

## **Scaling Governance and National Security through Social Marketing Impact of Anti-Corruption Campaign “Change Begins with Me”**

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### **A b s t r a c t**

Contrary to expectation, corruption takes and occupies prominent position as a significant threat to governance and national security after two years of anti-corruption campaign “change begins with me”. Among scholars and researchers in both private and public discourse, and in development literature where it has extensively been documented, divergent views abound about Social Marketing Paradigm, not only on how it is planned and implemented by governmental or non-governmental agencies but also on how it shapes peoples' behavior especially to minimize corruption in Nigeria. It is in view of this revelation that this study seeks to find out if Nigerians are aware of the anti-corruption campaign (social marketing) and how such campaigns shape their behavior. This research attained these objectives through a broad study of related literature, coupled with the collection and analysis of empirical data. The researcher adopted survey method, using questionnaire and interview to gather data from people living in South-East zone of Nigeria. The findings showed among others that although the people are aware of anti-corruption campaign (social marketing) but such campaigns are yet to properly influence their behavior towards embracing corrupt free nation. Thus, inability of government and other concerned bodies to raise models that the rest of the society can emulate has made the approach to look like short-term arrangement design to achieve cheap political popularity. Based on these findings, it recommends among others, that the government and her agencies should first and foremost exhibit attitude capable of restoring the citizens' hope and confidence in this fight, and fashion out how civil society including worship centers and other agents of socialisation can be integrated into national movement to curb corruption.

**Keywords:** *Governance, National security, Social marketing, Anti-corruption campaign, Change begins with me*

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### **Background to the Study**

Records abound that the man's hypocrisy has taken and occupied prominent position as a significant disincentive to government. Such anti-development traits of man have been attributed to major reason why the vices of graft, greed, embezzlement, fraud, bribery, falsification of account/records, public accounts diversion, dishonesty, abuse of office among others are increasing instead of abating in Nigeria despite the emergence, operations and efforts of the anti-corruption agencies put in place to ameliorate these ugly situations. Necessitated by this prevailing sabotage, a long - time advocate of national reorientation and discipline, President Muhammadu Buhari and officials of his government while affirming the role of individual citizens in the efforts to achieve a better Nigeria launched "Change Begins With Me Campaign".

The essence is to emphasize the place of citizens in the fight against this developmental obstacle- corruption and enthrone the positive change that the country desires. A throwback to the War Against Indiscipline of the then Buhari Military regime in 1984, the new campaign seeks to persuade (social marketing) - rather than coercive means to achieve attitudinal change in all facets of society (Obia 2016). The key priorities (elements) of the campaign either explicitly expressed in President Buhari' speech include: change of mindset in private and public life (ii) shunning behavior capable of promoting corrupt practices (iii) awareness of the dangers of corruption.

Change was All Progressive Congress (APC) and Buhari Watchword to Nigerians during 2015 electioneering campaign which they emerged victor. Unfortunately, in third year after this victory, Nigerians are still complaining of not witnessing the anticipated change in the attitudes and circumstances that had lured them into rejecting the People Democratic Party (PDP) of former President Goodluck Jonathan. Regardless of this paradigm shift that encourages civil society participation in fighting corruption, much focus is still placed on strengthening anti-corruption agencies like Independent Corrupt Practices and Other Related Offences Commission (ICPC), Economic Financial Crimes Commission (EFCC), Code of Conduct Bureau to help curb corruption; and also on the political, economic and administrative reform that can reduce corruption.

This assertion is supported by Ogwo (2007; as cited in Obeta 2013) who emphasized that the struggles and efforts of curbing corruption in Nigeria have mainly concentrated on creating and strengthening public institutions (anti-corruption agencies) to ferret out cases of corruption and bring culprits to book rather than fighting the root cause(s). In the same vein, Obeta (2013) suggested addressing/fighting the innate traits in corruption perpetrators that breed corrupt tendencies in their private and public life which obviously are the root causes of corruption in the polity. The question is: how do you positively influence innate behavioural tendencies of corruption perpetrators when corruption has been welcomed and celebrated as way of life in the society, even in churches and mosque. Therefore, this paper advocates synergy, starting from civil society to public institutions (including anti-corruption agencies, regulators, judiciary, legislature etc). Meanwhile, it is generally accepted that civil society plays a critical role in curbing corruption, but to date little attention has been placed on how they can be brought into national efforts to

curb corruption. It is therefore on this background that this study sought to find out amongst others: Nigerians' extent of awareness of supportive behavioural roles they play that hamper hypothetical corrupt practices intervention programmes.

### **Objectives of the Study**

This study aims at scaling governance and national security through social marketing impact of anti-corruption campaign "Change Begins With Me". Specifically, the study tries to:

- i. Ascertain the extent of awareness of such campaign.
- i. Find out whether Nigerians can recall the campaign elements.
- iii. Determine how receptive Nigerians are to the campaign.
- iv. Find out extent the campaign objectives have been met in terms of shunning behaviors capable of promoting corruption.

### **Theoretical Framework**

This work is anchored on Max Weber's (1978) Social Action Theory. As postulated in one of his research works titled "Economy and society, he not only examines the science of interpretative understanding of society action, but also extends to causal explanation of its course and consequences. Very popular and widely reference in social marketing programmes and campaigns, the theory point out that to understand people's action within a social context, it requires an understanding of the meaning attached to such action by the actor.

In Weber's view, individuals', groups', and organizations' actions are not done out of reflex, rather based on motives (intentions) and these motives are expected to be realized in relation to the views, aspirations and opinions of others and their reactions. That is to say that corruption perpetrator' actions in line with social theory may be inversely related to intense compliment and respect accorded to affluence by our gullible society without recourse to the source. In order to understand human behavior, four basic types of social action must be understood (Weber 1978; cited in Taiwo and Olusegun, 2013). These include the following:

**Affection:** This has to do with action arising from the state of feeling, impulse and emotion of the actor. That is to say that an individual may or may not have impulse to amass ill gotten wealth if the proceeds do not receive compliment and respect from the society.

**Traditional Action:** This is an action resulting from long habit and propel by the deep rooted acceptance of tradition. No wonder, long ago, Ejiofor (1984; cited in Agulanna 2001) had lamented that "a people that go on living as if bribery is in their blood and corruption part of their culture are born for underdevelopment". Indeed, people may actually perceive corrupt practices as normal based on tradition of celebrating perpetrators.

**Value Rational Action:** Here, action is oriented towards an ultimate end. It is undertaken towards the service of some ultimate end to which the actor is completely and unquestionably committed. In this case, a person's desire to amass wealth not having recourse to the source may propel by the way society celebrates wealthy people not minding source of their wealth.

**Action Rational:** This has to do with judicious scaling of sundry alternative ends, giving room to calculated assessment of means to be employed. This situation justifies the slogan “prevention is better than cure”. Here an individual's desire to shun away from corrupt practices may be due to how the society frowns at it, thereby become conscious of hard work.

The theory is suitable to this study because it not only examines the science of interpretative understanding of society action, but also extends to causal explanation of its course and consequence which serves as basis for revising negative attitudes and behaviours to positivity.

## **Literature Review**

### **Governance and Security - A Dyadic Essence**

The essence and functioning of a state and a government dwell on quest for orderly human interaction, necessitating framework for delivery avalanche of services ranging from sheer governance services to other variety of social requirements. Laws and officials emanate to provide definite guides for human and governmental activities in the state. It is on this premise that Budget Transparency Network (BTN, 2006) view governance from the prism of act capable of satisfying social wants -the claims, demands and expectations involved in the existence of a civilized society, by giving effect to as much as possible, with the least sacrifice through an ordering of human conduct or activities.

Following this supposition, the social contract cushions the relationship between the people and their government with stratagem of accountability. Sovereignty is designed to belong to the people from whom government through the constitution derives all its powers and authority, while the powers and authority are to be exercised primarily for the security and welfare of the people. To Onyekpere and Essiet (2006), this calls for an understanding of issue of security and welfare in wide and liberal conception which fully appreciates the complexities of modern life and the fact that human security which guarantees livelihoods, adequate food, education, health, adequate infrastructure that enhance good living and sustainable ecosystems e.t.c is a more comprehensive and realistic form of security which will most likely prevent conflict and the degeneration of law and order. Meanwhile, security or rights and fundamental freedoms are not guaranteed by the rule of law, hence institutionalization of democracy.

As democracy endorse numerous citizens' rights, and in return certain basic duties and responsibilities are expected from the citizens to the state, including joining hands in fight against corrupt behaviours of public office holders. This is in line with Matei and Matei's (2011) organizational integrity school of thought on corruption reduction and presentation. The organizational integrity school “which involves the integration of an organization's (society's) operational systems; corruption control strategies and ethical standards so that norm of ethical behavior is created. This school of thought presupposes that deviance stems from the organization (society) rather than the individuals of which it is comprised as if, the breach of ethics involved in corrupt practices occurs almost by Osmosis from the malfeasant organization (sleety) to the innocent individual within it.

Arguably targeting individuals in anti-corruption efforts is likely to be less successful than targeting the organizational (societal) context in which individuals operate". Advocates of this school of thought include: McCusker (2006); Campos and Pradhan (2007); Tanzi (1998); Huberts (1998); Mills (2012).

Unfortunately, anti-corruption measures in Nigeria till date focuses much attention on institutional approach, constitutional engineering or legal approach, and the propaganda and political approach (Obeta 2013). The legal or constitutional cum institutional approaches include the promulgation of decrees during the military era and Acts of Parliament during civil rule. Such Decrees include the Corrupt Practices Decree of 1975, the Public Officer (Investigation of Assets Decree No. 5 of 1976). Other measures during the military regime also include the use of tribunals like the Failed Bank Tribunal set up by the Abacha regime.

The constitutional measures include the Code of Conduct Bureau and the Code of Conduct Tribunal purvey both by the 1979 and 1999 constitutions. Political educating and propaganda include Ethical Revolution of the 80s by the Shehu Shagari regime, War Against Indiscipline and Corruption (WAIC) of 1983 by the Buhari/Idiagbon regime, Mass Mobilization for Social and Economic Reconstruction (MAMSER) of 1985/93 by Ibrahim Babangida, "Change Begins With Me" of 2015 Buhari regime.

All these, and other socio-economic and political reforms have put in place to address / combat corruption in Nigeria. Instead of abating, the menace of the corruption is increasing. This has shown that restricting the anti-corruption measures on constitutional engineering, institutional approach and socio-economic reforms are inadequate to the fight. To Oguindipa (2010) persistence of corruption in Nigeria amidst constitutional engineering, institutional approach and socio-economic reform is unarguable indication that such measures are inadequate to the scourge. Hence, integrated approach where individual citizen' participation set pace for other anti-corruption measures to strive. Acknowledging the importance of rising public awareness in anti-corruption strategies the World Bank, through the Economic Development Institute, has implemented training courses for journalists in various countries (Kindra and Stapenhurst 1998). Indeed, this dimension of fighting corruption through preaching social change provides the springboard on which social marketing thought stand today.

### **Historical and Conceptual Overview of Social Marketing**

The origin of social marketing acknowledges the effort of an American Scholar Wiebe who in a 1951 revolutionary article first pointed out that brotherhood could be seen in the realm of soap selling. Following this observation, Wiebe (1951; as cited in Opara 2014) further argue that it takes more than a simple conventional marketing campaign for social marketing. He examined four different social change campaigns, and concluded that the more similarities they had to commercial marketing, the more successful they were.

Henceforth, free thinkers had begun to believe that such approaches which were successful used to influence behavior in commercial sector might transfer to non-profit driven settings. In 1971, Kotler and Zaltman integrated the view into a recognizable

discipline as they first coined the term social titled “Social Marketing: An Approach to Plan Social Changes” (Obeta 2013). These early works provide the foundation on which social marketing concept stand today and continue to elicit wide scholarly interest in its growing literature. Scholars and practitioners are yet to agree on universal acceptable definition of social marketing and this has affected its applications. Setting the ball rolling, Kotler et al (1971) defined social marketing as the design implementation and control of programmes calculated to influence the acceptability of social ideas and involving pricing, communication, distribution and marketing research.

To Lim and Ting (2011), social marketing is defined as the application of marketing principles and techniques to promote and influence the acceptability of social cause and behavioural goals for a social good. These two definitions touch two different aspects of social marketing viz; ideological and practical aspect of social marketing.

Furthermore, Kotler and Robert (1989) defining social marketing as “an organized effort conducted by one group (the change agent) which tends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attributes, practices and behaviors. This definition is commendable, but earned wrong impression of seeing social marketing as mere social advertising, and /or it is carried out by any group or organization.

Perhaps, for proper understanding of the concept, Dann (2010) outlined some principles that have inspired the definitions as follow:

- i. An adaptation of marketing principles
- ii. A behavioural aspect
- iii. A voluntary aspect
- iv. Benefit perceived

The aforementioned principles and techniques found justification and legitimacy in Belz and Peattie (2010) definition that social marketing can be defined as “the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individuals, groups or society as a whole. To date, social marketing often apply to address variety of social issues and challenges draws on a blend of social science disciplines and theories- from social anthropology to behavioural and management sciences, from health education to pure communication and marketing.

### **Social Marketing Campaign and “Change Begins With Me” Anti-Corruption Strategy**

Numerous research evidences around the globe have been supportive to the applicability of social marketing strategies in shaping peoples' behaviours. To this effect, Lim and Ting (2011) studied the relationship between social marketing and public policy and averred that social marketing can be used as an instrument for policy implementation. Supporting this assertion, Obia (2016) affirmed that social marketing can be used to influence individual citizens in the effort to achieve a better Nigeria.

Expanding the usage of social marketing strategy, Ntawukulinyayo (2000) opined that social marketing can be used to influence the society to adopt proactive behavior such as healthy dietary plans, illiterate society, protection of individual rights, pregnancy protection and the importance of immunization with an aim to increasing the reach of the public to use such services. Kindra and Stapenhurst (1998) provide a rather comprehensive outline social marketing campaigns in sundry public programmes as shown in table below:

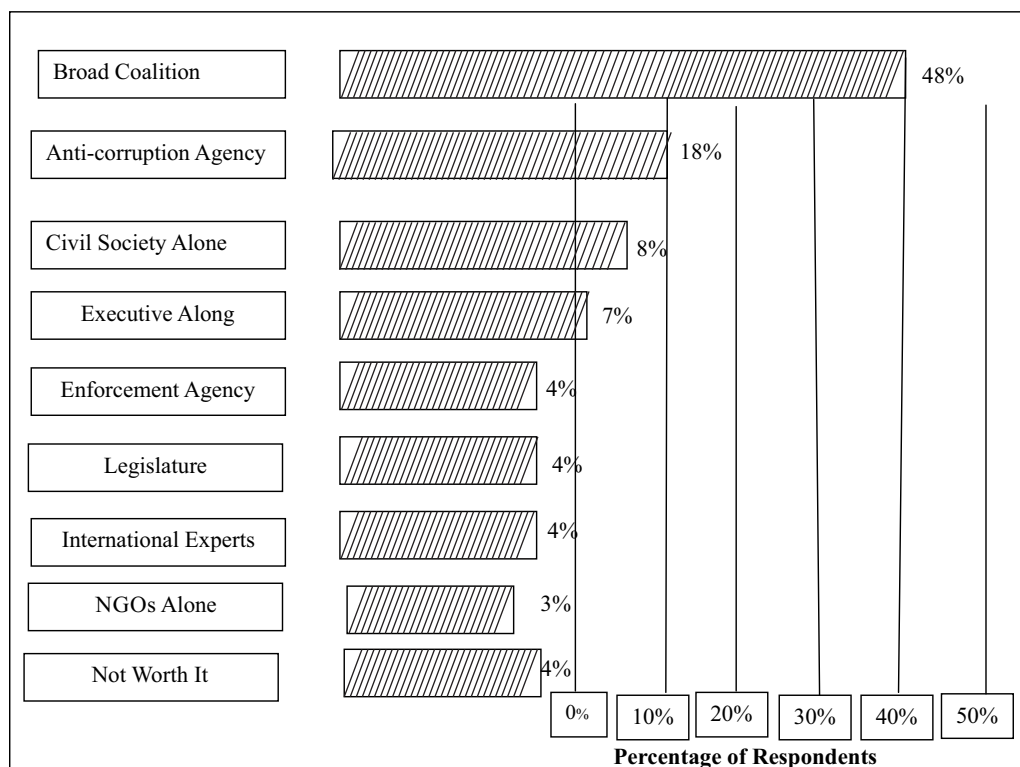
**Table 1: Snapshot of Social Marketing Campaign in Sundry Public Programmes.**

A	B	C	D	E	F
<b>Public Health Campaigns to:</b>	<b>Education Campaigns to:</b>	<b>Image Campaigns for</b>	<b>Environment Campaigns to:</b>	<b>Protect Right of Individuals and groups</b>	<b>Other issues</b>
Reduce smoking Reduce alcoholism Encourages physical fitness Discourage use of hard drugs. Control overeating. Encourage proper nutrition Encourage immunization Encourage sanitation Encourage practices Encourages safe sex Eliminate birth defects.	Encourage literacy. Be better prepared for the workforce . Retrain for different types of job. Encourage culture (music, festivals etc)	Cities, nations, Fundraisers, and non – business organization that make causes (musums, universities, union, police departments	Encourage clean air and water. Energy and water. Conservation Recycling Protect Plants and animals	Gays and lesbians Racial equality Children from being abused	Family planning Abortions (pro-life and pro-choice) Prison reform Gun control Drinking and driving intervention Fair play in sports Auto driver safety

**Source:** Kindra and Stapenhurst (1998). “Social Marketing Strategies to Fight Corruption;” in the Economic Development Institute, World Bank.

Having established that social marketing seeks to influence social behaviours that do not just benefit only the marketer, but also benefit the target audience and the general society. The question is who should take the lead in a national anti-corruption – “Change Begins With Me”. To answer this question, an empirical research conducted by Kaufmann (2001; as cited in Obeta (2013) becomes imperative.

**Figure 1. Who should take the lead in National Government Anti-corruption programme (Responses from public officials in conference survey).**



**Source:** Kanufmann (2001). New Empirical Frontier in fighting corruption and improving governance selected issues, presentation OSCE Economic Forum, Brussels, January 30-31.

The above response has justified that the fight against corruption to ensure good governance will be more effective with broad coalition (collective effort) starting with the citizens before government and its agencies, institutions etc).

### Methodology

#### Population of Study

The descriptive survey research design was used in carrying out the study. The study was carried out in twenty local government areas (LGA) in South-East Nigeria. Two LG.A were selected in each two out of three senatorial districts in each state, making it total of twenty LGAs drawn from the entire five states that make up South - East Zone (Abia, Anambra, Ebonyi, Enugu, and Imo). According to Independent National Electoral Commission (INEC) Voters' Register, (2015), the number of voters in the South East Zone, is 7,028,560. Therefore, this figure serves as the population of the study (breaking it down: Abia has 1,481,191, Anambra 1758, 220, Ebonyi 876,249, Enugu 1,301,185, while Imo is 1,611, 715). The choice of voters as sample unit is propelled by factual reason that they constitute portion of individual citizens that deem it necessary to participation in act of governance as it affects this study.



### Sample Size

The Australian Calculator was used to determine the sample size for the study. It is worthy to comment that this calculator, which is internet based formular admits systematic random sampling procedure. Using this total population figure (7,028,560), the basic sample size of the study was 400. Nevertheless, NSS (2013; cited in Okoro and Ahaotu 2013) remarks that “the population will need to take into account the number of individuals or groups that will not respond to the survey, therefore an over sampling calculation is required. In affirmation to this view, Onyebuchi (2013); Bertlett, Kotrik & Higgins (2001); Salkind (1997) ; and Fink (1995); cited in Okoro et al (2013) recommended oversampling “by 40% - 50% to account for lost mails and uncooperative subjects”.

Given this orthodoxy, the basic sample size of 400, realized through the Australian calculator, was increased by 40%. The calculation and result are given below:

$$n + (40\% \text{ of } n)$$

(where n is the basic sample size)

$$400 + (40\% \text{ of } 400)$$
$$400 + (0.40 \times 400 = 160) = 560.$$

Consequently, the sample size for the quantitative section of the study was 560 respondents. Allotting the sample size of 560 to each state based on the strength of their population, we arrive at the result below:

**Table 2: Distribution of Sample Size Among States**

States	Population	Percentage Strength of Population	Sample Size
Abia	1,481,191	21%	118
Anambra	1,758,220	25%	140
Ebonyi	876,249	12%	70
Enugu	1,301,185	19%	104
Imo	1,611,715	23%	128
<b>Total</b>	<b>7,028,560</b>	<b>100%</b>	<b>560</b>

### Sampling Technique

This study observed cluster (multi-stage) sampling technique. Considering three senatorial districts in each state of the five states that make-up South-East Zone, a systematic random sampling technique was used in selecting two senatorial districts in each state, which gave a total of ten senatorial districts within the entire zone. Thereafter, two local government areas (LGA) were randomly selected from each of the senatorial districts (ie a total of four LGA for each state) giving a total of 20 LGAs for the study. The Table 3 below shows list of senatorial districts in each of the states, the LGAs under them and the senatorial districts and LGAs selected for the study.

**Table 3: List of Senatorial Districts in Each of the States, the LGAs Under Them and the Senatorial Districts and LGAs Selected for the Study.**

States	Senatorial Districts in South-East and the LGAs Under Them	Selected Senatorial Districts for the Study (2 per State)	Selected LGA for the Study (2 per each Selected District)
<b>Abia</b>	<b>Abia central</b> – Umuahia North, Umuahia South, Ikwuano, siala Ngwa North, Isiala Ngwa South. <b>Abia North-</b> Umunneochi, Isukwuato, Ohafia, Arochukwu, Benede <b>Abia South</b> – Aba North, Aba South, Ugwunagbo, Obingwa, Ukwa East, Ukwa West, Osisioma	Abia Central  and  Abia South	Umuahia South, Isiala Ngwa south   Abia North, Osisioma
<b>Anambra</b>	<b>Anambra Central</b> – Awka Nort, Awka South, Njiokoka, Anocha, Idemili North, Idemili South, Dunukofia <b>Anambra North</b> – Onitsha North, Onitsha South, Oyi, Ogbaru, Anambra East, Anambra West- Ayamelum <b>Anambra South</b> – Ihiala, Nnewi North, Nnewi South, Orumba South, Orumba North, Aguata, Ekwusigo	Anambra North  and  Anambra South	Onitsha North Anambra West  Nnewi South, Orumba South
<b>Ebonyi</b>	<b>Ebonyi central</b> – Ezza North, Ezza South, Ikwo, Ishielu, <b>Ebonyi North</b> – Abakaliki, Ebonyi, Izzi, Ohaukwu <b>Ebonyi South</b> – Afikpo North, Afikpo South, Ivo, Ohaozara, Onicha	Ebonyi South  and  Ebonyi North	Afikpo South, Ohaozara  Abakalike, Ebonyi
<b>Enugu</b>	<b>Enugu East</b> – Enugu East, Enugu North, Enugu South, Isiuzo, Nkanu East, Nkamu West <b>Enugu West</b> – Aniniri, Ezeagu, Oji River, Udi <b>Enugu – North</b> – Igbo Etiti, Igbo- Eze South, Uzo uwani, Udenu, Nsukka	Enugu North  and  Enugu East	Uzo uwani, Nsukka  Enugu North, Nkanu west
<b>Imo</b>	<b>Imo East</b> – Aboh Mbaise, Ahiazu Mbaise, Ezinihitte Mbaise, Ikeduru, Mbaitoli, Ngor Okpala, Owerri Municipal, Owerri North, Owerri West <b>Imo West</b> – Ideato North, ideato South, Isu, Njaba, Nkwere, Nwangele, Oguta, Ohaji/Egbema, Orlu, Orsu, Oru West, Oru East <b>Imo North.</b> - Ehime Mbano, Ihite Uboma, Isiala Mbano, Obowo, Okigwe, Onuimo	Imo East  and  Imo West	Aboh Mbaise, Owerri North  Ehime Mbano, Obowo

### Data Presentation and Analysis

Out of the 560 copies of the questionnaire sent to respondents, 501 copies, representing 89% were retrieved and used, while 59 copies, representing 11% were not retrieved.

**Rq1: To what Extent Do Nigerians know the Anti-Corruption Campaign and Programme Captioned “Change Begins with Me”?**

Respondents were asked extent of awareness of the anti-corruption campaign and programme captioned “Change Begins With Me” design to emphasize the role of individual citizens in the effort to address the decadence of present-day Nigeria society.

**Table 4: Distribution of Respondents Showing Extent of Awareness of Anti-corruption “Change Begins with Me”**

S/N	Awareness and Behavior	SA	A	U	D	SD	Mean	STD	Decision
1	I have heard of the anti-corruption campaign “Change begin with me”	83	197	49	172	-	3.11	0.61	Yes
2	Such campaign(s) are done often through the media	68	211	89	133	-	3.03	1.17	Yes
3	I know that individual citizens have role to play in fighting corruption in Nigeria	76	112	41	199	73	2.9	0.66	Undecided
4	I know that individual citizens behavior promote corruption in Nigeria	101	209	53	138	-	3.6	0.51	Yes

**Source:** 2017 field Survey

**Note:** SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree, SD = Strongly Disagree; and STD = Standard deviation.

Majority of the respondents, 280(55.9%) are aware of the campaign emphasizing individual citizens' role in fighting corruption. This shows means core of 3.11 and standard deviation of 0.61. Although majority of the respondents often hear such campaign through the media- 279 (56%). Unfortunately, most respondents are still unaware that individual citizens have role to play in fighting corruption 272(54%), with mean score of 2.9 and standard deviation of 0.66. Meanwhile, they affirmed that compliment given to the rich without recourse to source promote corruption 310 (62%).

**Table 5: Responses Showing Whether Nigerians Can Recall the Campaign Elements**

S/N	Attitude Statement	SA	A	U	D	SD	Mean	STD	Decision
1	Message of this anti-corruption campaign is always fresh in my mind	91	187	63	130	24	3.61	1.11	Yes
2	It often makes me to remember that I have role to play in fighting corruption in Nigeria	66	181	49	141	64	3.67	0.98	Yes
3	This anti-corruption message often reminds me to be patriotic citizen	41	116	74	216	54	2.9	1.16	No
4	Through this anti-corruption campaign I often recollect my role in act of governance	83	208	88	122	-	3.7	1.2	Yes

**Source:** 2017 field survey

In table 4 above, most respondents- 278 (55%) concurred that message of the anti-corruption campaign remain evergreen in their memory. Also, it makes them to remember

that they have role to play in fighting corruption in Nigeria, with response score – 247(49%) and means score of 3.67. Meanwhile, the anti-corruption campaign is yet to convince majority of the respondents to be patriotic citizens – 270 (54%) with mean and standard scores of 2.9 and 1.16 respectively. Other things being equal, most respondents affirm that through this anti-corruption campaign they often recollect their roles in act of governance – 291 (58%), with mean and standard deviation score of 3.7 and 1.2 respectively.

**Rq3: How Receptive are Nigerians over this Anti-corruption Campaign?**

Respondents were asked to indicate their willingness or otherwise to receive and retain impression and idea championed by the anti-corruption campaign “Change Begins with Me”.

**Table 6: Responses Indicating Attitudinal Change in all Facets of Nigeria Society Since the Anti-corruption Campaigns Inauguration**

S/N	Attitude Statement	SA	A	U	D	SD	Mean	STD	Decision
1	This anti-corruption campaign makes me willing to accept and retain impression of symbiotic fight against corruption	159	203	57	82	-	4.2	0.85	Yes
2	It encourages me accept being patriotic citizen of this country Nigeria	49	80	281	66	25	3.0	1.16	Undecided
3	It makes me champion fight against corrupt behaviours	60	88	224	129	-	3.93	1.17	Undecided
4	It makes me recommend the fight against corrupt behaviours to family and friends	44	55	269	52	81	3.88	1.2	Undecided

**Source:** 2017 Field Survey

Almost all the statements in table 5 above received yet to decided responses. Only the first statement received affirmative responses. Thus, 362 (72%) respondent with mean and standard deviation scores of 4.2 and 0.85 respectively. But, majority were yet to decided with the other three statements. 281 (56%) respondents with mean and standard scores of 3.0 and 1.16 expressed they are yet to decided whether this anti-corruption campaign has actually encouraged them accept being patriotic or not. Similarly, 224 (45%) of the respondents with mean and standard deviation scores of 3.93 and 1.17 said they are yet to decide whether the anti-corruption campaign has actually made them champion fight against corrupt behaviours. Also, 269 (54%) respondents with mean score and standard deviation score of 3.88 and 1.2 said it is yet to make them recommend the fight to family and friends.

**RQ 4: To what Extent Have the Campaign Objective Been Met Especially Shunning Behaviour Capable of Promoting Corruption?**

**Table 6: Distribution of Responses Indicating Extent Nigerians Have Shunned Behavior Capable of Promoting Corruption.**

S/N	Knowledge and Attitude	SA	A	U	D	SD	Mean	STD	Decision
1	It makes me conscious of what people do for a living as basis for compliment	33	91	267	110	-	4.3	0.8	Undecided
2	It has made me to be part of whistle blowing activity to expose perpetrators	44	83	256	100	18	4.1	0.8	Undecided
3	It has made me stop giving bribe to people	38	93	300	70	-	4.09	0.9	Undecided
4	It has made me start frowning at public fund looting	49	62	266	104	20	3.81	1.12	Undecided

**Source:** 2017 field survey

All the statements in table 6 above received yet to decide responses. 267(53%) respondents said they are yet to decide if knowledge of the change campaign makes them conscious of what people do for a living as basis for compliment. This had a mean score of 4.3 and standard deviation score 0.8, leading to a “undecided” decision. This decision based on the fact that the mean score when approximated gives 5.00.

**Discussion of Findings**

This study reveals that Nigerians are aware of the anti-corruption campaign captioned “Change Begins with Me”, though such awareness is yet attributed to hypocrisy (ie pretense of virtue). This finding has an implication on the anti-corruption approach since the public expect the government to set pace for the change. Majority of the respondents, 280(56%) have heard the change campaign, but yet to know how to participate in the fight against corruption 272 (54%). Furthermore, the respondents concur that societal behaviors promote corrupt practices in Nigeria – 310 (62%). These two findings call for effort of enlightening and educating the public their roles in act of governance. The respondents buttressed they can recall the campaign elements – 278(55%) but unable to express their willingness or otherwise to receive and retain impression created by the campaign – 281 (56%). This finding is in consonance with findings from Obia (2017), Opara (2016). On this basis, it becomes necessary for the government to fashion out how civil society can be brought into national effort to curb corruption. However, majority of respondents were unable to say extent the campaign objectives have been met in terms of shunning behavior capable of promoting corruption.

**Conclusion and Recommendations**

In the light of the data that emanated from this study, it is clear that Nigerians are awareness of the anti-corruption campaign, but still attributed it to mere pretense of virtue. This calls President Buhari and his team of officials, first and foremost to restore the citizens' hope and confidence in this fight. This they can do by serving as models that the

rest of the society can emulate. Also, the architects of this movement should fashion out how civil society, (including worship centers and other agents of socialization) can be integrated into national efforts to curb corruption, as the use of slogan via media may not be enough to achieve desired result.

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