addressing problem behaviours particularly the farmer-herder's clashes.
2. To examine the extent authorities have utilized social marketing techniques in managing herders-farmer's clashes in Nigeria.
3. To determine the impact of social marketing techniques in curbing problems behaviours.
4. To examine the extent value based relationship between herders-farmer's will advance mutual understanding and symbiotic relationship.
5. Lastly, to observe the role of value exchange in social marketing campaign.

### **Research Questions**

1. To what extent are social marketing tools effective in addressing problem-behaviours (herders-farmer's clashes)?.
2. To what extent have relevant authorities utilized social marketing techniques in managing herders-farmer's unrest?
3. What impact has the social marketing techniques in curbing problem-behaviour particularly herders-farmer's crises in Nigeria?
4. To what extent would the establishment of value based relationship between herders-farmer's advance mutual understanding and symbiotic relationship?
5. What is the role of value exchange in social marketing campaign?

### **Method**

#### **Sample and Design**

The study adopted a survey design to investigate audience perception of the "Role of Social Marketing in problem behaviours among herders and farmer's in North-Central Nigeria". This design enabled the study to sample opinions of respondents who live or had lived in Benue, Plateau, Nasarawa and Kogi state.

#### **Participants**

Target population for this study were purposively selected from the NTA Television College Community (Unemployed, Civil Servants, Businessmen and women and students of Marketing) - who have lived in these chosen locations. They are 150 respondents with a mean age of 30.5 years.

### Procedure of Data Collection

Management of NTA Television College, Jos granted approval for the conduct of this study after a letter of permission detailing the purpose of the study was sent. Potential respondents were selected based on the eligibility criteria (respondents who live or had lived in Benue, Plateau, Nasarawa and Kogi state). Afterwards, those respondents identified were explained the purpose of the study. Upon acceptance to take part, they were administered the questionnaires to fill.

### Measures

The study employed a structured questionnaire (closed-ended), as it enabled the key variables to be measured and manipulated. The resulting questionnaire comprised of scale that measured social Marketing Principles in social behaviours with interest in herdsmen and farmer's clashes.

### Statistical Analysis

The data was analysed using a statistical package for social sciences (SPSS Version 24.0). Descriptive statistics were computed for both the psychographic items and demographic data for decision making.

### Results

This study aimed at assessing the application of social marketing in problem behaviours among herdsmen and farmers in north central Nigeria.

This section gave an overview of the results obtained in the research.

The results are as follows:

### Descriptive Statistics

Table 1

Demographic Information		Frequency	Percent
Sex	FEMALE	103	68.7
	MALE	47	31.3
	Total	150	100.0
Occupation	Missing	22	14.7
	BUSINESS	28	18.7
	CIVIL SERVANT	15	10.0
	UNEMPLOYED	85	56.7
	Total	150	100.0
Education	Missing	15	10.0
	POST- SECONDARY	128	85.3
	SECONDARY	7	4.7
	Total	150	100.0
Religion	Missing	4	2.7
	CHRISTIANITY	129	86.0
	ISLAM	15	10.0
	UNDECIDED	2	1.3
	Total	150	100.0

### Demographic Information

Table 1 above which is a summary of the demographic information of participants shows that in general, the sample constituted more number of females (68.7%) than males (31.3%). The sample also showed that there are more participants who reported being unemployed (56.7%). Majority of the participants reported having post-secondary education (85.3%), while Christians (86%) were more than other religion put together. **Inferential Statistics**

### Research Question 1

To what extent are social marketing tools effective tools for addressing the herders-farmers clashes?

The research question will be answered from item 2 in section B of the questionnaire.

**Table 2.**

		YES	NO	
Do you agree that social marketing tool is the most suitable tool to address the menace? Cross-tabulation				
PARTICIPANTS	Count	105	40	145
	% within PARTICIPANTS	72.4%	27.6%	100.0%
Total	Count	105	40	145
	% within PARTICIPANTS	72.4%	27.6%	100.0%

Table 2 above gives a summary of the responses of the participants as regards to the research question which addresses the extent to which social marketing tools are effective for addressing the herders-farmers clashes. A total of 145 (72.4%) participants' responded to item 2 of the questionnaire which directly addressed the above research question. According to responses given, 105 respondents ticked "Yes", agreeing that social marketing tool is the most suitable tool to address the menace of herders and farmers clashes while 40 (27.6%) ticked a "No".

### Research Question 11

How have the herders-farmers clashes become a national problem?

The research question will be answered from item 1 in section B of the questionnaire.

**Table 3.**

		YES	NO	UNDECIDED	
PARTICIPANTS * 1. To a large extent, Herders and Farmers Crises in Nigeria is a constraint to national development because it discourages National Unity Cross-tabulation					
PARTICIPANTS	Count	133	10	6	149
	% within PARTICIPANTS	89.3%	6.7%	4.0%	100.0%
Total	Count	133	10	6	149
	% within PARTICIPANTS	89.3%	6.7%	4.0%	100.0%



The result on table 3 gives a summary of the research question. According to the table, a total number of 149 respondents responded to the item and out of these, 133 (89.3%) respondents reported that to a very large extent, herders and farmers Crisis in Nigeria is a constraint to national development, because it discourages national unity. This indicates that, the target population believes that if allowed to continue, the herders- farmers clashes will become a serious national problem to the nation as it discourages national unity. This suggests that they do not support the herders-farmers clashes.

### Research Question 111

To what extent have relevant authorities utilized social marketing techniques in managing the herders-farmers crises?

The research question will be answered from items 7 and 8 in section B of the questionnaire.

**Table 4.**

Participants \* 7. Employing social marketing techniques can help in creating mutual understanding and symbiotic relationship between the parties. Cross -tabulation

		yes	No	
PARTICIPANTS	Count	128	22	150
	% within PARTICIPANTS	85.3%	14.7%	100.0%
Total	Count	128	22	150
	% within PARTICIPANTS	85.3%	14.7%	100.0%

**Table 5.**

PARTICIPANTS \* 8. To what extent is the Nigerian society aware of the significance of social marketing techniques in addressing behavioural problems? Cross tabulation

		to a greater extent	to some extent	not at all	
PARTICIPANTS	Count	37	94	19	150
	% within PARTICIPANTS	24.7%	62.7%	12.7%	100.0%
Total	Count	37	94	19	150
	% within PARTICIPANTS	24.7%	62.7%	12.7%	100.0%

The result on table 3 gives a summary of the research question. According to the table, a total number of 150 respondents responded to item 7 and 8. Based on the response given to item 7, 128 (85.3%) of the respondents ticked “yes”, indicating that employing social marketing techniques can help in creating mutual understanding and symbiotic relationship between the parties, while 22 (14.7%) ticked “no” indicating that they disagreed with the idea. However, from the response of participants to item 8 which asked about the extent the

Nigerian society is aware of the significance of social marketing techniques in addressing behavioural problems, 37 (24.7%) of the respondents reported that Nigerian society is aware of the significance of social marketing techniques in addressing behavioural problems to a very large extent, while the majority of 94 (62.7%) believed it is only to some extent. The result also showed that 19 (12.7%) believed that the Nigerian society is not at all aware of the significance of social marketing techniques in addressing behavioural problems?

This means that majority of the subjects of the study believe that inspite of the potency of social marketing principles in problem behaviour, majority of Nigerians including policy makers do not believe in it. This is a sad development and requires urgent action by practitioners to sensitize stakeholders on the profound value of this technique and to secure their buy-in.

#### Research Question IV

What is the impact of social marketing techniques in terms of converting hostilities between the herders and farmers into unity of purpose in Nigeria?

The research question will be answered from items 4, 5, and 14 in section B of the questionnaire.

**Table 6.**

PARTICIPANTS * 4. Do you agree that marketing campaigns (Products) are capable of converting hostilities of the warring parties? Cross-tabulation		yes	No	
PARTICIPANTS	Count	112	35	147
	% within PARTICIPANTS	76.2%	23.8%	100.0%
Total	Count	112	35	147
	% within PARTICIPANTS	76.2%	23.8%	100.0%

**Table 7.**

PARTICIPANTS * 5. If 'yes', to what extent? Cross-tabulation		to a great extent	to some extent	not at all	
PARTICIPANTS	Count	62	52	20	134
	% within PARTICIPANTS	46.3%	38.8%	14.9%	100.0%
Total	Count	62	52	20	134
	% within PARTICIPANTS	46.3%	38.8%	14.9%	100.0%

**Table 8.**

PARTICIPANTS * 13.		Do you agree that the content in social marketing campaigns needs to be compatible with the dynamics of the target audience? Cross -tabulation			
		agree	Undecided	not at all	
PARTICIPANTS	Count	117	19	6	142
	% within PARTICIPANTS	82.4%	13.4%	4.2%	100.0%
Total	Count	117	19	6	142
	% within PARTICIPANTS	82.4%	13.4%	4.2%	100.0%

**Table 9.**

PARTICIPANTS * 14.		With effective channel management, the success of social marketing programme will be guaranteed Cross-tabulation			
		strongly agree	Agree	disagree	
PARTICIPANTS	Count	84	55	5	144
	% within PARTICIPANTS	58.3%	38.2%	3.5%	100.0%
Total	Count	84	55	5	144
	% within PARTICIPANTS	58.3%	38.2%	3.5%	100.0%

Tables 6-9 above shows the response of participants on the perceived impact of social marketing techniques in terms of converting hostilities between the herders and farmers into unity of purpose. According to the results, table 6 revealed that 147 participants responded to item 4, of which 112 (76.2%) ticked 'Yes' that with effective channel management, the success of social marketing programme will be guaranteed to reduce hostilities between herders and farmers, while 35 (23.8%) ticked a 'No'. In responding to item 5 on the extent that effective channel management will guarantee curtailment of hostilities between herders and farmers, 134 participants responded as follows: 62 (46.3%) believed it is to a great extent, 52 (38.8%) believed it is to some extent while only 20 (14.9%) believed not all.

Taking a look at table 8 which addressed item 13 of the questionnaire on if respondents agree that the content in social marketing campaigns needs to be compatible with the dynamics of the target audience, out of the 142 respondents who responded to the item, 117 (82%) responded 'Agree, 19 (13.4%) responded with 'Undecided' while only 6 (4.2%) responded with a 'Not at all'.

Finally, table 9 revealed that among the 144 respondents who responded to item 14 on if with effective channel management, the success of social marketing programme will be guaranteed, 84 (58.3%) and 55 (38.2%) of the respondents responded 'Strongly Agreed' and 'Agree' respectively while only 5 (3.5%) 'Disagreed'.

The implication of the above is that proper management of channels of communication will greatly facilitate the achievement of social marketing campaigns.

### Research Question V

To what extent would the establishment of value based relationship between herders and farmers advance mutual understanding and symbiotic relationship?

The research question will be answered from items 11 in section B of the questionnaire.

**Table 10.**

PARTICIPANTS * 11.		Do you agree that establishing value based relationship with the target market is necessary in combating clashes? Cross -tabulation			
		strongly agree	somehow agree	Agree	
PARTICIPANTS	Count	73	48	20	141
	% within PARTICIPANTS	51.8%	34.0%	14.2%	100.0%
Total	Count	73	48	20	141
	% within PARTICIPANTS	51.8%	34.0%	14.2%	100.0%

Table 10 summarises the total responses of participants on their opinion about the extent which the establishment of value-based relationship between herders and farmers advance mutual understanding and symbiotic relationship. Of the 141 respondents who actually responded to item 11 of the questionnaire which directly addresses the research question, the table revealed that 73 (51.8%), 48 (34%) and 20 (14.2%) strongly agree, somehow agree and agree respectively that establishing value based relationship with the target market is necessary in combating clashes, which would advance mutual understanding and symbiotic relationship.

### Research Question VI

What is the role of value exchange in the social marketing campaigns?

The research question will be answered from items 9 in section B of the questionnaire.

**Table 11.**

PARTICIPANTS * 9.		Do you agree that social marketing techniques should incorporate value exchange among the target population Cross -tabulation		
		yes	No	
PARTICIPANTS	Count	132	10	142
	% within PARTICIPANTS	93.0%	7.0%	100.0%
Total	Count	132	10	142
	% within PARTICIPANTS	93.0%	7.0%	100.0%

Table 11 summarises the total responses of participants on their opinion concerning the importance of value exchange in social marketing campaigns.

This item directly addresses the research question on what is the role of value exchange in the social marketing campaigns. Of the 142 respondents who actually responded to item 11 of the questionnaire, the table revealed that 132 (93%), ticked a 'Yes' that social marketing

techniques should incorporate value exchange among the target population while only 10 (7%) ticked a 'No', indicating that they 'Do not' believe that social marketing techniques should incorporate value exchange among the target population.

### **Discussion of Findings**

The outcome of the study confirmed that an ideal application of social marketing techniques will significantly help in addressing problem-behaviours (herders-farmer's clashes). 72.4% of the respondents agreed that social marketing tools is a suitable tool for addressing herders and farmer's clashes. This outcome further affirmed the finding of Kotler and Lee (2008) who opined that, over the years social marketing techniques have been used successfully to impact profoundly in public health, environment and community mobilization. The finding further collaborates the position of the scholars that the tools and principles of social marketing have been employed effectively in other climes to significantly reduce negative behavioural tendencies. On whether herders and farmer's clashes constitute a national problem, the outcome of the study indicates that 89.3% of respondents agreed that the herders and farmer's clashes is a threat to national unity. This undoubtedly remains one of the greatest contemporary challenges confronting Nigerian Federation presently (Obasanjo 2019).

In terms of authorities employing social marketing techniques in managing and creating mutual understanding among herders-farmers, the findings observed 85.3% of the sampled populations were of the opinion that these marketing strategies when employed will help to resolve the conflict and problem behaviours significantly. The finding is also consistent with the position of scholars that Social Marketing Campaigns can change attitudes and behaviours relating to violence (Campbell & Maganello, 2006).

Employing social marketing techniques, Mc Fadyen, (2003) advised that social marketers must adopt a definitive planning approach guided by the following key stages:

- i.) Defining key problem
- ii.) Defining objectives
- iii.) Understanding the consumer (target population)
- iv.) Segmentation and targeting
- v.) Inclusion of value exchange
- vi.) Developing marketing mix

The hallmark of above is that the social marketing approach to problem behaviours involves determining the root cause of the problem and designing appropriate communication strategies to curb the incessant clashes.

On the impact of social marketing techniques in converting hostilities between herders and farmer's in Nigeria, the investigation affirmed that social marketing techniques can be used effectively to curb the hostility between herders and farmers and also help in establishing a lasting relationship among the warring parties. Achieving this Must be through "bonding marketing" which involves the act of relating to, then influencing the feelings that drive the action of a targeted market (Griffin, 1995).

Similarly, the study revealed that inclusion of value exchange in the campaigns can advance mutual understanding and symbiotic relationship between the parties. This finding confirms the position of Gronroos (1994) that there are many benefits in relationship marketing such as customer loyalty, ease of planning, engendering trust between parties etc.

Therefore, the significant role of value exchange in social marketing campaign was confirmed with 93% of the respondents in favour of the opinion that mainstreaming value exchange in social marketing campaign is key to curtailing the herders-farmers unrest in Nigeria. This finding tallies with the position of Houston and Gassenheimer, (1987) who contended that the strategy will satisfy the needs of the target audience and motivate them towards peaceful behaviours.

### **Conclusion and Recommendations**

It is crucial to carry out a study like this considering the danger this unrest poses to national security. Arguably, the parties involved in this unrest have been trading blames and governments' efforts have failed to curtail this unrest. It is these reasons that motivated the study to explore alternative strategy for sensitization and conscientization of farmers and herders to bring lasting solution to the problem. The outcome of the study and findings from other studies on the subject matter have confirmed that social marketing principles have the capacity to curtail the clashes between herders and farmers in Nigeria.

It is therefore recommended that:

In order for social marketing campaigns to be effective as a transformer of behaviour amongst farmers and herders there must be;

- i. Policy makers should use the tools of social marketing in the fight against the menace.
- ii. Social marketing campaigns must be based on value exchange as a drive for Herdsmen and Farmers to accept new behaviours.
- iii. Social marketing practitioners should organize themselves into formidable professional groups to promote the benefits of the communication approach to the Nigeria society.
- iv. The establishment of skill acquisition hubs, community-based counselling unit that will define behaviours that are acceptable to societal standards.
- v. Social marketing plans must include synergy among security agencies as part of peace-building architecture.

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