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Introduction

In soliciting for articles for this issue of *Edo Journal of Arts, Management and Social Sciences Volume 4 Number 2*, we unknowingly invited the contributors to engage with the many paradoxes inherent not only in the socio-political history of the development of Nigeria but also in the history of the Nigerian nation itself. The articles contained in the volume have shown that Nigeria is a nation particularly endowed but has many individual narratives of abject poverty. The articles give vivid representations of the human situations in Nigeria, Africa and the world. They also represent modes of expression that capture the live experience of the people. Consequently they demonstrate the contributors' ideological affiliations, critical apparatus and terminologies. The hopes expressed in the articles in this volume demonstrate the core of *Edo Journal of Arts, Management and Social Sciences*. Partly, this core is realized in the first article in the volume written by Joseph Ajagunmolu Mayaki and Iwabi Abraham Modahunsi which is entitled "The Humanities in Medicine: A case for the Medical Humanities in Africa medical Education." The article makes a case for the inclusion of the medical humanities in the medical educational curriculum of Africa, while arguing for the creation of the institute of Medical Humanities in Nigeria cum African Universities. It contends that the government of Nigeria and its other stakeholders in Africa have relegating the medical humanities while relying more on the biomedical sciences for the explanations of health related issues. The article explains the importance of Medical Humanities and details its healthcare benefits to Nigerians as well as to Africans. In Olusanya O.Oyewole's article entitled "Child Neglect and Children Development: Narratives of Neglected Children in Akoko, Ondo State." It is posited that Child neglect is associated with grave negative developmental outcomes. The article argues that despite several early studies, the phenomenon is on the increase, hence it calls for a rethink or critical evaluation of the phenomenon. The article reveals that major causes of child neglect in the community were socio-economic status of parents/caregivers, parents separation and parents death. Neglected children suffer different forms of abuse; physical, emotional, psychological and sexual. Children who are neglected and abused often exhibit a wide array of characteristics and behaviours that are not in pursuant of societal norms and values. The article therefore, calls on policy and interventions that should rather target holistic support for neglected children as well as reposition parents and caregivers.

In Muhammad JumatDasuki's article it is argued that the rights of women in Islamic Law of Inheritance have become debatable issues in Nigeria and across the Muslim world. It is seen in the Muslim societies that many women are deprived in terms of inheriting property after the demise of their husbands or parents. It finds out that if the Muslim family can practice the Islamic teachings regarding the distribution of inheritance among the heirs, the existing strife, unrest and discrimination among the families will be eradicated. Solomon Awuzie, Osas Iyoha Adolalom Josephine Ijeoma's article entitled "Terrorism and Social Conflict in Third Generation Nigerian Poetry: Gomba's *Length of Eyes* and Okiche's *Cosmic Cycle*" contends that third generation Nigerian poetry has been used to reflect on Nigeria's contemporary problem of terrorism and social conflict. Using Gomba's *Length of Eyes* and Ifediora Okiche's *Cosmic Cycle* as two representative collections of poetry of the third generation Nigerian poetry, emphasis is made on how the poetry has depicted the rate of terrorism and social conflict in Nigerian space. In Idris Abubakar and Bawa Hassan's article poverty and insecurity of all forms are recognised as two overriding socio-economic problems ravaging most countries worldwide especially sub-Saharan Africa. It finds out that education is necessary but insufficient to alleviate poverty and insecurity in Africa. Given its findings, the article recommends among others that

quality education, entrepreneurial and technical skills should be vigorously pursued since not just education but quality education matters to achieve poverty and insecurity reduction. In Samson Bisi Oladosu article the twelve disciples found by Paul in Acts 19:1-7 were believed to go through a second baptism for their salvation to be valid. The passage as it were does not give a definite statement on the purpose of baptism whether for salvation or for identification. There are, however, four probing questions likely to agitate probing minds. These are: is baptism important or unimportant to Christian Kerygma? Why was it important for the disciples in this passage to do it right? If baptism is once and for all as claimed by Paul in Ephesians 4:5, why must Paul encourage these disciples to do it again? It recommends that any Christian subjected to the rite of baptism on account of a change of place of worship is nothing but a decimation of Christianity. Christian baptism must therefore be seen and approached in the light of Christian unity all over the world. Otega Okinono's article examines flooding in Nigeria as the highest of all environmental menaces.

Oyarekhua Luke Obalo and Ebhote Oseremen's article examines workplace ethics and employee performance in the Nigeria Cement Industry. The article recommends amongst others that the company should continue to apply work ethics policies to improve their employee's performance level and that good ethical atmosphere should be maintained since it is good for efficiency. In Ebosetale Victoria Oriwoh and Omokiniovo Harriet Efanodor-Obeten's article entitled "Terrorism and Child's Rights in North-East Region of Nigeria" it is argued that terrorism is one of the major security problems Nigeria is currently contending with. One of the major terrorist groups operating in North-East Nigeria is Boko Haram and one of its goals is to make Nigeria an Islamic state. In achieving this goal, Boko Haram tends to infringe on the rights of children. The article finds out that the implication of terrorism on child's right to education and good health care services in North-East Nigeria is severe, as prior to 2009, the attendance of school enrollment was above average, and there was the availability of good health care service. However, reverse was the case when Boko Haram started its operations in North-East Nigeria. The study recommends amongst others that government should intensify its counterterrorism strategy in order to curb the activities of Boko Haram, as this will help to strengthen child's rights to education and healthcare services. Wilfred Oritsesan Olley and Gbenga Peter Arikebi's article evaluates the effectiveness of social media platforms in promoting online advertising in Nigeria. Its aim is to determine the influence social media platforms have on online advertising and to ascertain the level of people's awareness on the use of social media for online advertising. Findings emanating from this study show that through social media platforms a lot of people become aware of different products online. Social media platforms have become a viable tool in promoting online advertising as most business organizations and brands are embracing it to make their products, goods and services known to a wider audience. It recommends that Nigerian business organizations embrace social media for online advertising since it has the potential to reach their target market. It also recommends that social media platforms should be seen as avenues to make products and services known.

Tunde Agara, Onoho'Omhen Ebhohimhen and Bonaventure Chizea's article contributes to the debate on ethnic agitations for secession. It argues further that wherever secessionist movements are mobilised and organised by identity, they must be sufficiently important to make people prepared to fight, kill and even die. Consequently, any movement seeking to articulate and remedy a grievance needs to act collectively and avoid free-riding action as a rational strategy. Samson Adesegun Adetola & Abiola Idowu Akinkugbe's article also posits that country's media system is not only more than a reflection of its society but also very dear to the people and the administration of the country. Consequently, the governments of most countries

have been working nonstop to devise legislative mechanisms of regulating media operations. On the other side, the press has been on a never-ending quest for a better way to operate within the state's legal framework while maintaining its freedom to hold, receive, and transmit information. This article examines the problem of communication policy-making as a strategy for country development, drawing on press development theory. It examines the importance of communication policies in national development and critically evaluates contemporary communication policy-making techniques in Nigeria, Ghana, and China. The article does, however, recommend that the government of Nigeria revisits, rejigs and approve an official national communication policy, which should be implemented to avoid having words just on paper. In Musa Caroline Azugbene and Sadiku Saidu Audu's article the effect of mind mapping on teaching and learning is examined. Abere Benjamin Olusola & Ekeoba Anthony Aziegbemin's article examines the effects of national insecurity on small and medium-sized businesses in Nigeria. It calculates the association between factors related to national security, such as government spending on emergency treatment, amnesty, and ammunition purchases, and small and medium-sized businesses in Nigeria. Finding shows that Government should prioritize the safety of citizens' lives and property and be willing to use its resources to do so. It should look beyond politics, religious sentiment, and tribalism and place the security of people's lives and property above all else. No matter how wealthy or politically connected a person is, they should be subject to the appropriate sanctions for supporting war and unrest in their nation.

In Dennis Anyebe Olofu's article it is argued that the National Festival of Arts and Culture has its origin in the various Arts festivals celebrated locally in different parts of the country which later metamorphosed into the all-Nigeria festival of Arts. It was subsequently organised as the festival of unity meant to mark the integration of the eastern region after the civil war in 1970. The festival is a cultural agenda aimed at promoting the capacity of a people's culture to heal, mend and unite; hence "Unity Forum" or the "festival that unites the nation". Over the years, the festival which is aptly called the 'festival that unites the nation' or 'unity festival' has evolved to become Nigeria biggest annual cultural festival, showcasing our unity in diversity. It is a platform where the 36 states and the FCT gather in each host state annually to exhibit their unique culture. At the festival, differences melt away; new friendship is built, while the nation's unity is reinforced. Findings from the analysis revealed that the competitive and non-competitive events designed and executed at the festival do not constitute a tool for achieving national unity, rather an avenue to retire an annual routine budget allocated to the culture sector. Saliu Hakeem Tomi, Enimola Dare Joseph and Nurudeen Yakubu Zakariya's paper examines the effect of women access to microcredit on poverty reduction using evidence from LAPO microfinance bank, Anyigba, Dekinal L.G.A, Kogi State. Based on the results, it was revealed that the independent variables such as; rate of women access to microcredit, interest on savings of women microcredit and microcredit duration had negative effects on poverty rate in Nigeria while interest rate on women microcredit, microcredit participation/registration fees and microcredit initial deposit had positive effect on poverty rate among women that have access to microcredit. The study concludes that women access to microcredit is necessary for poverty reduction as evidenced from LAPO microfinance bank, Anyigba. It was therefore recommends that the management of LAPO Microfinance Bank should promote women access to microcredit towards poverty reduction through increase in women level of income, increase in savings habit among women, increase in their standard of living it strengthen the financial capacity of women and address challenges such as; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans in order to enhance women access to microcredit towards poverty reduction.

In Mary Seansu Lazarus, Nurraadden Usman Miko and Saiffulahi Abdullahi Mazaduaa's article it is observed that the management of listed deposit money banks in Nigeria should strictly concentrate on investing in lower risky projects, developing an effective internal control system with clear policies and procedures and to also adhere to CBN directives on maintaining a certain capital adequacy ratio and to checkmate some internal management factors that led to a significant but negative relationship between ROA and LR. In Ishaku Usman Gadzama & Tijjani Halliru's article Green entrepreneurship and national security are argued to not just be the intrinsic aspects of development but essential preconditions for sustainable development in Nigeria. Thus this paper discusses entrepreneurship development in Nigeria. It looks at insecurity and business environment in the country. The paper also examines green entrepreneurship challenges and prospect in Nigeria. It recommends that the Nigerian government should prioritize more immediate socio-economic problems over environmental concerns and adjust entrepreneurship policies in tackling inequality, youth unemployment, poverty, economic insecurity and infrastructure deficiencies for sustainable development. In Isaac Olajide Fadeyi and Olajuwon Odunayo and Ogaraku Henry and Ashibuogwu John's article it is argued that celebrities have become significant channels through which persuasive messages are forwarded for awareness creation and behavioural change. Celebrities are seen as influencers and opinion leaders who are likely to mobilise their followers and convince them to embrace specific ideas and attitudes. Celebrity-endorsed communication intervention influences adherence to Covid-19 non-pharmaceutical prevention protocols among youth in Nigeria. The study recommends celebrity-endorsed communication intervention for health awareness and attitude modification, especially among youth.

Mfon Ekpootu and Ojo Oluwole Simeon's paper examines the amalgamation of Nigeria since 1914 and the challenges of national integration it creates in post-independence period. The paper sees amalgamation as a burden of the colonial masters which was by its intent and purpose aimed at facilitating the exploitation of the country against perceived unity. The amalgamation and the subsequent introduction of separatist colonial administrative policies of divide and rule pitched ethnic groups against each other and further exacerbated the already fragile unity that had existed among them in pre-amalgamation period. In Aziba-Abhelam Obi, Ernest Oseghale Amiens and Josephine Osatohanmwon Adeyeye the influence of packaging elements (colour, label and shape) on student buying behaviour at Benson Idahosa University in Benin City is examined. Having gone through the summaries of the articles contained in this volume it is important to note that with the dispersion of Nigerian academics across the globe as well as the demoralization of faculty in most universities in Nigeria, the best any journal issue can have is a representative collection of articles in any given field. For this reason we thank the contributors whose article featured in this issue for submitting their articles to us. We also thank the journal board for keeping the dream alive.

Solomon Awuzie, PhD
Editor

THE HUMANITIES IN MEDICINE: A CASE FOR THE MEDICAL HUMANITIES IN AFRICAN MEDICAL EDUCATION

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Abstract

Poverty and mass illiteracy are obviously partly responsible for the rise and spread of diverse health issues in Africa. The government and other stakeholders have officially and relentlessly relied more on the biomedical sciences for solutions to its health challenges. Unfortunately, the humanities have been relegated to the background in the quest for solution to health problems in the continent. It is on this backdrop that this paper attempts an explanation of what the medical humanities entail, unveils its healthcare benefits, then the nexus between the humanities and medicine. It makes a case for the inclusion of the humanities in the medical educational curriculum of Africa, while arguing for the creation of the institute of medical humanities in African Universities.

Key words: African Medical Curriculum, Physicians, healing, Humanities, Medical humanities, Literature and medicine

Introduction

Humanities and Medicine as individual disciplines seem to be completely unrelated but they have fostered a link for quite a number of years (McLellan, 1996). Apollo, the Greek god, represented both medicine and poetry. From the time of Hippocrates, narratives involving listening to the stories of patients have been a major approach in Western medicine. Before now, treatment options were limited and emphasis was placed on the ability of physicians to give their patients a diagnosis and prognosis based on the past, present and future developments of their health conditions. This is done by reliance on the patient's case history which is usually documented like a narrative.

The training of medical students has really changed in the West. Some of these changes which altered the medical curriculum in North America were aimed at making it focus more on biomedical sciences. These were as a result of the recommendations from the Flexner report published in 1910. It held that physicians should first of all be medical scientists, that is, move from laboratory evidence to bedside interaction with patients. Some physicians are against the notion that medicine should focus more on laboratory results and less on information gotten from interacting with patients. This has led to an ongoing debate over the proportion of the medical curriculum that should be devoted to science and the humanities called the "Osler-Flexner Debate" (Brandon, 2008). Medical scholars who support the Osler model hold that medicine is learned at the patient's bedside and not through a reductionist scientific approach. However, consequent upon the Flexner report, the standard of medical training was raised. Brandon (2008),

points out that many North American medical schools that could not meet the new standards were shut down.

The Emergence of the Medical Humanities in the West

The Medical humanities encompass academic disciplines in the arts and the social sciences where research concerns relate to health and medical issues. Research in this area explores patients' conception of and perception about illness. It seeks to unravel how cultural understanding influences the conception of disease and how health workers can improve on deliveries for the benefit of the society. It embraces multidisciplinary approaches. Different factors combined to birth and nurse the growth of this unique academic field of study. It is important to acknowledge the visionary intellectual insights of George Sarton (1884 - 1956) who coined the term medical humanities as far back as 1946 (Hurwitz 2015). Sarton was the founder-editor of *ISIS*, a quarterly peer reviewed journal published by the University of Chicago Press, dedicated to understanding the histories of science, medicine and technology as well as their cultural influences. He used this term in his review of Edmund Andrew's *A History of Scientific English* as he eulogises the author for his historical and philological instinct. He further observed that the death of Andrew in World War II was a setback to the growth of the Medical Humanities as Sarton hoped that much more could have come from Andrew regarding the connection between medicine and the humanities (Hurwitz, 2015).

The study of the humanities in medicine and medicine in the humanities however started as a movement during the 1960s and 1970s as part of the means to diffuse the emphasis on technology and science in medicine. Before then, most medical scholars believed that medical students would be able to learn empathy, how to communicate with patients and other humanistic aspects of medicine from their clinical training. However, practical realities have shown that clinical experiences are not enough to teach medical students these values. This called for a use of other means to augment what clinical experiences can offer medical students. The medical humanities, which include literature, thus, became a necessity in the training of physicians and other health professionals.

Towards the close of the 1960s, a number of innovations and breakthroughs were recorded in the health sector. These innovations and breakthroughs however presented new challenges. For instance, discoveries in new genetics research, advances in organ transplant, invention of reproductive technologies with associated ethical dilemma made it obvious that the traditional medical curriculum was inefficient in preparing medical and health workers to tackle these teething challenges. It appeared that western biomedicine was becoming increasingly powerful over the rights of patients.

During the 1970s, a number of concerned authors wrote to call attention to and attempt to address these challenges. Some of the useful works of that time include *Our Bodies, Our Selves* (1972) by the Boston Women's Health Collective; *Please Let Me Die* (1975), a film about a patient who was being treated against his will; *Medical Nemesis* (1976) by Ivan Illich; *Illness as Metaphor* (1978) by Susan Sontag; *Anatomy of an Illness* (1979) by Norman Cousins and *Principles of Biomedical Ethics* (1979) by Tom Beauchamp and James Childress. These works have now become foundational materials in this yet burgeoning discipline.

Jones and her colleagues recorded that intellectuals, academics, activists, physicians and bioethicists alike cried out by "calling for a cultural transformation that would address the imbalance between the technological aspects of medicine and the human facets of health and

caregiving” (2017: 933). This necessitated the birth of a modified medical curriculum to take care of this need. In 1972, Edmund Pellegrino (1920 - 2013) who was both a physician and a bioethicist, the founding director of the Centre for Clinical Bioethics, in a conference organised by the Institute of Human Values in Medicine urged participants to invite other people within and outside medicine that are concerned with matters that have to do with human values and engage them in discussion on the human problems that arise in medicine for patients and physicians.

Also at the event, was K. Danner Clouser (1930 - 2000), an American bioethicist who made a strong case for the inclusion of the humanities in seeking to resolve medical and healthcare issues. He recommended that humanities disciplines should work to interrelate conceptually with disciplines in medicine. He opined that areas of overlap should be sought where medicine and the humanities using their unique perspectives, methodologies and resources can examine the mutual benefits of both. Clouser’s suggestions motivated participants to thereafter develop academic programmes that pointed to the eventual evolution of what is now captured in the medical humanities as scholars from diverse non-medical academic background with their peculiar methodologies launched into medical inquiry in research. This made some medical institutes in the West to establish departments and Centres of Medical Humanities while others offered electives in humanities and medical related courses.

The University of Pennsylvania was the first medical school to include a humanities department in 1967, under the direction of Dr. George T. Harrell (Brandon, 2008). Dr. Harrell made a case for the importance of the humanities in educating medical students. The University of Pennsylvania gradually integrated the medical humanities into her medical curriculum over the 1970s and its department of the humanities evolved into the Centre for Humanistic Medicine in 1979 (Brandon, 2008). This encouraged a sporadic growth in the field and its practitioners.

Brandon (2008) reports further that by 1972, ten medical teaching programmes across the USA had humanities components in their curricula. Dalhousie University was the first Canadian medical school to introduce the medical humanities formally into its curriculum in 1992. Literature and medicine courses began to appear at North American medical schools as a component of the medical humanities during the 1970s. From 1972, several American medical schools have appointed literary scholars to teach literature and medicine and have incorporate literature into their curriculum (Charon, 2000).

The Institute for the Medical Humanities of the University of Texas advanced the field further by starting the first postgraduate degree programme in the field in 1973. This also facilitated the growth of the discipline. Also, the publication of academic journals dedicated to research that advance the course of the discipline popularised and further established it. Examples are *Journal of Medicine and Philosophy* (1976), *Journal of Medical Humanities* (1980), *Literature and Medicine* (1982), *Medical Humanities* (2000) and *Journal of Poetry Therapy* (2003). Remarkably in January, 1998, the United States based Society for Health and Human Values founded in 1968 merged with the Society for Bioethics Consultation and the American Society Association of Bioethics to form the American Society for Bioethics and Humanities with the purpose of promoting informed concern for human values as an important aspect of education for health professionals. The medical journal, *Lancet*, in 1996 created a column titled *Literature and Medicine*. It began with publishing articles that dwell on different aspects of the relationship between literature and medicine. It published McManus’ (1995)

"Humanity and the Medical Humanities". This article explores the link between medicine and the humanities as a whole.

Joanne Trautmann Banks, Kathryn Montgomery and Anne Hudson Jones who are notable medical humanities scholars with decades of experience in the field have been integral to the development of literature and medicine as a discipline and the medical humanities as a whole. During the 1980s, a greater number of American medical schools began to teach literature and medicine courses as electives. By 1994, over one third of American medical schools were already teaching literature and medicine within their curriculum (Brandon 2008). All of the discussed issues combined to inform the birth and blossoming of the medical humanities discipline. Interestingly, Hurwitz (2015) observes that:

Science could provide the knowledge required to treat diseases, it offered no tuition (or intuition) on matters of vital interests to medical students, concerning how they were to understand doctor patient relationships and how they should manage interactions within and between the profession and the public. By reading medical biographies and becoming familiar with medical history- pondering the characteristics, thoughts and experiences of earlier physicians within their historically determined institutional and conceptual worlds- young doctors could tap the experience, orientations and insights of previous medical generations (15).

Clark (2015) corroborates this view by stating that “the adoption of more humanistic approaches to understanding patients and their illnesses, and recognition of the limitations of scientific medicine in treating (for example) chronic disease, can improve the whole condition of medicine” (134).

Today, several departments of English of institutions in the United Kingdom and the United States have incorporated the medical humanities programme into their curricula. An example is the Department of English of King's College, London. In 2005, it started the world's first M.A. programme in Literature and Medicine. It sustained the programme till 2010 before it was upgraded to a master's programme in Medical Humanities in 2011. The programme is structured to teach how studying the humanities can make people more humane; how the humanities differ from the sciences, the new approaches the humanities offers on odd ethical dilemmas; what health and illness really are; the kind of evidence literature provide about illness; what narratives are and how narrative ways of thought are embedded in health care practice. It offers a deep understanding of how different humanities disciplines conceive health and illness and of the contributions these conceptions can make to healthcare. Its multidisciplinary approaches include Philosophy, Literature, Film, Psychiatry, Art History and Nursing. It aims to imbue students with skills in the visual, bioethical, literary, historical and philosophical analyses of healthcare. University of Kent runs the programme as M.A. Health Humanities housed in its Department of English. Many other Universities in the United States and the United Kingdom run the programme with a multidisciplinary approach such that academics from different disciplines constitute the team of lecturers that mold and mentor students for health of medical humanities degrees.

Medical Humanities is sometimes regarded as Health Humanities (Crawford et' al. 2015). However, Therese Jones with three other of her colleagues in an article published in *Academic Medicine* made commendable scholarly effort to differentiate between the terms “medical humanities” and “health humanities”. They observe that the nomenclature “health humanities” is more commonly used in the health profession education. They avers that humanities scholars in health profession education are concerned with precision in language as it

affect the ethical concerns of what is taught. They observe that the word “medicine”, denotes *medicine* but excludes dentistry, nursing, pharmacy, physical and occupational therapy. They opine that the focus, content and goals of medical and health humanities are sometimes different. They however agree that:

Medical humanities remains an appropriate phrase to describe the work done by scholars and educators, often but not limited to medical schools, whose focus is on the intersection of medical phenomena (e.g., physicians, patients, illness) and the traditional disciplines of the humanities including history, literature, philosophy, and visual arts (Jones et’ al, 2017: 932).

Nevertheless, they pointed out that since the emergence of this field of study in the 1970s, several developments have started to challenge the assumptions, claims and practices of what has been conceived as the medical humanities. Jones and her colleagues made a case for the nomenclature *health humanities* and conclude that it is a more encompassing term for this discipline as the word “health” includes medicine and other health related disciplines. In their own words, health humanities “accurately captures theoretical and pedagogical developments in higher education as well as health professions education” (Jones et’ al, 2017: 932).

De Leeuw et’ al (2018) in a paper titled “Geographies of Medical and Health Humanities: A Cross-Disciplinary Conversation” observe that medical and health humanities have become influential within and beyond academic and clinical terrains. They aver that leveraging on multidisciplinary perspectives, the medical and health humanities offer “unique lenses for considering nuanced spaces and lived experiences of health care” (1). They also pointed out that the claims and methods of medical and health humanities challenge existing traditional methods and perceptions of medicine and healthcare. They noted further that a large number of medicine and health science researchers are returning to the humanities in search for solution to medical and healthcare problems. They opine further that:

Medical and Health humanities has positioned itself in an area of inquiry with compelling methodological and conceptual approaches. Medical and health sciences share a series of commonalities but are not entirely interchangeable. Both broadly conceived, are focused on human wellness throughout the life cycle across different times and spaces” (De Leeuw et’ al, 2018: 1).

Here, these authors attempt to establish the fact that medical and health sciences do not exactly refer to one and the same thing even though they share a lot in common. A central meeting point is the fact that both seek to proffer solution from the humanities point of view to the multiple issues bedeviling human health.

Jones et al (2017) observed further that humanities inquiry gained prominence in medical education more than in other health profession syllabus. To buttress this point, they called attention to the fact that the major pioneering journals that established the discipline reflect this bias in their titles. However, the time came when humanities studies started gaining momentum in other health profession education such as nursing, occupational and physical therapies, with their different domains, practices and relationships with patients that are very vital to healthcare. It became clear that the term ‘medical’ proves inadequate to encapsulate the expanding boundaries of the discipline.

Medical and Medicinal Values in the Humanities

Paul Crawford et’ al. (2015) called attention to the fact that some scholars do not align with the medical visions of healthcare. They purport that there are several and complementary contributions to health and well-being that do not originate from the discipline(s) that ‘medicine’

denotes. Part of what they attempt to call attention to is the fact that medicine is only a part of health and healthcare and that it does not represent all that health and well-being is all about. Health is broad with different parts and their intricate details. Other non-medical disciplines with health-related concerns have proved useful to improving health and healthcare over time. They reasoned that since ‘medical humanities’, as a terminology, does not appear to reflect an inherent acknowledgement of the contributions of these other non-medical disciplines to health and healthcare, the shift from medical to health humanities becomes a necessity. Goldberg (2014) discovered that epidemiological evidences show that medicine is only a minor part of what determines health and well-being in humans. He explains that a number of social factors like occupation, education, social class, race, environment and stigma also matters in determining health status.

Considering Goldberg’s findings, it becomes necessary to pay attention to how social situations can also dictate and condition individual health. This punctures the traditional practice of focusing attention on “medicine alone” in seeking to provide solution to health problems or improving the health status of individuals. It is on this ground that Crawford et’ al. (2010) urged that a discipline that is more inclusive, outward-facing and that embraces interdisciplinarity with engaging contributions from nursing and other health care disciplines be privileged. In their opinion, “health humanities”, as a terminology, caters for this concern. It is important to note that this is the present revolution in the health professions education of the west. They are working towards creating interdisciplinary and inter-professional experiences for their students by every possible means (Jones et’ al, 2017). Researchers have further argued that this movement is better captured in the term ‘health humanities’.

Literature and Medicine which is a sub-field of the medical humanities include creative literary works of physicians, non-physicians and patient-writers that borders on medicine and health issues. McLellan (1996) opines that these literary works must “portray something related to medical practice or epistemology, the history of medicine, or the experience of illness, patient hood and disability” (1014). McManus (1995: 1143) claims that some “physicians are no longer humanists and that medicine is no longer a learned profession”. He argues further that the lackadaisical attitude of some physicians to the contribution of the humanities to facilitating the efficiency and the effectiveness of medical education and practice is appalling and unfavourable to the profession as a whole. He opines that many medical practitioners are only interested in areas of their specialties and therefore fail to recognise how competent and adept the knowledge of the humanities, especially Literature can better the output of medical education and practice.

McLellan and Jones (1996) made a notable attempt to establish a link between Literature and Medicine. They discuss the introduction of literature as a core teaching subject in medical schools in the United States to help medical students have better understanding of life and its complications. Also, they identify two approaches employed in teaching of literature to medical students. The first approach emphasises the beauty of the work of art as a reflection of life while the second focuses on content and on how literature can help in the teaching of biomedical ethics to medical students. Literature has been seen as a tool for teaching ethics, empathy and the lived experience of disease to medical students.

Pellegrino (1982: 20) explains that literature gives meaning to what physicians see and that it “makes them see feelingly”. This point establishes the value of literature in medical education and practices. From this view, there is the presupposition that the study of literature can make physicians empathetic and not just being sympathetic as it helps them to see feelingly. Furthermore, in highlighting the importance of Literature to medical education, Kenneth Calman (1997) posits that Literature makes medical students and doctors:

able to consider human emotions and response of the patient to disease [...] it helps them to care [...] (literature) can illuminate aspects of life and makes us think in a different way about a particular human emotion or predicament. In doing so, it challenges our existing beliefs and assumptions [...] literature may be especially helpful in opening up discussion on ethical issues [...] the use of literature can provide examples for discussion, debate and dissensions; it allows students and practitioners to test their own beliefs and value systems against others, and it encourages openness and justification for a certain position – or for a change of view (1620, 1622).

Clark (2015) opines that there is no difference between a wounded doctors/therapists and patients as they are both wounded and at the same time potential healers. Arthur Frank (1995), an American medical sociologist and narratologist also buttressed this point in his explanation that, as wounded, people tend to receive care, but story tellers care for each other and others. He explained that sick and suffering people can also be healers by the stories they tell. He pointed out that they create empathetic bonds between themselves and their listeners, noting that these listeners also share these stories with others, which widens the circle of the shared experience. He concludes that the fact that stories can provide healing makes the wounded healer and wounded story teller one, while emphasizing that they are different aspects of the same figure.

It has been noted that in literary works of art where characters are portrayed to be ill, the readers tend to scrutinise the role of the doctors or the physicians because of their position as important pillars of the society (Amundsen 1980; Donley 1991 and Hunter 1983). In addition, Epstein (1993) points out that physicians and medical students are exposed to the fact that healing encompasses acts of interpretation and contemplation alongside the technical and scientific aspects of medicine by feeding their minds on medical narratives. Charon et al. (1995) lists five importance of including the study of literature in medical education thus:

Literary accounts of illness can teach physicians concrete and powerful lessons about the lives of the sick people. Secondly, great works of fiction about medicine enable physicians to recognize the power and implications of what they do. Thirdly, through the study of narrative, the physician can better understand patients' stories of sickness and his or her own personal stake in medical practice. Fourthly, literary study contributes to physicians' expertise in narrative ethics and finally, literary theory offers new perspectives on the work and the genres of medicine (599).

There is no gainsaying the fact that the importance of literature in medical education cannot be over emphasized. It can help physicians understand illnesses and treatment from patient's perspectives. It can help them to figure out the fears and losses of their patients. Beveridge (2009) puts emphasis on this point in his observation that literature helps to deepen the understanding of suffering and can confer wisdom on clinicians.

Brick Walls in the African Medical Educational Practices

At a time when the world is emphasizing interdisciplinary collaboration, it is quite unfortunate to note that African medical educational practices is yet to be liberal enough to the inclusion of the humanities disciplines in training physicians. There exists a great bias in what is tagged 'clinical' in medical education. In fact the division is so much that there is discrimination between the scientist anatomist and the medical anatomist. Note that it is not a mere differentiation but discrimination-an unnecessary attempt to establish the superiority or importance of one over the other instead of just appreciating each on its merits. This is traceable to uncompounded fear of domination. Same bias applies to biochemistry and physiology scientists. Yet, these are

compulsory courses in the education of budding physicians. Medical education has been made so sacred that it sieves off courses that have the capacity to compliment it to better serve humanity. There had been cases in which patients suffer irreparable damages due to the communicative incompetence or the lack of empathy in physicians. There is obviously no degree of education in anatomy, biochemistry or physiology that can fix this. These so called clinical courses will hardly be able to humanize clinical student. The study of anatomy, biochemistry and physiology will not teach a medical student how to relate with their patients? It is also important to emphasize that clinical observation has not been sufficient for this cause. Also, the observative skill can be greatly and easily enhanced by studies in medical humanities. This can partly account for why medical educators in the Global North insisted on the need to include the humanities in their medical curriculum by appointing scholars in the humanities to teaching positions in their colleges of medicine.

Story-telling, which lies more in the domains of the humanities, are compulsory features of physician-patients interactions. As a result, physicians work with diverse kinds of stories in their clinics practices. Whether directly or indirectly, physicians and patients together construct stories by the virtue of their interactions. Disciplines in the humanities can help physicians become better equipped in handling patients' pathographies in their daily clinical schedules. This can improve their competency in reflectiveness, sensitivity and communal mindedness. The humanities can imbue budding African physicians with relevant skills in observation, attention, close reading, close listening, including reflective writing and creative interpretations of patients stories.

Conclusion

It is time to demolish and remove completely the brick walls against the inclusion of the humanities in the education of medical students in Africa. It is obvious that the solution that curtailed the monster Covid-19 outbreak is not entirely clinical. To over emphasize the clinical without paying attention to the health and medical importance of the humanities will rob our continent of numerous benefits while limiting the quality and efficiency of Africa's medical education.

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CHILD NEGLECT AND CHILDREN DEVELOPMENT: NARRATIVES OF NEGLECTED CHILDREN IN AKOKO, ONDO STATE

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Abstract

Child neglect has been associated with grave negative developmental outcomes. Despite several earlier studies, the phenomenon is on the increase, calling for a rethink or critical evaluation. Most of the earlier studies are quantitative studies and their unit of analyses were not the neglected street children. This study applied a qualitative approach using In-depth interview (IDI) for data collection among neglected children in Akokoland. Volunteer sampling method was used to select fifty (50) participants from the study area. Thematic analysis was adopted in analysing the data. The study revealed that major causes of child neglect in the community were socio-economic status of parents/caregivers, parents separation and parents death. Neglected children suffer different forms of abuse; physical, emotional, psychological and sexual. Virtually all interviewee noted that the effects of child neglect on victims are devastating and life-long and its effects on society are pervasive. Additionally, neglected children go about on their own, looking for possible means of survival; a situation that facilitate their tendency to deviating from the norms, values and standards of the society and to engage in criminal behaviours. Finally, children who are neglected and abused often exhibit a wide array of characteristics and behaviours that are not in pursuant of societal norms and values. Therefore, policy and interventions that should rather target holistic support for neglected children and repositioning of parents and caregivers should be put in place.

Keywords: Neglect, Abuse, Parents, Behaviour and Akoko

Background of the Study

Child neglect which is another form of child abuse is a serious social problem that attract public attention globally. Nearly 3 in 4 children or 300 million children aged between 2 and 4 years regularly suffer physical punishment and/or psychological violence at the hands of parents and caregivers. 1 in 5 women and 1 in 13 men have been reported to be sexually abused as a child when they were in the age range 0-17 years (WHO, 2020). Child abuse is any act of omission by parents, guardians or any caregivers that results in non-accidental physical or mental injury or sexual abuse in persons under 18 years old (WHO 2020, Child Care 2019). Globally, it is estimated that up to 1 billion children aged 2–17 years, have experienced physical, sexual, or emotional violence or neglect in the past year (Hillis, Mercy, Amobi, and Kress. 2016). Child neglect takes place in the home environment, at schools, at churches, hospitals, orphanages and in any place either public or private. In the light of this, describing the phenomenon in Nigeria, recent studies noted that there is no safe place for children anymore because child abuse is

rampant everywhere and negatively affects the image of the country (Oruche and Ezeiba, 2021; Augustine and Abubaker, 2016; Adigeb and Mbua 2015).

Denga and Denga (2007) noted that cruel behaviour on children by teachers, parents, peers, guardians, siblings and the society in general constitute child abuse. Child neglect as a form of abuse is a phenomenon that is not well focused upon because people don't think about it as a threat, a problem nor a form of abuse. However, it is recognized as a serious violation of human well-being and children's rights (WHO 2020). Child neglect is not a new phenomenon, nor is it peculiar to any particular country or culture. It is an international problem of great magnitude that can affect children of all sexes, races, ethnicities, and socioeconomic class (WHO 2020, Adigeb and Mbua, 2015, Collin-Vezina, Daigneault, and Herbert, 2013). The reason why neglect of children seems to be a new phenomenon is that people traditionally never discussed it. Parents are the principal cause of this abuse or contributors to the abuse of their child (ren) one way or the other in communities. That is why the issue is rarely discussed today.

However, in spite of the important role of education as observed by UNICEF (2008), casual observations by the researchers in Akoko land indicate that many children are denied the education offered by the school system due to various challenges like child labour, poverty and child abuse, especially child sexual abuse. Parents in Akoko seem to care less with matters that concerns their children and wards. Parent and children should have a more mutual relationship since they are the primary agents of socialization (WHO, 2020). When such mutual relationship exists between parents and children, the rate of child abuse can be controlled because children tend to be more intimate with their parents (WHO, 2020). Child neglect which is a form of abuse include, lack of parental care, children heading the home, child labour and parents not minding children being away from home for hours to locations not known to parents (Oruche and Ezeiba, 2021). Consequently, many children and wards are being exposed to abuse which has devastating consequences on their health, wellbeing and overall development into responsible adults.

Arguably, neglect and abuse of a child by an adult, such as the mother, father or caregiver, inhibits and limits child development, such behaviour is also considered wrong or detrimental to the physical, psychological, sexual and reproductive health of the child, as well as, threatens his/her overall wellbeing and safety (Taner and Gokler 2004; Paul and Eckenrode 2015; Svensson et al. 2015). Most previous studies applied quantitative approach in examining the phenomenon and their unit of analysis was not the neglected children. This study is a qualitative analysis of child neglect using the narratives of neglected children in four communities in Akokoland. The objective of this paper is to investigate causes of child neglect in Akoko land and to examine the effects of child neglect in Akoko land.

Theoretical framework

The study is anchored on Bowen's (1990) Family Systems Theory (FST). The theory is a psychological theory encapsulating the interconnectedness of family members. It posited that family members' actions cannot be understood in isolation, but must be examined within the context of the family. A vital concept in FST is stressor. This refers to life situation or incidence that causes physical, emotional and mental stress to individuals. For instance, joblessness, marital instability, protracted ailment, financial crisis (say from unpaid salaries or failed business) bitter unresolved misunderstanding are stressors to family members. The aforementioned are risk factors for the occurrence of abuse and should be resolved within a short while. Families that experience some of these severe life stressors more often than not have a higher rate of child abuse than families without such stressors. In relation to this study, families

that experience severe or persistent stressors particularly such that diminish the level of care from parents to children have tendencies that may result to child neglect and abuse. These parents are likely to expose their children to harsh environment and labour in their search of providing for the family or in coping with stressors. The family system theory asserts that, family background has significant relationship with child abuse in the society.

Material and Method

The study adopts a qualitative research method which applied In Depth Interview (IDI) to elicit information and collect data from fifty (50) neglected children in Akungba, Iwaro, Supare and Etioro that make up Akoko land. The inclusion criteria was the child should be among the children who roam about the street and begging for money. In addition, the child should be willing to be interviewed. All responses were recorded while observations during each session were noted. Data were analysed thematically in line with the objectives of the study.

Presentation of Findings and Analysis

Causes of Child Neglect in Akoko Land

Transcribing and analyzing the responses of the interviewees indicated that there are several reasons why child neglect occurs in the communities. Child neglect is very common in our society. By and large certain factors predispose parents or guidance to neglect their children. An interviewee responded as touching the causes of child neglect in Akoko land as follows;

From my own experience, talking about the neglected children, poverty is a major cause- once the parents do not have enough money to pay the bills. The sad truth is that children are not always the priority that they need to be. Parents that are poor do not often care about the well-being and welfares of the children. Before you know it, the children will start going out to look for means to meet their needs. Additionally, for some children, parent's death also causes child neglect, thereby making them to beg on the street (19 years Female Adolescent)

Similarly, another Interviewee noted as regards the causes of child neglect that:

One of the major causes of child neglect is death of the parents, and when guardians are not able to cater for their needs. This was my own story. What I can still say about neglected children is that some of them are sent away from their houses as punishment for wrongdoing but they choose not to go back home. So they start begging on the streets (15yrs Female Adolescent).

Another Interviewee opined that:

Some children run away from their homes because they are too lazy to do house chores or because their parents punish them. Mine was abandonment while still very young following my parents separation (17years Male Adolescent).

Another Interviewee at Iwaro asserts;

Unwanted pregnancies, illiteracy, parents busy schedule causes child neglect. Some children are sent out of the homes to beg for alms. In my own case, (like an unwanted pregnancy) I was just left to fend for myself (19 years Female Adolescent)

In line with the family system theory, unplanned/unwanted pregnancy often leads to child neglect. This is usually the case for adolescent girls and young women who lack support to care for such children if the pregnancy was not terminated. Severe stress can lead to parents neglecting their children. Young single parents without sufficient emotional support for themselves are more vulnerable to neglect their children. Additionally, children are often witness or experience the fallout of their parent's relationship issues. A messy breakup or divorce can be very time consuming and emotionally draining. This can lead to parents neglecting their children

while they look after their own issues. This can affect not just the child's physical wellbeing but their psychological health too.

Still on causes of child neglect, an Interviewee from Akungba said:

Mostly what causes child neglect is poverty; when the parents don't have all what it takes to cater for the needs of the children, and even when the parents beg to eat. Before you know it, the children will start going out to beg for food and other things. This is my situation. Some children in my situation are left unattended to or in some cases dumped by the roadside, in orphanage homes and in churches. Some children are sent out of the home to beg for alms while some are just left to cater for themselves daily (20 years Male Adolescent).

Most of the interviewees gave almost the same answers to the causes of child neglect in Akoko land namely; poverty, parents death and separation of parents. Socio-economic problem is one of the common causes of child neglect in Akoko land. The persistent economic problems, particularly as further exacerbated by the Covid 19 pandemic has made child neglect a common practice. In an attempt to make ends meet, parents and guardians expose the children to hazards on the road by subjecting them to the hawking of one food item or the other. Moreover, increased troubled spousal relationship today is really taking it toll on the welfare of children. Ajayi, Olakunle and Ahmed (2021) noted that there is a significant rise in the rate of marital instability in Nigeria. On the other hand, death of parents is not envisaged by children; however, its effects on children development can be extremely devastating, particularly, in situations where the children do not have immediate alternate caregiver.

Effects of Child Neglect in Akoko Land

Child neglect has never been for once favourable to either the parents or the neglected children. Neglected children narratives to questions under this theme came with various shades. An interviewee submitted that:

I sometimes break into homes and steal and often beg on the streets. Some of us snatch people's bags on the walk way. Child neglect contributes to delinquency: children that are not living with their parents end up becoming violent. Child neglect contributes to deviance behaviours in Akungba land. Child neglect prevents the growth and development of Akoko community (12 years Male Adolescent).

In a session with a boy at Ibaka market Akungba; he said:

I cause troubles in Akungba sometimes trying to cart away with people's belonging. We behave anyhow and since we have no one to caution us, we do whatever we like. (15years Male Adolescent)

An Interviewee who reported she was neglected by guardians was asked to describe neglected children and their behaviours.

We beg the university students around for works like washing of clothes, cutting grasses around their villas and doing house chores, some of us sometimes simply beg for alms. Some of us behave anyhow because we don't have anyone to stop us. (18 years Female Adolescent)

Another Interviewee at Supare noted that:

Neglected children cause troubles, we move about the street to beg for money and food to feed ourselves and mostly when we have the opportunity, we steal too. Some others are stubborn because they have no parent or guardian to stop their actions (16yrs Male Adolescent)

An interviewee asserts;

As you can see, neglected children are always begging, when there is no proper training, children would be wayward. Most of the times, I don't even know the right thing to do. (17 years Female Adolescent).

Neglected children go about on their own, looking for possible means of getting money and food for survival. A situation that is capable of facilitating their tendency to deviating from the norms, values and standards of the society. Children who are neglected are mostly hopeless and sometimes homeless as result of the parent's death and the unwillingness of relatives to take up the responsibility of their up keep. The children who are neglected will hardly acquire formal education. Another Interviewee responded as follows;

Neglected children are children left to care for themselves. They are always looking helpless and hungry. Some are dumped by the roadside while still very young while some are sent out of their homes to go and cater for themselves. Some of them, their parents are dead, while some are staying with family members who do not adequately care for them as with my case (19 years Male Adolescent).

An interviewee at Akungba responded to the effects of child neglect on children;
Some of us act in rude manner while some are calm. Especially in this Akungba some of the children that are neglected are rude because of their exposure to the unethical behaviours. Some of us still have parents but the parents are irresponsible (18 years Male Adolescent).

It is quite a pity and also shocking to know that some of the children still have parents and that they do not have time for them. They care less about whether the children are alive or not. Often such child neglect are outcomes of family instability/broken home and infects our society with callousness and cynicism, anger, unwanted pregnancy, violence, crime, drugs and disease e.t.c. A lady interviewee posited that:

Some of us that are now teens especially the female ends up having unwanted pregnancy. We are involved in premarital sexual activities in order to get money to augment ourselves and meet basic necessities; some die prematurely when trying to abort the unwanted pregnancy. I have seen it before (17 years Female Adolescent).

An interviewee under this section reported that:

Neglected children in this area, beg people for work, like doing of house chores and assisting on the farm while some just like begging for alms. To me it looks like the people of Akoko land do not know how to fend for their children and take care of them. Some evil people do take advantage of the children's situation thereby kidnapping them or worse, using their body parts for ritual and dumping their carcass by the roadside. (19 years Male Adolescent)

The following are similar excerpts from some of the sessions:

We sometime engage in stealing when we don't get enough money from begging; at other times some of us burgle people's houses or steal farm produce from other people's farm (17 years Male Adolescent).

The rude ones among us are involved in thefts and use of hard drugs. And all these are borne out of frustration and not having proper care or guardian (19 years Adolescent).

The reason why I do some things that are not good is because; I don't have choice than to do it. There was a day I stole money from my friend because I was hungry and there was no money for me to buy food to eat. I was caught and almost beaten to death (13 years Male Adolescent).

Lastly, in one of the sessions a female interviewee noted that:

Neglected children look starved, tattered and sick. A child whose needs are not provided for would end up disrespecting his parents or guardian. Child neglect contributes to deviance behaviours and prevents growth and development in one way or the other. (17 years Female Adolescent)

The effects of child abuse on victims are devastating and life-long and its effects on our society are negative and pervasive. Almost all the respondents gave the same answers to the effects of child neglect on the children behaviours. Beyond the obvious effects of child neglect,

victims of child neglect suffer emotional, physical and sexual abuse. Moreover, from the various narratives of the neglected children, child neglect and criminal tendencies are not far from each other. Neglected children are often not well socialized in the society, thus, the chances of deviation become high. Children who are neglected and abused will often exhibit a wide array of characteristics and behaviours that is not in pursuant to the norms and values of the society. Neglected children experience no or limited parent-child interactions, which are often devoid of attention and care, and subsequently are unlikely to have the ability to regulate their emotions, curb impulsivity, or choose appropriate peers, hence, child neglect exerts a more pronounced effect on adverse outcomes like delinquency, substance use, depression, etc.

Discussion of Findings

The study succinctly revealed causes of child neglect from the stories of neglected children in the communities. The indicated causes are socio-economic factors as poverty, parents' separation, and death of both or either of the parents. The findings compare favourably with submission of Fawole and Agboola (2015) that several factors such as poverty, high cost of living, lack of sponsorship, poor school performance, single parenthood, large family size, peer group pressure, poor home conditions, parent's unemployment, parental pressure are predisposing factors to child neglect. The findings also agree with the submission of Avdibegović and Brkić (2020) that a poor environment and poor socio-economic status in the neighbourhood affect parental abilities of understanding the needs of the child, as well as establishing a stable and secure attachment which can result in neglect.

In respect of the effects of child neglect, the study revealed that neglected children go about on their own, looking for possible means of getting money and food for survival. All of these are unsafe for children because they become particularly vulnerable to physical, emotional, mental, and sexual abuse. According to WHO (2020) safe environment for children is among the cardinal target of the Sustainable Development Goals (SDGs). With just eight years to 2030 (SDGs targeted year of total eradication of all forms of violence against children), there is so much to be done by all stake holders in Nigeria if the SDGs must be achieved. Moreover, the study revealed the relationship between neglected children and criminal tendencies/delinquent acts. The finding corroborates the work of Lantos, Wilkinson, Winslow, and McDaniel (2019), they noted that individuals victimized by child abuse and neglect are more likely than people who were not maltreated to develop behavioural issues, including engaging in juvenile delinquency, adult criminality, and violent behaviour.

Conclusion and Recommendations

From the personal narratives of the neglected children the findings of the study indicated that the causes of child neglect in the community were socio-economic status of parents/caregivers, parents' separation and parents' death. Consequently, in the search of means of survival, neglected children are exposed to different forms of abuse; physical, emotional, psychological and sexual. Moreover, looking for possible means of survival on their own is a situation that facilitates neglected children tendency to deviating from the norms, values and standards of the society and eventually criminal behaviour. This was reported in almost all the sessions with interviewees. Child neglect in all its ramifications, according to WHO, is a violation of the fundamental human rights of children. Nonetheless, the menace of child neglect is evidently widespread in the communities. Children are the most vulnerable members of the society and by their nature they deserve protection from all members of society. Child neglect, particularly frequent in the early years of life, may have fatal consequences and negative implications for children and young

people physical, mental, sexual and reproductive health. Thus, the study recommends that government should give appropriate legislation and particularly, enforcement of the fundamental rights of the child whereby the rights of the child are protected and respected by parents. Also, parents should be given proper education on all forms of activity that constitute violence against children. This can be done through seminars and sensitization programmes. In addition, interventions should be geared toward family/community orientated child protection programme in form of child social services. Furthermore, government agencies saddled with youth/women affairs and NGOs should target giving special considerations to factors that are related to child neglect, such as characteristics of the process by which the child was removed or why he/she was moved from the original home. Lastly, there is a dire need for interventions that focus not just on public enlightenment about the negative implications of child neglect but, much more on support for neglected street children and empowerment of parents in particular; if the nation drives to attain the cardinal target of the Sustainable Development Goals (SDGs) must be achieve. Parents have the ability to accept personal responsibility for reducing acts of child neglect and abuse if adequately repositioned.

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CONTENTIOUS GENDER ISSUES IN ISLAMIC LAW OF SUCCESSION

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Abstract

The rights of women in Islamic Law of Inheritance have become debatable issues across the Western and Muslim world. It is seen in the Muslim societies that many women are deprived in terms of inheriting property after the demise of their husbands or parent. Islam has preserved a dignified position for women in family and society in all sectors. Particularly the matters relating to inheritance law which have been clearly stated in the holy Qur'an and traditions of the Prophet (SAW). Therefore, this paper agrees that the estate distribution in Islamic Law is accurately done based on merit rather than sentiment. It emphasizes on exploring Qur'anic and Prophetic stand on women's right to inheritance. The paper also examines the main obstacles that impede women from getting inheritance share from the estate of their husbands or their parents. The method adopted in this work is doctrinal research methodology as reliance was placed on the primary and secondary sources of Islamic Law, along with jurisprudential views. The findings of this paper revealed that if the Muslim family can practice the Islamic teachings regarding the distribution of inheritance among the heirs, the existing strife, unrest and discrimination among the families will be eradicated.

Keywords: Inheritance, Islamic Reform, Obstacles, Rights of Women, Societies.

Introduction

Islamic law of inheritance is a commandment of Allah given through the verses of the Glorious Qur'an, which also describe the rightful beneficiaries of inheritance and their portions in detail. The Qur'an has also brought some reforms, which did not exist in the previous laws. The law of inheritance has been ordered by Allah to provide justice to all Muslims. This law has a clear policy and is comprehensive in nature because it has divine source. Nigerian Legal System comprises of different laws namely: English Law, Islamic Law, Customary Law and the Constitution. The Constitution is supreme to all these laws and if any of these laws is inconsistent with the Constitution, such a law is deemed invalid. In the case of Islamic Law of inheritance, it is recognized in the Nigerian Constitution as Islamic Personal Law together with other *Shari'ah* civil Matters such as Marriage, Divorce, and Gift etc.

Therefore, the principle of Islamic law of inheritance as a whole is more comprehensive and just and it is more consistent with time and reason and good sense when compared with other systems of inheritance. Islam gives right to those who are excluded in other customs to inherit from their deceased relatives' property especially the women. In addition, even in some cases, it has given them priority over other beneficiaries who were accorded better recognition in other customs and systems. As obtainable in various customs and systems, the nearest agnate male inherits all the deceased's properties to the exclusion of others including wives, daughters, younger male children, parents etc. but Islam introduces a reform which mirrors and emphasizes more on the immediate family of the deceased person. The Glorious Qur'an establishes mutual rights of inheritance between a husband and his wife, his parents, his children, males or females,

matured or young even if they survived few minutes after the deceased death to the extent that when they were born, they just breathed, cried and then died. Each of these beneficiaries has prescribed fixed fractional shares in Islam law of inheritance.

Islamic Reform of Inheritance

The Islamic reforms repealed the *jāhiliyyah* rules of inheritance and introduced the principles of equality and justice among the sexes in accordance with their natural positions. These rules regulated the law of inheritance that the estate of the deceased should devolved on those relatives who by reason of consanguinity or affinity have the strongest claim to be benefited by it and in proportion to the strength of such claim, with harmonious distribution of estate among the dominants, in natural strengths of their claim. The elaborate provisions under Islamic law were made where relations entitled to inherit and categorically specified the shares they are inheriting in the Glorious Qur'ān. These provisions are contained in three verses of the Glorious Qur'an: 4:11, 12 and 176.

Allah instructs you concerning your children: for the male, what is equal to the share of two females. But if there are only daughters, two or more, for them is two thirds of one's estate. In addition, if there is only one, for she is half. And for one's parents, to each one of them is a sixth of his estate if he left children. But if he had no children and the parents alone inherit from him, then for his mother is one third. And if he had male siblings or female siblings, for his mother is a sixth, after any bequest he may have made or debt. Your parents or your children - you know not, which of them are nearest to you in benefit. These shares are obligation imposed by Allah. Indeed, Allah is ever knowing and Wise. And for you is half of what your wives leave if they have no child. But if they have a child, for you is one fourth of what they leave, after any bequest they [may have] made or debt. And for the wives is one fourth if you leave no child. But if you leave a child, then for them is an eighth of what you leave, after any bequest you [may have] made or debt. And if a man or woman leaves neither ascendants nor descendants but has a brother or a female sibling, then for each one of them is a sixth. Nevertheless, if they are more than two, they share a third, after any bequest, which was made, or debt, as long as there is no detriment [caused]. This is an ordinance from Allah and Allah is Knowing and Forbearing. (Q.4:11-12).

They ask Thee for a legal decision. say: Allah directs (thus) about those who leave no descendants or ascendants As heirs. if it is a man that dies, leaving a sister but no child, she shall have half the inheritance: if (Such a deceased was) a woman, who left no child, Her brother takes Her inheritance: if there are two sisters, They shall have two-thirds of the inheritance (Between them): if there are brothers and sisters, (They share), the male having Twice the share of the female. Thus doth Allah make Clear to you (his law), Lest ye err. and Allah hath knowledge of all things. (Q4:176)

The above verses brought the total reforms on inheritance system and abrogated the previous systems. Testimony for this practice could be also found in the following *hadīth* of Prophet Muhammad (S.A.W):

Ibn Jarir reported from Ibn ‘Abbas (may Allah be pleased with both of them) saying: when revelation came on inheritance where Allah made shares compulsory for the male child, the female child, and for the two parents, some men did not like it and said: How can a woman be given one quarter (of property), one over eight and even a daughter up to a half and even share a child out of the estate! And these people do not partake in war and don’t bring home any booty from the war front! Stop talking about this. The Messenger of Allah will soon forget it! Or, do we tell him so that he can change the law. They then went to the Prophet (S.A.W) saying: o the Messenger of Allah! Must we share a child (out of inheritance)? He has not been useful at all. Must we even share a girl half of what her father left and she has not been riding on horse-back neither has she participated in fighting any war?). (Al- Bukhārī,2012)

The above-cited *hadīth* indicates that with the descent of the verses of *Mīrāth*, Islamic law of inheritance has introduced some reforms that accorded women and children full recognition in the society. The turning point in the history of women’s right of inheritance begins with the revelation of the Glorious Qur’ān chapter 4:7 thus:

From what is left by parents and the nearest relations there is a share for men and a share for women whether, the property be small or large determinate share. (Q4:7)

However, the reforms were introduced based on certain reasons some of which are brought to limelight in the following *hadīth*:

The wife of Sa‘ad Ibn Rabi‘ came with her two daughters by Sa‘ad Ibn Rabi‘ to the Messenger of Allah, and she said: O Messenger of Allah! Here are the two daughters of Sa‘ad, their father was killed while fighting on your side on the day Uhud, and their uncle has taken their property. He has not left any property for them, and they cannot be married unless they have some property. He (the Prophet) said: Allah will decide about that. Then the verse of inheritance was revealed (i.e Q.4:11) so the Prophet sent for their uncle and said: Give the two daughters of Sa‘ad two thirds, give their mother one-eighth and what remains is for you.(Al- Bukhārī, 2012)

According to other report, the verses of inheritance were said to have been revealed in respect of the case of AbdurRahman bin Thabit whose brother Hasan Sha’ir died and was survived by a wife called UmmuKahhata and his five other sisters while his surviving male relations seized the whole estate. His wife complained to the Glorious Prophet and the three verses on inheritance were revealed. (As-Sābūnī, 2005) The fundamental reforms were, as a result introduced in the Islamic law of inheritance. Another reason given for the revelation of inheritance verses was the complaint lodged to the Glorious Prophet after the death of Aus Bin Thabit Al-Ansari who left behind a wife and two daughters. The two sons of his paternal uncle named Suwaid and Arfaja, in another report, the names are Qatadah and Arfaja took all his

property leaving nothing to his wife and daughters. The wife complained to the Glorious Prophet, who called them and enquired about the matter.

They replied: How can we give them when they do not fight against the enemies and defend our family? The Prophet said to them: Go and wait, I hope Allah will send a revelation about them, thereafter the verse was revealed. The Glorious Prophet sent to them not to distribute the estate of Aus because Allah had given his daughters a part from his property. The Glorious Prophet asked them to give the widow 1/8 and the daughters 2/3 and the remaining for them (Abu-Dawud, 2002). The revelation of the three descent verses of *al-māwarīth* marked a turning point in history of inheritance system in Islam and more especially on women's rights in inheritance. It introduced fundamental reforms to the existing practices of inheritance, where Islam recognizes women by giving them the legal status of beneficiaries and their specific shares in the inheritance are determined. Out the 12 beneficiaries of *'ashāb al-furūd*, eight are female beneficiary and only four are male beneficiaries.

Succinctly put, the reformations introduced in the Islamic Inheritance Law include:

1. Inheritance rights of beneficiaries are based on the relationship of consanguinity (kinship), marriage contract, *walā'* and Islam.
2. Not to deny the rights to inheritance between male and female, big or small, all of who are entitled to the inheritance left by the benefactor (the deceased).
3. Parents and children are not left out from receiving inheritance in any condition. Their portion of the inheritance might change if there are other beneficiaries.
4. Male and female siblings will not receive the inheritance if the father of the deceased is still alive. The presence of siblings/relatives will reduce the mother's share from 1/3 to 1/6.
5. Where there are male and female beneficiaries in a single case, the male beneficiary will take two parts of the female beneficiary's shares, or two parts for the male beneficiary and one part for the female beneficiary. (Abu-Al-Hamid, 2004)

Therefore, the principle of Islamic law of inheritance as a whole is more comprehensive and just and it is more consistent with time and reason and good sense when compared with other systems of inheritance. Islam gives right to those who are excluded in other customs to inherit from their deceased relatives' property. In addition, even in some cases, it has given them priority over other beneficiaries who were accorded better recognition in other customs and systems. As obtainable in various customs and systems, the nearest agnate male inherits all the deceased's properties to the exclusion of others including wives, daughters, younger male children, parents etc. but Islam introduces a reform which mirrors and emphasizes more on the immediate family of the deceased person. The Glorious Qur'ān establishes mutual rights of inheritance between a husband and his wife, his parents, his children, males or females, matured or young even if they survived few minutes after the deceased death to the extent that when they were born, they just breathed, cried and then died. Each of these beneficiaries has prescribed fixed fractional shares in Islam law of inheritance.

Views of Non –Muslims on Islamic law of inheritance

While some non-Muslims such as Swami Vivekananda and Winston Churchill have criticized the Islamic law of inheritance and accused it of injustice, some others have appreciated it for its

justice and equity. Professor Almaric Rumsey of King College, London, the author of many works on the subject of Muslim law of inheritance and a Barrister at law is one good example of non-Muslim scholars who appreciate the Islamic system of inheritance. He stated: “The Muslim law of inheritance comprises beyond question the most refined and elaborate system of rules for the devolution of property that is known to the civilized world.”(https://en.wikipedia.org/wiki/Criticism_of_Islam)

Another orientalist, Lord M. Naughton also appreciated Islamic inheritance when he writes:

In this provision (i.e. Islamic rule of inheritance), we find simple attention paid to the interest of all those whom nature place in the first rank of our attention and indeed it is difficult to conceive any system containing rules more strictly, just and equitable.(Khan,1988).

It is, however, equally pertinent to look at the accusation of inequality between male and female inheritors leveled against Islam by some non-Muslims, which has gained the sympathy of some female Muslims. It would be noticed that Islamic inheritance stipulates that the male heir takes double the share of the female heir. This is considered in some quarters as injustice.

The justification for the share of male being twice that of female is that Islam has placed a strong financial responsibility on the male members while the females have been exempted from this burden. Islam puts this financial responsibility on male into consideration and therefore doubles the share of a male. That is because in Islam, provision for all the needs of an unmarried female who lives with her parents is an obligation of her father. And, in case of the death of her father, the responsibility will be shifted to her brother until her marriage time. Also after marriage, woman’s financial responsibility is transferred to her husband who becomes responsible for her maintenance, which includes her feeding, clothing and residence; all her expenses are to be met by the husband. Even in old age or in case of the death of her husband, the woman’s maintenance continues with her male children.

Based on the above, it becomes crystal clear that in Islam, a woman has a very few material-needs to satisfy her own account as compared with a man who has been saddled with heavy economic obligations and liabilities. This justifies the reason for giving a male a greater part in the estate of inheritance.(Khan,1988). In most of the cases as mentioned above, a woman inherits half of what her male counterpart inherits. However, this is not always the case. In case where the deceased left no ascendant or descendent but has left the uterine brother and sister each of the two inherits one sixth. If the deceased has left children, both the parents, father and mother inherit an equal share which is one sixth each. This is a clear case of a situation where a woman inherits equal of what a man inherits (Muhammad, 2005). In certain cases, a woman inherits a share that is double that of male. For example, if the deceased is a woman who has left no children, brothers and sisters and is survived only by her husband, father and mother. The husband inherits half of the property while the mother inherits one third and the father inherits the remaining one sixth. In this case the mother has gotten the double share of the father. (The Revival, manwww.therevival.co.uk 2014)

Main Obstacles that Impede Women from Inheritance in Islamic Law

Impediment means what could bar an heir from getting his/her share of the deceased’s estate due to certain circumstances. Impediments to inheritance are those factors that would

prevent an otherwise entitled heir from inheriting his deceased relation. Impediment to inheritance has been defined as: “a personal act or attribute which disqualifies from succession, an individual who would otherwise be an entitled heir on the ground of either marriage or blood relationship with the praepositus.” The factors that may operate as main obstacles that impede women and impediment to their inheritance include murder, difference of religion, li^cān couples, illegitimacy, slavery, Simultaneous death and emergency marriage and being a fifth wife.(The Revival, manwww.therevival.co.uk 2014)

i. Murder

Homicide (*Qatl*) is technically an offence that debars an individual from inheriting the deceased's property even if the murder is an entitled heir. A woman who murders her husband will neither inherit from the latter's estate nor from the *diyyah* (i.e. blood money). Likewise, an heir who deliberately did the same to the deceased person. If the murder is accidental, he/she will inherit from the deceased's estate but not from the *diyyah*. (Abu Zahrah, 1982)

All schools of Islamic Jurisprudence accept the general principle that a killer does not inherit from his victim for some obvious reasons. It has been observed that the public interest requires that the killer be debarred from inheritance since, if he is allowed to inherit, killing would accelerate inheritance and lead to universal chaos.(Coulson, 2002) That is why the offender is forbidden to make any valid claims to the property of his victim. This prohibition sounds rationally perfect because if people were allowed by the *Sharī'ah* to inherit from the estate of their victims; unnecessary killings will be encouraged where people will kill their wealthy relatives just to benefit from their wealth. This prohibition is founded upon a *hadīth* reported by Abu Hurayrah in which he quoted the Prophet (S.A.W) as saying “One who kills a man cannot inherit from him”. Tirmidhī, 2004 & Ibn Majjah, 2005,).

It was also reported that the companions of the Prophet (S.A.W) in their consensus have adopted the above tradition in a case brought before Caliph ‘Umar Ibn al-Khattab (R.A) who debarred a person from inheriting his victim on the advice of his fellow companions.(Pindiga, 2006) Therefore, Islam has provided rules impeding the killer from inheriting his deceased victim. Hence, from the above mentioned *hadīth*, it is clear that a killer cannot inherit from the estate of the person he killed.

There is considerable divergence of opinions among the Scholars of Islamic Jurisprudences to the precise instances in which homicide (*Qatl*) does constitute an impediment to succession under Islamic Law. Therefore, it is imperative to consider how homicide or killing is classified under Islamic law, at least, for considering which act of a killing constitutes a bar or an impediment to inheritance under Islamic Law. (Khalīl, 1988)

According to Maliki School of law, killing is classified into two, intentional killing (*Qatlu 'l- ‘Amd*) and accidental killing (*Qatlu 'l-Khata'*) relying on the provision of Qur`ān 4: 93. The school further held that a killing is intentional if it is malicious and legally unjustifiable; hence, it disqualifies an heir from inheritance, because it is a deliberate killing. The school defined intentional killing as:

Any person of full age who is not an alien enemy (*harbi*), who strikes a protected person, with an object whether sharp or heavy, or with a light stick or a whip, or even with something of that nature that is not intrinsically likely to kill, and even though he does not intend to kill, or does not even intend to strike the person whom he in fact strikes, nevertheless where (death results and) he

acts in anger or with hostile intent, and where his conduct does not amount to lawful chastisement, he commits the offence of intentional homicide. (Abu Zahrah, 1982)

On the other hand, the school is of the view and opinion that unintentional killing impedes not the right of an heir to inherit but the heir would not receive anything out of the compensation (*diyyah*) that he paid as a result of the killing. While in the *Sharī'ah* Courts applying Hannafi law, a person is debarred from inheritance if he killed his victim directly, whether his act is accidental or innocent in his intention, while the indirect killer will suffer no such impediment however criminal his intention may have been. The Hannafi and Hanbali schools of law, however held that, all killings that imposes *Qisās*, *diyyah* or *Kaffārah* will bar the killer from inheriting his deceased's victim. (Abu Zahrah, 1982)

ii. Difference of Religion

Undoubtedly, difference of religion between the wife and her deceased husband constitutes a bar to inheritance. A non-Muslim does not inherit from a Muslim relation no matter how close they are, and vice-versa. For instance, a non-Muslim father who has a Muslim son has no right to inherit from him and the other way round. This rule is derived from the following *hadīth* of the Prophet (S.A.W) as narrated by Usama Ibn. Zayd (A.S), which reads; "A Muslim cannot be the heir of a disbeliever nor can a disbeliever be the heir of a Muslim." (Al-Bukhārī, 2012)

Although mixed marriages are permissible under Islamic Law only to the extent that a Muslim male may marry a Jewish or Christian woman. However, a non-Muslim wife has no right of inheritance from her Muslim husband and vice-versa, since the Islamic Law of inheritance is designed to distribute the deceased's property among the surviving relations who are within the Islamic Community. (Khalil, 1988) The right of a non-Muslim woman can only be deemed protected under bequest because her Muslim husband is allowed under Islamic Law to bequeath 1/3 out of his property to anyone he wishes even if not a Muslim except those who legally have rights in his estate. In that circumstance, he may bequeath to his non-Muslim wife. The husband is also not entitled to inherit his wife in such circumstance she may however give her property to him before her demise. Furthermore, an individual who converts to Islam cannot inherit from his/her non-Muslim relations and they cannot inherit from him too. This is the position of all the four *Sunni Madhāhib*. (Abu Zahrah, 1982)

It is necessary to mention here that some of the companions of the Prophet (S.A.W), namely: Mu'ādh Ibn Jabal, Hasan Ibn 'Ali, Mu'awiyah Ibn Abi Sufyān, Ibn Musayyab and a host of others allowed a Muslim to inherit his non-Muslim relation, 'while a non-Muslim is not allowed to inherit a Muslim. (Abu Zahrah, 1982) The Shi'ite adopts the same principle where they hold that while non-Muslims do not inherit from Muslims, Muslims are allowed to inherit from non-Muslims. Under the Hanbali School, a relative who is not a Muslim at the time of the Muslim Praepositus' death is entitled to inherit if he converts to Islam before the actual time of distribution of inheritance. (Abu Zahrah, 1982)

iii. Lia`n Divorce

This happens when a man accuses his wife of adultery and they end up in swearing and cursing themselves as prescribed by Allah in the Qur'ān.

And for those who accuse their wives, but have no witnesses except themselves, let the testimony of one of them be four testimonies (i.e. testifies

four times) by Allah that he is one of those who speak the truth. And the fifth (testimony) (should be) the invoking of the Curse of Allah on him if he be of those who tell a lie (against her). But it shall avert the punishment (of stoning to death) from her, if she bears witness four times by Allah, that he (her husband) is telling a lie. And the fifth (testimony) should be that the Wrath of Allah be upon her if he (her husband) speaks the truth. (Q24: 6 – 9)

In event of the death of either of them afterwards, it is prohibited to inherit each other but the child who happens to be the product of the controversial pregnancy that led to the *li'ān* inherits from his mother only. A *hadīth* of the Prophet (S.A.W) reported by Yahya from Malik which he heard from Urwa ibn Zubayr has it that a child of *li'ān* and a child of fornication cannot inherit their imputed father nor can he inherit them if they die, but the mother can inherit them. (Imām Mālik, 1979)

iv. Illegitimate Child

Product of illegal intercourse between man and woman who are not legally married under Islamic law is regarded as illegitimate child and that there is no legal blood relationship (*Nasab*) between him and his adulterous father, which would give the right of inheritance to such child male or female from their parents. Since there is no such a legal ground, the cause of inheritance does not exist. The Prophet (S.A.W) said regarding illegitimate child:

“The child belongs to one on whose lawful bed it is born, while punishment of stoning is for the adulterer.” (Imām Mālik, 1979)

Therefore, under the Islamic law, an illegitimate child cannot inherit his/her adulterous father in any way; he may only inherit from his mother, from her children, i.e. uterine brothers and from her other relations as a member of the outer family.

Thus, an illegitimate child who is not survived by his own son or son's son will have no agnatic residuary heirs. According to (Abu Zahrah, 198): The Hanbali School, however, holds that the male agnate relations of the mother are to be considered for the purpose of inheritance, as the male agnate relatives (those who take the remainder of the estate) of her illegitimate child. The same principle is applicable to a child of a woman who is separate from her husband through *li'ān*. The child stands as an illegitimate child and his right of inheritance exists only through his mother but not through the imprecator because their relationship has been cut off by the act of *li'ān*. (Coulson, 2002)

The cases of *li'ān* and illegitimate child are the same in Islamic law, where both of them inherit their mother only. The wisdom behind this, in our own view, is that Islam does not punish the child because he is innocent but Islam protects the family from mix up that may arise as a result of *li'ān*, fornication and adultery as well as awarding the right of inheritance to a wrong person.

v. Slavery

Riqq (Slavery) literally means weakness or helplessness in Arabic term. But under the Islamic law, *Raqīq* (slave) is a person who is directly under the control of another. This makes him or her to be legally incapacitated in Islamic Law, for lack of free-will to act as he wishes. A slave and everything he owns belongs to his master. As far as he remains a slave, he will not inherit from his relations and they will not inherit from him. The logic is that if he inherits, whatever he gets belongs to his master and if his relations are to inherit from him, they will actually be inheriting part of the master's estate. (Coulson, 2002)

Therefore, slavery as a bar to inheritance refers to where a person is completely under the control of another (his master) and he is regarded and being treated as a personal property of his master. It is also the unanimous opinion of Muslim jurists that a slave cannot inherit because a slave is regarded as the property of his master. Consequently, whatever he owns or acquires belong to his master. This rule was based on the provision of the Q.16.75

Allah set forth these parables. On the one hand, there is a helpless slave who is controlled, who lacks free-will of anything....”

It should be noted that for the purpose of inheritance, the Muslim jurists have classified slavery into complete and partial slavery.

- a. Complete slavery is where the slave is not wholly or partially freed. This slave himself is a property of his master and can therefore neither inherit nor be inherited by others. The Prophet (S.A.W) said, “A slave will not own even if he owns”.(Coulson, 2002)
- b. Partial slavery, which is classified into three:
 - i. *Mukātabis* a slave who has contracted with his master to pay something agreed upon to buy himself free, and has made a part payment thereof also, he cannot inherit anybody because of the saying of the Prophet (S.A.W) that “The *Mukātabis* a slave as long as a single *dirham* remains unpaid by him”. (Sufi, 2010)
 - ii. *Mudabbaris* a slave who the master declares to be free after his death.
 - iii. *Umm-Waladahis* a slave-girl who bears the master’s child. In Islamic Law, she is to be freed after the death of her master.

These categories are all partial slaves, who during the period of waiting to regain their freedom cannot inherit anybody but they can inherit after the death of their masters. In the above mentioned circumstances, Muslim jurists are unanimous that a slave, whether complete or partial, shall not inherit nor will he be inherited when waiting to regain his freedom.

vi. Emergency Marriage or Marriage by a Dying Person

This refers to a marriage that took place when either the bride or groom is in a state of serious ill- health with a 50:50 percentages of survival and death or the percentage of death is higher than survival. It is viewed as reducing a quantum of share, which the already married wife or wives would have taken in the event of the death of the husband. Therefore, by this, the healthy partner will not inherit from the sick one if he/she dies as a result of that illness. Conversely, the sick partner will not inherit from the healthy one supposing the latter incidentally dies before the former. However, if the sick partner fully recovers, then either of them dies, this rule will not be applied then. (Pindiga, 2006).

vii. Simultaneous Death

When two or more people who are rightful heirs of one another like father and son, husband and wife, etc died at the same time may be by motor accident or under a collapsed building or

In a similar stance, and it is uncertain who died first; they will not inherit from each other. Nevertheless, if it is clear that the husband died before the wife, she will be listed among the surviving heirs of the husband and given her share of his estate. Thereafter, her own inheritors will inherit her estate plus her share of the husband’s estate.(Khalid, .& Najah, 2008)

viii. The Fifth Wife (AL-KHAMISAH)

A situation where a man marries a fifth wife or more is referred to as *khāmisah* in Arabic. This sometimes occurs in some cases of inheritance. Muslim scholars are unanimously agreed that it is not permissible for a man to have more than four wives at a time. This is because of the *hadīth* narrated by Ibn ‘Umar (may Allah be pleased with him) that: “Ghaylān ibn Salamah al-Thaqafī became Muslim and he had ten wives during the *Jāhiliyyah*; they became Muslims along with him, and the Prophet (S.A.W) commanded him to choose four out of them.” (Khalifa, 2007)

It is clear from the above that it is not permissible for a Muslim man to marry a fifth wife. The *Sahābah*, the four Imams and all *‘Ahlu ’s-Sunnah wa ’l-Jamā’ah* agreed, in word and deed, that it is not permissible for a man to have more than four wives at a time, except the Prophet (S.A.W). Ibn Taymiyah quoted ‘Ubaydah al-Salmānī as saying:

The companions of Muhammad (peace and blessings of Allah be upon him) did not agree on anything as much as they agreed that a fifth wife cannot be married. Whoever wants to have more than four wives is going against the Book of Allah and the *Sunnah* of His Messenger Muhammad (S.A.W). (Ibn Taymiyyah, 2009)

If this has taken place, then the marriage contract is invalid, and the followings are the ‘position of the wife and the child according to the jurist:

. There is unanimous agreement among Muslim Scholars that if the person who marries the fifth wife is aware of the Islamic legislation behind his action but he intentionally does it, the action is considered as adultery. In that case, both the wife and the child will not inherit him. However, if the man is totally ignorant of the Islamic legislation behind it and he does it unintentionally, the marriage is still invalid, but in this case, the child will inherit the father will not. (<http://go.microsoft.com/wlink>, 2017).

Conclusion

In conclusion, it should be noted that inheritance as prescribed by the Islamic law comes into operation only when some grounds and conditions exist. These include the essentials that come by reason of three causes *Nasab*(relationship), *Nikāh*(Marriage) and *Wilā’*. There will never be a valid right of inheritance without a person being deceased and there must be properties left by the deceased person capable of being inherited and, of course, there must be *wāarithūn*(Heirs) who inherits the property of the deceased. It also becomes evident from our discussion of the verses of the Glorious Qur’ān on inheritance that women in their capacities as wives and daughters who were denied inheritance during the pre- Islamic period as Qur’anic or primary heirs have rights of inheritance. Wives and daughters of a deceased man in the context of Islamic law are among the proper relatives upon whom the estates of the deceased should first devolve by operation of law. In addition, specific shares of a deceased’s estates are allotted to them in the Glorious Qur’ān

Nevertheless, a situation may arise here an otherwise the woman may lose her right of inheritance either directly through her act or any other attribute like difference of religion or apostasy, or through the acts or omission of her parents through whom she may claim the right of inheritance i.e. by killing the deceased person. The majority of the Islamic jurists agree upo these impediments

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**TERRORISM AND SOCIAL CONFLICT IN THIRD GENERATION NIGERIAN
POETRY: OBARI GOMBA'S *LENGTH OF EYES* AND IFEDIORA OKICHE'S *COSMIC
CYCLE***

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Abstract

The article contends that some third generation Nigerian poetry engages with Nigeria's contemporary problem of terrorism and social conflict. It shows that the third generation Nigerian poetry has not only become a counter-hegemonic discourse against bad Nigerian leadership but it has been used to clamour for change in Nigerian socio-political space. Using Obari Gomba's *Length of Eyes* and Ifediora Okiche's *Cosmic Cycle* as two representative collections of poetry of the third generation Nigerian poetry, emphasis is made on how the poetry has depicted the rate of terrorism and social conflict in Nigerian space. The article analyzes the two poetry collections as response to the level of terrorist activities cum social conflict in Nigeria during these periods. It decries the harm incessant terrorist activities have done to the country. The article concludes that issues of terrorism and social conflict have continued to surface in Nigerian literary space because successive Nigerian governments have not been able to contain the menace by contending with their coprites. **Keywords: Terrorism, conflict, third generation, Nigerian poetry, Gomba, Okiche**

Introduction

Third generation Nigerian poetry has continuously engaged the issues of terrorism and social conflict in Nigeria. This is because Nigerian poetry are not written in isolation. Nigerian poetry is inspired by the environment and the events that occur in the poets' lives. Since terrorism and social conflict have featured more in the Nigerian state, they have become themes in Nigerian

poetry. The themes of violence, Nigerian Civil war, military activities and social conflicts were first introduced in the first and second generation Nigerian poetry. The poetry of the third-generation Nigerian also features these themes but is also able to introduce the theme of terrorism which is a rapidly growing crime during this period. Terrorism, which has been described in the third-generation poetry as an unlawful destruction of lives and properties, has been revealed in the poetry to have led to the death of millions of Nigerians. Most of the terrorist operations are targeted at women and children. One of the reasons for this is that women and children represent the most venerable among the Nigerian populist. In an earlier study by Bruce Hoffman (2006: 43) "Terrorism is ineluctably political in aims and motives". Hence terrorism has contributed to the underdevelopment of Nigeria. The third generation Nigerian poetry has also revealed that part of what often led to terrorism is social conflict. And while explaining social conflict Coser (1956) notes that it can be caused by the "struggle over values and claims to scarce status, power and resources in which the aims of the opponents are to neutralize, injure or eliminate their rivals". Conflicts are bound to occur in the lives of people living in an environment but it becomes bad when it develops into terrorism. The experiences of Nigerians living in Nigeria clearly shows in the poetry of the third generation Nigerian poets that Nigeria's problems are internal and can be solved. De Dreu (2010) postulates that social conflict emerges when individuals and groups depend on one another for valuable outcomes and deprive one another of such valued outcomes through their independent or coordinated actions.

The aim of this study is to show how terrorism and social conflicts have been represented in the latter third-generation Nigerian poetry using Gomba's *The Length of Eyes* and Okiche's *the Cosmic Cycle*. The objective of this article is to show that the increase in the rate of terrorist activities as well as social conflict in Nigeria is as a result of government's negligence and lack of commitment to the Nigerian course. The article is to establish the fact that the reasons for the production of the third-generation Nigerian poetry is to effect change in Nigerian socio-political system through it criticism. The reason behind the choice of the collections is that they are the collections that properly reflect terrorism and socio-conflict in the third-generation Nigerian poetry. While Gomba's *The Length of Eyes* is used by the poet to underscore terrorist activities in the northern part of Nigeria as well as in the Niger Delta, Okiche's *the Cosmic Cycle* focuses on the terrorist activities as well as social conflict in the western part as well as some part of Northern Nigeria. The significance of this article is that it represents Gomba and Okiche's different perceptions to terrorism and social conflicts using their poetry.

Mapping Postcoloniality in the Third Generation Nigerian Poetry

The third-generation Nigerian discourse is rooted in the postcolonial discourse. Postcolonial discourse itself is the critical academic study of the cultural, political, and economic legacy of colonialism and imperialism. It focuses on the impact of human control and exploitation of the colonised people and their lands. More specifically, it is a critical theory that analyses the history, culture, literature and discourse of imperial power. As widely explained by its exponents, the post- in *postcolonial* does not necessarily mean after (as to have the morphological denotation of after-colonial) but is an arbitrary construct which expresses a continuum - nonetheless heavily semantically punctuated by the colonial as it serves as its prime essence. Apart from the simplistic view that postcolonial theory is a body of responses of erstwhile colonised peoples in forms of narratives, treatises, and dialectics to their perennial or protracted colonial experiences; literary critics have conceived the theory in different ways. Their conceptions can be seen as belonging in one of two paradigms: the positive view and the negative view. Lazare Rukundwa and Andries Aarde write: "From an optimistic point of view,

postcolonial theory is a means of defiance by which any exploitative and discriminative practices, regardless of time and space, can be challenged. By contrast, the pessimistic view regards postcolonial theory as ambiguous, ironic, and superstitious" (35). In his optimistic point of view, Niyi Osundare states the activist essence of the theory very explicitly:

[...] an epoch which played a vital role in the institutionalisation and strengthening of the metropole-periphery, center-margin dichotomy. We are talking about a term which brings memories of gunboats and mortal, conquests and dominations, a term whose 'name' and meaning are fraught with the burdens of history and the anxieties of contemporary reality. (42)

Rooted in postcolonial study the third generation which is our major concern in this paper is "widely believed to have been announced by and in the 1988 anthology, *Voices from the Fringe: An ANA Anthology of New Nigerian Poets*, edited by Harry Garuba" (Sule Egya, 426). According to Sule Egya, the poets of the third generation "find themselves engaged, by birth, by circumstances, by comradeship, and most importantly by personal will in a cultural struggle in the sense prescribed by their precursors" (426). In comparison to the writings of the two early generations, the poets of the third generation have been accused of lacking a "clearly defined thematic focus" (Awuzie 82). Nnolim notes that the writings depict "a people adrift, hedonistic, cowed finally by the long incursion of the military in the body politic" (Awuzie, 82).

The poetry of the generation is said to be influenced by the anomalies in the social and political lives of their home countries (see Awuzie, 2011:4). As a trouble filled generation, the third generation has produced more poets than the previous generations. The entire generation has also been described by different scholars in different ways. In contemporary Nigerian literature the generation is referred to as a "wasted generation" (see Awuzie 82) and the generation of "castrated hope" (see Awuzie, 82). Charles Nnolim says it is "another damned generation of loss" (Awuzie, 82). It is further explained as a time when the condition of the country seems to have worsened; a period when the people "do not know whether to remain in the country or to run away from it" (Awuzie 82). At this present time, the generation is faced with both economic and socio-political problems which include unemployment, violence and an increase in marital break-down. This is further captured in Pius Adesanmi's essay entitled "New Tongues: Spy of Nigerian Literature", thus:

With the Nigerian state making the country unsafe even for a generation as young as ours, we had no option but evolve what I will refer to as aesthetic of pain. Consequently, we wrote lyrics of pain, of hopes and dreams tragically atrophied by the Nigerian system. State terror and visionless leadership made pain ubiquitous in Nigeria and our art could not escape it [...] State terror was not the only problem [...] our survival as a generation was continually threatened by poverty. (27)

For this reason, the poets of this time are determined to be as acerbic as possible. They also drive themselves so "hard to discover or create forms of expression that are strong enough to bear the burden of the felt pain, which had been produced by a sense of betrayal and anguish" (AbdulRaheem, 2007). Unlike the previous generations, the third generation which period spans between 1988 and the present (Awuzie, 2019) can be classified into two parts. The first part which represents the early part of the generation contends the military dictatorship and chronicles their activities. This part of the generation falls between 1988 and 1999; a period in

which military oppression is the “dominant condition of production” of the poetry of the third generation and in which the poetry of the third generation played an important “role in the cultural struggle to challenge military despotism” (Egya, 2012). The second part which also represents the later part of the generation concerns itself with the activities of corrupt politicians and the deplorable state of the continent. This part of the generation is between 2000 and the present (Awuzie, 2019) .

The early third generation is concerned with the poetry produced between 1988 and 1999 which represents the period of military dictatorship. The poets of the early third generation have always been using their poetry as means to purge themselves of his emotional burden, regret, and pain. The emotional burden, regret, and pain that the poets purge are the ones caused by the prolonged incursion of military in Nigeria body politics. Hence by engaging in poetic creation, the poets can ease themselves of their emotional tensions and to express, dissolve and resolve repressed antisocial passions of anger, hatred and jealousy caused by the military. This therefore corroborates Soren Kierkegaard representation of one of the attributes of the poet: “a poet is an unhappy being whose heart is torn by secret sufferings, but whose lips are so strangely formed that when the sighs and the cries escape them, they sound like beautiful music” (Sandblom, 1989). It is also important to note that the early third generation Nigerian poet does not just reproduce a particular experience in his poetry; he relies on his separate and different military experiences that have accumulated in his mind over time. So in creating his poetry he is constantly amalgamating disparate personal military experiences which are far removed from that of other people. This may account for the reason the Nigerian society of this generation seems to produce more poets than the Nigerian society of the earlier generations and also the reason the poetry of this generation expresses more pain, more sadness and hopelessness than two earlier generations. Therefore, the poet’s provocative experience which forms one of the sources of the generation’s poetic creation reveals a continuum in the socio-political unrest that has characterized postcolonial Nigerian social and political space for close to five decades, from 1960’s to date, and the gamut of poetry that have continually poured out of the continent since this time. The unrest which started with the successive military dictatorship that lasted for four decades has meandered into a democratic system which has implanted intense ethnic disaffection and mistrust among the Nigerian people as represented in the poetry of the latter third generation.

The latter third generation Nigerian poetry concerns itself with the poetry produce between the year 2000 and today. Among the poets of this time who did not escape the influence of the contemporary social and political condition in their poetry are the poets born between 1980 and 1988. In one of his interviews, Ekwuazi, one of the poets who is known as a major exponents of the latter third generation, had observed that the writers of the generation are committed to peace, not just with themselves but with their environment. To be at peace with themselves, the poet of the generation shows that he is not at peace with what he sees around him. Through this assertion, the poets of this generation can be described as poets of peace and correction. It is helpful to know as much about a poet as possible, if one is to understand what he considers worth saying. Information about the poet means realizing what effect the time in which he lives and the circumstances of his life had on his attitude and interests.

Terrorism and Social Conflict in Gomba and Okiche’s Poetry

As a latter third generation Nigerian poet, Gomba has shown in his poetry that Nigeria is bedeviled by a lot of terrorist activities, making the country inhabitable. In his poem entitled “The Mother of All Bombs,” which is a poem of thirty-four lines and seventeen stanzas of equal length, it is brought to limelight that there is now a proliferation of weapons in some part of

Nigeria, especially the Northern part of the country. The poem is an irony of some sort. The persona in the poem ridicules those he refers to as searching for the mother of all the bombs. These persons in them are assumed to be the politicians. They are represented in the poem as the real terrorists but rather than admit it, they are busy going after smaller terrorists within. The poet persona informs us about them in the first three stanzas in the poem below: “Those in search of the mother of all bombs always miss it/ by many miles in their hunt of nuclear heads in dark/ crevices” (*Eyes*, p. 65). The persona tells us further that they conduct their searches in a vicious circle. It is also laughable because they search for what they have in stockpiles. In the next eight stanzas of the poem, the persona reveals to us in a subtle way the real owners of the “mother of all bombs”. The poet speaker notes that “It is the same sleight/by which heinous crimes/are launched in the name of God or Allah, /or in other names/by which man calls Divinity” (*Eyes*, p. 66). The fact that most terrorism/terrorist acts tend to hide under the umbrella of religion to unleash terror on humans is bemoaned in the poem. The negative multiplying effect of terrorism in Nigeria is a major militating factor that continues to hinder her growth and development.

Gomba’s “On the UN Building in Abuja”, reflects on the traumatic experience of people when the UN building was boomed on Friday 26th August in 2011. The ugly incident left scores of people dead and many wounded. The building was boomed by detonating a car loaded with explosives in it. The poet speaker laments over the senseless killing of humans and the destruction of properties worth millions of naira. The poem which is about eleven lines tells us more about the incident thus: “Pray for the raw soul of Abuja Where the old/ dragon sits over the Ministry of Rage, and he has/ belched the sulphur. The tongue of fire is raised to/ the Common Roof. Brimstone and fire! Another/ cycle of deaths has come upon us all. Pray!” (*Eyes*, p. 86). It is indeed unfortunate that despite the fight against terrorism by the Nigerian government over the last five years and beyond, terrorist activities still wax stronger. In the poem entitled “The Spokesperson Speaks of Bombers” the persona ridicules the spokesperson. He/she is expected to address the insecurity challenges in Nigeria. The spokesperson is referred to in the poem as the “Security Chief” who does not seem to have taken proactive measures against the terrorists in order to end the violence and activities of terrorists in the country. The poet speaker bemoans the state of insecurity by saying that “Under the constant hail/of bombs, /the Security Chief speaks with a slick voice. He says the “Boys are the local ghost of Geronimo/who have risen /from a nameless sea”. The persona makes use of historical allusion to “Geronimo” who according to Wikipedia “was a prominent leader and medicine man from the Bedonkohe band of the Apache people” (n.p). It is indeed ridiculous that the Security Chief speaks in a “slick voice” in a situation where terrorists are on rampage destroying lives and properties of Nigerians. The persona concludes the poem by saying that “But we fear that the Man/on top of us/is strung up in deep water.” (*Eyes*, p. 87).

Gomba’s “A Bomber at Christmas” illuminates the fate of many Christians who might have died because of a bomb blast. It is indeed ironic that Christmas which is festive period for many Christians worldwide would have been a day of weeping and mourning for people who would have lost loved ones in the hands of terrorists. The poem is embellished with lots of figurative expressions captured in the thirty-five lines poetry of Gomba. The persona contemplates the events and what might have led the “boy” to embark on a failed killing spray. The poet speaker asks a rhetorical question in the lines below:

They say he is a spider, trapped in the web, this
bright boy with a Diamond Spoon? What grouse has
pushed the high-class boy against the States and

why has he declared the country a killing-field?
(*Eyes*, p. 94)

The persona's questions in the lines above are thought provoking. The poet speaker makes use of a hyperbolic statement when referring to the terrorist (suicide bomber) as a boy with a "Diamond Spoon". The symbol of the diamond spoon in the lines above means wealth or affluence. It is unfortunate that the young boy whose parents are wealthy took to terrorism against the United States of America. The poem is embellished with various metaphoric expressions to portray the "bright boy" in very negative manner. The persona laments that the boy has been brainwashed possibly by Islamic clerics. "Who is that man/of the beards and the book/that has blinded the boy/ to limits in his crusade of hate? /Does his master care for/a moment that there may be/ other Allah's children on an infidel plane?" (*Eyes*, p. 94). The persona questions the power Islamic clerics have over their congregation. It is disheartening to also note that many terrorists are hoaxed to accept whatever the Islamic cleric tells them or instructs them to do. The persona also ponders by asking again "Why should the boy/with a Diamond Spoon end up /a failed bomber at Christmas?" (*Eyes*, p.95). The rhetorical question is yet to be answered and may never be answered.

Religious extremism is one of the major factors that snowball into various forms of terrorism particularly in Nigeria and probably in other parts of Africa. Terrorists in the North have made it their mantra to kill infidels and people who do not agree with the tenets of Islamic religion. Gomba shows through his poetry in *Length of Eyes* that terrorism and religion especially in the Northern part of Nigeria are like twins joined together at birth. The poem "May Allah Punish the Danes" captures the activities of blood thirsty terrorists who hide under the umbrella of religion to perpetuate all forms of evil on Nigerians and Christians in particular. Gomba captures incidents of terrorism and other forms of social conflict through his poetry collection *Length of Eyes* in a very captivating way. If the bomber at Christmas succeeded in detonating the bomb, there would have been lots of casualties, lots of lives and properties would have been lost. The government needs to step up to the security challenges in Nigeria to checkmate the activities of terrorists across the country. Although the meaning of Dane is a person or native of Denmark, in the context which it is used in the poem connotes or represents Christians. The last three stanzas in the poem capture the major thematic concerns of the poem which is revolved around terrorism in Northern Nigeria. Thus: "But- say why a bloody Danish joke raises a killing army on the streets of /my country? This must be our homegrown versions: kill yanmiri kill all/ yanmiri kill them" (*Eyes*, p. 91). Many terrorists in Northern Nigeria are religious fanatics who taste for the innocent blood of helpless Christians. In the notes of Gomba's *Length of Eyes*, he states that the word Yanmirin is "a derogatory term used by the Hausa in referring to the Igbo and the minorities of the defunct Eastern Region of Nigeria, later extended to non-Muslims in general" (p. 111). Many terrorists hide under the umbrella of religion to perpetuate forms of terrorism, Nigeria is ranked as one of the countries with a high rate of terrorist activities championed by Boko Haram and other terrorist groups. The conflicts in the poem above could be classified as both social, and religious laced with terrorism.

In Ifediora Okiche's *Cosmic Cycle* terrorist activities are also documented. The first poem in the collection entitled "Miscarriage" depicts a failed Nigerian dream. The kind of nation that the persona wants is not what is before him. The persona informs us that terrorism in Nigeria is a product of hunger, frustration, and poverty. In a country like Nigeria that is class stratified, the gap between the rich and poor is so wide that the poor are up in arms against the ruling rich class. There is a high poverty rate in Nigeria now that both the rich and poor are in a constant battle over the national cake. In Okiche's poem titled "The Battle of Cakes" the persona

laments the level of poverty in Nigeria. In the third stanza of the poem, the persona informs us that terrorism start "... from the stomach [...]" after which "The earth is bathed with blood/" (p. 31). "Cake" is symbolic in the poem. It symbolizes wealth, money, food, and other material things of life while the rich seem to hold on to the cake. The poor battle for cakes in order to stay alive. The poor fight their oppressors in futility. The poem tells us that when some terrorists were caught in the Northern part of Nigeria. It was realized that they were predominantly poor and hungry people. In the first nine lines of the poem, the persona compares terrorists in Nigeria to wolves that enjoy killing. When terrorists strike, the blood bank is opened and souls' litter like weed. Okiche's poem entitled "Police Force" illuminates on social conflict. Particularly on the conflict that ensued between the Nigerian police and six persons that were killed on the 7th of June 2005 in Abuja the capital of Nigeria. The ugly incident occurred late in the Night. It was unfortunate that many years after the death of the six persons, the Nigerian government was unable to find their killers. Their lives were cut short in their prime. The six persons got killed as a result of the argument between them and the police. Nigerian government has tried to rebrand the Nigerian police. The effort according poem has not yielded the desired results as some officers in the Nigerian police have continued to kill, brutalized, and victimize citizens of Nigeria. In response to this, Temitope Francis Abiodun (2020: 50) posits:

Unlawful or extrajudicial killings, as it implies refers to killings outside the dictates of the law and the recent upsurge in the menace, torture, degrading and inhumane treatment of citizens in the society by the officers of the Special Anti-Robbery Squad (SARS) reveals a need for the appraisal of the criminal justice system to prevent judicial usurpation and a lack of reverence for constituted authority which could result in the complete breakdown of law and order.

It is very unfortunate that the police who are meant to protect lives and properties are the ones killing and destroying them. The slogan "Police is your friend" does not seem to hold water as Nigerians and police continue to engage in one form of social conflict or another regularly. As a result of this there is no trust between the people and the officers of the Nigerian police. It will take a lot of restructuring on the path of the government to make Nigerians regain confidence in the Nigerian police. Part of this structuring may include training and restraining of officers and paying them adequate salary that is enough to take care of them and their families. When a group of people are suffering amid plenty, they become angry and may challenge constituted authority in the demand for justice. "Time Bomb" is indeed a clarion call to the government of Nigeria to resolving forms of social conflict in Nigeria in order to avert civil unrest in the country. The tone and mood of the persona in the poem is one filled with worry, soberness, and bitterness over the situation of things in Nigeria. It is therefore the responsibility of the federal government of Nigeria to ensuring that they provide, job, infrastructures and other amenities that will help life and improve the standard of living of the people of Nigeria (Nwosu and Adeshina, 2021, 15p).

In Okiche's poem titled "They Devoured a Prey" the persona captures events that lead to the killing of a corrupt government official. The predominant poor are aggrieved over the stealing of money meant for them. They decide to vent their anger and frustration on a corrupt government official. In different parts of Nigeria, there is a constant battle and social conflict between those who are preserved as stealing public funds meant to reduce the suffering of the citizens. Jungle justice is common in parts of Nigeria irrespective of the Nigerian law that forbids citizens taking laws into their hands. Religious intolerance brings about some forms of

extremism which will eventually lead to conflict. In Nigeria, the Northern part of Nigeria is predominately Muslims while the Southern part of Nigeria is majorly dominated by Christian. Some religious extremists in Northern Nigeria are either members of the dreaded Boko Haram or affiliate with them. Okiche's "Religious Intolerance" is not difficult to comprehend in the lines. Forms of social conflict in Nigeria bring about instability and the breakdown of law and order especially in a multi-ethnic and religious country like Nigeria. Religious intolerance breeds religious fanatics which if not checkmated could lead to terrorism. One of the agenda of the Boko Haram terrorist group is to Islamize parts of Nigeria and if possible, the whole of Nigeria. They are of the view that they are fighting God's battle, although it is ironic for man to be fighting God's battle since the "battle belongs to God". Social/religious conflict should be taught in schools, churches, and mosques across the nation. Islamic clerics should avoid indoctrinating her congregation in the various mosques across the country. The high level of illiteracy is also a major factor that has contributed to the increase of religious intolerance to have drastically increased forms of social conflict in Nigeria.

God created man equal, but some humans feel that they are "more equal than others", forms of inequality has led to social conflicts in parts of the nation. Okiche's poem titled "Inequality among men" examines factors that bring about inequality in parts of Nigeria. The one stanza poem of twelve lines below illuminates tenets of social inequality. The above poem indicates the level of social conflict in the nation which is as a result of the inequality among men. The government of Nigeria should ensure that they bridge the gap through provoking job opportunities and social amenities in the country. "Blind Fans" is a poem that examines forms of social conflict between political fans in Nigeria. Okiche's poem "Blind Fans" is topical as election will soon commence in parts of Nigeria next year to elect politicians in various positions. The social conflict in the poem is between the voters, their representatives and blind fans are lured with money. "Vexation caused by blind fans/As they trample upon infant maize/Dangerous like the viper's poison/Who deceive blind fans/ With materialism and the root of all evil" (*Cycle*, p. 80). "The love of money is the root of all evil" is so true as blind fans who are political thugs are ready to do anything and everything possible to ensuring that their candidate in an election win at all cost. They stop at nothing to achieve their desires even if it means trampling upon infant maize. The maize in the context which it is used in the poem is the downtrodden in the society who appear to be helpless. The blind fans would stop at nothing to ensuring that the help their candidates win an election even if it means rigging the election in favour of their candidate. These events in the poems breed all forms of social conflict in the society.

Conclusion

Gomba and Okiche's different collections of poems have shown that the period in which they were produced is marked by terrorism, chaos, and political turmoil. As a group of writers who are determined to correct the wrongs in Nigerian socio cum political space, the poets of the third generation both recorded and reflected the socio-political and historical conflicts that characterized the nation at this time-space. Therefore a close reading of the poetry of the period reveals that successive Nigerian governments have been unpatrotic. More importantly, The poetry of the generation has shown that Nigerian politicians care more about themselves than they are interested in the wellbeing of the nation. This is why the two collections of poetry have not only focused on the issues of terrorism in the nation but have also addressed the obnoxious activities of Nigerian politicians. The reason for this is that for any nation to thrive, the politicians must be patrotic. Most developed countries of the world are developed because of the

caliber of politicians they had. If the politicians in those countries had been extremely corrupt, the countries would not have achieved the level of development and growth they enjoy. Nigerian politicians are not only corrupt, they see themselves as citizens of their different small tribes first before as Nigerians. This is the reason they see the fact that they are hold national positions as opportunities to embezzle and siphon national funds to private purse - formerly for the benefit of their tribe's people and presently for entirely private purposes rather than enact laws that will help fight crime or even empower the law enforcement agent to combat terrorism and fight crime in the country. Seeing what the nation has degenerated into, the poets of the generation have began to challenge the statusquo. In his reaction to the level of unpatrotism among Nigerian politicians, Niyi Osundare was quoted to had said that Nigeria during this time-space is not yet a human society (see Awuzie, 2019: 89). Hence, it is in the hands of the poets to fight for the course to make the society better and to chart a better future for the nation.

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POVERTY, INSECURITY AND SUSTAINABLE DEVELOPMENT GOALS AGENDA 2030: ROLE OF EDUCATION

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Abstract

Poverty and insecurity of all forms are recognised to be two overriding socio-economic problems ravaging most countries worldwide especially sub-Saharan Africa. The region is identified to be more prone to poverty, insecurity and a high rate of illiteracy. To meet basic needs of life such as good health, wealth creation, and reduction of insecurity, quality education must be emphasized. Despite Africans' efforts to increase their literacy level, the level of insecurity and poverty remain among the major problems Africans are faced with. Today, one in three Africans, live below the global poverty line of 1.90US dollar per day. Thereby representing 70 per cent of the world's poorest people. Pathetically, extreme poverty and insecurity which has damaging effects on the livelihood of Africans are being argued to be associated with a poor level of quality education. To investigate the role of education as a panacea to poverty and insecurity in Africa, the study used historical data on literacy, poverty and insecurity which were drawn from four sub-Saharan African countries (Nigeria, Kenya, Gambia and Ghana). This study adopted a descriptive approach using trend analysis. The findings revealed that education is necessary but insufficient to alleviate poverty and insecurity in Africa. Given the findings, the study recommends among others; quality education and entrepreneurial and technical skills are vigorously pursued since not just education but quality education matters to achieve poverty and insecurity reduction.

Keywords: Poverty, Insecurity, Quality Education, Socioeconomic problems

INTRODUCTION

The sustainable development agenda is a global agenda with 17 key areas and objectives which are besieged to be realized on or before the year 2030 by most countries in the world. This agenda requires integration among countries and independent efforts of countries to contribute their quota to ensure these goals are met. Sustainable development goals (SDGs) centred on the promotion of a healthy environment, vibrant economy and well-being of the society. Therefore, the emphasis to achieve the present needs of society without jeopardizing the effort of actualizing the future needs of society is characterized as the major objective of SDGs. Poverty and insecurity (peaceful environment) are regarded as the two components of the 17 key areas objectives of SDG which are fundamental to every economy as measuring indexes of the well-

being of an economy. The aforementioned components are prevalent economic problems that necessitate formidable policy measures to tackle to address their obnoxious negative consequences. Poverty and insecurity are the most disturbing socio-economic problems confronting nearly all communities and societies around the globe. These twins' socio-economic sinister are more prevalent in the developing economies than the developed economies gave their levels of economic growth and development which engendered them to combat poverty and insecurity with ease.

Therefore, reducing poverty among the populace and bringing about a relatively secure environment for economic, social and ideal politics to thrive remain among the sustainable development goals agenda driven by the United Nations (UN). Given this, all countries are expected to fathom out policy measures to actualise their respective choosing goals. Poverty which is regarded as one of the socio-economic problems is a situation whereby individuals in a given society cannot afford the means of livelihood to cater for their basic needs like food, housing, clothing, basic education and health. Though, to many, poverty is relative depending on the environment and society of the individuals. Despite the variability of society, a situation where an individual could not afford the basic needs of life is termed poverty. Eradicating poverty among individuals has been a major concern to both developed and developing countries most especially sub-Saharan Africans whose characteristics are synonymous with poverty.

UN (2011) refers to poverty as a situation that involves the denial of choices and opportunities, a violation of human dignity, lack of basic capacity to participate effectively in society, lack of adequate food to feed, and not having school and clinic to attend. Poverty is also perceived as insecurity, living in a marginal or fragile environment without access to clean water and sanitation. However, to understand the facets of poverty, Wolff (2021) classified Poverty into different groups including situational, generational, absolute, relative, urban and rural poverty which required varied approaches to fight.

Therefore, it becomes a widespread perception that to eradicate poverty and insecurity in all its forms and dimensions, education has been discovered to play a formidable role and indispensable requirement for achieving sustainable development (Nevin, 2008). No wonder millions of job seekers are subjected to the risk of being unemployed in the face of changing job requirements where automation and sciences dominate. This led to the emphasis on the inclusion of basic and quality education as a policy mix to actualise the global goals of sustainable development (UNESCO, 2016). Nevin, (2008) perceived education as a tool for promoting and developing knowledge, skills, understanding, values and actions that are required to create a sustainable development that guaranty the conservation and protection of the environment, and advances social equity and economic sustainability. The significance of education has been stressed by Mandela (2003), who opined that education is the most powerful weapon which you can use to change the world.

Franklin (and) said, "Only one thing that proves to be more expensive than education is ignorance".

Kofi Annan (undated), "literacy is the heart of sustainable development".

Besides, insecurity is another socio-problem confronting almost every society, community, state or country to various degrees. It is referred to as a situation whereby an individual or the whole of the society is feeling inadequate and uncertain about himself/herself or the country itself owing to the apprehension characterized by the environment they are living. People feel they are not secure based on the perceptions they have about themselves such as lack of confidence, self-worth, uncertainty about themselves, lack of employment, lack of food to eat in the next hour or

days ahead and so on. This puts many into a state of being unsecured. Therefore, the Cambridge dictionary defines insecurity as, “a feeling of lacking confidence and not being sure of one’s abilities or of whether people like you”.

To Achumba, Ighomereho, and Akpor (2013), insecurity is regarded as an absence of protection or safety. Insecurity is of diverse forms which can be perceived to include environmental insecurity, food insecurity, health insecurity, and human insecurity. It is a common notion that relative or total security can be achieved through basic and quality education. Beland (2007) described insecurity as a state of fear or anxiety stemming from concrete or alleged lack of protection. From the perception of the young, insecurity was classified into three groups which include personal emotion insecurity, social interaction insecurity and insecurity related to external realities (Vornanen, Torronen, & Niemela, 2009).

Given this understanding of the meaning of insecurity, it is clear that everyone in society is vulnerable to insecurity either through an inner circle which is from oneself, a social circle resulting from social interaction within the local setting and the outer circle which deals with the global threats. Therefore, indicating that there are different dimensions of insecurity just like different dimensions of poverty which education is contentiously alleged to be a panacea. To many, education is a necessary but not a sufficient condition to lift one or society from poverty. This is true, to a great extent, especially in developing countries where you have to acquire the highest educational certificate like a doctor of philosophy (PhD) before you could be considered in often time to lecture at the university. This is persistently keeping many who are desirous to lecture out-of-job and ageing along with financial responsibilities without a job thereby worsening their level of poverty and vulnerability to the insecurity of the inner circle. Nigeria is not left out of this inner circle and local insecurity relating to job placement of PhD holders who their common highest level of placement is lecturer II with a meagre salary after several years of study. With this, it becomes difficult to come to accumulate funds for investment to evade poverty. Though, the academic environment is one while other major sectors both public and private are not left out from this insecurity of salary or wage slavery that constitutes a major impediment for people to be lifted from the cycle of poverty.

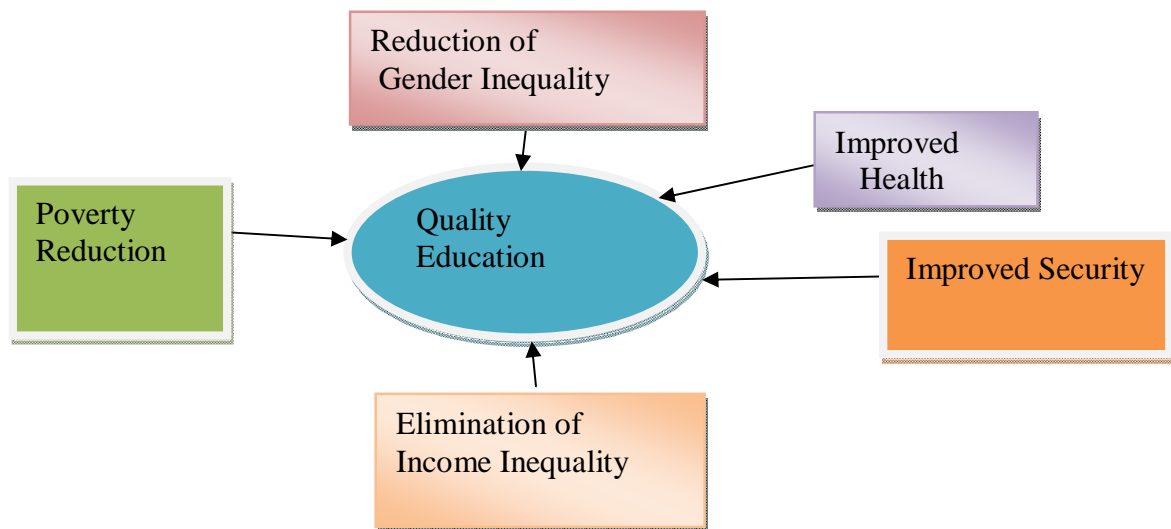
The underlying distressing question of this study is, does quality education but not just education a panacea to alleviating poverty and insecurity as two dominant socio-economic problems confronting the global communities and economic growth? This study seeks to address this question by exploring various guided theories, empirical issues and historical data on the role of education in achieving a reduction in poverty and insecurity.

The study is structured into five sections which include an introduction that describes the background of the study. The literature review section deals with conceptual, theoretical, and empirical reviews and the gap identified. In the methodology section, the methods used in carrying out the study are discussed. Section four results and discussion of findings are made while section five deals with the conclusion arrived in the study.

LITERATURE REVIEW

Conceptual Framework

Concept of Education as Elated Potent Tool for Sustainable Development



Author's Conceptual framework, 2022.

The framework shows that quality education is a nucleus on which socio-economic variables like poverty, insecurity gender inequality, income inequality and improved health can be attained.

Therefore, can quality education as a policy thrust capable of ending poverty and promoting a secure environment in which sustainable development thrives among global communities?

GUIDED THEORIES

Three fundamental sociological theories are identified to have depicted the role education has played in influencing the growth and development of society, their interactions, cognitive, affection and acceptance into and interact with themselves, the environment and society in general. This thereby, brings to their knowledge, their various rights, and needs for peace or security and undertaking meaningful and quality learning to alleviate or prevent poverty in their midst.

Therefore, to elaborate on the roles of education in promoting the political and economic needs of people, the three dominant sociological theories of education are emphasised which are:

- 1 i. The functionalist theory
- 2 ii. The conflict theory, and
- 3 iii. The symbolic interactionist theory.

The Functionalist Theory

This theory professed education as a means of conveying knowledge and skills to the next generation. Durkheim (1898) acknowledged education as the transmission of core values and social control, socializing people, instilling competitive and patriotic tendencies in the learner, enables the sorting of capable individuals to be placed in the most important occupation and networking in society. Thompson (2015) in an evaluation of the four functional areas of education pointed out by Durkheim (1972) suggests that there seems to be a link between education and economic growth as education enabled the creation of social solidarity, the teaching of skills necessary for work, teaching core values and role allocation and meritocracy.

Though, the functionalist theory was criticized by the Marxists on the ground of meritocracy of education. The Marxists opined that education is individualistic rather than solidarity and that private schools benefit only the wealthy. The private school teachers according to the Marxists, inflate their students' grades more than the public school then masking the trans-missive role of education of young people whose conduct and the standard is examined and measured by their performance in the examination. If this happens, the meritocratic principles become distorted and reduce the role of education as a promoter of societal development and economic growth.

The Conflict Theory

Conflict theory regards education as a powerful means that create two social strata (power structures and the docile workforce) in society. To the theorist, the docile work-forces are created for capitalism. Therefore, it views social and economic institutions as tools for the struggle among groups to maintain inequality and dominance of the ruling class. This theory is contrary to the belief of functionalists that industrial societies provide equality of opportunity which is to the conflict theory as emphasized by Bowles and Gintis(1976) "education produces a passive and obedient workforce who cannot bargain for better pay due to surplus production of skilled professionals. Since the education system increases the gap between classes and tries to maintain the existing class system, children of the wealthy and powerful find it easy to obtain high qualifications some of which they do not put into practice but for mere prestige. For instance, due to the gap between the wealthy and the poor, children of the rich find to obtain medical degrees without meritocracy while the poor cannot because the social system has placed them so irrespective of their abilities and inabilities. By this, Bowles and Gintis discard the notion that capitalist societies are meritocratic and that class background is the most critical factor that determines levels of attainment. Although, John Dewey, one of the proponents of the liberal view of education opined that education will help individuals to develop the full potential that will enable them to function and think critically about the world around them. There is no denying the fact that education perpetuates inequality (social, income, gender, education) in society (Ballantine & Hammack, 2012).

Symbolic interactionist theory

Symbolic interactionist theory was conceived by George Hebert Mead & Charles Horton Cooley. It seeks to understand human interactions among people and society at large. It dwells on the perceptions and reactions of individuals about the world surrounding them. These things around them are symbols which inform their actions and interactions that shape their behaviour. However, some educational problems find their root in social interaction and expectation due to the great influences associated with interaction among the young. Though, symbolic interactionism played a vital role in understanding poverty because poverty itself is regarded as a condition of deprivation due to economic circumstances. Therefore, if one is labelled poor academically or socially it will affect the psyche of the individual which whom lives to. This normally influences pupils in their play groups and academic outcomes.

EMPIRICAL REVIEW

Pathways through which education influences Poverty

To investigate the impacts of education on poverty, Giovetti(2022) outlines pathways through which education could positively reduce poverty in midst of many. Giovetti citing a study published in 2021 by Stanford University and Munich's Ludwig Maximilian University, discovered that education led to about 75% growth in the gross domestic product through the

increase in mathematics and science skills acquisition around the world. Similar reports from the Oxfam study recognised universal quality education as a potent tool that can fight inequality as one of the causes that fuel the cycle of poverty among gender (Giovetti, 2022). Among other areas mentioned, through which education can fight poverty are; reduction of maternal and infant mortality rates by increasing a girl child education, reduction of malnutrition among children, reducing the vulnerability to HIV/AIDS, reduction in vulnerability to natural disasters and climate change, violence at home and communities are all reduced through education (Giovetti, 2022). To contextualise the role of education in promoting economic growth and development to reduce poverty, Omoniyi (2013) employed theoretical perceptions and discovered that education is indispensable to economic development and poverty eradication most especially at the micro level where income and productivity can be easily noticed. Mihai, Titan and Minea (2015) investigated the nexus between education and poverty in Romania using an education index like the global index of cognitive skills and educational attainment to show the influence of education on poverty. Their study revealed that the program for international student assessment (PISA) placed Romania among countries with low performance in the three areas of analysis in 2006. Their study also documented that both at national and global scales, education and welfare levels are correlated.

To justify the role of education in alleviating poverty, Chaudry, Malik, Hassan and Farid (2010) carried out a study in Pakistan using time series data on the education variables (Primary school enrolment rate, middle school enrolment rate, university enrolment rate) and macroeconomic indexes like growth, Inflation, openness and social indicator (headcount poverty index) as the independent variable to measure poverty. Their study's findings from autoregressive estimates indicate that the incidence of poverty prevailing in Pakistan is significantly influenced by a high level of education. Also reached in their study is that acquiring only basic reading and writing skills is not so much important to lifting one from the cycle of poverty as higher education confers on one the sophisticated knowledge to operate in both sectors of the economy. Again, other macroeconomic factors like inflation, openness and past level of poverty are documented in their study to have a significant influence on poverty reduction.

In another recent study, Shi and Qamruzzaman (2022) examined the role of education through financial inclusion in alleviating poverty in low-income and low-middle-income countries using various econometric tools. In their study, a long-run association between education, financial inclusion and poverty was noticed from the panel cointegration test as over time government investment in education negatively influences poverty. It was also documented that the inclusion of the population into the former financial system where they have opportunities to earn means of livelihood enhanced their living standard thereby reducing poverty among them. To provide evidence for the argument that educated people have more economic prospect than non-educated people, Carm, Mageli, Berryman and Smith (2003) explored various literature and discovered that education is not a sufficient condition to lift one from poverty but even widen the scope of inequality and social strata as supported by the view of Reimers (2000). This is in line with conflict theory which perceived education as a tool for class creation and inequality. Though, Mendez (2020) declared that proper education will help to end poverty by giving several channels through which education can work to lift people from extreme poverty.

This assertion that Education is a veritable tool that is capable of lifting people from extreme poverty is evidenced by a study conducted by UNESCO (2016) that documented about 171 million people can be redeemed from poverty if everyone in school is left at a basic reading

level. Kulild(2014) acknowledged that an increase in access to education can contribute to poverty reduction and an increase in economic growth. Though, Kullid advocates quality education, learning and teachers. In addition to quality education, strengthening the frontier of learning into entrepreneurship and business management encourages young people to develop their businesses. Through this relevant, vocational and technical training become very important (Kullid,2014)

Insecurity and Education

To Nevin (2008), basic education is required to create a sustainable development that guaranty the conservation and protection of the environment, and advances social equity and economic sustainability. Abulencia(2022) linked poverty and insecurity to a lack of education and emphasised quality education to achieve sustainable development. Studies that examine the causality from education to insecurity are limited but much on insecurity as a causative factor. However, the study of Is'haq, Aisha and Zainab (2019) investigated the nexus between education and insecurity using data from the survey method to elicit the perceptions of respondents. Their study revealed from their descriptive analysis that ineffective or lack of education is responsible for insecurity in Nigeria. A related study on the impact of illiteracy submitted that individuals with a low level of literacy are faced with myriads of problems like low self-esteem and a higher level of crime (World Literacy Foundation,2018).

Investigating how Nigeria can achieve national security through education, Omoreje, Egbule and Emuebie(2020) contextually analysed the significance of education and the weight of budgetary to insecurity and documented that quality education is capable of reducing national insecurity in Nigeria. Ibiro(2022) believes that investing in education would not only promote quality education but also reduce the wave of insecurity in Nigeria. Given this, he advised the Nigerian government to increase its funding to education to put an end to banditry, terrorism and food insecurity in Nigeria. Uchenna and Emmanuel (2019) in the quest to determine the role of education in combating insecurity undertook a study, “combating insecurity via technical and vocation educational training (TVET) to shape the future for sustainable development in Nigeria”. Their study used the survey method to elicit perceptions of some stakeholders like the police personnel, army, teachers and entrepreneurs and analysed using descriptive statistics and discovered that education especially technical and vocational educational training.

IDENTIFIED GAP

In an attempt to investigate the place of education in alleviating poverty and insecurity, it was revealed a mixed perception of education as a fundamental social index to reducing poverty and insecurity from both the sociological theories of education and empirical literature. Despite the convergence views of the proponents of both functional, conflict and symbolic interaction theory who perceived education as a means through which individuals can be transformed to fit the world around them, there is still a divergence of views documented by the conflict theory that education creates a class in the society that makes one group to be superior to another group. To reconcile these views, it was discovered in the knowledge of the researchers that most studies focused on uni-directional causation from poverty to education on one and insecurity to education and the other with only a few(Omoreje, Egbule and Emuebie(2020), Ibiro(2022), and, Uchenna and Emmanuel (2019)) investigated the role of education in reducing poverty. Therefore, to bridge the gap and enrich literature that dwells on the role of education in

alleviating poverty and insecurity in African countries, this study embarks on investigating whether education plays a formidable role in addressing poverty and insecurity in Africa.

METHODS AND MATERIALS

To investigate how much education has achieved in alleviating insecurity and poverty, the study adopts a descriptive method, using trend analysis to illustrate the nexus between poverty, insecurity, and education among selected countries in Africa. Literacy, poverty and insecurity data were gathered from World Bank macro-trend indicators and presented using a line graph for respective countries chosen from Africa to demonstrate the levels to which Africans have had a share from these variables of interest (insecurity, poverty and literacy).

Theoretical Framework

This study investigated the fundamental role of education to reducing insecurity and poverty. The three dominant sociological theories of education which include functionalist, conflict and symbolic interactionist were reviewed. Though, despite the three theories aided the actualization of the objective of the study, this study is anchored on the conflict theory as it revealed how education contributed to increasing literacy rate on one hand and creating two classes(power structures and docile workforce) in the society on the other. This provides a framework for the study to determine the extent to which education could reduce poverty and insecurity as the two fundamental objectives most societies are longing to achieve.

RESULTS AND DISCUSSIONS

The results and discussion of the trend analysis of the relationship between literacy, poverty and insecurity among selected African countries are discussed in this section to detect the movement between literacy rate and poverty on one hand and literacy level and insecurity on the other.

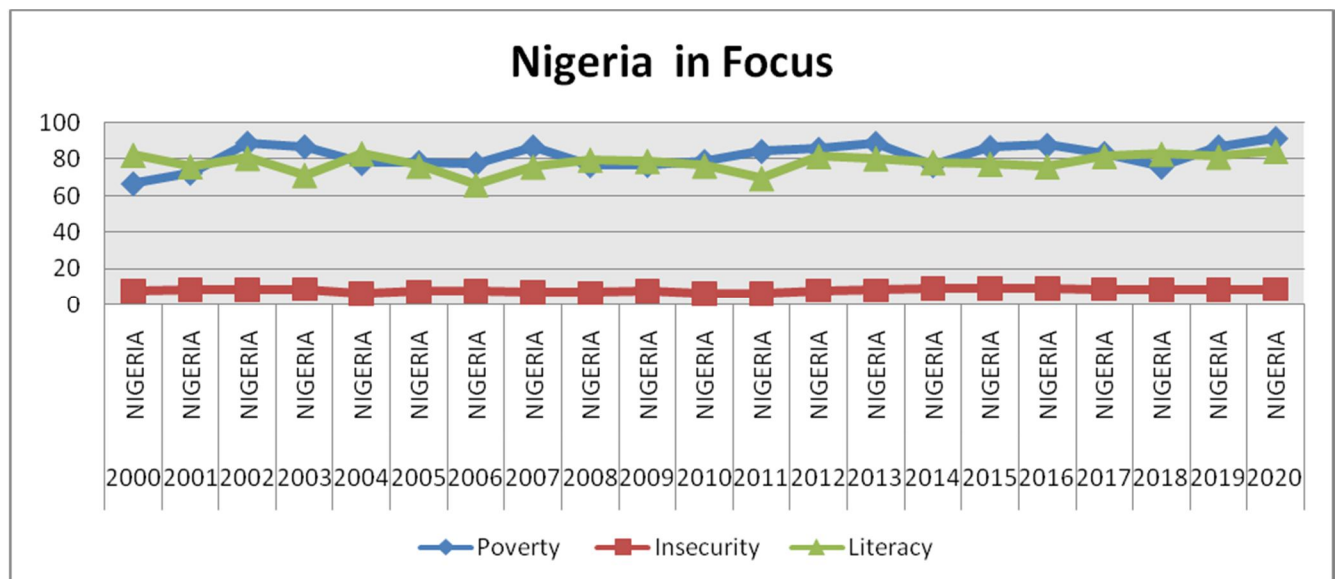


Figure 1. Line graph showing poverty, insecurity and Literacy trend in Nigeria.

It was observed from figure 1 that poverty and literacy are relatively very high in Nigeria. In the twenty-one-year period (2000 to 2020) under review, the poverty level was noticed to be at a lower level than the level of literacy rate (66.8%, 72.6%, 77.8%, 76.3%, 75.8% and 86.9%) only in seven years (2000, to 2001, 2004, 2009, 2018 and 2019) from among the twenty-one (21) years under consideration. This implies a high level of prevalence of poverty among Nigerians despite the extent to which literacy is competing to force down the level of poverty. The potency of literacy as a measure to lift people out of poverty is undermined in Nigeria setting. Therefore, informing a notion of literacy as a necessary but not sufficient condition for reducing poverty. Mind burling and imperative questions were revealed by the documented relationship between education (literacy) and poverty in this study. Among which are: how soon can we realise the objective of reducing poverty among Nigerians through the existing system of education in Nigeria? Secondly, what kind of education could at best suitable for reducing poverty and insecurity in Nigeria?

Though, the level of insecurity was found to be less than 10% for the period 2000 to 2020. The country observed a maximum rate of insecurity in 2015 when the rate of insecurity rose to 9.3% and witnessed a minimum rate (6.13%) of insecurity in 2011. Before this period (2011), the Insecurity rate in the year 2000 stood at 7.8% and relatively rose to 8.52% in 2001 and reduced marginally by 0.22% to attain 8.3% in 2002. It was sparked in 2003 by 0.6 to arrive at 8.9% and was followed by a significant reduction of 2.5% in 2004 to reach 6.4%. A relative security trend of 8.6%, 8.3% and 8.7% was observed in the year 2018, 2019 and 2020 respectively. It is noteworthy that the literacy rate or the number of persons that attained some level of education does not account for the reduction of insecurity in Nigeria as pointed out in the study. This can glean from the periods (2011) and (2015) when insecurity was minimum (6.13), a 69.6% literacy rate was achieved which was next to the lowest educational attainment or literacy rate (66.2%) in 2006. To confirm further the relationship between literacy rate and insecurity the period at which insecurity was at its peak was compared to the level of literacy rate. It was discovered that when the literacy rate was 77.36% in the year 2015 insecurity rate was 9.3% to attain the peak.

This study recognised education which is a basic literacy rate as a necessary condition but not a sufficient condition that warrants a reduction in the growth of poverty and insecurity of human lives and property in Nigeria. Therefore, signifying the redirection and intensifying efforts to focus on policy thrust that promotes all sorts of entrepreneurial educational skills and high levels of literacy to alleviate poverty. Other factors ranging from moral, psychological, administrative styles and structural changes could account more for alleviating poverty and insecurity of all forms.

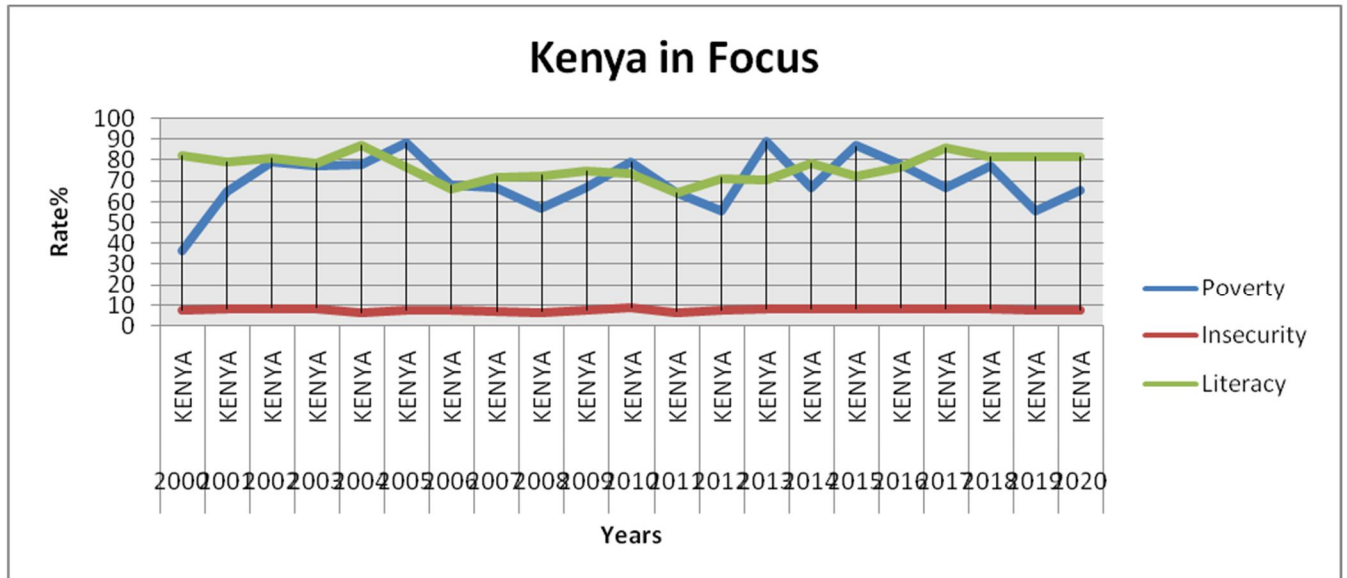


Figure 2. literacy, insecurity and poverty trend in Kenya

To compare the socio-economic indexes among African countries, it was observed that in Kenya the literacy rate (that is basic education) such as reading and writing skills attained its peak at 87.5% in 2013 with a corresponding poverty rate of 66.88% in the same year. This implies that the poverty rate is less than the literacy level in Kenya in the respective year. The minimum literacy rate (66.6%) was recorded in 2011 with a corresponding poverty rate of 64.4%. A wide range between the level of literacy and poverty was observed in Kenya when the literacy rate was at maximum compared to when it was at a minimum; indicating a positive growth effect on poverty reduction in Kenya. The general insecurity index in the period under consideration was less than 10% with a maximum rate of 9% recorded in 2010 and a minimum rate of 6.4 in 2004. As of 2020, the rate of literacy, poverty and insecurity remain at 81.53%, 65.2% and 7.7% respectively. Compare to Nigeria, the literacy, poverty and insecurity rate in Nigeria in 2020 were put at 84.3%, 91.5% and 7.7% respectively. Judging from the year 2020 behaviour of education and poverty shows that Nigeria surpasses Kenya in the growth rate in literacy by 2.77%. Amazingly, the growth in literacy did not translate to a reduction in poverty as poverty was identified to grow faster than the literacy rate by 7.2%, in contrast to Kenya whose literacy was able to tame the growth of poverty by 16.33%. This development in the divergence of the relationship between educational level and poverty in the two countries is not distant from differences in the kind of basic education citizens of both countries acquired. That is, education in terms of quality but not quantity, education in terms of sciences and technology but not abstract in nature, education in terms of skills acquisition but not just certification; technically oriented educational system but not ordinary primary/ secondary school certificates. These countries (Nigeria and Kenya) may be evaluated based on the above-mentioned qualities or features to inform policy measures that could work better to achieve the sustainable development goals of poverty and insecurity reduction through education.

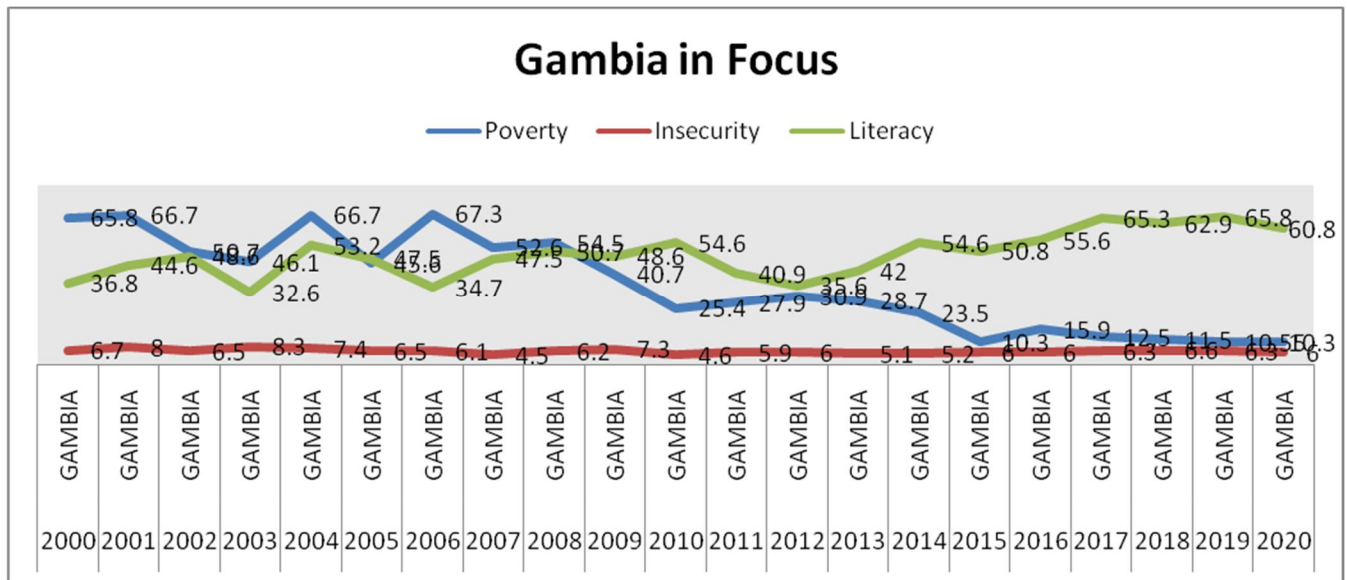


Figure 3: Poverty, Insecurity and Literacy rate in Gambia

In Gambia, poverty appears to be greater than literacy from 2000 through 2007 and attained a peak (maximum) in 2006 with a 67.3 index and a minimum of 10.3 indexes in 2015 and 2020. In 2007, a contour but spontaneous growth in literacy occurred which hit a peak in 2017 with a 65.3 index. Despite a slight decline of 2.4 rates in 2018, it suddenly bounced back to 65.8 rates in 2019. During the period (2008), there has been a progressive decline in the poverty rate in Gambia. Gleaning from the converse relationship between literacy rate and poverty observed from 2008 to date in Gambia, it becomes important for other countries in Africa to understudy and adopt their type of system of education to share in the benefit of achieving a reduction in poverty or before 2030 sustainable development goals. The insecurity index in the country (Gambia) has been observed to be very low with a maximum record of 8.3 indexes in 2003 and a minimum of 5.9 indexes in 2011.

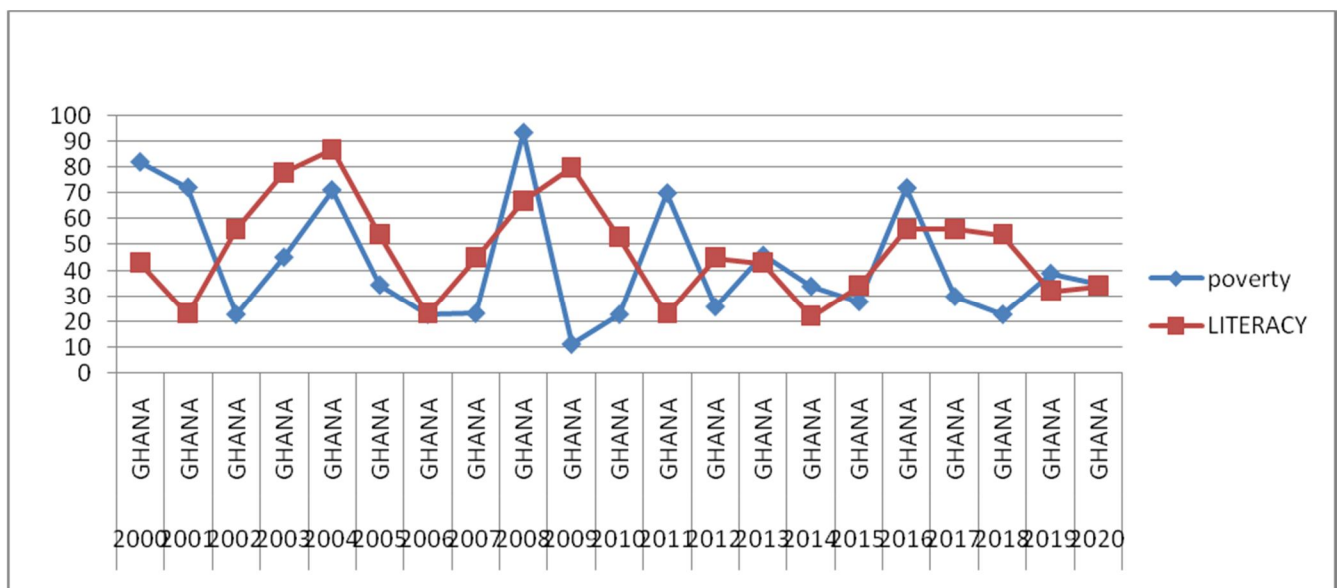


Figure 4 Poverty and Literacy in Ghana

To measure the level to which education represented in this study as the level of literacy has influenced insecurity, it was observed from figure 4, that periodically, poverty rises above literacy and at another time literacy rises above the poverty level in Ghana. Poverty was identified to grow faster in Ghana in the periods between 2000 –2002. In the year 2000 poverty rate in Ghana was about 82% with a literacy rate of 43% and poverty slide to 72.2% with the same behaviour as literacy which decreases to 23%. In the later part of the same year (2002), a remarkable change in the poverty trend was noticed with a sharp increase in literacy to 56% while poverty went down to 23%. This trend was maintained through 2006 when poverty and literacy equilibrate at 23%. The literacy rate rose again to 50% while the poverty rate speedily went to 93.3% above the literacy level as the highest observed poverty rate in the period under investigation. In 2009, poverty in Ghana declined to the lowest point of 10%. A stable movement was not observed from literacy and poverty nor indicating a trend of opposite directions. This denotes a weak correlation between poverty and the literacy rate in Ghana. Implying that being literate is not an automatic tool to liberate one from poverty. Despite these outcomes of the relationship between literacy and poverty, it is necessary to note that literacy plays a formidable role in every economy through its multiplier effects.

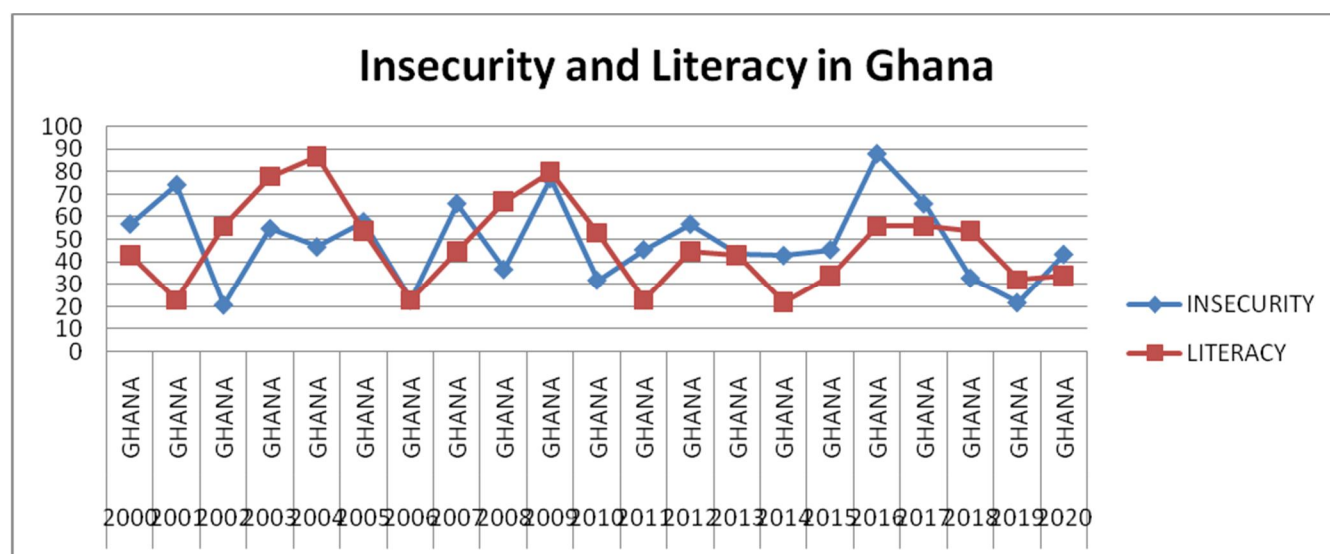


Figure 5. line chart depicting the relationship between insecurity and literacy in Ghana

A similar contour movement was observed between literacy and insecurity in the period of study. in most cases, insecurity was observed to rise above the literacy rate while in another period literacy was seen to rise above insecurity. However, Ghana experienced a long period that is between 2011 -2017 when insecurity rose above the literacy rate with the highest rate of insecurity rate (87.8 %) in the year 2016. The lowest level (21%) of insecurity was observed in 2002 while the lowest literacy rate of 22% was observed in 2014. At the time (2004) the literacy rate was recorded 87%. The behaviour observed from this data clearly shows that literacy and insecurity exhibited a weak correlation implying that despite the role of education in reforming society, other intricate variables may be triggering insecurity which is beyond the scope of this study.

POLICY IMPLICATIONS

From the trend analysis, it was observed that education though a necessary but not sufficient factor in eliminating poverty and insecurity. Though, there is a wide conviction that acquiring basic education is necessary to lift individuals from poverty and discourage involvement in acts that are capable of posing insecurity to people, the planet and the productivity of the economy. Why this is true to a great extent, but it is still very important to embrace the fact that quite sizeable numbers of a person in Africa still break out of the cycle of poverty without acquiring basic education. Notwithstanding, this does not override the significant role of quality basic education which torches fundamental aspects of human lives and facilitates the speed of wealth creation, care for the environment, elimination of gender and income inequality, promotion of good health and development of cognitive ability. This makes it important as a matter of policy, making quality education a fundamental social tool for addressing poverty and insecurity the two among other sustainable development goals of the united nations 2030 agenda.

CONCLUSION AND RECOMMENDATIONS FOR ACTION PLANS

It was observed from the findings that not *just education* but *quality education* which focuses on skills development to emancipate global societies from the shackles of extreme poverty and insecurities in all dimensions most especially Africans which Nigeria is included. From historical observation, much-desired results may not be achieved in the reduction of poverty and insecurity without changing our educational system where almost 70% of the disciplines are characterised by a theoretical approach. Given this, if education is to achieve the aforementioned roles in this recent time of human existence, there is a need for change in approach to various disciplines such as art, social sciences, technology and so on. For instance, every discipline must inject creativity and practical skills that enable every individual to contribute productively to the well-being of the economy. This implies that the institutions and other stakeholders in the education system must be ready to change the curriculum that evolves skills and practicality. The provision of adequate tools and techniques that enhance the delivery of quality education should also be emphasised.

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BAPTISMAL RITE AND DECIMATION OF CHRISTIANITY: AN EXPOSITORY STUDY OF ACTS 19:1-7

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Abstract

Twelve disciples found by Paul in Acts 19:1-7 were believed to go through a second baptism for their salvation to be valid. The passage as it were does not give a definite statement on the purpose of baptism whether for salvation or for identification. There are, however, four probing questions likely to agitate probing minds. These are: is baptism important or unimportant to Christian Kerygma? Why was it important for the disciples in this passage to do it right? If baptism is once and for all as claimed by Paul in Ephesians 4:5, why must Paul encourage these disciples to do it again? What should be the implication of this re-baptism to the unity of Christian Kerygma as taught and followed by Apostle Paul? This paper is an expository study of Acts 19:1-7. It adopts an exegetical and comparative analysis where necessary. It agrees with Pauline polemic that baptism irrespective of where it is done and as long as it is done right is right for Christian Kerygma. It recommends that any Christian subjected to the rite of baptism on account of a change of place of worship is nothing but a decimation of Christianity. Christian baptism must therefore be seen and approached in the light of Christian unity all over the world.

Keywords: Rebaptism, Re-immersion, Post-Pentecostal Believers, Pre-Pentecostal Baptism, Exclusivism, Reductionism.

Introduction

Acts of the Apostles chapter 19 happens to be a sequel to chapter 18, particularly verses 22-23. There Luke reports that Apostle Paul was in Ephesus to strengthen the disciples. The record was the end of Paul's second missionary journey and the beginning of the third one. A trip from Caesarea in Antioch and back to Ephesus – a journey of about 1,500 miles that took many months is paraphrased in three verses (Acts 18:22, 23; 19:1).

The demarcation between Paul's second and third missionary journey is not as distinct as the one between the first and the second, separated by the Jerusalem council. If we take Luke's report that Paul went up and greeted the church and then went down to Antioch (18:22), the third missionary journey may have started in 18:23. But Paul departed Antioch almost immediately and the journey that followed could hardly be called missionary because unlike in the previous two missionary journeys where Paul's speeches were directed at the Gentiles (Acts 17:22-31), everywhere he preached now, there were already believers on ground. Moreover, one can barely speak of a journey at all. Though there was geographical movement, (18:23; 19:1; 20:1-5, 13-16; 21:1-8), majority of Luke's narratives is related with one single place and that is Ephesus.

To be a Christian in Ephesus requires constant encouragement from tested and trusted leaders such as Paul. While Ephesus housed the site of a magnificent temple to Artemis and center for occultic practices, many pilgrims were being drawn from all over the Mediterranean world annually to the city Richards (2002:309) for religious purposes. Ephesus was also the

capital of the Roman province of Asia and center of trade. The city was therefore famous, magnificent, wealthy and lost in sin (Eph. 2:1, 12) Roper (1988:4).

As lost as they were in sin however, Ephesus was the most important city which Paul had so far visited in his missionary travels. Carter and Earle (1975:280). On his brief visit less than a year before, the city had shown a real response to the gospel (18:19-20) Longenecker (1994: 483). To leave these Fruits of the gospel without constant encouragement may portend danger, so Paul visited Ephesus to strengthen the disciples. This study intends to discourage denomination by denomination baptism for church membership as being practiced in some contemporary Christian churches.

Post-Pentecostal Believers with Pre-Pentecostal Baptism Oster (1979:87).

Whenever Paul enters a city in his missionary journey, his usual point of call is the synagogue - a routine that makes him to look for any honest heart available. But the reverse happens to be the case in Ephesus. There was already a small church in place. According to Acts 18:27, the brothers in Achaia wrote to the disciples there, of the intending visit of Apollos. These believers were probably meeting in the house of Aquila and Priscilla (I Cor. 16:19). Paul therefore enters the heart of the city of Ephesus for the continuation of his mission.

So, at the heart of the city of Ephesus, Paul found some disciples and Luke told us they were about twelve. The word “found”, about and disciples should be of interest to biblical scholars. What is the significance of the word “found”? Does it mean that Paul had been told about them? It should be remembered that Paul had visited some brothers before this contact. One thing is however sure, these disciples found were not part of those Paul met before. Does it then mean that, in God’s providence, Paul “came across them”? The latter appears to be favoured because the Greek word used for “found” is “*heurein*”, the infinitive form of “*heuron*” and it means to find either by a precious search (Matt. 7:7-8) or without a previous search (Matt. 27:32). Generally, it means to find without seeking Zodhiates(1993:682). The most significant thing however is that Paul had a contact with some disciples in the cause of his visit to see how the Christian were faring in the city of Ephesus.

Luke describes the men Paul met as disciples. Were they already Christians? Luke normally used the word “disciples” to refer to those who were followers of Jesus (Acts 11:26). Was the word used in specific or general terms? Were they the disciples of Jesus or John? Many early Christians like John Chrysostom of the fourth century thought that the men were disciples of John and not of Jesus Roper (1988:4). But Luke may have used the term “disciples” in its general meaning of “learners and followers” in which case they could have been disciples of any of them. However, with their answers to Paul’s enquiries later, they were most likely to be the disciples of John. Howard Marshall, however, opines thus:

The correct explanation of the passage is that Luke has told the story from the standpoint of the principal actor: Paul, met some men who appeared to him to be disciples. (1980:305-6)

In calculating the numbers of the disciples, Luke says, “some” (vs 1) and “about twelve” (vs 7). How many were the exact numbers of the disciples? David Roper thinks there could have been eleven or thirteen (1988:6). But we think not. Before Luke – a careful researcher (Lk. 1:1-4) - could say “about twelve men,” he may have lost count at twelve. The men could therefore be twelve or thirteen but definitely not less than twelve.

Probing questions and shocking answers

We have gotten to the time of question and answer and the connective conjunction “and” makes this segment interesting. Luke is silent about what prompted a straight forward question from Paul to these disciples, “did you receive the Holy Spirit when you believe” (19:1 NIV) and their answer – “No we have not even heard that there is a Holy Spirit” (19:2 NIV). Their answer led to another astonishing question – “then what baptism did you receive?” and equally shocking answer, “John’s baptism” (19:3 NIV).

Commenting on the probable connection between being a confirmed disciple, Christian baptism and the reception of the Holy Spirit, Craig Bloomberg observed as follows:

By the time we loom everything he (Luke) has to tell us about these individuals (the twelve disciples) however, it seems highly likely that he is simply using the term (disciples) phenomenologically, that is, according to their own self-recognition. After all, unlike Apollos, who had seemingly not heard only of the baptism of the Spirit, these “believers” have not even heard of a Holy Spirit. (2014:63)

Many issues can be objectively raised about the conditions these disciples found themselves. In the first instance, Luke does not tell us that Paul asked after their designation or identity. So, the issue of phenomenological description does not arise. Secondly, the disciples’ answers are with all sense of responsibility and sincerity of purpose – they have never heard that the Holy Spirit has come into existence. This is nothing but ignorance. As observed by Thomas Lead

These disciples comprehended John’s emphasis on repentance, but they failed to see the role of Christ as the object of their faith. After they understood that Jesus Christ was the coming one in whom they were to place their faith, they received Christian baptism. (1996:317)

Moreover, if the twelve disciples were those of John the Baptist, their ignorance could very well be accommodated because the arrival of the Holy Spirit did not meet John on earth. Even Jesus’ disciples had to wait for His (Holy Spirit) arrival until after the ascension of Jesus Christ into heaven. Also, there is no evidence that they were available on the very day the Holy Spirit manifested himself at Pentecost. Buttressing this point, Trenchard opines that,

As in the case of Apollos, the men had heard of Jesus, had been baptized with John’s baptism of repentance, but had not been informed of the “consummation” stream of witness probably stemmed from Galilee. (1986:1300)

The disciples’ response to Paul’s first enquiry “Did you receive the Holy Spirit when you believed?,” does not indicate that they know nothing about the Holy Spirit. This was clearly presented in Old Testament and in the teaching of John the Baptist. Their undoing, if any, is that they had not heard of the giving of all the Holy Spirit through the Messiah as promised by John.

With all these in place, it is very hard to agree that it was the purpose of their non reception of the Holy Spirit that they were re-baptised. Agreed that something was wrong with their baptism because Christian baptism is in the name of the father, the Son and the Holy Spirit, nothing was ever wrong with their faith, hence, as much as their knowledge could carry them, they were Christians.

Considering their time also, it was difficult to come across a nominal Christian. All were desperate to spread the gospel of Christ. Like Apollos who only went through the baptism of John (Acts 18:25) and whereas there is no biblical account that he ever went through rebaptism. Paul may have met these disciples at the battle front of evangelism before the enquiries began,

perhaps their efforts were not convincing enough through the miraculous activities bestow upon believer by the Holy Spirit as was the usual practice since the Pentecostal episode. Also, an unbaptized believer is scarcely contemplated in the New Testament (Bruce 363-364).

The gift of the Holy Spirit for miraculous occurrences was very rampant in those days. It was to convince the “doubting Thomases” of the superior power of God through the birth, death and resurrection of Jesus Christ. This is the reason why Paul did not follow the question with a sermon on the Holy Spirit, but with a sermon on Jesus Christ. The Holy Spirit did not come to exalt Himself but to glorify Jesus (Jn. 16:14). And according to Apostle John, we do not show the presence of the Spirit in our lives by bodily gyrations or unintelligible speech, but rather by confessing “that Jesus Christ has come in the flesh” (I Jn. 4:2).

With respect to the activities of the Holy Spirit in the Acts of Apostles, whenever and wherever special groups were to be added into the church, the Holy Spirit usually came upon them in an unusual manner. This signifies God’s acceptance of each group Lea (1996:317). This scenario occurs in Acts 2 (the first Jewish believers); Acts 8 (the Samaritans); Acts 10 (the Gentiles); then Acts 19 (the partially taught disciples in Ephesus). In his own contribution, Bloomberg observes that,

At first glance, this passage appears to be the third and final deviation from the Pentecostal package” (recall under chapter 8 and 10) because both Christian baptism and the arrival of the spirit are separated from initial “belief”. (2014:63)

We must therefore be well informed that expecting the manner by which God bestowed the Holy Spirit upon the groups of people as recorded in Acts to be normal or usual today may be faulted. Lea (1996:318)

The response of the disciples to Paul shows the honesty of their hearts. The teaching of Paul had revealed that not only had their understanding been incomplete, but their obedience had also been inadequate albeit ignorantly. Without hesitation, “when they heard this, they were baptized in the name of Jesus” (Acts 19:5). The twelve men might have responded in a variety of ways. They could have become angry at the apostle for implying that their baptism was not good enough. Since John’s disciples looked forward to the coming one, they were ignorant of Jesus death, burial and resurrection which is the heart of the gospel (I Cor. 15:1-14). They were just eager to be relevant in the spread of the gospel. They were sincerely wrong. Thus, they were sincere believers.

Re-Baptism or Re-Immersion?

Rebaptism is a coinage from a Greek compound word comprising of “*ana*” (Re) and “*Baptizo* (I Baptize). It is the baptism of a person who has previously been baptized usually in association with a denomination that does not recognize the validity of the previous baptism Culpepper and Johnson (2014:203). This interdenominational rebaptism is a sign of significant differences in theology. It is nothing but exclusivism and reductionism. Without prejudice to churches that practice exclusive adult baptism such as the Baptists (rebaptising those who were baptized as infants because they do not consider infant baptism to be biblically valid), adult to adult Christian rebaptism can also not be considered as biblically valid.

A big controversy was provoked in the 4th century by the Donatists because of their penchant for rebaptizing adult Christians who had renounced their faith under the pressure of persecution (Cult Awareness, np). The mainstream church decided that the *lapsi* (backslider) could not be rebaptized because the sacrament of baptism was irrevocable, leaving an indelible

mark on the soul of the baptized (*Catechism*, 1272). In particular, the Catholic church holds that rebaptism is not possible. In their article of faith (1272), it is opined that:

“Incorporated into Christ by baptism, the person baptized is configured in Christ. Baptism seals the Christian with indelible spiritual mark (character) of his belonging to Christ, no sin can erase this mark even if sin prevents Baptism from bearing fruits of salvation. Given once and for all, Baptism cannot be repeated.”

Also, the 1983 *Code of Canon Law* (1983 CIC) addresses cases in which the validity of a person's baptism is in doubt. Canon 869 reads:

If there is a doubt whether a person has been baptized or whether baptism was conferred validly and the doubt remains after a serious investigation, baptism is to be conferred conditionally. (*Code of Canon Law* 869)

It is significant that Acts 19:1-7 does not say the twelve disciples were “re-baptized. And nowhere else has the Bible said anything of “re-baptism.” Subsequently, the idea of re-baptism is alien to Christian Kerygma.

Baptism as an ordinance is an obligation placed upon every believing Christian. Usually it is done by immersion. Conditions may however warrant other modes such as affusion or aspersion Pardington (nd:343). It is done in the name of the Father, the Son and the Holy Spirit after which the candidate may receive miraculous gift as it were in the Acts of the Apostles and then be added to the church. Such a candidate does not need a repeat of that act throughout his or her sojourn on earth. On the other hand, though one may have gone through a form called baptism, if the ritual failed to conform to the New Testament pattern, he or she has not been baptized.

If an objective issue is to be made from Acts 19:1-7, it must be that sometimes, “baptism” is not baptism. There could be some occasions when individuals who have undergone a rite called baptism would need a repeat of immersion, such a re-immersion cannot be said to be a re-baptism since something cannot be built on nothing.

With reference to the baptism of the twelve disciples, Paul refers to John's baptism as a “baptism of repentance” (v 2). It embodied and expressed repentance. On the other hand, it would be appropriate to refer to Christian baptism as a “baptism of faith” specifically faith in Jesus' death, burial and resurrection (Rom. 6:3-4). When people received John's baptism they confessed their sins (Mk. 1:5); before being baptized with Jesus baptism, they confess their faith in Jesus (Acts 8:37) having confessed, repented and accepted Jesus as Lord and savior.

What appears to be the most significant difference in both baptisms is suggested by Paul's statement that John told “the people to believe in him who was coming after him (Acts 19:4). The simple meaning is that it is not as if John's disciples did not have faith, their faith is only pointing forward to the coming messiah. But the faith at Christian baptism is pointing back to the one who died for the world retrospectively (Gal. 2:20). Having therefore gone through one immersion that was not strong enough to be equated to Christian baptism, we agree with Longenecker that, “doubtless in Paul's mind they (the twelve disciples) were not rebaptised but baptized into Christ once and for all (1994:484). If a traveler consulted an outdated map and got lost, the fault cannot lie with the map itself; it had been okay for its day. The problem is that the map had become obsolete and was no longer accurate. In the twelve disciples' religious journey, they had been consulting an outdated and outmoded spiritual map. With a big opportunity before them, a contemporary spiritual map is given to them through Paul and they grabbed it with open hands, hence their re-immersion.

Re-baptism in the Contemporary Church

A woman told me she was baptized as a spinster in ECWA church but got married to Christ Apostolic Church's husband and was asked to rebaptize again. The woman's experience made me to remember that as a baptized Baptist church member, I was asked (and I did) to rebaptize when I became a member (through the born again scenario) of the Abundant Life Church. Many other Christians may be going through this experience elsewhere without seeing any reason to voice out or perhaps without seeing any need to check the biblicality of such rebaptism.

In the Pauline Epistles, little references are made to baptism. The few available allusions are metaphorical, most importantly to the theme of unity. In Romans 6:3ff, baptism is a union with Christ in death, which invariably translates to union with him in resurrection. The result is newness of life afterwards since "the old self is dead." In I Corinthians 1:1ff, Paul contrasted baptism with party groupings. He therefore calls for unity in the church of Corinth. Moreso, when members were neither baptize in his name, or Apollo, not even Peter. He stated categorically in verse 17 that the task that Christ gave to him was not to baptize but to preach the gospel, making baptism of secondary importance in Christian Kerygma.

In chapter twelve of the same I Corinthians, Paul observes that the Spirit gives different gifts but the difference does not mean disunity, since "by one spirit we were all baptized into one body." The same point of unity is stressed in Galatians 3:2ff and Ephesians 4:1f. As in Christ to whom we are all baptized to, all divisions are broken with neither Jew nor Greek, therefore believers are called to one hope in the presence of one Lord, one faith, one baptism one God and father of all. In summary of Paul's polemic, in baptism, our identification with Christ is a corresponding qualification to be added to his church. In the church, we transfer the identity to one another in obedience to Christ and in bond of unity. Denominationalism becomes invalid, inconsequential and valueless thereafter.

The proliferation of churches in this contemporary time has added a disturbing angle to the practice of baptismal rite. It brings polarization, each with new set of ideas. The problem ranges from who to baptize and who is qualified enough to baptize? There is also the problem of what form, best mode and how? The end result is strife, bitterness, jealousy, hatred, arrogance and superiority complexes. It is as if Jesus Christ to whom we all subject our loyalties has different personality and identity.

In the quest for more membership, machinery in the form of strategy is always set in motion in order to outwit one another. Any success usually results in the process of rebaptism to show a more qualitative spiritual encounter from the former. What this boiled down to is condemnation of others and overrated self-estimation as well as decimation of Christianity.

SUMMARY AND CONCLUSION

Baptism, in summary is both a sign and zeal. A sign representing in a symbolic sense, spiritual benefits as well as a zeal or personal token and attestations, confirmatory of solemn promises of spirit benefits. It is an outward and sensible sign, and an inward and spiritual grace. It must therefore be duly and devoutly performed with faith on the part of both the giver and receiver. Where this is done, the baptism becomes valid irrespective of which church the rite is performed, and if performed once and for all.

A baptism without faith expressly pronounced on the part of the giver and the receiver in any church of whatever name and spiritual standard cannot be referred to, in the first instance, as a Christian baptism. Such a candidate, as in infant baptism and even biblical Simon Magus in

Acts 18 cannot show any newness of life that conforms to the Lord Jesus Christ. As there are saints in the Celestial Church, so also are sinners in the Deeper Life Church. As there are non-redeemed members in the Redeemed Christian Church of God, so also are regenerated candidates in the Anglican church, Presbyterian, ECWA, Baptist and UMCA denominations.

There is therefore absolutely no need for a rebaptism except of course a candidate who is not at first instance sure of his salvation, requests for it. Such may be done according to the recipient's situation. But the challenge at determining a man's authentic baptism is that we are trying to discover what was in that man's heart at the moment and that is difficult, "who knows the thoughts of a man except the spirit of the man, which is in him" (I Cor. 2:11). In the words of J.W. McCarvey,

The most probable answer (as to why these men had to be reimmerzed), and the only one which harmonises with the facts is that they had been baptized by Apollos, or by someone teaching as he taught, since John's baptism had ceased to be a valid ordinance. (nd:152)

Today's proliferation of man-made rituals called baptism has greatly confused issue of whether or not individuals have been scripturally baptized. This might be the same situation Paul found in Ephesus. The coexistence of John's outdated baptism alongside Christian baptism muddled the issue in Paul's day. The twelve disciples believe that they had been baptized. It is even possible that some Christians thought the twelve had been baptized. If Paul had not talked, both the twelve and the Christian public would have been in the dark. After all, the possibility exists that before Paul's arrival, the twelve disciples' baptism had been accepted by the Christians.

In the contemporary church, many may not be sure of the reason for being baptized, others may have done it to please others or because everyone was baptized. Paul's approach to clearing up the confusion was to lay Great Commission baptism alongside John's baptism. To request for rebaptism because of a desire for a change of denomination is a disunity in the body of Christ and a decimation of Christianity.

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THE CHALLENGES OF FLOODING IN THE NIGER DELTA REGION: LESSONS FROM DELTA STATE, NIGERIA

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Abstract

The article examines flooding as the highest of all environmental menaces. It posits that flooding is estimated to regularly claim over 20,000 lives per time and negatively affects around 75 million people worldwide. Flooding, as a natural phenomenon, is an ever-increasing global problem as well as a social problem because it affects a significant number of people in society. Having discussed the danger flooding pose to Nigerians, the article recommends that flooding can be curbed by doing the following: Training Farmers on New Periods of Farming, Redesigning Agricultural Facilities, Building Artificial Water Storages (Dams) and Pathways (Drainages and Canals), Maintenance Natural Water Pathways (Rivers), Introduction New Housing Models and More Investment in Water Transportation.

Introduction

Flooding is the most garden of all environmental menaces, and it regularly claims over 20,000 lives per time and negatively affects around 75 million people worldwide (Smith, 1996). The argument lies in the wide geographical division of swash floodplains and low-lying beachfront. According to Smith's (1996) assertion, flooding is a natural phenomenon, and its disaster risk is an ever-increasing global problem, which makes flooding a social problem because it affects a significant number of people in society. Flooding has been a reoccurring social and global problem in all the countries along the Niger Delta region and its feeders, constantly causing disasters, rendering so many homeless, resulting in death, and health-related and waterborne diseases, but the magnitude of the 2022 flood tide caught the country napping, especially those in the community around the swash area. In addition, devastating cataracts submerge two-thirds of Bayelsa State and Delta State at least a quarter of each time. Communities along the River Niger- Benue system is also in trouble of constant flooding.

According to the United Nation Environmental Programme (UNEP, 2000), flooding is one of the major environmental crises ravaging the universe in the 21st century. This is especially the case in most wetlands of the world. Sub-Sahara Africa is not exempted from environmental disasters such as flooding and in different parts of Nigeria flooding has become a reoccurring challenge (United Nations, 2022). Flooding is not a new phenomenon in the Niger Delta region (the region spans over 20,000 square kilometers) and it has been described as the largest wetland in Africa and among the three largest in the world (CLO, 2002), and indigenes and residents of the region adapted to annual flood events. However, the modern trend of a flood, which started in 2012, was a new experience yet to be understood by the Niger Delta.

This new experience of flooding dynamics has introduced some new knowledge in adapting and mitigating this modern trend of flood disasters in the Niger Delta region and the country at large. The first of this modern trend of floods which was in 2012 destroyed lives, properties, food products, transportation, education, and health infrastructure among others massively. This trend of flooding and its attendant damages has persisted in 2018, 2019, 2020, and 2022.

Many scholars have written on the effects of flood, some on flood vulnerability assessment of Niger Delta States, little or no research has been carried out to examine the challenges of flooding with particular reference to Delta State, it's against this backdrop this study seeks to examine the challenges of Flooding in the Niger Delta Region: Lessons from Delta State, Nigeria. The study adopted a descriptive and narrative method.

Overview of Flooding in Nigeria

Flooding is considered a major devastating natural disaster worldwide (Umar & Gray, 2022), and Nigeria is not an exception. In the last 50 years-plus, Nigerians experienced four prominent flood incidences in the years 2012, 2018, 2020, and 2022. Flooding in other years was less catastrophic and was considered regular because its immediate impacts were not unmanageable by victims, and its spread was not beyond the traditional reach. In 2012, Nigeria experienced the first of what is now a series of devastating floods in decades, it affected 30 of the 36 States of Nigeria, 597,476 houses were destroyed, over 7 million people were affected in these States; 5,851 injured, 3,871,53 displaced and 363 death were reported. In addition, a large spencer of farmland and other means of livelihood were destroyed; animals and other biodiversity were gravely impacted negatively. Nigeria lost an estimated 500,000 barrels of crude oil output per day during the flood period (Situation Report 2022).

A Post Disaster Needs Assessment conducted by the Federal Government of Nigeria with Technical Support from the World Bank, European Union, United Nations, and Other Partners for the 2012 flooding, put an estimated total value of infrastructure, and physical and durable assets destroyed at \$9.6bn. The total value of losses across all sectors of economic activity was estimated at \$7.3bn. The combined value of these damages and losses was put at US\$16.9bn. No flood in the history of Nigeria as of that time has been so devastating.

In 2018, severe flooding was experienced in 34 of the 36 states in Nigeria. The floods affected over 1.9 million people, destroyed over 82,000 houses, and over 100 persons reportedly killed, displaced 210,000 people, and devastated crops and livestock. The total cost of the disaster was estimated to be over Five Billion naira inconclusively by the National Emergency Management Agency (Situation Report, 2022).

In 2020, floods affected 320 local government areas in 35 states including the FCT, affecting more than 2 million people; displacing over 129,000 persons, killing 69 persons, and destroying many properties and farmlands. The economic cost was estimated to be over \$4 billion (CNN). As of October 30, 2022, Thirty-Three(33) of the 36 states in Nigeria were reportedly affected by the floods, over 2.4 million persons have reportedly been affected; an estimated 612 recorded deaths, 1.4 million persons displaced, more than 2,400 persons injured, over 200,000 homes partially or completely destroyed, 110,000 hectares of farmland damaged, and 332,000 hectares of roads and infrastructure sustained damages across the country (NEMA, 2022).

Overview of Flood Disaster in the Niger Delta Region

The Niger Delta region of Nigeria is known for its creeks, rivers, and deltas, it is a cultural destination for seasonal flooding due to its abundance of water pathways and channels. The region spans over 20,000 square kilometers and it has been described as the largest wetland in Africa and among the three largest in the world (CLO, 2002). About 2,370 square kilometers of the Niger Delta area consist of rivers, creeks, and estuaries, while stagnant swamp covers about 8600 square kilometers. The region is the recipient of over 90% of all the water in the Niger-Benue River systems and 100% of all water from streams rising in the Delta Region

(Amangabara and Obenade, 2015). It is also bordered by the Atlantic Ocean; the terrain is flat and settlements are along the river systems so the region is exposed to high vulnerability to flooding. Thus, communities in the region have adapted to survive seasonal floods from their creeks and rivers for decades, but flooding dynamics since 2012 have shown that modern floods largely contributed by Climate Change are a new phenomenon to the communities in the region. Politically, the region comprises nine states in southern Nigeria which include Abia, Akwa Ibom, Bayelsa, Cross River, Delta, Edo, Imo, Ondo, and River States, but the central Niger Delta States are Delta, Rivers, and Bayelsa States. The 2012 flood resulted to the dire need for food and shelter for many in the region, several Internally Displaced (IDP) Camps were set up to at least give shelter to the displaced across the region; in Bayelsa State, about Seventeen (17) IDP camps were made available, more than Eighteen (18) in Delta state, and over Twenty in Rivers state.

During the 2012 flood disaster, the Orashi region domiciled in River state was severely affected rendering over 70% of the households hopeless as agro-crops were lost in the flood. The local economy of the Orashi region is dependent on agricultural production. The flood submerged 65% of the entire area which had a damaging effect on the people's source of livelihood. The Orashi Region comprises four Local Government Areas (L.G.As.) in Rivers state, they include Ahoada East, Abua/Odual, Ahoada West, and Ogba/Egbema/Ndoni LGAs. The ethnic nationalities domiciled in the region are, Ekpeye, Ogba, Engeni, Egbema, Ndoni, Odual, and Abua.

The Orashi region lost over 4 hundred tons of cassava production, valued at about \$105,000; plantain production suffered a loss of about 19.1 hundred tons valued at an estimated \$102,000.00; Yams were also damaged at an estimated 2.5 hundred tons estimated at \$74,217. In addition, Banana of about 1.4 hundred tons estimated at \$53,000.00, Potatoes of 0.9 hundred tons estimated at \$7,000.00, and Cocoa-yams at hundred tons estimated at \$5,000.00 (Ikuemonisan, Mafimisebi, Ajibefun and Adenegan, 2020).

According to Foundation for Partnership Initiative in Niger Delta (PIND) report, flooding caused over 70 fatalities in the Niger Delta between January 2018 and June 2022. In addition, over 200 communities were sacked by the 2022 floods in Rivers and Delta state as of October 15, 2022. The 2022 floods displaced over 700,000 residents of Bayelsa State and over 300 communities in the State were affected, according to Gbaranbiri (2012), the Bayelsa Government introduced what is now known as Flood Break; academic, and other educational activities in Nursery, Primary, and Secondary schools are suspended for weeks annually as a safety precaution for the flood. It is the disruption of the academic calendar and distractions for pupils and students. In the 2022 flood period, the Bayelsa state government also included civil servants in the Flood Break.

Cause of Flooding in Niger Delta

The cause of flooding in the Niger Delta is solely by humans and it can be classed into two (i) indirectly caused by human-sparked natural forces and (ii) directly by human careless activities.

Climatic Change Induced Excessive Rainfall: Climatic change is a natural force that results from human activities. According to the United Nations Framework Convention on Climate Change (UNFCCC), Climate Change is a change of climate, which is attributable directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable periods. Thus, Climatic Change Induced Excessive Rainfall is classed as an indirect cause since humans sparked natural forces.

Excessive rainfalls excited by climate change result in rivers and oceans overflowing their banks due to high tides, thereby submerging land areas. It takes place when lakes, ponds, river beds,

soil, and vegetation cannot absorb all the water, making excess water run off the land in volumes that cannot be carried within stream channels or retained in lakes, natural ponds, or man-made reservoirs (dams) (Nemine, 2015).

Therefore, overwhelmed water channels and reservoirs offload the excess water for a period from excessive rainfall to the communities mostly along its paths, thereby causing the destruction of lives, properties, and temporal displacement in those communities. The temporal sack of communities along water pathways enables water channels and reservoirs to transport the excess water to the sea (which is the period of flooding). While Climate Change has been the popular culprit of flooding; Nigeria's flooding is mostly human-induced and exacerbated by human-nature interactions (Aderogba, 2012).

Lack of drastic Industrialization/Urbanization: This is classed as a direct cause of flooding due to human activities. The growing population of Nigeria has caused direct demand for land primarily for Housing, Road infrastructure, and the Building of more factories or industries. This drive to meet the growing human Want in Nigeria has led to the acquisition of more land spaces which were naturally water reservoirs and pathways. In the southern part of Nigeria (the Niger Delta region), most of its lands are swamps that naturally reserve, but the drive for industrialization and urbanization has led to the sand filling of these swamps and water pathways without an alternative for water reservation and pathway. Hence, the water that naturally would have been reserved becomes excess because it has been denied its place of reservation thus, it flows to communities causing flooding. Also, the reduction of water pathways or channels resulting from sand-filling for industrialization and urbanization reduces the rate at which water is transported to the sea; thus, quick flooding and slow retreat, rendering the period of flooding longer.

Delta state located at the core of the Niger Delta region is a traditional flood-prone region. It is a destination of several natural swaps and water channels (lakes, ponds, riverbeds, creeks). During the last and 50 years-plus Nigerians have experienced four prominent flood incidences in 2012, 2018, 2020, and 2022, the state has always been among the worst affected across the country. Its location in the Niger Delta region is a direct recipient of the excess water flows from Rivers Niger and Benue.

The case of the 2012 flooding

According to Arubayi's (2012) report, over 231 communities were affected by the flood, while farmlands and poultry farms, numbering over 500,000, were displaced and wiped out. It estimated a monetary value loss of fish farms to N3.1 billion and the final figures were yet to be arrived at, especially, as most of the estimates were for the period of the flooding season. It also estimated that some 831 block houses were affected, 599 houses belonging to the people on the lower class of the socio-economic ladder suffered, while some 433 market stalls were damaged, and the total number of deaths was 30. The committee estimated the total cost of the flood on food crops at over N3 billion; N2.614 billion for aquaculture (fish farming); poultry was put at N0.263 billion while piggery was N26 million. A total of an estimated N9.602 billion was lost in Delta State in 2012.

In addition, about 20 health clinics and five hospitals, as well as dozens of schools, churches, and government buildings were destroyed or damaged. The flood also affected negatively on transportation; the road from Delta to Rivers States was cut off at the height of the flooding, constraining motorists to get to Port Harcourt through Onitsha and Owerri. Delta State is largely agrarian society and so those affected by the flood suffered great losses in farm

produce such as Yams, Cassava, Plantain, Banana, Vegetables, Okra, Sugar Cane, Cocoyam, Sweet Potato, Groundnut, Fish produce, and Livestock.

The flood affected 14 Local Government Areas (LGA) which include, Udu, Ughelli North, Ughelli South, Ndokwa East, Ndokwa West, Oshimili North, Oshimili South, Bomadi, Burutu, Isoko South, Isoko North, Patani, Aniocha South and Warri South. In all, Ndokwa East, Ughelli North, Ughelli South, Isoko South, and Burutu were the most affected Areas. The floods submerged the Multi-Billion Naira Okpai Independent Power Plant (IPP). In the Aboh community in Ndokwa East Local Government Area, the flooding led to the death of their monarch and two children. In addition, during the flood period that lasted for about four weeks, both businesses, and social and school academic activities were temporarily halted in the 12 LGAs that were most affected. And reported cases of disease infection were rampant.

The case of the 2012 flooding

Again, the people of Delta state experienced a series of catastrophic floods in 2018, 2019, and 2020. The cumulative value of damages for the three years is far beyond that of 2012 but with an identical negative impact on Delta. The disaster of 2018 affected 16 Local Government Areas (LGA) of the 25 in the State. The affected LGAs include Aniocha South, Bomadi, Burutu, Warri South, Warri North, Warri South West, Patani, Ughelli South, Isoko North, Isoko South, Udu, Okpe, Oshimili South, Oshimili North, Ndokwa East, and Ndokwa West. Again, floods submerged the Multi-Billion Naira Okpai Independent Power Plant (IPP) in 2018, which delivers electrical power to the Aso Rock Villa, Abuja. Some of the victims who were not able to access the government established Internally Displaced Persons (IDP) camps and created 10 new camps for themselves. In 2020, the most affected LGAs were Oshimili South, Aniocha South, Ndokwa East, Isoko North, Isoko South, Patani, Bomadi, Burutu, Ughelli North, Ughelli South, Warri South-West, and Warri North. In Ndokwa East LGA (NELGA) alone, farmlands and homes in over 50 communities were severely affected; 90 percent of communities were ravaged by the flood while almost 100 percent of the community's access roads were cut off according to the NELGA Chairman, Juan Amechee Governor. In most communities along the Ase River and the Niger, it was a total displacement because all farmlands were flooded. In addition, the residents of the state were at the receiving end of the displacement of other creatures such as reptiles and others animals.

The case of the 2022 flooding

The flood incidence of 2022 was the most catastrophic so far in relation to 2012, 2018, 2019, and 2020. The negative impact on Delta cannot be accurately quantified. It destroyed large quantities of farms, housing, road infrastructure, education, health care delivery, and other critical sectors in most parts of the State. The economies of most LGAs in the state were completely halted for weeks. Nineteen (19) out of the Twenty-Five (25) Local Government Areas (LGAs) were affected; Eight LGAs in Delta South; Six LGAs in Delta North, and Five LGAs in Delta Central Senatorial Districts were flooded. Over 46 communities in Ughelli North and Ughelli South Local Government Areas of Delta in Central Senatorial District were flooded with many families displaced with goods and properties worth several millions of Naira destroyed. About 10,611 households across impacted 66 communities in Ndokwa East Local Government Area were displaced by the flood, according to the Chairman of the Council, Mr. Juan Amechee Governor. Ndokwa East LGA Secretariat was also closed for two weeks during the flood.

The Delta State University of Science and Technology, Ozoro was also affected by the flood, and academic activities were suspended for two weeks. The Faculties affected by the flood

included Administration and Management, the Faculty of Computer Science, Environmental Sciences, the Faculty of Agriculture, the Mass Communication Studio, the University Health Centre, the school's library, the Generator Plant House, the Staff Club, as well as the administrative building of the university. It also affected the Alignment Work Shop, University Guest House, Entrepreneurial Centre, and Department of Electrical Electronics Engineering. The road infrastructure of Delta state was also disrupted; many internal roads were flooded such as the Ugbolu/Illah Road in Oshimili LGA thereby completely halting traffic. The Patani Bomadi axis of the East-West Road connecting Delta state to Bayelsa state was overwhelmed by the floods, forcing Bayelsa state-bound travelers to be trapped. Again, the residents of the State were at the receiving end of the displacement of other creatures such as reptiles; as huge snakes, crocodiles, and others were reportedly seen in large numbers at several flooded settlements in Oshimili North, Ndokwa West, Warri, Isoko and Patani LGAs. A big python was reportedly killed at the Patani community, Patani LGA. The Delta State Government activated 12 camps to accommodate Internally Displaced Persons (IDPs). Many Deltans' livelihoods were completely swept off by the flood, leaving them devastated and traumatized.

Theoretical Framework

The study used the ecological resilience hypothesis to explain urban issues, particularly those related to flooding. The ecological resilience idea, which builds on a more practical paradigm of multiple equilibria and pragmatically emphasizes persistence in a world of flux, provides a better foundation for managing flood hazards (Adger *et al.* 2005). The ecological resilience idea has developed into a sophisticated resilience theory that addresses complicated human-nature couplings in part because of investigations on integrated social-ecological systems such as Berkes *et al.* (2003). It is essential for addressing flood risks brought on by the interaction of urban and riverine dynamics.

The paradigm of managing flood hazards might change because of two resilience theory considerations. First, adapting to innate unpredictability, uncertainty, and surprise leads to resilience (Folke, 2003). When the natural variability is purposefully repressed to foster stability through command-and-control management, coupled human-nature systems become less resilient (Holling and Meffe 1996; Holling *et al.* 2002). This shows that establishing socioeconomic functionality on top of forced environmental stability and pushing floodplains to be inundation-free leads to resilience loss. Thus, it calls into question the bias in favour of preserving a dry floodplain and consistent socioeconomic activity. Resilience theory-based flood hazard management would start by identifying recurrent floods as natural environmental dynamics that inexorably affect socioeconomic operations on floodplains.

Second, resilience theory asserts that both gradual development and abrupt shifts can occur simultaneously, pair off each other (Folke, 2006). Resilience is born out of experiencing and learning from disruptions, as shown in regularly disturbed ecosystems (Holling 1973; Gunderson and Holling 2002). Additionally, research on communities that depend on natural resources shows that allowing smaller disturbances to enter the system increases resilience to large, unpredictably occurring ones (Berkes and Folke 1998; Berkes *et al.* 2003). It implies that flooding itself is a factor in resilience since it gives cities the chance to adapt their internal systems, and procedures, and gain knowledge, which results in a variety of coping mechanisms that accumulate over time (Folke 2006; Smit and Wandel 2006). This stands in contrast to the perception of floods as unpredictable, dangerous events that warrant flood management. Since most floods are prevented by flood-control infrastructure, cities only learn from costly, rare, catastrophic floods. Periodic flooding is a teaching opportunity for cities to become more

prepared for extreme flooding, according to resilience-based flood hazard management. Resilience theory calls for a paradigm shift in flood hazard management that should place more emphasis on fostering resilience than preserving stability. Resilience is neither flood resistance nor recovery to pre-disaster conditions because flooding is fundamentally a component of normal urban dynamics; rather, both are only means to the aim of stability. Here, resilience refers to the propensity to survive, which is a goal in and of itself.

Delta State Mitigation Efforts

The government of Delta State introduced some mitigation measures in effort to reduce the unpleasant impacts of the flood on its indigenes and residents. Some of which are:

Inauguration of Committee to Document the Impact on the State: On sight of conclusion of the flood episode of 2012, the government of the State inaugurated a fact-finding committee to document and recommend policies and projects with a view to reduce flood impacts for possible future. With such reports, the State now has the foundational documentary framework to guide its policies and projects in respect to flood disasters. With this document, the State would not be, reacting to flood incidences but it would be proactive in regard to flood episodes.

Establishment of Internally Displaced (IDP) person's camps: the government intentionally mapped out safe grounds for refugees in events of flood disasters. This was made known by the Commissioner for Special Duties, Mr Ernest Ogwezzy, during a forum organized by the National Emergency Management Agency (NEMA) in collaboration with Delta State Emergency Management Agency (SEMA) in September 2018. This is quite different from what has been obtained in other climes, IDPs relocate to safe places in mass before it's declared a camp by relevant authorities but it's the opposite in Delta state.

In 2012, over eighteen (18) camps were established some of which are, Ughelli Camp, Cavegina Primary School Camp - Warri, Oleh Camp, Institute of Continuing Education Asaba Camp, St. Patrick College Secondary School Asaba, AshakaRetref Camp, Tuomo, Okwagbe, Aboh, Ossissa camp, Kwale camp, Ozoro camp, Ogbe-Ijoh camp, Okpu-Elenchere Primary School. From 2018-2022, most of these camps were activated to accommodate flood refugees. And some were relocated to safer places as the volume of flood increases.

Preemptive Orientation Campaigns: As a follow-up to the forecasts of the Nigerian Meteorological Agency (NIMET) and the Hydrological Services Agency (NIHAS), the Delta state Ministry of Information and the State Bureau of Orientation, sensitizes the state indigenes and residents on the lower grounds and other flood-prone to the upper lands in order to avoid being caught up in flood. The orientation authorities in the State indigenously carried out campaigns in a localized manner, which effectively reached the local population. The state did not only rely on orientations from the Federal Government and it was preemptive.

Coordination of Relevant Authorities: The government of the Delta state ensured there is coordination among all relevant government agencies during flood period most notably the 2022 flood period. The Delta State Flood Disaster Management Committee, the State Emergency Management Agency (SEMA), Delta State Oil Producing Area Development Commission (DESOPADEC), and the National Emergency Management Agency (NEMA) were in coordination ensuring, provision of good portable water for drinking and other domestic uses, provision of health facilities, provision of food, provision of sanitary materials and other basic necessities mostly for victims in the various camps. The harmonious coordination of various agencies within the State is commendable and it an example for other states. All agencies

recognized a common need and responsibility and agreed, which enabled them to effectively fulfill the mandate entrusted on them.

Recommendations

The following recommendations were made:

Training of Farmers on New Periods of Farming: Considering the reports and damages on Delta state, it has been noted that most of it are agro-allied, which implies that the State is an agrarian. Thus, in adapting to the current reality of flood disasters annually, it is a necessity that a new season of farming should be introduced to the farmers. This could be an earlier planting period than the already known one. This is to engineer an earlier harvest which could limit the rate of damage to farms and their products by the floods. It is also a call for research on the best period and the necessary farm inputs to achieve an earlier harvest of crops. Furthermore, some new crops with shorter harvest seasons could be introduced to farmers. This could be substituted for already known crops, which implies harvest before the flooding period, thereby limiting the damages and losses on farms and farmers.

Redesign of Agricultural Facilities: With the rate of damage to agricultural products, it is important that a redesign of current storage and other agricultural facilities is considered. It is debatable that current agricultural facilities are overwhelmed by the floods thus, widespread destruction of its products and facilities. A redesign of agricultural facilities such as Fishing Farming Ponds will reduce the losses made by Fish Farmers during flood periods. Fish farmers mostly make losses through the escape of fish when Fish Ponds overflow during flood periods. For instance, a redesign of Fish Ponds could result in the retaining of fish and even the intake of fish during flooding. This is because during flooding periods a large number of natural fishes move from their natural habitats hence, redesigned Fish Farming Ponds may attract new natural fishes and retain them even after the flood. Also, storage facilities for other agricultural products could also be redesigned. This would keep farm produces safe during and after the flooding period. Most storages of agricultural products are mostly affected hence, the macro destruction of agricultural products. If the storage facilities of agricultural products are redesigned to fit this modern trend of floods, the rate of destruction of stored products would reduce. For instance, some storage facilities could be designed with water-resistant materials.

Building of Artificial Water Storages (Dams) And Pathways (Drainages and Canals): In adapting and reducing the effects of floods in Nigeria, the construction of dams, canals, and drainages directly to the sea should be considered. If dams are constructed in all the geopolitical zones of this country, it will definitely reduce the negative impacts of floods because the excess water would be reserved in dams. And if man-made drainages directly feed the sea, it would reduce flooding periods because excess water pathways to the sea would be increased. Currently, most man-made drainages in Nigeria are channeled to Rivers Benue and Niger thus, it overwhelms and overflows when excessive rainfall is experienced in a short period. And the building of canals would support to the available natural drainages or rivers; contributing to the preservation and transportation of excess water resulting from excessive rainfall.

Maintenance of Natural Water Pathways (Rivers): The maintenance of natural water pathways (rivers) should also be considered to mitigate the effects of floods. Over time, the depth and width of rivers reduce, probably as a result of man-made drainages being channeled to them hence, sands and other residues from human activities are being transported to the rivers. These human residues contribute to the floor of the rivers by forming rocks and soil. From the foregoing, in maintaining natural water pathways, periodic dredging of rivers should be

considered. If rivers are dredged, it would maintain the depth and width enabling them to retain and transport the expected volume of water. This would reduce the excess water being released to communities (flooding period). Also, the legal framework for maintaining rivers should be introduced. It has been observed that during farming seasons, banks of rivers are being used for farming and this activity contributes to forming rocks and soil. Therefore, laws could be introduced to curtail these and alike activities.

Introduction of New Housing Models: In flood-prone areas such as lowlands in Delta state, new models of housing could be introduced to them. Architectural research could be commissioned to determine the best models of housing that could be built in lowlands. Community designs could also be commissioned with water pathways for lowland areas. This is with a view to minimizing the rate of displacement in lowlands during flood periods. If houses are designed in such a way that residents could remain during floods displacements and damages would be reduced.

More Investment in Water Transportation: During the flood period the dominant means of transportation is canoes in affected areas. Residents use canoes to move from one point to another. This should be considered as an innovation to relevant authorities as means of mitigation for affected areas. Relevant authorities could commission a design of safer canoes and boats that could be used as means of transportation during flood periods. As most transport infrastructures are affected such as roads; unusable during floods, safer canoes and boats could be a substitute for the period.

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WORKPLACE ETHICS AND EMPLOYEE PERFORMANCE IN THE NIGERIAN CEMENT INDUSTRY

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Abstract

This research work examined workplace ethics and employee performance in the Nigeria Cement Industry. It attempts to studied staff behaviour in relationship with others on the basics of wrongness or rightness of manifested behaviour. A survey method was adopted with a population of 500 employees comprising of both senior and junior staff. Thereafter, Taro Yamani sample size determination was used to arrive at a sample size of 222 but only 100 was successfully retrieved. Th study employed chi-square with the aid of SPSS to analyze the hypothesis raised in the study. The study recommends amongst others that company should continue to apply work ethics policies to improve their employee's performance level and thatgood ethical atmosphere should be maintained since it is good for efficiency.

Keywords: Ethics, employee, behaviour, cement, performance.

Introduction

The term "ethics" is used to describe the proper or improper conduct that one should or should not exhibit. When used in the workplace, the term "ethics" refers to a person's guiding principles and their expectations for their job based on their personal values. Ethics in the workplace refers to a set of norms and guidelines for behaving honorably in the workplace. When used bylabour movement, however, the term "union ethics" refers to a set of norms for proper behavior in the workplace(Sugraman,1997).Ethics is the study of right and wrong conduct, as applied to human interactions with other people. Morality is a person's fundamental belief that his or her behaviors in connection to important individuals are either right or wrong, and that this belief serves as the foundation for his or her behavior. However, such beliefs or acts must be held in common among coworkers. This is one way in which ethics may be seen as a cultural phenomenon.

The classical war ethics, which has its roots in the Protestant work ethic, holds that hard effort is beneficial in and of itself and that it is the best way to achieve one's goals in life (Yoder and Staudohar, 1982). This approach to labour originated with the European Reformation. At the period, the common belief was that people's destinies are not written in stone, and that instead, they might earn God's favor by being diligent, frugal, and successful in the material realm. This points to the importance of ethics in connecting religion and the workplace. In the 1930s, religious organizations spread the idea of ethics across the United States. Many factors, including wartime patriotism, the abundance of natural resources, and the widespread idea that the United States is a "land of opportunity" all contributed to the rapid development of the work ethic. It's likely, however, that the fervor with which this idea was imbibed in the 1930s has subsided somewhat in the intervening decades.Ethics, as defined by Tran (2008), is the inquiry into the

connection between ends for which humans have a capacity to act and the justifications for the means by which they seek to reach those ends. The study of business ethics involves looking at how decisions affect people, businesses, and society as a whole. Although it does not center on individual needs, it is nevertheless important to consider individual motivations since employees' behaviors reflect on the company as a whole. Therefore, the commitments taken by the individual in the course of executing their work are emphasized. Ethical behavior, as defined by Mccraw, Moffeit, and O'malley, (2009), is a company's underlying morality and its following behaviors. In the wake of recent corporate scandals, the media attention paid to the study of ethics in business has increased, as reported by (Mccraw et al, 2009)

In his article "The Value of a Code of Conduct," Mintz (2015) outlined how such a document might contribute to the development of a company's ethical standards. A code of conduct goes beyond what's required by law and makes it clear what kind of behavior is expected from management and workers alike. Typically, this has to do with the company's disciplinary procedures in the case of misconduct. Managerial buy-in is crucial for enforcing ethical rules across an organization since employees take their cues from their superiors. The advantages of a code of conduct, which might influence the company's ethical code, were outlined by (Mintz, 2015). A code of conduct goes beyond what's required by law and makes it clear what kind of behavior is expected from management and workers alike. It usually has something to do with the company's disciplinary procedures in the case of misconduct. Like with ethical standards, top-level buy-in is crucial to spreading the word across the company and gaining employees' trust. Failures of earlier companies to uphold basic standards of conduct have made the promotion of ethical behavior in the workplace an absolute need. The inability of many businesses to adhere to basic principles of work ethics has led to their demise, since this has directly led to their own inefficiencies. The use and growth of the code of work ethic is essential for every firm to sustain and reach a sound healthy standard. An individual's performance on the job may only be considered "good" if they adhere to a certain code of conduct known as "work ethics." The aforementioned is in contrast to the mindset and conduct that employees bring to the management of the company's affairs and operations. In addition, a worker's rude and impolite behavior, the irregularity and lack of punctuality of a person in an organization, the disregard of rules and procedures, the wastes of resources by personnel, and disloyalty to the organization are all seen as negative attitudes that have cost behavior from the day-to-day running of administration, operation, and other vital key areas in the organization. Undoubtedly, in modern society, we see how certain companies have been distorted to the point that they are no longer competitive because they no longer adhere to the established norms of the economic world. As such, the researcher set out to examine the relationship between employee ethics and productivity at BUA Cement Company in Edo State.

Statement of the Study

This study focused on workplace ethics and employee performance in the Nigerian cement industry. It is expedient for organization to that work behavior should be examined closely and adhered to since it is the key to the success or failure of any given firm. In the face of the incipient world economy, an organization that is involved in a appropriate context for good governance must practice work ethics and integrate good values as part of its organizational culture if it must achieve higher performance (Bernard & Oyende, 2015). Work ethics, attitudes and values affect the performance of every organization. This is because the human resource is the most important resource in every organization. The performance of every organization

isted to the performance of every member of staff. Values are the foundation upon which individual ethics and attitudes are built performance (Bernard & Oyende, 2015). However, the issue of ethical conduct in workplace has been a subject of debate, as most organization uphold it without any reservation while others handle it with lip service thereby making those upholding ethical values in their operation be regarded as too strict. Therefore, the rationale of this study is to examine the influence of work ethics on organizational performance with focus on the Nigerian Cement Industry.

Components (attitude, ethics and values) shape an individual's character. A person's character is manifested in his/her words and actions (behaviour). The purpose of this research is to help fill this knowledge gap by investigating whether or not there is a correlation between workplace ethics and employee performance in the Nigerian cement industry. As such, this research used BUA cement Plc, Obu- Okpella as its case study to investigate the impact workplace ethics and employee performance in the Nigerian cement industry. The study examined the relationship between workplace ethics and employee performance in BUA Cement Company Plc, Okpella.

The specific objectives are to:

- i. ascertain the relationship between moral value and employee performance in BUA Company Plc, Okpella, Edo State.
- ii. examine the effect of work attitude on employee performance in BUA Company Plc, Okpella, Edo State.
- iii. find out the effect of commitment on employee performance in BUA Company Plc, Okpella, Edo State.
- iv. investigate the extent of effect of Teamwork on employee performance in BUA Company Plc, Okpella, Edo State.
- v. establish the effect of Organizational Trust on employee performance in BUA Company Plc, Okpella, Edo State.

To be able to draw adequate conclusion, the following null hypotheses were formulated.

Ho₁: There is no significant relationship between moral value and employee performance in BUA Company Plc, Okpella, Edo State.

Ho₂: Work attitude does not have effect on employee performance in BUA Company Plc, Okpella, Edo State.

Ho₃: Commitment does not have effect on employee performance in BUA Company Plc, Okpella, Edo State.

Ho₄: There is no significant relationship between Teamwork and employee performance in BUA Company Plc, Okpella, Edo State.

Ho₅: There is no significant relationship between organizational Trust and employee performance in BUA Company Plc, Okpella, Edo State.

REVIEW OF RELATED LITERATURE

Concept of workplace ethics

According to Fajana (2000) analysis of power dynamics in the workplace, employees in different roles may have meaningful personal relationships with one another. Each actor in industry often fulfills a certain set of roles. Included in this category are people like managers, supervisors, coworkers, superiors, subordinates, friends, family, the state, union officials, customers, and other patrons. When evaluating subordinates, superiors often seek for evidence of a good work ethic. Good examples are dedication to the company and a determination to get the work done well regardless of whether or not the boss is there. Workers in the workplace and members of

labor unions often frame ethics in terms of what their superiors must and must not do. Paychecks should be received on time, employees' requirements and expectations should be met, and a supportive work atmosphere should be fostered, all while avoiding any unfair labor practices. Peers may also count on you to show teamwork, solidarity, and selflessness by pitching in when others in your group are struggling. We point out that the potential for overlapping and conflicting views of ethics among the three primary players in the workplace is left open by this approach. Nonetheless, the complex web of contacts and anticipations illustrates the creation of the dispute and consensus as results of social investment. Work, or productivity, as shown by economic, spiritual, and social outcomes, is often accomplished via conflict minimization and consensus maximization tactics, whether the organization in question is a company or a labor union. in terms of an individual's whole sense of ethics and drive (Mintz, 2015).

A company's success may quickly crumble in the face of internal strife and unethical behavior among its employees. Some examples include a decline in organizational patronage, a tarnished reputation, personnel who lack drive, and a loss of goodwill. a lack of output (effectiveness and efficiency) low financial performance, which may result in employment losses, dishonesty, and a stifling of originality and innovation. There are a number of separate belief systems at play in the American work ethic; some of them may find analogues in modern Nigeria. Fajana divided it into five groups based on these characteristics:

Marxist Related Beliefs: As a means to an end, labour is inherently unfulfilling since it primarily benefits capitalists rather than the worker. Workers with this perspective feel they are being exploited since they are not paid anything near the worth of their marginal output (Fajana, 2002).

The Organizational Belief System: Meaning is derived from one's work solely in relation to how it impacts others in the workplace. Adherents of this ethic often forego their own desires in favor of the needs of the organization, since its members' success is predicated less on their own efforts and more on their ability to conform and adapt to the standards of the group. According to Fajana (1991), managers at multinational companies involving Britain and Nigeria take pride in relegating their own personal value and interest while propagating that of the organization. This philosophy is easily diffused in all organizations through cross-posting and organization socialization, during which particular cultures and ethnicities are taught at the point of entry. Members of an organization in Nigeria may be stereotyped as workaholics.

The Leisure Ethic: Work has no intrinsic value, and one must seek it out in other activities; yet, it is essential for the production of products and services and the generation of income. Working less and relaxing more is always preferable.

The Work Ethic: This refers to the drive to accomplish an excellent work regardless of financial considerations, yet it does not exclude the possibility of social reward. People are considered to benefit morally and honorably from their work. One's level of success is proportional to the work they put out. Financial resources should be put to productive use rather than frivolously spent on one's own wants and whims. It turns out that these worldviews are neither exclusive of one another or fixed throughout time for any one person. However, they do provide light on the motivations behind some eccentricities and actions shown by employees (Mintz, 2015). They also form the practical prescriptions for acceptable work behaviour for all actors in place role set. Some of which are discussed later.

Ethical problems in work place

Some issues that many businesses in Nigeria are facing today are discussed. These issues have lowered their standards of achievement, which has led to company failure, poor performance, and a slowing of economic growth in Nigeria. Despite the establishment of policies and procedures for the benefit of all parties involved (employees, managers, and customers), many workplaces today lack the necessary discipline, teamwork, and respect for authority. It's really detrimental to the company's ethics and reputation.

Sadly, some employees engage in behaviors that undermine the success of the company for which they are employed. A chemical engineer, for example, may secretly sell the product's secret formula to a competitor in order to earn some extra cash. A crooked union leader might cause massive losses by calling for a walkout of mill employees. Examples of disloyalty in today's society include working for a third-party while being employed by another, and accepting bribes to offer special favors to select corporations and persons at the expense of one's own company.

Picture this: you make a request at the office, but the clerk does not pay close enough attention to it before asking you to come back later because he is too busy. He has a nasty disposition and is always hostile, making anyone around him uncomfortable. This is all quite humiliating for the company. The ability to impress others and advance one's career is a motivating factor for many individuals; therefore, they pretend to have these skills and expertise. Many people make matters worse by pretending to be doctors and treating patients for conditions they have no expertise in. Since this is such a crucial profession, those who pretend to be electricians but who lack the necessary expertise often end up causing significant damage to equipment and the public.

Negative Resource Allocation: Lack of respect for authority on the workplace. People missing work for legitimate or bogus reasons is a common issue in the workplace. Others consider it their privilege or personal preference to arrive late and go early. Some employees are never seen at their desks when customers or bill payers show up; their careless actions undermine workplace discipline, serve as an example to others, annoy customers, and damage the company's reputation (Manika&Naznee, ,2012).

Theoretical framework

The foundation of this research is the Norm theory of regret (Kahneman & Miller, 2016), a theoretical framework that stresses the significance of familiarity in the development of remorse. According to the hypothesis, people's emotional reactions to events depend on how far they diverged from their expectations. According to social norms theory, people's actions are affected by how they feel they compare to the actions of others. Interventions based on social norms seek to influence real behavior by shifting people's conceptions of what constitutes "normal" conduct. There has been both positive and negative results from these approaches. It is possible for a social norms program to fail if the intervention activities do not adequately apply social norms theory in practice. That research served as the inspiration for this piece.

RESEARCH METHODOLOGY

This research is more descriptive in nature given the centrality of work ethics at BUA Cement Company Plc, Okpella. The survey research approach was employed for data collection. According to Ohaja (2003), a survey is an investigation into the characteristics of a sample from which inferences may be drawn about a larger population. The population of this study include 500 respondents who are staff of BUA cement. Using Taro (1971) sample size determination, a sample of 222 respondents were selected randomly for the study. Work ethics at Okpella's BUA Cement Company Plc were the subject of this research. The researchers used tables and percentages to analyse the questionnaires while chi-square was employed to test the hypothesis formulated in chapter one.

DATA ANALYSIS AND PRESENTATION

The data for this study were presented and analyse using simple percentages and chi-square test To achieve this, we first converted the numbers to percentages, and then we used the chi-square test to examine the data and determine whether or not it supported our assumptions.

Table 1

Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	59	58.4	59.0	59.0
	female	41	40.6	41.0	100.0
	Total	100	99.0	100.0	

Source: Field survey (2022).

The Gender Distribution of the respondents is as seen above and it can be deduced that the male gender re more represented in the survey than the female s they represent 58.4% compared to the 40.6% of the female counterpart.

Table 2

Age Group of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	26	25.7	26.0	26.0
	30-45	20	19.8	20.0	46.0
	46-60	26	25.7	26.0	72.0
	65+	28	27.7	28.0	100.0
	Total	100	99.0	100.0	

Source: Field survey (2022).

According to the data shown in the table and the chart, the respondents span a wide age range: 25.7% are between the ages of 18 and 29, 19.8% are between the ages of 30 and 45, and 25.7% and 27.7% are between the ages of 46 and 60 and 65 and up, respectively.

Table 3 :Educational Level of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	WASCE/GCE/NECO	15	14.9	15.0	15.0
	OND/NCE	10	9.9	10.0	25.0
	HND/B.Sc.	30	29.7	30.0	55.0
	MBA/M.Sc.	25	24.8	25.0	80.0
	PHD	20	19.8	20.0	100.0
	Total	100	99.0	100.0	

Source: Field survey (2022).

Observations on respondents' educational backgrounds showed that 14.9% had only completed WASCE/GCE/NECO, while 9.9% had completed OND/NCE. As can be seen in the chart and table above, respondents with an HND/B.Sc. were the most highly represented group at 29.7 percent, followed by those with an MBA/M.Sc. at 24.8 percent and those with a PHD at 19.8 percent.

Table 4: Role at work of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	production leaders	20	19.8	20.0	20.0
	Manager	24	23.8	24.0	44.0
	sales personnel	18	17.8	18.0	62.0
	research personnel	22	21.8	22.0	84.0
	finance personnel	16	15.8	16.0	100.0
	Total	100	99.0	100.0	

Source: Field survey (2022).

A total of 19.8 percent are production managers, 23.8 percent are managers, 17.8percent work in sales, 21.8 work in research, and 15.8 work in finance, as shown in the table.

Table 5: The company develop effective work ethic policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	49	48.5	49.0	49.0
	strongly agree	17	16.8	17.0	66.0
	Neutral	2	2.0	2.0	68.0
	Disagree	28	27.7	28.0	96.0
	strongly disagree	4	4.0	4.0	100.0

Table 8: The company uses moral value, work attitude, commitment, team work and organizational trust

	Frequency	Percent	Valid Percent	Cumulative Percent
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Source: Author's field survey (2022)

With 48.5% of respondents agreeing that effective work ethics policies have been developed, 27.7% disagreeing, 2% remaining neutral, and 16.8% strongly agreeing that NBC's

Table 6: The company assesses direct customers complaint through the sales force

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	29	28.7	29.0	29.0
strongly agree	24	23.8	24.0	53.0
Neutral	2	2.0	2.0	55.0
Disagree	27	26.7	27.0	82.0
Strongly disagree	18	17.8	18.0	100.0
Total	100	99.0	100.0	

market research program is effective, and 4.5% strongly disagreeing, we can conclude that NBC does, in fact, run an efficient and effective market research program.

Source: Author's field survey (2022)

Table 7: Adopted work ethics increases workers performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	37	36.6	37.0	37.0
strongly agree	32	31.7	32.0	69.0
Neutral	18	17.8	18.0	87.0
Disagree	10	9.9	10.0	97.0
strongly disagree	3	3.0	3.0	100.0
Total	100	99.0	100.0	

Among those polled, 28% were in favor of having upper-level management enforce company-wide standards of conduct when it comes to ethics on the job, 26% were against, 24% were neutral, 17% were very in favor and 2% were extremely opposed.

Source: Author's field survey (2022)

About one-third of those polled (36.6%) agreed that a company-wide commitment to ethics at work improves productivity; 17.8% were undecided; 9.9% were opposed; and 31.7% and 3.0% were highly in favor of and opposed to the assertions, respectively.

Valid	Agree	30	29.7	30.0	30.0
	strongly agree	31	30.7	31.0	61.0
	Neutral	2	2.0	2.0	63.0
	Disagree	27	26.7	27.0	90.0
	strongly disagree	10	9.9	10.0	100.0
	Total	100	99.0	100.0	

Source: Author's field survey (2022)

Only 29.7% of those who took the survey think the firm utilizes Three out of ten employees strongly disagree that moral values, work attitudes, dedication, teamwork, and organizational trust are the foundations of the company's ethics policy, while other two percent are ambivalent.

Table 9: The company uses the product development and upgrade as its major marketing strategy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	49	48.5	49.0
	strongly agree	17	16.8	66.0
	Neutral	5	5.0	71.0
	Disagree	21	20.8	92.0
	strongly disagree	8	7.9	100.0
	Total	100	99.0	100.0

Source: Author's field survey (2021)

In a survey, 48.5% of respondents said they agreed with the statement "The company uses the product development and upgrade as its major marketing strategy," while 20.8% disagreed. Furthermore, 16.8% and 7.9% of respondents strongly supported and opposed the statements, respectively, while 5% of respondents were neutral.

Table 10: The company uses work ethics to improved worker performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	17	16.8	17.0
	strongly agree	25	24.8	42.0
	Neutral	16	15.8	58.0
	Disagree	34	33.7	92.0
	strongly disagree	8	7.9	100.0

Total	100	99.0	100.0
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Source: Author's field survey (2022)

While 16.8% of respondents said they agreed with the statement "The organization employs work ethics to boost worker performance," 33.7% said they disagreed with the statement, 24.8% said they strongly agreed, 7.9% said they definitely disagreed, and 15.8% were unsure.

Table 11: Which work ethics policies does your company engage in?

	Frequency	Percent	Valid Percent	Cumulative Percent
geographic	36	35.6	36.0	36.0
demographic	40	39.6	40.0	76.0
Valid behavioral	14	13.9	14.0	90.0
business-to-business	10	9.9	10.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

The percentage of people who agreed with the statement "geographically" was 35.6%, with the percentage of people who agreed with "demographically" being 39.6%, with the percentage of people who were in favor of the utilized work ethics rules being 13.9% and those who were opposed to them being 9.9%.

Table 12: The company differentiated their work ethics policies

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	22	21.8	22.0	22.0
strongly agree	37	36.6	37.0	59.0
Valid Neutral	25	24.8	25.0	84.0
Disagree	13	12.9	13.0	97.0
strongly disagree	3	3.0	3.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

Twenty-one percent of those polled agreed that the corporation has distinguished its work ethics norms, while 12.9% disagreed; 36.6% and 3.0% were highly in favor of and opposed to the comments, respectively; 24.8% were indifferent. Twenty-one percent of those polled agreed that the corporation has distinguished its work ethics norms, while

12.9% disagreed; 36.6% and 3.0% were highly in favor of and opposed to the comments, respectively; 24.8% were indifferent.

Table 12: Work ethics is based on the employee's performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	25	24.8	25.0	25.0
strongly agree	48	47.5	48.0	73.0
Neutral	5	5.0	5.0	78.0
Disagree	17	16.8	17.0	95.0
strongly disagree	5	5.0	5.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

Of those polled, 24.8% held the view that work ethics are determined by how well people do their jobs, 16.8% disagreed, 47.5% strongly agreed, 5% strongly disagreed, and 5% were unsure.

Table 13: Individuals from the various departments of the company interact directly with themselves and customers to enhance productivity.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	21	20.8	21.0	21.0
strongly agree	19	18.8	19.0	40.0
Neutral	16	15.8	16.0	56.0
Disagree	40	39.6	40.0	96.0
strongly disagree	4	4.0	4.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

Among those polled, 20.8% said they agreed with the statement that employees from different departments communicate with each other and with customers in order to boost productivity, while 39.6% said they disagreed. Another 18.8% said they strongly agreed, while 4.0% said they strongly disagreed, leaving 15.8% of the population undecided.

Table 14: The Administrative department of the organization conducts work ethics research.

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Agree	36	35.6	36.0	36.0
	strongly agree	46	45.5	46.0	82.0
	Neutral	8	7.9	8.0	90.0
	Disagree	7	6.9	7.0	97.0
	strongly disagree	3	3.0	3.0	100.0
	Total	100	99.0	100.0	

Source: Author's field survey (2022)

One-third of respondents agreed that the organization's administrative department engages in work ethics research, while 6.9% disagreed; 45.5% of respondents strongly agreed, while 3.0% strongly disagreed; 7.9% of respondents were indifferent.

Table 15: The company adopts a work ethics orientation programme

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	35.6	36.0
	strongly agree	44	43.6	80.0
	Neutral	9	8.9	89.0
	Disagree	5	5.0	94.0
	strongly disagree	6	5.9	100.0
	Total	100	99.0	100.0

Source: Author's field survey (2022)

Of those polled, 35.6% said they agreed with the statement, "The organization undertakes a work ethics orientation programme," while 5% said they disagreed. Furthermore, 43.6% and 5.9% strongly supported and opposed the assertions, respectively, while 8.9% were indifferent.

Table 16: The company uses the team work as its major work ethics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	35.6	36.0
	strongly agree	39	38.6	75.0

Neutral	14	13.9	14.0	89.0
Disagree	7	6.9	7.0	96.0
strongly disagree	4	4.0	4.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

In a survey, 35.6% of respondents said they agreed with the statement, "The firm employs the team work as its primary work ethics," while 6.9% disagreed. A total of 38.6% of respondents either strongly agreed or disagreed with the statement, while 4.0% were indifferent.

Table 17: The company uses the organizational trust as its major work ethics to promote employee's productivity

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	25	24.8	25.0	25.0
strongly agree	55	54.5	55.0	80.0
Neutral	6	5.9	6.0	86.0
Disagree	4	4.0	4.0	90.0
strongly disagree	10	9.9	10.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

Respondents representing 24.8% of the population agreed that the company uses the organizational trust as its major work ethics to promote employee's productivity while 4 percent disagreed, 54.5 percent and 9.9 percent were strongly in support and opposed to the statements as they both strongly agreed and disagreed respectively while the neutral population was left at 5.9 percent.

Table 18: It improves the relationship between the company, other stakeholders and customer loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	34	33.7	34.0	34.0
strongly agree	50	49.5	50.0	84.0
Neutral	6	5.9	6.0	90.0
Disagree	7	6.9	7.0	97.0
strongly disagree	3	3.0	3.0	100.0
Total	100	99.0	100.0	

Source: Author's field survey (2022)

One-third of respondents agreed that the statement "It enhances the connection between the firm, other stakeholders, and consumer loyalty," while 6.9% disagreed. Forty-nine percent of respondents either strongly agreed or disagreed with the statement, while 3.9% severely disagreed.

Hypotheses Testing and Interpretation

Using a chi-square test, enables us to establish the presence of a statistically significant link between our two category categories, of which the variables in questions fit into

Hypothesis One

Ho: There is no significant relationship between moral value and employee performance in BUA Company Plc, Okpella, Edo State

Chi-Square	41.300 ^a
Df	4
Asymp. Sig.	.000

Source: survey (2022)

Decision rule: reject H_0 if significant value is less than 5%, otherwise accept

Given that the p-value for the cross-tabulation between moral value and employee performance at BUA Cement Company is 0.000, which is less than 5%, we reject the Null hypothesis and draw the conclusion that moral value is significantly related to employee performance at BUA Cement Company.

Hypothesis Two

Ho₂: Work attitude does not have effect on employee performance in BUA Company Plc, Okpella, Edo State.

*The company uses the work attitude policies on employees

Chi-Square	34.700 ^a
Df	4
Asymp. Sig.	.000

Source: survey (2021)

Decision rule: reject H_0 if significant value is less than 5%, otherwise accept

The chi-square value is discovered to be less than 5 percent at 0.000, based on this observation. Therefore, we deny the null hypothesis and draw the conclusion that there is no significant association between work attitude and workers' performance, which is consistent with the results of Gbolagade, Adesola, and Oyewale (2013).

Hypothesis Three

Ho₃: Commitment does not have effect on employee performance in BUA Company Plc, Okpella, Edo State.

Which commitment does your company engage in? *Adopted commitment enhances employee's performance

Chi-Square	27.680 ^b
Df	3
Asymp. Sig.	.000

Source: survey (2022)

Decision rule: reject H_0 if significant value is less than 5%, otherwise accept

After calculating the chi-square value and finding that it is less than 5%, at 0.000, we can say with confidence that there is a substantial connection between employee dedication and productivity.

Hypothesis Four

Ho: There is no significant relationship between Teamwork and employee performance in BUA Company Plc, Okpella, Edo State.*Adopted teamwork increases employees' performance

Chi-Square	67.400 ^a
Df	4
Asymp. Sig.	.000

Source: survey (2022)

Decision rule: reject H_0 if significant value is less than 5%, otherwise accept

We reject the null hypothesis and draw the conclusion that there is a significant association between team work and employee performance since the chi-square value is less than 5%, coming in at 0.000.

Hypothesis Five

Ho: There is no significant relationship between organizational Trust and employee performance in BUA Company Plc, Okpella, Edo State. * Adopted organizational trust increases enhances employee's performance

Chi-Square	41.300 ^a
Df	4
Asymp. Sig.	.000

Source: survey (2022)

Decision rule: reject H_0 if significant value is less than 5%, otherwise accept

We reject the null hypothesis and draw the conclusion that organizational trust significantly affects employee performance since the chi-square value is less than 5% at.000.

SUMMARY, CONCLUSION AND RECOMMENDATION

Summary of Findings

A case study of BUA Cement Company was used to examine issues of work ethics and employee performance in a manufacturing firm. A well-structured questionnaire was administered throughout the research region to gather data on an individual level, and a judgmental sampling strategy was used to choose participants. In an effort to learn more about how workplace ethics affect productivity, this research examined five hypotheses. Chi-square analysis indicated that there was a significant association between the dependent and independent variables. The following are the results from the five tested hypotheses:

Hypothesis 1: The null hypothesis (H_0) was rejected and accepted the alternative hypothesis (H_1) which is there is a significant relationship between moral value on the employee's performance of BUA Cement Company Okpella.

Hypothesis 2: The null hypothesis (H_0) was rejected and accepted the alternative hypothesis (H_1) which is there is a significant relationship between work attitude on the employee's performance of BUA Cement Company Okpella.

Hypothesis 3: The null hypothesis (H_0) was rejected and accepted the alternative hypothesis (H_1) which is there is a significant relationship between commitment on the employees performance of of BUA Cement Company Okpella.

Hypothesis 4: The null hypothesis (H_0) was rejected and accepted the alternative hypothesis (H_1) which is there is a significant relationship between team work on the employee's performance of BUA Cement Company Okpella.

Hypothesis 5: The null hypothesis (H_0) was rejected and accepted the alternative hypothesis (H_1) which is there is a significant relationship between organizational trust on the employees performance of BUA Cement Company Okpella.

Data on how workers see their own performance and ethics on the job, as well as the results and discussion of five hypotheses, were given and discussed in this research. From this, we may draw the following conclusions about the study's main results. The results of this study show that work ethics significantly affect the productivity of workers at BUA Cement Company Okpella. We also looked at whether or not work ethics had an influence on employee productivity, and we found that they do not. This is in keeping with the results of (Chua & Rahman, 2011) who came to the opposite conclusion. The study's findings, therefore, suggest that moral principles, a positive outlook on work, a strong sense of cooperation, and a belief in one's organization's integrity are all conducive to employee productivity.

Conclusion

This study analyzes the impact of employees' moral principles, attitudes toward work, levels of commitment to the team, and confidence in the company on their productivity. It seems from the findings that the work ethics regulations at BUA Cement Company Okpella have a considerable effect on the productivity of the company's workers. Employee performance and productivity have increased as a result of the company's efforts to raise public understanding of its code of conduct for business. As a result, scholars are urged to delve more into this topic for the sake of humanity. Therefore, the researcher really believes that more progress may be accomplished in this study and applied by the appropriate parties. This is because the results of the research showed that using personnel management techniques improved productivity. The cement companies whose management understood its significance as a marketing tool benefited greatly from its use.

Recommendations

In light of the data and conclusions drawn from the research, the following suggestions, if implemented, will make the work ethics more effective and efficient, in enhancing the workers' performance at BUA Cement Company Okpella.

- i. The Company has to keep enforcing its regulations on workplace ethics if it wants to see an uptick in productivity from its workers. Maintaining a moral climate is beneficial to productivity.
- ii. Due to the cutthroat nature of the market, businesses need to employ a team of people who have received extensive training in the company's rules on work ethics in order to effectively satisfy the demands of the company's many departments and, in turn, increase productivity.
- iii. Organizations should adopt a timely evaluation of the firm's work ethics rules to bring them in line with the expectations and requirements of the current productivity market, which will result in better promotional activities that appeal to the senses and wants of the company's workers.
- iv. The corporation should hire the services of an experts who will take over the management of the organization.
- v. For continued success, the firm must also keep its nimbleness and toughness at a high level. They need to increase the size of their coastline in order to effectively capture a team dynamic. It will also act as an incentive for staff to do well for the business. In order to keep its customers happy for the long haul, the corporation shouldn't slack off on manufacturing.

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TERRORISM AND CHILD'S RIGHTS IN NORTH-EAST REGION OF NIGERIA

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Abstract

The study examined terrorism and child's rights in North-East Nigeria. Terrorism is one of the major security problems Nigeria is currently contending with. One of the major terrorist groups operating in North-East Nigeria is Boko Haram, and one of its goals is to make Nigeria an Islamic state. In achieving this goal, Boko Haram tends to infringe on the rights of children. Therefore, the broad objective of this study is to examine the implications of terrorism on child's right to education and health care services in North-East Nigeria. The research is a qualitative study. The conflict theory was applied as the framework of analysis, and data was obtained from secondary sources. The findings of the study showed that the implication of terrorism on child's right to education and good health care services in North-East Nigeria is severe, as prior to 2009, the attendance of school enrollment was above average, and there was the availability of good health care service. However, reverse was the case when Boko Haram started its operations in North-East Nigeria. The study recommends amongst others that government should intensify its counterterrorism strategy in order to curb the activities of Boko Haram, as this will help to strength child's rights to education and healthcare services.

Key Words: Terrorism, Child's Rights, Education, Healthcare, North-East, Nigeria.

INTRODUCTION

Terrorism is one of the major problems Nigeria is currently contending with. Almost on a daily basis there are news reports about terrorist attacks. In 2020, the Global Terrorism index identified Nigeria as the third most affected state by terrorism (Onapajo, 2021), and one major terrorist group operating in North-East Nigeria is Boko Haram. Boko Haram was declared a terrorist group respectively by the United Kingdom, United States, and United Nations on the 10th of July 2013, 14th of November 2013, and 22nd of May 2014 (Proscribed Terrorist Organizations, 2013; Foreign Terrorist Organization, 2014; United Nations Security Council, 2014).

Boko Haram is known as Jam'atu Ahlis Sunna Lidda'awati Wal-Jihad, meaning, people committed to the propaganda of the Prophet's teaching and Jihad, and one of Boko Haram's goal is to make Nigeria an Islamic state. In North-eastern Nigeria, various widespread human rights abuses have been perpetuated by Boko Haram. Human right abuses by Boko Haram includes killings of civilians, abductions, torture and other cruel, inhuman or degrading treatment, sexual and gender-based violence as well as violence against children in hostilities. (United Nations, 2015., UNICEF, 2018., Efebah&Efanodor, 2016)

Reports from International Organizations, scholars and news articles, have shown that children from the North-East region of Nigeria are major victims of terrorism. According to United Nations Human Rights Convention on the Right of the Child, Article 1, "A child means every human being below the age of eighteen years, unless under the law applicable to the child, majority is attained earlier" (United Nations, 1990). UNICEF reported that "over 1,000 children since 2013, and an estimate of 1.9 million people had been displaced and 60% of them are

children, many under the age of five” (UNICEF, 2018). According to United Nations Human Rights Convention on the Rights of the Child, killings, kidnapping, using children as human fighters, and shield, and also depriving them of good education is an infringement on the rights of the children. Article 3 of United Nations Convention on the Rights of the Child states that “the interest of the child and protection of the child for its wellbeing should be the primary focus of the state”. Specifically, Article 3:1 state that “In all the actions concerning children, whether undertaken by public or private social welfare institution, courts of law, administrative authorities or legislative bodies, the best interest of the child shall be the primary consideration”. Also, Article 6 of the convention states that “every child has the right to life and survival and development”. The article goes further than just granting children the right not to be killed, it includes the right to survival and development which is formulated in Article 6:2 “state parties shall ensure to the maximum extent possible the survival and development of the child” (UN Commission on Human Rights, 1990).

Taking into consideration all the rights children in North-East Nigeria are to enjoy based on United Nations Human Rights Convention on the Rights of the Child, it has been argued that terrorist attacks in North-East Nigeria has infringed on the rights of children in North-East Nigeria. Due to this argument, various international organizations and scholars such as (United Nations, UNICEF, 2018; Adepelumi, 2018; Joshua & Olarewaju, 2016; Afzal, 2020; Muhammad and Mohammed, 2019; Onapajo, (2021), have carried out research on terrorism in northeastern region of Nigeria, and its effects on children. These existing studies have made significant contributions towards understanding the effect of terrorism on children in North-East Nigeria, nevertheless, they have not adequately explained how terrorism infringes on the rights of children in this region.

Considering the fact that there are over 50 dimensions and indicators of child’s right and various dimensions and indicators of terrorism, it is impossible for this study to exhaust all the dimensions. Therefore, the study focused on two dimensions of child’s rights, which includes: Right to highest attainable standard health care, and right to education. Right to highest attainable standard health care service, and right to education were chosen specifically for the study because adequate attention has not been given to the issues of the effects of terrorist attacks on child’s right to good health care services, and also child’s right to education in North-East Nigeria.

For systematic analysis, the remaining part of the paper is divided into four sections. The first section, focused on conceptual clarification. The second section, examined the dimensions of human right abuses committed by Boko Haram in the North East region. While the third section, will dwell on the implications of terrorism on child’s rights to education in North-East Nigeria. The third section, provides an insight on how terrorist attacks on health care facilities affects child’s rights to good health care services in North-East Nigeria, while the fourth section concludes the paper with recommendations.

Terrorism and Child Rights: Conceptual and Theoretical Anchor

Terrorism has been a part of the human society since time immemorial. In different studies carried out by Okeke (2005), Nacos (2006) and Majekodumi (2015), it was established that terrorism is driven by motives or objectives which in the long-run are political despite the fact that the perpetrators may be guided by religion; the targets are largely civilians or non-combatants or members of certain religious or ethnic groups; actors are predominantly non-state actors but sometimes supported by state actors with interest to protect; and methodology is

critically the use of violence such as shootings, suicide bombings, kidnappings and hostage taking in order to spread fear.

In an effort to give a clear definition of this term, The African Union Convention on the Prevention and Combating of Terrorism (African Union, 2002), describes terrorism act as:

- a. *“Any act which is a violation of the criminal laws of a State Party and which may endanger the life, physical integrity or freedom of, or cause serious injury or death to any person, any number or group of persons or causes or may cause damage to public or private property, natural resources, environmental or cultural heritage and is calculated or intended to:*
 - i. *Intimidate, put in fear, force, coerce or induce any government, body, institution, the general public or any segment thereof, to do or abstain from doing any act, or to adopt or abandon a particular standpoint, or to act according to certain principles; or*
 - ii. *Disrupt any public service, the delivery of any essential service to the public or to create a public emergency; or*
 - iii. *Create general insurrection in a State”*

In the context of this work, terrorism is the calculated use of violence or the threat of violence to inculcate fear, intended to coerce or intimidate government or societies as to the pursuit of goals that are generally political, religious, or ideological (United States Institute of Peace, 2001). In North-eastern Nigeria, Boko Haram a designated terrorist group has committed widespread human rights abuses.

Child’s rights are human rights that specifically recognize the special needs for care and protection of the child. Article 1, Universal Declaration of Human Rights states that “All human beings are born free and equal in dignity and rights” (UDHR, 1948). Therefore, children are neither the property of their parents, nor are they helpless objects of charity. They are human beings, and they are the subject of their own rights.

Many of the problems that children face are a consequence of exploitative practices and education gaps in both developed and developing communities. “Globally, an estimated 800 million children live in fragile and conflict-affected areas where child rights are often denied and childhoods are stolen by abuse, exploitation and slavery” (World Vision Australia, 2021).

Over the past years, international standards on child’s rights have improved drastically. In 1924, The League of Nations adopted the Geneva Declaration on the Rights of the Child. The Declaration articulates that “all people owe children the right to: means for their development; special help in times of need; priority for relief; economic freedom and protection from exploitation; and an upbringing that instils social consciousness and duty”. In 1948, the United Nations General Assembly passed the Universal Declaration of Human Rights, in which Article 25 entitles mothers and children to ‘special care and assistance’ and ‘social protection’. After some years of debate concerning child’s rights, in 1989, The Convention on the Rights of the Child was adopted by the United Nations. The Convention guarantees and sets minimum standards for protection of the rights of children in all capacities (UNICEF, 2019).

Article 1 of the United Nations Human Rights Convention on the Rights of the Child defines a child as, “Every human being below the age of eighteen years unless under the law applicable to the child, majority is attained earlier” (United Nations, 1990). In other words, every human below age eighteen is considered a child, and is ruled within the jurisdiction of the Convention on the Rights of the Child.

Furthermore, United Nations International Children Emergency Fund (2019) established that, the Convention on the Rights of the Child can be summarized into four principles. These principles include; Non-Discrimination, Best interest of the child, right to survival, Views of the child. In agreement with these principles, World View (n.d), enunciated that The Convention on the Rights of the Child is set out in 54 articles and is guided by four beliefs. Which are:

1. Children should not suffer discrimination (Article 2)
2. In all decisions affecting children, their best interests should be the main concern (Article 3)
3. Children have the right to survive and develop healthily (Article 6)
4. Children have the right to have their views taken into account in matters that affect them (Article 12).

In addition to the four principles, in 2002, United Nations General Assembly adopted an optional protocol in the Convention on the Rights of the Child based on the involvement of children in armed conflict. This protocol requires parties to ensure that children under the age of 18 are not recruited compulsorily into their armed forces and calls on governments to do everything feasible to ensure that members of their armed forces who are under 18 years do not take part in hostilities (Seira, 2014). In the context of this paper, child's rights are seen as, human rights that also recognize the special needs for care and protection of the child. In order to understand the implications of terrorist activities on child right in northeast Nigeria, the theoretical lens was anchored on the conflict theory.

Theoretical Framework

The conflict theory is chosen as it regards as the most relevant to the study. The conflict theory was propounded by Karl Marx. The theory described the society in a state of perpetual conflict because of competition for limited resources (Hayes 2020). Conflict theory states that tensions and conflicts arise when resources, status, and power are unevenly distributed between groups in society and that these conflicts become the engine for social change (Crossman, 2019). Power in this sense can be understood as control of the state's affairs, and wealth of the state. Thus, conflict theory has been used to explain a wide range of social phenomena, including wars, revolutions, poverty, discrimination, and domestic violence (Hayes 2020). Although the conflict theory suggests that competition and class struggles are natural and necessary for survival, certain limitations also come with the theory. One major limitation of the conflict theory is coined from the functionalist perspective of the society. The functionalist perspectives believe that conflict theory ignores how different social institutions provide essential functions in the society, and can work together to create a balance, rather than struggle for power (Robinhood, 2020). Additionally, conflict theory is argued to be a way of inciting and dividing the society. Despite, the above limitations, the theory is relevant to this study as the theory is used to understand the power struggle between the Nigerian government and terrorist groups in northeast Nigeria, and how this struggle affects the rights of children inhabiting in northeastern Nigeria. Therefore, to make for an understanding, the next section focused on the dimensions of human right abuses by Boko Haram in the northeast region of Nigeria.

Dimensions of Human Right Abuses by Boko Haram in the North East region of Nigeria

Human right abuses by Boko Haram includes killings of civilians, abductions, torture and other cruel, inhuman or degrading treatment, sexual and gender-based violence as well as violence against children in hostilities (United Nations 2015). Since, Boko Haram began to launch attacks

against objects protected under international law, such as places of worship and schools, civilians have been shot, beheaded, amputated, stoned, drowned, burned and bombed (United Nations 2015; Human Right Watch 2022).

Boko Haram has used stones, machetes, knives, sophisticated and high-caliber weapons, improvised explosive devices, landmines, guns mounted on pickup trucks, military helicopters, armored vehicles and motorcycles to perpetrate killings. In the North East, men and boys who refused to adopt the beliefs professed by Boko Haram were specifically targeted in killings, as well as law enforcement officials, teachers, health-care workers and members of civilian self-defense groups (Human Right Watch 2022).

Boys were mainly abducted by Boko Haram for indoctrination in its ideology and for recruitment into its fighting force. Those abducted by Boko Haram have been subjected to various forms of torture and other cruel, inhuman or degrading treatment. Boko Haram often subject women and girls to severe forms of abuse, including sexual slavery and violence, forced marriages, forced pregnancies and forced conversions. The group justifies such practices by its conception of the role of women and girls in society (United Nations 2015; Human Right Watch 2022).

Since 2009, Boko Haram has recruited and used boys and girls for active hostilities. Some boys were forced to attack their own families to demonstrate their loyalty to Boko Haram, while girls were forced to marry, clean, cook and carry equipment and weapons (United Nations 2015). The use of children as human shield, fighters and suicide bombers to burn target areas and plant explosive devices has intensified since 2014. In 2018, United Nations reported 146 cases of children carrying improvised explosive devices, with approximately three-quarters of the cases involving girls (United Nations, 2018).

According to Onapajo (2021), the dimension of children in violent conflict in northeastern Nigeria gained momentum in 2013, when Boko Haram adopted the strategy of direct attacks on schools, hospitals and centers for internally displaced people. For instance, On April 14 2014, about 276 secondary school girls were kidnapped in Chibok, Borno State. Additionally, on February 25th 2014, about 59 students were killed at Federal Government College Buni Yadi, Yobe State (Joshua & Olarewaju, 2016). Furthermore, communities in the northeast witnessed a spate of mass kidnappings of school children for ransom. Over 1,000 children were reported to have been kidnapped in the north east region of Nigeria (Human Right Watch 2022).

In the north east region of Nigeria, children have been prime targets of armed groups because children are of strategic interest to armed groups for many reasons. First, for the terrorist group, targeting children proved effective as a tool for negotiation. Second, the armed groups were interested in children to gain local and international attention to show their strength, seek international collaborations with similar groups, and amplify their demands on the state authorities. Furthermore, the attack on schools corresponded with the central ideology driving terrorism in the region, which was based on opposition to western education (Onapajo (2021). The activities of Boko Haram have impacted negatively on the rights of children to education and health care in the northeast Nigeria. It is therefore, pertinent to examine the implications of terrorism on child's right to education and health care.

Implications of Terrorism on Child's Right to Education in North-East Nigeria

Boko Haram has destroyed over 1,500 schools in Nigeria's North-East and hundreds remain closed due to insecurity (Human Right Watch, 2019). It started in September 2013, when the terrorist raided a school's dormitory in Gujba, Yobe State at mid-night, leading to the killing of

44 schoolboys. On Dec 11, 2020, 333 students were kidnapped in Kankara, Katsina State, and 27 students were abducted in Kagaru, Niger State, on February 17, 2021 (Onapajo, 2021). Since the terrorist attacks erupted in 2009, 611 teachers have been killed, 19,000 teachers displaced, 910 schools damaged or destroyed, and more than 1,500 schools forced to close. This then led to an estimated 900,000 children who have lost access to learning (Education Cluster, 2021). Prior to the period of terrorism in North-East Nigeria, the picture of education was manageable, with a net attendance rate of 53 percent, and female primary school attendance rate of 47.7 percent (UNICEF, n.d). This implies that the number of children that were able to have access to education in North-East Nigeria was more than average. However, when the terrorist attack on schools began, the number reduced drastically, and in June 2015, a resolution was passed by the Federal House of Representatives that Boko Haram has destroyed 95 percent of schools in Borno State outside Maiduguri (Human Right Watch, 2016).

With the above statistics, it can be said that the implications of terrorism on child's right to education in North-East Nigeria has been severed. The foundation of terrorist attacks on education in North-East Nigeria was built on the grievances that already existed against the state's western education system. Grievances such as; imposition of the westernized system of education, lack of job opportunities, corrupt western educated politicians and elites, etc. (Afzal, 2020). In order for Boko Haram to achieve their goal of the eradication of western education in North-East Nigeria, Boko Haram deployed violent tactics that include forceful abduction of students from hostels, and killing of children in their hostels. They also destroyed schools' infrastructures through bombing (Adepelumi, 2018).

As a result of the terrorist attacks, over 600,000 children have lost access to education in Borno state alone, and an estimated 3 million children are in need of emergency education support (GCPEA, 2018). Furthermore, more than one thousand school children have been victims of mass abductions by armed groups. While some of these students have been released, a significant number remain in captivity (Council on Foreign Relations, 2021).

It has been estimated by The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) that one million children in the affected region are in urgent need of education. Also, due to Boko Haram attack on schools, many children have limited schooling in displacement camps or communities where they are hosted by friends or families. In Borno, one of the most affected states, schools at all levels have been closed in 22 out of 27 local government areas for at least two years, and public secondary schools in the state capital, Maiduguri, only reopened in February 2016 (Human Rights Watch, 2016). According to UNICEF, Nigeria's northern states have a net school attendance rate of 53 percent; for female school children, the numbers are worse. In a 2020 report made by SBM Intelligence, in northeastern Nigeria, 2.8 million children are in need of education-in-emergencies support in three conflict-affected states (Adamawa, Borno and Yobe). In these states, at least 802 schools remain closed and 497 classrooms are listed as destroyed, with another 1,392 damaged but repairable (SBM Intelligence, 2020).

Based on interviews with 215 people including 99 teachers, 31 students, 36 parents, and 25 school administrators, Human Rights Watch (2016) reported that Boko haram has been burning and looting schools since 2009. By January 2015, 254 schools had been burned, as well as 276 partially destroyed in Boko Haram attacks in Adamawa, Borno, and Yobe states (Human Right Watch, 2016). These attacks on schools have led to the withdrawal and dismal of students. A depressing picture of the situation in the attacked states was painted by a teacher at Mobbar Central Primary School, in Damasak Local Government, as follows:

“Even before we were attacked, parents stopped sending children to us (school). Fear that those things that had been happening in other areas had come to our town. Sometimes we would go to school and do nothing because no children were coming to school. The school was not closed but no students were coming”.

More so, school attendance reduced drastically. A primary school teacher in Chikide, near Gwoza said: “Before they attacked our village, we had 300 students in the school. After the attack only about 140 students came back” (Human Right Watch, 2016). Basically, terrorism has made North-East a home of 60% of Nigeria’s 13 million out of school children (Yusuf, 2020)

In summary, the Boko Haram crisis has consequently affected school enrollment in northeastern Nigeria, and has also led to the detrimental effect on the right to education on the northeast. The overall result of this effect is that an entire generation of children in the North-East is being robbed of their right to education, an essential ingredient for their future and for the development of the northeast region, which for years has lagged behind that of other parts of the country (Human Rights Watch, 2016, Oriwoh and Efanodor-Obeten 2022). Also, the broad shortage of education could lead to a skills gap in the workforce, reducing youths’ ability to catalyze sorely needed economic development (Council on Foreign Relations, 2021).

Terrorist attack on health care facilities and child’s right to good health care services: the implications

Prior to outbreak of terrorism in North-East Nigeria, children had access to good healthcare facilities and services in their communities. However, as of recent, an estimated 5.6 million people are in need of health interventions in Borno, Adamawa and Yobe states, where insecurity issues, movement restrictions and funding gaps have severely crippled the health system (World Health Organization (WHO), 2020). In a speech given by Dr. Matshidiso Moeti in 2021, he stated that; healthcare delivery in Northern Nigeria has been directly affected by the insecurity. According to Moeti (2020) cited in World Health Organization (2020) report, in 2016, nearly two-thirds of the 743 health facilities in Borno state in Nigeria were completely destroyed or damaged.

States in North-East Nigeria has been affected by terrorism for over ten years now, and this has led to a negative effect on healthcare facilities in the state. The up rise of terrorism has led to the destruction of healthcare facilities and also the scarcity of good healthcare facilities. According to Adepelumi (2018), an interviewee in his study stated that; “Going to hospital can even cause sickness, when you succeeded to secure appointment to receive diagnosis, you will have to pay a lot of money, and the hospital beds are like rags, you have to buy food on your own, and give kickbacks to nurse for supply of drugs and treatment”. Okech (2019) cited in International Committee of the Red Cross (2021) report that, due to terrorism the health centers are overstretched and it’s difficult for them to recruit medical staff/professionals as they are not willing to go to work in outlying areas because of the insecurity (Okech, 2019).

In spite of the fact that international and local aid organizations have set a network of clinics delivering primary health care to camp dwellers and the greater community, there is little in terms of specialized care and no surgical services (International Committee of the Red Cross (ICRC), 2021). This is because, medical professionals are killed, health care facilities are damaged or totally destroyed, etc. and this has led to children not being able to have access to good healthcare facilities and services in the state.

In Borno state more than 40% of health facilities are non-functioning or too damaged to provide health service to the population (WHO, 2020). Moeti (2020) cited in World Health Organization (2020) report, stated that, this has led to many people in Borno state lack of access to routine

vaccinations, basic medicines for years, as six local government areas are inaccessible to humanitarian partners.

Since January 2020, attacks on health care have been reported in North-East Nigeria via WHO Surveillance System for Attacks on Health Care (Surveillance System for Attacks on Health Care, 2020). According to Dr. Kazadi Mulombo, a WHO representative in Nigeria, when a health facility is damaged or burnt down up to 50,000 people are at risk of losing access to all essential services.

Conclusion

Taking into consideration the rights of education and good health care services children in North-East are meant to enjoy based on United Nations Human Rights Convention on the Rights of Child, it is uncontroversial to state that terrorism, and terrorist groups attacks in North-East Nigeria have led to the infringement of child's right to education in North-East Nigeria. Prior to 2009 before Boko Haram started their attacks on schools in North-East Nigeria, school enrollment was manageable with a net attendance rate of 53 percent, which is above the average. However, this changed and the figure reduced drastically due to terrorist attacks. Based on the statistics above, since 2014, an estimate of 1,500 schools have been destroyed, with over 1,280 casualties among teachers and students, and 2,295 teachers have been killed". According to statistics above, terrorism has made North-East a home of 60% of Nigeria's 13 million out of school children. Furthermore, the study equally found out that due to terrorist attacks, health workers and medical practitioners are not willing to work in states in the North-East, and health care facilities have been damaged and destroyed. The unavailability of medical practitioners, and health care facilities, is an infringement on the right of the child to good health care service. The study thus recommends the following;

1. Government should intensify its counterterrorism strategy in order to curb the activities of Boko Haram. This will help to strengthen child's rights to education and health care services.
2. The study recommends that the government should build more schools in North-East, and make elementary education free and mandatory for all the children in North-East Nigeria.
3. Government should develop a means to repair the damaged health care facilities in North-East Nigeria, and also ensure it is fully equipped. Additionally, there should be adequate security for healthcare workers, and medical practitioners. This will serve as a means of encouragement for them to serve in states in North-East.

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AN EVALUATION OF THE EFFECTIVENESS OF SOCIAL MEDIA PLATFORMS IN PROMOTING ONLINE ADVERTISING IN NIGERIA

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Abstract

This study evaluates the effectiveness of social media platforms in promoting online advertising in Nigeria. The study is to determine the influence social media platforms have on online advertising and to ascertain the level of people's awareness on the use of social media for online advertising. Based on the study's objectives, three research questions were formulated to serve as a guide for this study. The researcher adopted the survey research method as the most suitable research design for this study. Also, the diffusion of innovation theory was adopted for this study. Findings emanating from this study show that through social media platforms a lot of people become aware of different products online. Social media platforms have become a viable tool in promoting online advertising as most business organizations and brands are embracing it to make their products, goods and services known to a wider audience. This study recommends that Nigerian business organizations embrace social media for online advertising since it has the potential to reach their target market. It also recommends that social media platforms should be seen as avenues to make products and services known.

Keywords: Advertising, Online Advertising, social media, Advertising Effectiveness, Users

Introduction

The advent of various social media platforms has revolutionized all sectors in the country today, most especially the business world. When these social media platforms founders founded their platforms, they only had one thing in mind- to connect. But today, social media are veritable tools for promoting online advertising globally. When we talk about online advertising, it usually refers to the marketing and promotion goods, products and services online through various websites, blogs or social media platforms. Online advertising offers an effective chance and opportunity for advertisers to easily rely on their advertising messages to both current and potential consumers of their products. It allows different companies to reach their different audiences with targeted advertising messages with greater accuracy and timeliness. It also gives the buyer an advertiser a medley of benefits.

The efficiency and effectiveness of online advertising are the results of a high level of interaction. It has a responsive approach that allows consumers to make their complaints and contributions to preparing advertising messages and developing and improving the brand. Online advertising is much cheaper than advertisements done in the mainstream media. While mainstream media usually make up most of an advertiser's marketing communications budget, online advertising saves costs and targets a large audience. Online advertising allows a retailer to attract worldwide attention with its products and services easily. Indeed, online advertising has a wider reach as most people have adopted various social media platforms as an effective communication medium.

In online advertising, the advertiser is expected to pay only for the appropriate clicks and lead rate, while in the mainstream media, the total amount of advert fees charged by the advertising agency is paid for by the advertiser even before the expected outcome of the advert. Online advertising has the potential to transform a group of consumers in need of company products and services.

Online advertising is faster in terms of message delivery. As the marketer begins his online marketing campaign, the message reaches a wider audience as soon as it is delivered. Hashimova (2016) noted that online advertising is faster than advertising done in mainstream media. It can make a product or service more popular as a well-organized advertising campaign. Through the Internet, advertising messages about different products and services can deliver high-quality reach; when this happens, the advertiser's return on investment increases. In line with this view, Tehreem and Rizwan (2016) noted that online advertising is an unavoidable exercise for consumers, as it is seen as the most ideal and convenient way to shop.

With the number of clicks, it will be easier to measure the success of online advertising, unlike conventional advertising, which cannot measure the impact of sales of a product immediately after launching an advertising campaign. In this current dispensation, one of the problems for organizations is the knowledge of how consumers respond to various factors that will be used to achieve their ultimate goals. Organizations are attracted to online advertising because online advertising has grown rapidly over the past decade. As a result, the Internet has become an ever-increasing and ever-expanding resource. The growth of this media, known in the media parlance as "new media," is attracting the attention of advertisers as a very productive source of customer engagement. The obvious advantage that consumers have with online advertising is that they have control over the item, choosing whether to check it out or not. Online ads can also offer a variety of animations. In its normal use, the term "online advertising" includes all types of ads, email, in-game advertising, on various platforms such as Facebook, Google, Twitter, Instagram, MySpace, websites, blogs etc. All of these are possible due to the incorporation of new media technologies that have further expanded and enhanced internet connectivity (Murad, 2018).

It should be noted that the Internet will become a hotbed of communication in the future compared to what we are witnessing now. Some people believe that the opportunities associated with this medium are limitless, while others are less inclined to agree with this view. Throughout the history of the human race, there have been only five major media outlets: books, newspapers or magazines, radio and television. Now, we got the sixth; the Internet, which is believed to be the largest. Although Vinaya-Kumar and Mehrotra (2018) argued that the reliability of print media is not on the decrease, one cannot ignore the use of online media in everyday activities. According to them, at the moment, young people are more interested in social media than in any other media. Therefore, with many forms of online advertising, the consumer has greater control over the display of advertising. The interactive nature of online ads gives you more control over exposure.

Marshall McLuhan, a Canadian communication scholar, once noted that "the medium is the message." He said by interpreting the message as merely content or information; one missed one of the most important aspects of any communication medium, its ability to change direction and the functioning of human relationships and activities. The famous branding strategist Al Ries (2000), cited in Okolo, Okafor, Obikeze & Nduka (2018), believes that the message of the Internet is 'globalization. Today, it is clear that Marshall McLuhan's prediction of about 50 years ago is being fulfilled. The earth has become "a global village" and is gradually metamorphosing into "a global nuclear family." The global village has expanded beyond McLuhan's predictions.

After the birth of television and its growing influence, McLuhan had thought it was the culmination of a renaming of communication, but little did he know that there would be a much faster and more efficient way of communication, and that is the social media. Social media helps increase access to advertising messages and has a significant impact on the number of impressions that are generated.

The growing growth rate of various online platforms such as Facebook, Twitter, Instagram, etc., has made it difficult for online advertising to be ignored by individuals and business organizations. Giving evidence of the above, Osae-Brown & Emelike (2018) notes that these online forums are changing the way business people communicate with their customers; the same way consumers use these social media platforms to manage their purchasing information and communicate with others. They explain that these social media platforms such as Facebook, Twitter and Instagram have become a fast-paced marketing tool used by advertisers interested in raising awareness of their products and services and building a strong presence on the Internet and in the community.

Dominick (2009) cited in Nwosu and Nwosu (2020) noted that advertisers primarily display their products/services on social media platforms and use various networks such as Blogads to target specific blogs whose readers will be their potential customers. Some advertisers have links below their ads to link their customers to their websites, homepage, social networking sites or blogs.

Social media undoubtedly shapes and redefines communication between people worldwide, especially how advertisers communicate and engage with their customers and how customers re-engage with business organizations/entrepreneurs. The attraction of social media for organizations/entrepreneurs is that barriers are eliminated as advertisers can relate with customers individually. In the past, advertisers would not have heard what consumers were saying about their products without first researching them, but "social media and blogs have made it possible for consumers to express their ideas and knowledge of the product. These opportunities arise from social media based on its highly interactive nature.

Sometimes, friends will have to draw their friends' attention to other services or products they have seen or used on social media. The degree to which a person trusts their friend may determine whether they trust the ad because your relationships with friends will affect how you react to ads on various online forums. The statement describes the formation of a social authority integral to successful online advertising. Social authorities suggest that business organizations should make people believe they are honest, take good care of their reputation, and value their existing customers because these people are sources of potential customers as they not only use their products/services but also share with their friends about such products on social media.

With more than 50 million social media users in Nigeria, social media has become a veritable tool for online advertising and promotional strategy as some people use it to communicate with their clients and promote their brands.

Statement of the Problem

The introduction of online technology has been a stepping stone to delivering marketing communications promises. Online advertising is a general beneficiary of the collection of benefits that the Internet brings. In recent years, many consumers have used various online forums to search for information influencing their purchasing decisions. Not only do they expand their social media platforms to meet people to collect ideas about products and services, but they also become followers of business organizations on social media to connect with advertisers and other consumers.

Since the emergence of various social media platforms such as Facebook, Twitter and Instagram, many commercial organizations are embracing them as part of their marketing strategy. They seem to have gained the power of social media to promote customer relationships and increase product support and patronage.

Since social media is a relatively new platform for online advertising, it is not known how many percent of Nigerian users, entrepreneurs/business organizations know and use them to engage with their customers and improve the visibility of their brands among the online audience.

With over 36 million Facebook users since May 2022 in Nigeria and more than 10 million tweets generated in Nigeria, the third nation to post on Twitter in Africa, this paper evaluates the effectiveness of social media platforms in promoting online advertising in Nigeria.

Objectives of the Study

The objectives of this paper are as follows;

- i. To determine the influence of social media platforms on online advertising.
- ii. To ascertain the level of awareness of people on the use of social media in online advertising.
- iii. To examine the perception of people on the effectiveness of social media as advertising platforms.

Research Questions

Based on the objectives of this study, the following research questions were formulated to serve as a guide for this study;

- i. What is the influence of social media platforms on online advertising?
- ii. What is people's level of awareness of using social media in online advertising?
- iii. What is the perception of people on the effectiveness of social media as advertising platforms?

Hypothesis

Ho₁: Social media platforms usage influences users' awareness of online advertising.

Ho₂: Social media usage increases users' interest and willingness to patronize online advertising.

Literature Review

Concept of Online Advertising

The advent of the Internet and other new media technologies have brought about dramatic changes in the business world. Doing business is in a matter of seconds with the click of a button. Online advertising refers to promoting products, services, products or companies online with the aid of the Internet. Anusha (2016) agreed with this and defined online advertising simply as using the Internet to promote the marketing message to consumers. It includes search engine marketing, banner ads, in-house ads, online marketing, social media marketing, email marketing, and mobile marketing (Anusha, 2016).

Like other advertising media, online advertising involves the publisher, who integrates the adverts into online content, and the advertiser, who provides the advert to be displayed in the publisher's content. Other potential contributors are the various advertising agencies that assist in generating and replicating the advert, the advertising server that delivers the advert and tracks statistics, and the advertising companies that do the advertising work for the advertiser.

Online advertising is very different from mainstream advertising because of its variety. Flexibility and adaptability give room for change even when an advert campaign is underway

(Anusha, 2016). Online advertising allows users to make as many changes as possible that will suit the latest trends in the consumer market. Online advertising has the potential to reach many groups of targeted online customers as online advertising is aimed at persuading, informing, convincing, reminding and retaining the customer. The main advantage of online advertising over traditional advertising is that while online advertising targets a particular audience group, mainstream advertising focuses on massmarketing (Anusha, 2016). Advertising on television, radio, print media, billboards or in direct mail is based on exposure and a large audience; online advertising, on the other hand, is based on a few interactive channels to produce a targeted customer.

Bakshi and Gupta (2013), cited in Okolo, Okafor, Obikeze & Nduka (2018), noted the following objectives for online advertising:

- Build product credibility;
- Increase website traffic;
- Generate sales
- Help to build a viable social media followership;
- Improve customer service

It should be noted here that messages in online advertising are very effective and help reduce advertising costs compared to traditional advertising media. The Internet has become a well-known source of increasing popularity. Its growth is attracting the attention of advertisers and advertising agencies as a more productive way to reach various clients and consumers. Simply put, the Internet provides unparalleled access to highway information full of different products from different companies around the globe. Okolo and Ehikwe (2015, p.12) commented as follows;

The advent of information and communication technology has changed the way business is done today, and some hard work has become easier with the involvement of the Internet. The Internet is a worldwide computer network, and the purpose of the Internet is to share resources and communication. However, the great advantage of the Internet is that it has no physical or spatial limitations.

Online advertising influences consumer buying decisions. It provides current and topical news about a company's products through a colorful and interactive catalog. Online advertising has no limits and gives consumers the ability and imagination to make national, regional and international purchases as they can access unlimited information about the contributions of multiple companies on their websites at their discretion.

Sakarya and Soyer (2013) studied cultural differences in online shopping behaviors and found differences in consumer online behavior; while the two groups shared similar consumption values, the specific size of online shopping behavior for utilitarian and hedonic online consumers varies with the overall sample. Budak, Goel and Rao (2016) have studied the disruption of the online advertising market, the widespread use of ad blocking software, and proposed restrictions on third-party tracking, trends that seriously concern consumer privacy. Online advertising has revolutionized advertising practices in the last decade.

Types of Online Advertising

The following are some of the types of online advertising;

- **Banner Advertisement:** This is the most common type of online advertising. Many online advertisers use this advertising to make their products or services known to their potential customers. This kind of advert contains a graphical image available on the company's website, or their social media handles to make their products, goods or services known. They come from various sources on websites of various sizes and shapes determined by the advertiser's budget. This type of advert is usually part of the company's website, and when clicked, it links directly to the advertiser's chosen website, where they can get more information about the product.
- **Pop-up ads:** These are ads that are located between two pages. They appear while the consumer uses the net. It is a new window that opens in front of the current one to display an ad. Once the page is loaded, it automatically appears in a new window blocking the user from his normal business. To continue browsing the net, the user opens another window or clicks on another interesting article to escape the Pop-up ad. Pop-up ads are very annoying; although an advertiser may increase the exposure of a product or service, that does not guarantee its effectiveness.
- **Floating Ads:** These are ads that disrupt and violate the privacy of the Internet user by imposing themselves above the current page of the Internet user. Just because the user did not initiate it, these ads disappear after a short period (Deshwal, 2016). Basic floating ads appear on Web pages on full screen or in a small rectangular window. They may or may not provide an escape route, such as a lock button. The most complex versions can be in any shape or size and include sound, animation, and interactive components.
- **Expanding Ads:** These ads grow as internet users click on them (Deshwal, 2016). Moving the mouse over the link does not increase the ad. Visitors' experiences on the web page may be suspended as it takes longer to download. Deshwal (2016) notes that "modest ad formats are developed to address this challenge by allowing advertisers to deliver large file formats without interrupting download time for all other images on the page."
- **Video Ads:** These are small video ads that play automatically or may be played by a website visitor. Its advantage is that it is in video form and similar to regular and standard electronic advertising on television. YouTube Advertising is a common example of video advertising, and its popularity does not have the general annoyance associated with regular ads.

Benefits of Online Advertising

Online advertising is an effective and efficient way to display products and services by advertisers. Compared with traditional advertising media, it is less expensive, more accurate, timelier, and more targeted. Therefore, Deshwal (2016) enumerated the following as some of the benefits of online advertising:

- **Cost Effectiveness:** Online advertising is much cheaper than traditional media advertising. While the mainstream media may make up the bulk of an advertiser's marketing communications budget, online advertising is less expensive. For instance, with just \$1, an advertiser can reach out to hundreds of persons using Facebook boost,

but there is nowhere you can advertise your product for that same amount in the traditional media.

- **Reach:** With an online marketing campaign, a retailer can easily attract worldwide attention with its products and services. Indeed, online advertising has widespread reach as most people have embraced various social media platforms such as Facebook, Twitter, Instagram, etc., as veritable communication mediums. Online advertising has a wider reach per 1000 compared to traditional media.
- **Payment:** In online advertising, the advertiser is expected to pay only for a limited number of clicks and leads, while in the traditional media, the full amount of ad fees charged by the ad agency is paid for the service even before the expected ad result begins to unfold. Online advertising does not require the strictness of the payment involved in traditional media.
- **Target Audience:** Online advertising is usually targeted at a group of consumers in need of company products and services. It is why while trying to boost an ad on Facebook, there is always room for you to specify your target audience and their demographical data, but this is absent in the traditional media.
- **Speed:** As an advertiser launches his online advertising campaign, the message reaches a wider audience as soon as it is delivered. It is faster than all regular or offline advertising channels regarding message delivery. The time when an ad is sent to the target audience and is connected to the Internet is when the ad is received.
- **Audience Engagement:** Online advertising is attractive as the consumer can easily support the message and provide feedback to the advertiser on any product or ad message development and optimization. It makes online advertising part of the social media function of reputable organizations.
- **Assessing Advertising Objectives:** With the number of clicks a customer makes on a certain product, it will be easier to measure the success of online advertising, unlike conventional advertising, which can easily measure the sales impact of a product after launching an advertising campaign.
- **Investment and Return on Investment:** Online advertising makes a product or service more popular if the advertising campaign is well organized. Through electronic word-of-mouth, the advertising message about the product and service and their ability to deliver high-quality customer benefits is increasingly disseminated; when this happens, the seller's return on investment increases.

Social Media and Online Advertising

When we talk about social media, we mean those online-based tools and services that allow users to share, produce content, distribute, and search for information online. In other words, social media is a web-based interactive platform that provides citizens with an opportunity and a place to connect, share ideas, information, expertise, and other things like job

tips and job opportunities. They are a new media-focused social networking site that allows users to express their feelings, share information with friends and publish their opinions on News on the World Wide Web. They are also seen as online forums that promote participation, openness, discussion and communication.

Social media platforms support the democratization of information and knowledge, making people both producers/consumers of information. Social media platforms provide a way for users to communicate online, often through email and instant messaging. Social networking sites allow users to share their networks' ideas, activities, events, and interests. More information on social networking sites can be accessed by thousands of people who have access to the Internet

Typical examples of social media include websites like Facebook, Twitter, Flickr, and YouTube and interaction options on these websites, such as the "recovery" option on Twitter. These tools are called media because they are also tools that can be used to store and disseminate information, but unlike mainstream media such as television and radio, many social media tools allow their users to engage as "re-tweeting" as on Twitter and "comment" as options on Facebook.

Since the advent of these platforms, many business organizations have taken advantage of them as a viable tool for online advertisement. For instance, Facebook and Twitter allow business organizations to meet targeted markets and give individuals the opportunity to connect with their favorite organizations and products and learn more about their products and services. On Facebook, one is expected to connect with the product "like it," while on Twitter, a person "follows" the company of their choice to get tweets from them. Diamond (2008), cited in Binitie (2019), explains that "people want to do business with the people they love, so the company needs to be attractive."

Facebook's advertising platform is known as Facebook Ads. Facebook has given advertisers a strategic mix, including targeted ads and sponsored news, known as Public Ads, and profile profiles known as Facebook Pages, a program to promote content development. Facebook Ads are targeted at specific users based on member profiles and network behavior. For example, Facebook ads may be delivered to users whose friends have recently shared a product's Facebook profile or visited the product's website. Even the social media delivery site can be targeted with ads from nearby news feeds of friends (a Facebook feature that allows friends to update others on their recent activities). With emerging ads related to news feeds, Facebook promotes chat and verbal communication about the product.

However, the Twitter marketing program is called Promoted Tweets. Promoted Tweets allow companies to communicate with users not currently following their accounts. Twitter allows a person/company to share thoughts, information, links, ideas, etc., and the Web at large can communicate directly, privately or publicly with other Twitter users. Brands often use Twitter for news, promotions, business development and marketing. Companies/entrepreneurs can also monitor the reputation of their products because most "tweep" (Twitter users) express their thoughts about what they like or dislike about the product. It allows brands to monitor and measure what users say about them in real-time. However, it is very important to understand why people use social media platforms to understand how they work as advertising vehicles. Although there is much uncertainty about social media, one thing is certain; the masses have widely accepted it.

Theoretical Framework

One cannot successfully carry out research in the field of mass communication without relating such a study to an appropriate theory. Based on this, the Diffusion of Innovation Theory was adopted for this paper.

This theory was propounded by an American communication theorist and sociologist, Everett Roger, in 1962 when he compiled 508 studies that required the acceptance of innovation between individuals and businesses (Lai, 2017). Individuals and groups initially have the latitude to reject new inventions. This theory explains that adopting new ideas does not happen simultaneously, but it is a process where some people are more likely to adopt new technologies than others.

The distribution of new inventions follows when the consumer realizes the new invention and tries to get enough information to make decisions that will benefit his business. Based on the relevant information acquired as a result of new technologies, attitudes will be developed, guiding the purpose of accepting or rejecting innovations. According to Lai (2017), five common innovative attributes exist;

- i. **Relative Advantage:** This refers to the expected comparative gain of a new or higher invention over the previous one. If the new invention is expected to work better and more efficiently, it will be better adapted, but rejection would be the best decision if it is on the contrary.
- ii. **Compatibility:** This includes evaluating the innovation to determine whether it is in line with the business and strategies of the organization.
- iii. **Complexity:** This refers to the ease of usage of the invention when adopted. Any perceived risk or difficulty in using the new technology will interfere with the early acceptance. But if it seems too simple and easy to use, the company will have no choice but to adopt it.
- iv. **Trialability refers to the limited tests performed on new inventions to confirm their effectiveness.** Any embarrassment at this stage would require a U-turn to accept the innovation.
- v. **Observability:** How effective is the innovation? The effectiveness of the innovation will go a long way to determining if the innovation should be accepted.

In explaining the diffusion of innovation theory as it relates to this study, diffusion is the process of disseminating a particular idea or practice over time using certain channels. The theory explains that for a new concept or invention to spread, there must be an awareness phase, an interesting phase, an assessment phase, an experiment phase and an adoption phase. They added that different types of innovations require different types of adoption. It means that the success of any new invention depends greatly on the level of awareness, interest, and acceptance that comes with that invention. Therefore, for online advertising to impact the consumer, the marketing expert must be aware of the technology and be willing to use it. They should also be able to check the output, see how effective it is, and decide whether they accept it. It should be stated here that advertising messages on social media influence the recipient.

Research Methodology and Findings

The researchers adopted the survey research for this study. This research method's essence is to elicit respondents' responses using questionnaires. Due to the time frame allotted to this paper, the researchers decided to adopt the purposive sampling techniques by just handpicking 20 respondents they felt would provide answers to the research questions.

Research Question 1:What is the influence of social media platforms on online advertising? Item 1, 2 and 3 were used to answer this research question.

Table 1: Are you on any social media platform?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	200	100
No	0	0
TOTAL	200	100

Table 2: Do you think that social media has any influence on online advertising?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	179	89.5
No	0	0
Cannot say	21	21
TOTAL	200	100

Table 3: How do social media platforms influence online advertising?

RESPONSES	FREQUENCY	PERCENTAGE (%)
It makes people aware of different products	53	26.5
It gives the advertised products more credibility	49	24.5
It gives people more options to choose from	51	25.5
It gives people more purchasing power	47	23.5
TOTAL	200	100

Research Question 2:What is the level of awareness of people on the use of social media in online advertising? Item 4 and 5 were used to answer this research question.

Table 4: Which of the following social media platforms do you use frequently?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Facebook	50	25
Twitter	48	24
Instagram	52	26
WhatsApp	50	25
TOTAL	200	100

Table 5: How will you rate your level of awareness of the use of social media in online advertising?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Excellent	54	27
Good	50	25
Poor	49	24.5
Very poor	47	23.5
TOTAL	200	100

Research Question 3: What is people's perception of the effectiveness of social media as advertising platforms? Item 6 and 7 were used to answer this research question.

Table 6: Do you think social media is a veritable platform for online advertising?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	166	83
No	19	9.5
Cannot say	15	7.5
TOTAL	200	100

Table 7: How do you perceive the effectiveness of social media as viable advertising platforms?

RESPONSES	FREQUENCY	PERCENTAGE (%)
Positive	190	95
Negative	0	0
Neutral	10	5
TOTAL	20	100

Testing of Hypotheses**H₀₁:** Social media platforms usage influences users' awareness of online advertising.

Options	Frequency	Percent (%)
Strongly Agree	45	53.6
Agree	21	25.0
Disagree	9	10.7
Strongly Disagree	9	10.7
Total	168	100

Source: Fieldwork, 2022

Calculation for correlation

Options	X	Y	Xy	x ²	y ²
Strongly Agreed	4	98	392	16	19604
Agreed	3	50	150	9	2500
Disagreed	2	26	52	4	676
Strongly Disagreed	1	26	26	1	676
Total	Σ x = 10	Σ y = 200	Σ xy = 620	Ex² = 30	Ey² = 23465

Source: Field survey, 2022.

Computation:

$$r = \frac{N \sum xy - \sum x \sum y}{\sqrt{(N \sum x^2 - (\sum x)^2)(N \sum y^2 - (\sum y)^2)}}$$

$$r = \frac{4(620) - 10(200)}{\sqrt{4(30) - 10^2} \sqrt{4(19604) - 200^2}}$$

$$r = \frac{480}{\sqrt{(120 - 100)(78416 - 40000)}}$$

$$r = \frac{480}{\sqrt{20(38416)}}$$

$$r = \frac{480}{\sqrt{1568320}}$$

$$r = \frac{480}{28277.33}$$

$$r = 0.91$$

Interpretation:

The calculated Pearson product moment correlation coefficient reads 0.91. From the decision rule, which state that the closer the 'r' is to 1, the stronger the analysis, therefore the null hypothesis (H_0) which states that social media platforms usage does not influences users' awareness of online advertising will be rejected and the alternative hypothesis (H_1) which states that social media platforms usage influences users' awareness of online advertising will be accepted.

Hypothesis II

H₀₂: Social media usage increases users' interest and willingness to patronize online advertising.

Options	Frequency	Percent (%)
Strongly Agree	46	54.8
Agree	19	22.6
Disagree	15	17.8
Strongly Disagree	4	4.8
Total	84	100

Source: Fieldwork, 2022.

Calculation for correlation

Options	X	Y	Xy	x ²	y ²
Strongly Agreed	4	104	416	16	10816
Agreed	3	46	138	9	2116
Disagreed	2	38	76	4	1444
Strongly Disagreed	1	12	12	1	144
Total	Σ x = 10	Σ y = 200	Σ xy = 642	Ex² = 30	Ey² = 14520

Source: Field survey, 2022.

Computation:

$$r = \frac{N \sum xy - \sum x \sum y}{\sqrt{(N \sum x^2 - (\sum x)^2)(N \sum y^2 - (\sum y)^2)}}$$

$$r = \frac{4(275) - 10(84)}{\sqrt{4(30) - 10^2)(4(2718) - 84^2)}}$$

$$r = \frac{1100 - 840}{\sqrt{(120 - 100)(10872 - 7056)}}$$

$$r = \frac{260}{\sqrt{20(3816)}}$$

$$r = \frac{260}{\sqrt{76320}}$$

$$r = \frac{260}{276.26}$$

$$r = 0.94$$

The calculated Pearson product moment correlation coefficient reads 0.91. From the decision rule, which state that the closer the 'r' is to 1, the stronger the analysis, therefore the null hypothesis (H_0) which states that social media platforms usage does not influences users' awareness of online advertising will be rejected and the alternative hypothesis (H_1) which states that social media platforms usage influences users' awareness of online advertising will be accepted.

Discussion of Findings

All the data collated for this study shall be discussed here;

Research Question 1: What is the influence of social media platforms on online advertising?

This research question aims to determine the influence of social media platforms on online advertising. The data in Tables 1, 2 and 3 were used to answer this question. The data in Table 1 shows that all the respondents answered in the affirmative that they are on a social media platform. The data in Table 2 shows that all the respondents agreed that social media influences online advertising. The data in Table 3 shows that 8 respondents (40%) noted that social media platforms influence online advertising by making people aware of different products; 4 respondents (20%) noted that social media platforms influence online advertising by giving the advertised products more credibility while 6 respondents (30%) noted that social media platforms influence online advertising by giving people more options to choose from and 2 respondents (10%) noted that social media platforms influence online advertising by giving people more purchasing power.

Therefore, based on the above, the influence of social media platforms on online advertising are;

- i. Through social media platforms, a lot of people become aware of different products online;
- ii. It gives the advertised products more credibility
- iii. It gives people more options to choose from
- iv. It gives people more purchasing power.

It should be noted here that social media platforms are highly beneficial to online advertising because it enables business owners to promote their businesses and brands beyond their immediate circles. Although some researchers have argued that business owners in Nigeria are not doing enough in the utilization of social media platforms for online advertising, those who are utilizing various social media platforms well enough are witnessing a tremendous increase in the patronage of their business and have been able to position their business in such a way that it can even gain international attention.

Research Question 2: What is the level of awareness of people on the use of social media in online advertising?

The objective of this research question is to ascertain the level of awareness of people on the use of social media in online advertising. The data in Tables 4 and 5 were used to answer this research question. The data in Table 4 shows that 5 respondents (25%) use Facebook frequently; 3 respondents (15%) use Twitter frequently, while 7 respondents (35%) use Instagram frequently

and 5 respondents (25%) use WhatsApp frequently. The data in Table 5 shows that 9 respondents (45%) rated their level of awareness of the use of social media in online advertising as excellent; 5 respondents (25%) rated it as well, while 4 respondents (20%) rated it as poor and 2 respondents (10%) rated it as very poor.

Based on the above, the level of awareness of people on the use of social media in online advertising is relatively on the increase. With over 36 million Facebook users in Nigeria, Facebook is a viable social media platform for online advertising.

Research Question 3: What is people's perception of the effectiveness of social media as advertising platforms?

The objective of this research question is to examine the perception of people on the effectiveness of social media as advertising platforms. The data in Tables 6 and 7 were used to answer this research question. The data in Table 6 shows that all the respondents answered in the affirmative that social media is a veritable platform for online advertising. The data in Table 7 shows that all the respondents perceived the effectiveness of social media as a viable advertising platform.

Based on the above, people positively perceive social media's effectiveness as an advertising platform. However, if this study is to be generalized, it is obvious that some people will negatively perceive the use of social media in online advertising. However, a lot of Nigerians still need to change their perception and should be made to realize that social media platforms have gone beyond platforms just for fun, and they should start seeing it as a veritable platform to make their products, goods and services known locally, nationally and internationally because these platforms have been able to overcome the barrier posed by distance.

Conclusion

Online advertising supports personal marketing by making the company and product known to potential buyers, resulting in greater overall sales. Effective online advertising makes the whole marketing strategy more effective, often lowering the total marketing and sales costs. In short, online advertising can provide information about a company or product more effectively than personal marketing.

Advertising has become a powerful communication tool in conveying the message about products and services to potential customers. If there is enough awareness about a product through advertising, there will be great patronage, increasing sales volume, productivity and profitability for the organization.

This paper concludes that online advertising has affected a lot of consumers in terms of product awareness. This new reality of marketing communications brings new challenges and opportunities for companies as purchasing decisions are heavily influenced by online interaction. People now rely more than ever on their social media forums while making purchasing decisions.

Recommendations

The following recommendations were made;

- Nigerian business organizations should embrace social media for online advertising since it has the potential to reach their target market. They should see these social media platforms as avenues to make their products and services known.

- While incorporating social media as part of their marketing strategies, there is a need for business organizations to develop engagement strategies and learn how to operate through these social media platforms.
- Business organizations have yet to register their presence on Facebook and Twitter because they are skeptical about the medium that should embrace change, bearing in mind that every innovation has its peculiar challenges; thus, social media have come to stay.

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SEPARATIST MOVEMENTS AND SECESSIONIST AGITATIONS IN NIGERIA

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Abstract

Violent conflicts tend to be common within multi-ethnic and multi-religious countries, although not all multi-ethnic or multi-religious societies are generally conflictual. Employing social movements and protracted social conflict as theoretical frameworks, this paper seeks to contribute to the debate about ethnic agitations for secession. Since the secessionist movement and agitations are not new in Nigeria, the paper, therefore, interrogates the factors that justify the agitation *then* against the backdrop of the factors underpinning the call for secession *now*. The trajectory of the paper flows from what constitutes a form of identity that can either be fluid, short-lived and insignificant or more permanent individually concerning identity political actions. In all, where secessionist movements are mobilised and organised by identity, they must be sufficiently important to make people prepared to fight, kill and even die. Consequently, any movement seeking to articulate and remedy a grievance needs to act collectively and avoid free-riding action as a rational strategy.

Keywords: Ethnic minorities; secessionist agitations; social conflicts; social movements.

Introduction

Conventional scholarship tends to situate the separatist movements in many post-colonial countries within the stirring cauldron of ethnic majority/minority disorder. This tendency features also prominently in the discourse of separatist agitations in Nigeria. It is historically significant though that ethnic majority/minority agitations were inherent in the analogous attempts by the colonialists to divide Nigeria into manageable political units. The pattern of the regionalization of the country by the colonial governor, Arthur Richards, was structured around the so-called "natural division." The centripetal arrangement around the two major rivers was on the assumption of a geographical taxonomy. The creation of Eastern, Western and

Northern regions thus represents the primary periodization of the event situated in 1939 with the promulgation of the Richards Constitution. But the rise of regionalism revealed unintended consequences in the hitherto unacknowledged conflicts between dominant ethnic majorities and subordinated minorities. In other words, the administrative action failed to meet a neat ethnic taxonomy since it privileged the politico-geography of domination of one ethnicity over others.

Indeed, the “natural division” offered by the Rivers Niger and Benue with the confluence at the putative centre bisected the country into three areas of unequal geographic spaces. The spatial layout of this line of “natural division” was distorted by shifting down below the confluence of the major rivers and enhanced the topographical coverage of one region. The unnatural intervention effectively left the north of the rivers not only with a larger land mass than the other two regions combined but also melded disparate ethnicities in each region. It was unsurprising, therefore, that with incipient conflictual relationships in all the regions, many of the integrated minority ethnic communities vigorously sought to repudiate their subordination and agitated for protection from oppression from their ethnic majorities. Subsequent divisions of the country into States after independence did not resolve the majority-against-minority problem.

Osaghae (1991) found that within the context of the Nigerian state, ethnic minorities are not simply numerically inferior linguistic groups as contended by Morrison et al (1972, p. 311). Rather, the phenomenon of ethnic minorities arises out of the “dynamic of subjective interactions which follow the objective differentiation” (Osaghae, 1991, pp. 237-238). Thus, it is within the context of historical precedence that an adequate conceptualization of minorities and other ethnic groups can be understood. After all, in a federal system, other critical considerations define each group’s relationship and access to political and economic power, including the share of the national economic cake accruing to each state or region. Additional significant defining parameters would be the extent of the federal presence or number of federal development projects sited in each region as well as the number of the group’s members or representatives in federal appointment, cabinet or employment.

This paper seeks to contribute to the debate about the agitations for secession in Nigeria. It contends that secessionist movements and agitations are not new to the country as Nigeria fought a civil war to repulse centrifugal separatist actions. The paper, therefore, interrogates the factors employed to justify secessionist agitation *then vis-à-vis* the factors in currency to rationalize the campaigning for secession *now*. The trajectory of the paper flows with the manner that Nigerian people see themselves in many different ways. All this constitutes a form of identity that can be either fluid, short-lived and insignificant or more permanent and substantial, individually and socially, concerning identity political actions.

Contested identities

The pertinent literature tends to elevate the prevalence of conflicts among disparate groups. This tendency merely transforms the discourse of ethnicity into some form of contested identities. This sort of analysis of ethnicity leads to the reinforcement of stereotypical images. The trajectory, riven by ethnic identity conflicts conflates, makes it difficult to delineate identity crises relating to race, religion, language, nationalism and cultural or common heritage *vis-à-vis* other concourse of defining attributes. Similarly concerning is that the growth and intractability of ethno-religious conflicts in Nigeria feed into equivalent problematique in Sudan, Rwanda, Burundi, Algeria and Liberia. This could explicate the re-focused academic and international policy attention generated lately. While the scholarly focus appears recent, ethnic-based conflicts and genocide are not new phenomena as the exploitation of differences was a basic, common feature of colonial rule.

Identity-based violence, particularly ethnically motivated armed conflicts, as a common feature led Furley (1995) to assert that “ethnicity has often been a major cause of African conflicts

and continues to be so.” Consequently, entire communities were exterminated simply for belonging to certain tribes and ethnic groups. Conflicts interpreted as ethnically and tribally motivated attended the appalling atrocities between Tivs and Junkuns in the Taraba State of Nigeria, Tutsi and Hutu in Rwanda, and the Khran, Gio, and Mandingo in Liberia conflicts and so on. In the frenzy and killing sprees, ethnicity more than any other bond such as language or even religion became the only banner of protection and safe havens. Those killed or spared were simply for belonging to a particular ethnic group, irrespective of political or ideological views. Briefly, ethnic conflicts strained the bonds that sustain civility and constituted the root cause of the acts of violence. The prevalence of this type of killing orgy has not only led to ethnicism being misused to explain conflict and genocide in countries such as Nigeria and Rwanda but also to conclude that in ethnically divided societies, identity conflict is at the centre of politics.

Consequently, three competing schools of thought have dominated the interpretations of the link between ethnic solidarity and the propensity for conflict. Firstly, the primordialists see ethnicity as historically rooted and embedded in peoples’ way of life and culture. These are reinforced by social institutions, collective myths and memories – developed from early socialisation, and hence likely to persist over time. Secondly, instrumentalists perceive ethnicity as a front for the pursuit, mobilisation, exploitation and manipulation to secure self-serving or vested interests by individuals or groups. Thirdly, social constructionists perceive ethnicity as an invention of the human imagination, an intellectual construct devoid of objective iterations.

Our purpose in this paper is to attempt to historicize the emergence of separatist movements and agitations in Nigeria, in particular, and interrogate the various forms of manifestation in modern times. The causative issues and implications for democracy in Nigeria and derived experiences would be examined. It is important to situate Nigeria’s extended experience of a prolonged and uninterrupted democratic period against the gravitas of continued ethnic agitations. Therefore, if the separatist agitations and the underlying issues that birthed them are resolved, perhaps, democracy and federal structure in Nigeria would become permanent. As Duchacek (1970, p. 193) put it, federalism is an unfinished business and so lends itself to adjustment and adaptations. The efforts at accommodation tend to silence separatists’ agitations and the lessening of ethnic clashes and conflicts, engendering a federation *qua* process. Accordingly, this paper frames some critical questions worth exploring, including whether ethnicity is the root cause of conflict in Nigeria.

The Emergence of Separatist Movements and Agitations in Nigeria

Several theoretical postulations have been mooted by scholars to explain the emergence of violent social movements and agitations for separation from the nation-state. Existing studies are inclined to emphasise a variety of factors, for instance, Brown (1988; 1994) argued that in understanding the emergence of violent separatism generally, the key step was to predicate the ‘monoethnic’ orientation of the existing state. Hence, violent separatism would chime with the emergence of ethnic nationalism. The concomitant tendencies to assimilationist policies disrupt ‘communal authority structures,’ thus displacing local ethnic elites. While this theoretical trajectory may be contentious, the Nigerian experience tends to implicate the emergence of ethnic nationalism as founded more on the feeling that the federal system in Nigeria was skewed against some component parts. The stridency of this argument benefices the north of the River Niger and is reflected in the choice and appointment into key political positions. The egregious slant was seemingly manifest in the military where virtually all former military Heads of State, were of northern origin, except General Ironsi and Obasanjo whose ascendancy was accidental. All the successful coups tended to be only those initiated by northern military officers. Another leg of the argument interlinks the institutional bias with the deliberate targeting, killing

and extermination of people of Igbo (south-east) origin residing in the north and so, the emergence of ethnic militias presumably to safeguard and protect the people from genocide.

Therefore, the Nigerian situation bears some relevance to the postulation of colonialist structural violence, hence the need to take a more historical approach. The process of decolonisation that gave credence to certain identity groups in the formation of new nation-states, in so doing, alienated and undermined other peripheral identities. In Nigeria, this historical accident can be traced to the period of colonial occupation and specifically to the “anomalous construction of the Nigerian state by the British colonisers” (Kieh, 2002, p. 3). Second, the independence bargain that led to the existing Nigerian state was not among constituent demand-bearing groups (Zartman, 1991) but between middle-class nationalists and the de-colonising power. Besides the ‘mistake of 1914,’ the elite governing body that took over at independence was anchored to exclusionary ethnic mobilisation. This stratified Nigeria into three major ethnic regional enclaves paving the road for grievances that would later challenge the legitimacy of the prevailing state configuration. Unsurprisingly, protests arose in quick succession, starting from the breakdown of law and order in the Western region following the 1964 federal electoral controversy to the flawed 1965 election in the same Western region. The resultant two quick overthrows of the federal government culminated in the attempt by the Igbo dominant group in the Eastern region to secede from the Nigerian federation.

A third point is the contemplations by scholars which focus on the political economy of separatist conflict. The observation is pivotal and questioned the view of whether it is relatively backward or relatively advantaged regions that tend to seek secession. Horowitz (1981) answered that “backward groups” in “backward regions” are most likely to secede. But Hale (2002) disagreed and rather claimed that advanced regions are more likely to seek secession and found empirical support from the study of Russian regional structures.

In Nigeria, this ancillary consideration raises the question of whether what constitutes a ‘nation’ are the people or the territory. The poser is germane as although the Igbos can be said to constitute a nation in the sense of shared characteristics and commonality, however, the Eastern regional territory also included some other ethnicities. It seems erroneous that the Igbo nation's territory, in their quest for a separate state, became defined to include the outlying territories of all the people of Eastern Nigeria. To attain this separatist end, the advocates for a Biafran state relied on structural and physical coercion and numerical strength to subjugate and compel the acquiescence of the minority ethnic groups. The submission of the other minority ethnic elements was not only necessary and important to the achievement of secession. Also, given the concentration of resource endowment, the continued survival and well-being of the putative Biafra state were necessarily dependent on the minority ethnic territories.

Isumonah (2002, pp. 31-40) elucidated three reasons for this economic survival necessity. First was the strategic location of the ethnic minorities' territory without which Biafra would be landlocked and have no access to the ocean. The second was that the petroleum oil found within the minorities' territory held great potential for the economic sustenance of the proposed Biafran nation. And third, the numerical strength of the entire Biafran minorities stood at one-third of the total population of the Eastern region then. Isumonah (2002) further noted that “almost irreconcilable ethnic differences with political, economic and cultural undertones existed between the minorities and the Igbos” (p.36).

The Igbo hegemony over the minorities had been earlier expressed with the removal of Professor Eyo Ita, an Ibibio minority in 1955, as the leader of Government Business and the National Council of Nigerians and the Cameroons (NCNC), the political organ that gave voice to the people of Eastern Nigeria. In addition were other instances of perceived acts of later

discrimination in the dispensation of government benefits distributed through the dominant party of the region, which was controlled solely by the Igbos. The situational analysis flowed well with the views of Legum (1968) that “the Igbos did not show any particular interest – any more than did the Hausa or Yoruba (the other two major ethnic nationalities) – in diverting resources to the development of the minority groups in their region” (p.130). The only condition met for the constitution of a Biafran state was territorial contiguity. This derived from the geographical division of the country into three and later four regions – Eastern, Midwestern, Northern and Western, respectively.

Ethnicity in crisis

Notwithstanding that ethnicity is useful and valuable to the concept of federalism, it suffers from a definitional crisis hence, robust disagreements exist among scholars concerning the character and nature of multi-ethnic federations. Osaghae (2006, p. 4) noted that “the expansiveness and seemingly elasticity of the meanings and applications of federalism have complicated its definition.” Yet, the confusion has not succeeded in diminishing the usefulness and adoption of federalism as a governmental or political format for managing diversity. It is also significant that the problem of ethnicity as a tool of analysis itself has led to lively arguments that it is more than just the composition of language, culture and history. Accordingly, it has been posited that ethnicity is about the perception of identity by groups, families and communities or attribution by outsiders. Fowler (1991) and Staub (1989) contend that ethnicity results from the categorisation of people by others and so, it is assigned “according to the requirements of the classifiers” (Eriksen, 1996, p. 8). In other words, “ethnic boundaries are between whoever people think they are between” (Fardon, 1987, p. 176).

Among radical scholars, it is agreed that the ethnic and identity-based interpretations of conflict are not only simplistic but also problematic as the factors of identity may not be strong enough as an explanatory framework. For instance, the factor of language could be a poor guide to ethnic or tribal identity. The deliberate effort to promote good neighbourliness among Africans occasioned the speaking of several tribal languages in many regions of Africa. Equally, dress mode and skin colour do not provide objective criteria of ethnic origin. In a nutshell, it is inequities and atavistic social pathologies, which fuel the birth of ethnic separatist movements. Agitations, whether accompanied by violence or conflicts merely serve as instruments to drive home the need for reforms and accommodation. The collapse of the federal political format from ethnic conflicts, therefore, tends to be the result of the failure to manage separatist and divisive tendencies.

Forms of Separatist Movements

Separatist movements in Nigeria find expression in the form of social movements ordinarily labelled as ethnic militias. Like virtually all social science concepts, it is also difficult to agree on what constitutes a social movement. The point that a social movement is a collective actively involved in promoting or resisting change represents a necessary starting point for understanding albeit, it is not sufficient. As Barnes (1995, p. 151) noted, social movements are conventionally distinguished from political parties and pressure groups. Unlike the latter, social movements operate not primarily through the channels of insider politics but by the direct mobilisation of opposition to what goes on within those channels. Other scholars questioned the extent to which it is appropriate to describe social movements as a collective. According to Diani (1992), it may be better to characterise them as constituting a loose connection between a plurality of groups, individuals and organisations.

Hannigan (1991) attempted to distinguish social movements from other social forms. Basically, social movements exist outside of the institutional framework of everyday life

and are in some way oriented towards a degree of social change. A precise but more formal definition by Wood and Jackson (1982) and adapted by Harper (1993, p. 140) suggests that social movements are unconventional collectivities with varying degrees of organisation that attempt to promote or prevent change. The term 'collectivity' emphasises that social movements are only partly organised phenomena and are not as structured as a group.

From the functionalist perspective, the existence of social movements implies incomplete system integration and the presence of some degree of dislocation in the institutional structure. For the normative functionalists, social movements imply a lack of social integration; members of such social movements represent individuals that have failed to internalise the norms and values that would integrate their activities harmoniously into the existing order and develop the institutional affiliations that would co-opt them as recognised and satisfied participants in the status quo (Barnes, 1995, p. 152).

Therefore, in Nigeria, a major feature of the political landscape is the emergence and existence of social movements. The classical "ethnic militia" is a group of people who are not professional soldiers but who got military training and can act as an army. Akaruese (2003, p. 218) defined this militia as a "properly armed group with overt or covert command structures, enjoying same forms of legitimacy and permanency; and capable of resorting to the use of arms in pursuance of their objectives." The first set of this type of social movement emerged under military rule in Nigeria. This fact concerns the nature of military regimes in Africa and particularly in Nigeria, which, according to Asobie (1990)

...breeds violence because they block all chances for peaceful change.

The structural inequality that is intrinsic to the socioeconomic system of a rentier capitalist state, like Nigeria, is compounded by military rule and militarism. Military rule and militarism breed not just physical violence but also structural violence as well (as quoted by Falana (2003, p. 184).

Two types of ethnic militias can be discerned in Nigeria. The first type is the vigilante groups formed to assist the Police with the mandate to arrest and prosecute robbery suspects. The second type started with primordial political sentiments and propagates ethnic objectives. The emergence of the second type of ethnic militia indicates that within the Nigerian context, an ethnic militia group can be seen as a militant organization set up for the sole purpose of protecting the interest of a particular ethnic nationality from the perceived aggression and marginalization by other ethnic nationalities. Falana (2003) argued along this line that an ethnic militia makes "the liberation of their ethnic nationality its main preoccupation [that] may sometimes be described as a guerrilla movement" (p. 183). Various ethnic groups, especially from the south and the southeast opined that the Nigerian state, considering the appertaining matters as non-negotiable has not given adequate attention to their demands. Certainly, their authentic representatives are not included in the decision-making processes. All these combined with hurtful or antagonistic political memories of majority group dominance led to the emergence and proliferation of ethnic militias groups.

Ethnic politics and federalism in Nigeria

The regional division of the country not only negates the equalization effect of the ethnic groups achieved under the Native Authority system of administration as established under the principle of the local jurisdiction. Also, it led to the emergence of a dominant ethnic majority group in each region thereby ensuring that each region had a core majority group existing alongside periphery minority groups. The so-called majority ethnic groups being formerly disparate and scattered people coalesced with the sole similarity or commonality that they spoke a related language and

share similar customs but are now integrated by regionalization. A good example of this was the different tribes which made up the Yoruba, formerly administered as different entities under the Native Authority system and later integrated with the creation of the Western region. Other ethnic groups were equally scattered amongst them but fewer numbers or populations naturally assumed the minority stigma. This is what made Ekeh (1983) argue that ethnic groups in contemporary Nigeria were actually “emergent social formations” which evolved under colonialism.

The majority status of the Igbos and the misconstrued typology of Hausa-Fulani emerged under similar circumstances in both the Eastern and Northern regions respectively. Therefore, Osaghae (1991) rightly deduced,

Regionalization was the cradle of ethnic minority problems in Nigeria. The regions not only contained groups of unequal sizes, more importantly, also afforded the elites of the majority groups the opportunities for transforming their groups from groups-in-themselves to groups-for-themselves. They did this because it was clear to them that only groups which were preponderant could hope to control power in the regions and at the centre. It was the ethnic nationalism instigated by the elites in the majority groups, more than the mere fact of lumping together unequal groups that brought about the problem of minorities (p.239).

Coleman (1986, p. 386) expressed comparable sentiments that “the promotion of cultural nationalism among tribal and nationality groups also led to political minority movements” in Nigeria. Having become aware of the rather unlimited opportunities available to them to assume control, the majority groups, due to their numerical superiority were quick to organize themselves to maximize this opportunity. Consequently, they monopolized political power at both the regions and the centre at the expense of the other less numerical groups. One way this was done was to form and rally their members under a cultural umbrella which further accentuated the phenomenon of an “us” versus “them” mentality (Fardon, 1987, p. 170).

The East had the Igbo State Union which has contemporaneously metamorphosed into *Ndigbo* for the Igbos. In the West was the *Egbe Omo Oduduwa* which became the rallying cultural group for the Yoruba as the *Jammiyar Mutanen Arewa* was for the predominant Hausa-Fulani in the North. The minority groups were slow in catching on to this tactic by organizing themselves along similar cultural lines. Instead, they aligned themselves with different majority groups, seeking political power, accommodation and relevance under the umbrellas of the dominant majority groups of their choice. Even then, this was not done collectively. Rather than uniting the minority groups, the tardiness of missed opportunities polarised and fragmented the minorities and subsumed under any single majority group.

A distinguishing dilemma of the ethnic minorities in Nigeria, therefore, is their spatial dispersion within territorial regions and later states, dominated by the major three ethnic groups. This dispersal made the unity of ethnic minorities rather difficult. For instance, the creation of the Western region privileged a dominant Yoruba group that also contained a “periphery” minority group of the Mid-West (Osaghae, 1991, p. 239). The Eastern region included within it the Calabar-Ogoja-Rivers minority groups, and the Northern region incorporated the Middle Belt, including southern Zaria and Borno ethnic groups. One of the major considerations in State creation in Nigeria has been to cater for the minority, to carve out a territory for them where they will feel “safe” and can be accommodated politically (Ekekwe, 1986). However, the creation of

more States not only broke up ethnic groups but also, led to more instances and the emergence of majority and periphery minorities. The creation of the Mid-Western region out of the former Western region paradoxically produced a majority and periphery, minority groups. The majority group of the Midwest made of Benin people and Urhobo threw up the Ishan, Itsekiri, Ijaw and Isoko as the periphery minority groups.

The creation of more States as a means of providing political accommodation and a sense of belonging to minority groups had, unfortunately, not provided this assurance. Hence, the failure foregrounded the “creation” of a special category of minorities or the “marginals” (Ekeh, 1972, pp. 95-98), characteristic of the “accidents” resulting from further states creation and boundaries adjustment. In the real sense, people are only marginal minorities because States creation and boundaries adjustment have cut them off from their larger ethnic majority group thereby making them a minority in the new State. Examples of the marginals would include the Yoruba-speaking minority elements of Ilorin and Kabba areas in the Middle belt, western Igbos in the Mid-West, and the Ijaws who were perpetually in minority in virtually all the states along the coastal line of Nigeria.

Incidentally, before independence, a royal commission was set up in 1957 to look into the fears of the minorities in Nigeria and how to allay them. The commission did not think that creation of separate States was the way out. Rather, it held that the solution to the minorities’ problems was in constitutional safeguards and political actions and so did not recommend the creation of any new State. This situation was revisited by the military government led by General Yakubu Gowon in 1967. Consequently, Gowon created 12 States to replace the formerly existing four-regional format. Osaghae (1991) reported that Gowon did so for two reasons. The first was to woo all the minorities to the “federal” side in the impending outbreak of the civil war. The second had a particularly pleasant effect as by creating new States for the Eastern minorities, Gowon created divisions in the Eastern enclave. The deft move was similar to the earlier act of the civilian government dominated by NPC in creating the Mid-west region to break the hegemony of the AG in the Western region.

Issues for Separatists’ Agitations – The ‘Then’

Despite its conceptual confusion, the usefulness of ethnicity as a mechanism for managing diverse ethnic groups has not diminished. It is significant that in Nigeria, “ethnic minority tensions and agitations are an important feature of the ongoing struggles to resolve the “national question” and re-institute what has been variously termed as “true federalism.” The term implies that the present federal system is inadequate to accommodate the various ethnic differences and solve the perceived marginalization of the minority elements (Suberu, 2003). Another implication is that minorities do not have confidence in the present federal structure that is incapable of providing them with an egalitarian existence. Hence, the most vociferous agitation for separation or accommodation has emerged from areas that were viewed as the majority before the creation of more states and the commercial exploitation of petroleum oil.

However, some of the defining characteristics of most developing nations with the existence of political and social movements appear to be the engagement in armed struggles for political accommodation or self-determination on behalf of some minority groups (Agara, 2011; 2014). For example, in Western Sahara, the Polisario Movement fights for liberation from Morocco. In Western Somalia is the Liberation Front which aims to restore the Ethiopian Ogaden region into Somalia.

Kieh (2002) in his discussion of violent uprisings in the West African sub-region has divided it into two epochs: ‘now and then,’ meaning the Cold War era and the post-Cold War

era. The discussion alluded to the specific issues which formed the basis for the war during these periods. Specifically, is that,

during the Cold War era, the common issues in the civil wars in Nigeria, Senegal, Mali and Niger were the desire by an ethno-regional group to secede from the state and establish its own sovereign and independent polity – the Igbos in Nigeria; the Tuaregs in Mali and Niger, and the Casamancois in Senegal. However, during the post-Cold War era, the common issue in all of the cases [Liberia, Sierra Leone, Guinea-Bissau and Guinea] was an amalgam of crises of underdevelopment-related problems (p. 25).

And now...What has changed?

Nigeria fought a civil war (July 1967-January 1970) to avert an imminent fragmentation of the country. Interestingly, the embers of the Biafran civil war and secession are being whipped up once again in the name of ethnic militia and social movements. The declaration of the State of Biafra by Chukwuemeka Odumegwu-Ojukwu on 30 May 1967 that led to the civil war fought between the federal government forces and Biafra and lasted thirty months – from July 1967 to January 1970 – seems to have hibernated to resurface in the present. On the part of the Igbos, secession was necessary and justified on the grounds of the right to self-determination. The angst of insecurity elsewhere was further aggravated by the 1966 ethnically motivated killing and genocide of Igbos in various northern parts of the country. On the part of the federal government, resistance to secession was equally necessary to keep the country united. Hence, the graduation from the initial responses of declaring a state of emergency in the federation and the creation of twelve states to replace the erstwhile four regions perceptibly divided Biafra and weaken its support base in the Eastern region. The imposition of economic sanctions and ‘police action’ foreshadowed the eventual full-scale war.

What is important in the ‘now’ is the emergence of the movement for the actualisation of the sovereign state of Biafra (MASSOB) and its assumed determination for the resurrection of a Biafra state 46 years after the first attempt failed. Are there any new grounds for such a movement? Has the situation now changed drastically from the previous? Are there new constellations of forces that can guarantee success this time? Or is this call motivated by the selfish aggrandisement of the so-called leaders or is it articulating the collective will of the people?

Following the minimalist conception of secessionism, its social movement and its contents, we proceed first by identifying with An-Na'im's (1989, p. 111) submission that “it is the historical link and subjective identification which makes a group into a people.” Oeter's (1994) opinion in this regard is also useful in what he perceived as ‘peoplehood.’ This is a “historically developed consciousness of belonging together and distinguishing between members of the people and ‘outsiders,’ between inside and outside” (p. 164). For a common sense of separation to exist, the people involved must have a shared objective. The example of the only successful African secession – Eritrea from Ethiopia – inhered in the shared sense of nationhood that was developed from the crucible of a long and bitter war and the traumas of internal conflict. The most recent example of the excision of northern from southern Sudan also follow this pattern of a long drawn-out war culminating in a referendum. Consequently, Hoffman and Mzala (1990, p. 425) rightly noted that “the development of nationhood is bound up with the battle for self-determination and democracy.”

The issue of an empowered counter-elite is furthermore important since the historical bane of the Igbos has been assumed as the singular inability to come together and put up a concerted political front that speaks with one voice and on behalf of the people when it matters most. The two major social movements that professed to represent the will of the so-called Biafra people (MASSOB) and the indigenous people of Biafra (IPOB) are not even in agreement as to whether secession should be pursued. While MASSOB was for secession through armed struggle, IPOB was not initially fully committed to the path. Besides, the Igbo elite does not seem able to unite the groups as a cursory look at the multiplicity of ethnic social movements would show. While the Yoruba and the Hausa had one umbrella social movement each, the largest number of such movements are from the southeast region planning to secede. The fragmentation and proliferation of ethnic social movements is a pointer to power that is highly diffused with no identifiable and acceptable elite group that can speak on behalf of the people. The creation of more States in the region to cater for the minorities' agitation further splintered the region's solidarity.

On the needed international support for a breakaway state, Osaghae and Onwudiwe (2002, p. 3) reiterated the point that the initial attempt at secession that occurred in the post-Cold War period was when discourses of nationalism and self-determination, as well as international public opinion, had turned full cycle to privilege the rights of the oppressed nationalities and groups. The disintegration of extant states makes the veritable, if not legitimate, source of new state formations from the USSR, Yugoslavia and Czechoslovakia. Otherwise, the story would probably have been different.

Even assuming probable international interest, another issue to consider is that every struggle needs a charismatic leadership behind whom the people are ready to mass up. The first declaration of a Biafran state under charismatic Odumegwu-Ojukwu met with a general agreement and a shared feeling that Biafra had a just cause and hence enjoyed tremendous support all over the world. This support was harnessed by the widely publicised pogrom against Easterners in the North, the federal regime's hatred and hostility against the Igbos and the alleged persecution of Igbo Christians by Hausa and Fulani Muslims. Since the option of preserving the state at all cost won, things have not changed to give the impression that the call today will lead to a successful secession.

In place of an outright declaration of war, the pro-Biafra agitators have taken to guerrilla warfare and disruption of economic lives by the constant shutdown of movements on some days of the month. The federal government's response has been to raid villages and settlements thought to be harbouring or supporting the pro-Biafra guerrillas. And as one of the governors in the region said, the ritualised economic disruption hurts the Igbos more than the federal government.

The Nigerian state presently may be going through economic recessions but it cannot be said to be weak either in its resolute decision to inflict severe penal sanctions or in its capacity and capability to ensure that any part of the country does not breakaway. The resolve of the Nigerian state leadership and its ability to confront any secessionist attempt has made improbable the recourse to an outright war reminiscent of the 1960s. The quandary is supported by the absence of equally resolute leadership and followership both agreed on secession. Indeed, prominent members of the Igbo elite in government have been making their disagreement felt. For example, the Minister for Foreign Affairs, Mr Geoffrey Onyeama in an interview in *The Vanguard* (Monday, November 7, 2016) stated categorically that the pro-Biafra agitators do not have the mandate to speak for the Igbos.

Conclusion

This paper attempted an empirical construct of separatism and secession, altogether a subject matter that is highly explosive and emotional, dealing with perceived grievances of exploitation, denial of political accommodation, marginalisation and self-determination. The conclusion seems that the perceived grievances led to aspirations for independent political autonomy that is especially fuelled by the presence of rich natural resources within the region. This crucial economic advantage that the secessionist region gives to the development of the state also simultaneously determines the extent to which the central government would be ready to go to deny sovereign autonomy to a resource-rich region. In this context, the secessionists in Nigeria seem sheer idealists; they have a vision of not only an ideal situation but also, of a better future where they control their resources by themselves without interference from outside. This is an implausibly extraordinary goal. Moreover, secessionist struggles fought within an already independent state are not an exact throwback to the anti-colonial war of independence. The marginalised region seeking secession may appear as being internally colonised but among its broad representatives could contain either substantial adherents in a project to lord it over others or self-aggrandising free riders.

Like all anti-colonial wars, nationalists could be myopic as well, for not taking cognisance of the fact that flag independence does not necessarily mean that tomorrow will be better. Not everyone within a secessionist region unhesitatingly agrees with the separation objective since some stand to lose if distinct sovereign autonomy were granted. More important is the problematic reality of the existence of free riders within the social movement championing secession. The free riders represent a warning against the assumption that participants and supporters alike act on the same basis, with the same motivations, seeking the same objectives. According to Olson (1965) when free-riding and not collective action is almost invariably the rational strategy, separation is unlikely. The free-rider problem is also counterintuitive and indicates that most of the perceived grievances and injustices which led to the choice of secession as an option would fail to gain traction, full agreement and uniform expression among all members of the social movement. Therefore, any movement seeking to articulate and remedy a grievance needs to act collectively. This would arise where such grievance perception is collectively shared by all.

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COMPARATIVE ANALYSES ON NATIONAL COMMUNICATION POLICIES OF NIGERIA, GHANA AND CHINA FOR NATIONAL DEVELOPMENT

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Abstract

A country's media system is not only more than a reflection of its society but also very dear to the people and the administration of the country. Consequently, the governments of most countries have been working nonstop to devise legislative mechanisms of regulating media operations. On the other side, the press has been on a never-ending quest for a better way to operate within the state's legal framework while maintaining its freedom to hold, receive, and transmit information. This article examines the problem of communication policy-making as a strategy for country development, drawing on press development theory. It examines the importance of communication policies in national development and critically evaluates contemporary communication policy-making techniques in Nigeria, Ghana, and China. The article does, however, recommend that the government of Nigeria revisits, rejigs and approve an official national communication policy, which should be implemented to avoid having words just on paper.

Keywords: communication, comparative analyses, national communication policies, national development

Introduction

Scholars have defined a national communication system as the result of a media policy, which is a set of norms and institutions that administer or manage the rights and obligations of media professionals and organizations, with the goal of maintaining journalistic ethics, advertising standards, and generally self-regulating the media's relationship with their audiences. The

national communication system is derived from the national media policy, which emphasizes culture, conventions, and values that are conducive to long-term development. Radio, television, newspapers, online media publications, movies, advertising, and public relations are all part of it. In general, ownership and control, finance, content, and technology are used to assess a national media system. In today's world it is influenced by globalization (Akanbi, 2012; Alao, 2012).

If UNESCO defines communication policy according to Uwom and Alao (2013) citing Lee (1976) as "sets of principles and norms established to guide the behaviour of communication systems" (p. 62), then the dominance of external factors over internal forces is giving birth to new sets of guidelines for media behavior. External factors, through globalization and technological advancements, must be balanced against sovereign governments' localization strategies. These difficulties raise a variety of concerns that must be addressed as part of national communication policy (Ogunyemi, 1997). A national communication policy lays out the goals, objectives, and functions of communication systems, with the intention of aligning them with the society's broader socioeconomic, political, and cultural development goals. Media policy can also be compared to compiling major and strategic policies toward media, taking into account the media climate and public situation, in order to provide a clear direction for media management activities in order to achieve the missions and goals, as well as a framework within which media operational programs design and act (Arbatani, Labafi & Khajeheian, 2012; Bofo, 1986).

Meanwhile, Uwom and Alao (2013) citing Gadzekpo (1997) and Schramm (1964) assert that there is a link between communication and developmental necessities. They believed that an appropriate flow of information is linked to societal growth and advancement (p.62). The importance of communication in most African and emerging countries cannot be separated from independence, because the media was utilized as an instrument of liberation from colonial masters. To harness the different media outlets in any country, there is need for a policy to guide the operations so that they can work towards a common goal. This emphasizes the significance of a national communication strategy. The basic purpose of a national communication policy according to Uwom and Alao (2013) is using the media to promote quicker societal growth and transformation in various fields and at various levels of national life. He goes on to say that for the media to play a significant role in the establishment and advancement of a desirable new social order in post-colonial Nigeria, a purposeful and coherent mass communication policy is required.

In line with the aforementioned introductory remarks this paper looks at the issue of communication policy-making as a strategy for development in countries and critically analyses current approaches to communication policy-making in Nigeria, Ghana and China and suggests an outline for a comprehensive approach to national communication policies in Nigeria.

Methodology

The authors utilize a descriptive method and sourced from the secondary sources to drive their points home by considering the similarities and differences in the national communication policies among the three countries – Nigeria, Ghana and China.

Theoretical Framework

This study takes a cue from the development theory of the press. The development theory of the press is applicable to developing countries among which is Nigeria. To categorize countries as developing, Folarin (2002) cited in Talabi (2013) mentions some features that are apparent in the holistic structure of those countries as:

- (1) Relative lack of cultural production resources;

- (2) Relatively limited availability of media literate audience, and;
- (3) Dependence on the developed world for technology, skill and cultural products hence shortage of communication infrastructure and professional skill (p.36).

The call for media intervention in development process is hinged on what Denis McQuail called “development media theory”. This theory is quite influential because it sees the media as a pivot for national development in developing countries. McQuail (1983) cited in Kadiri, Muhammed, Raji, and Sulai (2015) stated that the central thesis of the theory is that the mass media in developing nations should be used for “the primacy of the national development task (economic, social, cultural and political); the pursuit of cultural and informational autonomy; support for democracy; and solidarity with other developing countries” (p.49).

McQuail outlined six main principles of the theory:

- 1) Media should accept and carry out positive development tasks in line with nationally established policy.
- 2) Freedom of the media should be open to restriction according to (1) economic priorities and (2) development needs of society.
- 3) Media should give priority in their content to the national culture and language.
- 4) Media should give priority in news and information to links with other developing countries, which are close geographically, culturally and politically.
- 5) Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
- 6) In the interest of development ends, the state has a right to intervene in, or restrict media operations and devices of censorship, subsidy and direct control can be justified (pp. 95-96).

Primarily, the theory is rooted in the modernization/functionalist paradigm of mass media’s role in development. It presupposes the use of the mass media in achieving development in developing countries. McQuail is of the view that since the Siebert et al (1956) ‘four theories of the press’ (Authoritarian, Libertarian, Soviet/Communist and Social Responsibility) are inadequate in explaining the media systems of developing nations, the need for another theory becomes essential. Thus, he propounded the development media theory to take care of how the media can aid the development of those nations. The assumption is that the mass media are part of the instruments for achieving development in developing nations.

The tenets of the theory advocate cooperation rather than adversarial relationship between the media and the government, therefore, development media theory has been abused by authoritarian regimes who assume media should be subjected to their whims and caprices in the name of development. The authoritarian element of the theory according to Kadiri et al (2015) which reigns supreme in most developing countries, has brought about tension between government/media relations and role conflict for journalist. Thus, professionals are always confused on to who they owe their loyalty - the government or the people?

Communication research has demonstrated that the media may help to promote national development, but is it necessary for the media to become a puppet in the hands of the current government in obeying the development media theory doctrines? The media in the developed world plays a critical role in the development and survival of their countries. However, it appears that the contrary is true in the developing world, where poverty is still visible everywhere. This has led us to the point where we must consider if development media theory is being applied in

Africa in the manner it should be. This discovery has also raised the question of whether development media theory is the antidote to neoliberalism.

Rationale

While Nigeria and Ghana are West African countries colonized by the British, the latter gained independence in 1957, hence, the first African sub-Saharan country to be independent of her colonial master while the former got her independence in 1960. Both countries among some other African countries, have a relatively free media and have also gone through military and civilian regimes before getting to where they are currently and presently, they have a vibrant media environment. China on the other hand started off from a full-blown totalitarian media system to a more liberal media landscape occasioned by economic reforms and globalization.

However, the media systems in both Nigeria and China have passed through the same evolution from totalitarian regimes. Nigeria from the British colonial rule to 'militocracy' and finally democracy, the media system has struggled through repression, liberalism and later self-censorship. The Chinese government according to Beina and Eleanor (2017) has long kept tight reins on both traditional and new media to avoid potential subversion of its authority. Its tactics often entail strict media control using monitoring systems and firewalls, shuttering publications or websites, and jailing dissident journalists, bloggers, and activists.

Comparative Analyses of Nigeria, Ghana and China National Communication Systems

In Africa, according to Uwom and Alao (2013), Ghana is a front-runner in the development of a National Communications Policy. The need for a communication policy in Ghana became imperative to regulate the fast-growing broadcast industry after the establishment of commercial stations. According to Uwom and Alao (2013) the liberalization of the airwaves was part of the recommendations of the *National Seminar on Communication and Information Policy*, held in July 1992. It was an important breakthrough for the development of new communication policies in Ghana. The national media policy was developed for all communications media - print, broadcast, wire services, advertising and public relations etc.

One major area of difference between the media in Nigeria and the media in Ghana according to Uwom and Alao (2013) is that in Nigeria, there is no single document tagged "National Communication Policy", the country has bits and pieces (p. 69). However, this assertion was at variance with Adekoya and Ajilore (2012) and Suleiman (2018) which affirmed that the Nigerian Mass Communication Policy (NMCP) was formulated in 1987. The year was however in variance with Esiri and Okunade, (2014) who maintained "Nigeria's national communication policy document first emerged in 1990" (p. 14).

The policy was later reviewed in 2004 (Esiri & Okunade, 2014; Suleiman, 2018). The reviewed version was approved and adopted in 2010 as the Nigerian National Communication Policy (NNCP). The overarching aim of the policy is to drive the socio-political, economic and cultural development of the country through galvanizing mass participation in government's programmes, processes, and expanding opportunities for the citizens' self-expression and actualization (Suleiman, 2018). To this extent, the NNCP provides a framework for the growth, development, regulation and functioning of all available communication systems in the country (NNCP).

On the other hand, unlike the Ghanaian media policy that breaks it down into public media, commercial media and community media, the Nigerian media policy talks about the print media as a whole and the broadcast media as a whole as boundaries of operation were allotted to the various media of communication then in existence in the country. These media are: The

broadcast media- which include radio and television, and the print medium which include newspaper, magazine, books, posters, bill boards and hand bills (Adekoya & Ajilore 2012; Uwom & Alao 2013). Nevertheless, there are other laws guiding media practice in Nigeria like the National Broadcasting Commission Code (NBC), Broadcasting Organization of Nigeria (BON), Nigeria Press Council (NPC), and Newspaper Proprietors Association of Nigeria (NPAN), Advertising Practitioners' Council of Nigeria (APCON), National Films and Video Censors Board (NFVCB), and also the National Communications Commission (NCC) (Uwom & Alao 2013).

Gadzekpo (1997) cited in Uwom and Alao (2013) posited that communication policy in Ghana is guided by Article 12 of the Constitution which stipulates the freedom of the media, and which seeks to insulate the State-owned media from governmental interference. Article 21 also guarantees freedom of speech and expression for all as well as freedom of information. The freedom of information stipulation, however, appears to contradict instruments such as the Official Secrets Oath, which prevent public officials from divulging information to journalists. Similarly, China's constitution affords its citizens freedom of speech and press, but the opacity of Chinese media regulations - Official Media Policy - allows authorities to crack down on news stories by claiming that they expose state secrets and endanger the country. The definition of state secrets in China remains vague, facilitating censorship of any information that authorities deem harmful to their political or economic interests. Experts say Chinese media outlets usually employ their own monitors to ensure political acceptability of their content. Censorship guidelines are circulated weekly from the Communist Party's propaganda department and the government's Bureau of Internet Affairs to prominent editors and media providers. China has one of the world's most restrictive media environments, relying on censorship to control information in the news, online, and on social media (Beina & Eleanor, 2017).

The media ownership and control in Nigeria, Ghana and China are in line with their country's dictates of the communication policy and systems. It is a plural or a mix of state owned/public owned and private owned media engagement. The analysis of the mix will be well appreciated by looking at the electronic and the print media separately.

Electronic Media

While the Nigeria and Ghana broadcast media are liberal, the Chinese media is strictly authoritarian with full government control at inception. This phenomenon was influenced greatly by China's political emancipation, the Marxist/Communist ideology of Chairman Mao Zedong. This ideology emphasizes state control of all resources and paraphernalia. However, by the turn of the 1980's and 1990's media control was relaxed under the administrations of Deng Xiaoping and Jian Zemin. The strict regulation came back after the 1989 Tiananmen Square protests and Hu Jintao rule due to the growing influence of the internet and upsurge of dissident movement. This development has made two journalists pressure groups - Reporters without Borders and the Press Freedom Index in their annual reports 2010, to refer to China "as the sorry distinction of leading the world in repression of internet" (Ojo, Akinreti, Odegbenle & Jegede, 2013, p.23).

Leading the pact of the state owned/public owned media in China is China Communist Television, CCTV. In other parts of the country like Hong Kong and Macau, a separate media regulatory bodies operates. The Chinese electronic media - radio and television service stations - are controlled by the State Administration of Radio, Film and Television, SARFT. They are strictly monitored not to broadcast programmes against government policies in Tibet and

Xinxiang, the communist party. Other no go areas of broadcast are pornography and the banned spiritual group-Falun Gong. Despite this centralization and government control of the Chinese media systems, as at today in mainland China, there are over 700 conventional television stations plus 3,000 cable channels and 1,000 radio stations.

For Nigeria, government and the private entrepreneurs equally own and control the broadcast media outfits. The Nigerian Television Authority, NTA, and the Federal Radio Corporation of Nigeria, FRCN, established in 1977 and 1933 are state owned television and radio stations funded by the federal government. As at today, there are over 48 NTA and 38 FRCN stations across Nigeria, with the headquarters in Abuja. The two electronic media outfits pride themselves as the largest television and radio network in Africa. FRCN motto is “Uplift the People and Unite the Nation”. The external arm of the television station is called NTA International and Voice of Nigeria (VON) for the radio station.

1992 was a turning point for the private broadcast media in Nigeria with the establishment of the National Broadcasting Commission (NBC), breaking the monopoly of government in that sector of the media. The federal military government in 1992 deregulated the broadcast industry in Nigeria. By deregulation, therefore, government, groups and individuals are free to own and operate broadcast stations with the government providing the legal framework guiding the activities of the broadcast stations.

It is the need to provide effective guidelines for the operation of private broadcast stations that led to the establishment of the National Broadcasting Corporation of Nigeria (NBC). The rationale behind the establishment of the commission, therefore, was to regulate broadcast contents in Nigeria. This regulation was viewed to be necessary considering the fear that some unscrupulous private owners of broadcast stations may be tempted to use their stations to undermine the interest and security of the nation if not properly checked.

The National Broadcasting Commission Decree Number 38 of 1992 empowered the Commission to take full responsibility for licensing broadcast stations, allocating airwaves to the licensees, and regulating broadcast contents in terms of ratio of local and foreign contents. The act did not specify either how to seek redress or to what extent public interest be protected. Thus allows the NBC to provide licenses in perpetuity only to withdraw them at their whims and caprices.

In Ghana, Uwom and Alao (2013) asserted that communication was embraced as a way of changing society. Broadcasting was to be a public service dedicated to the enlightenment and instruction of the people. The model was taken from the British Broadcasting Service (BBC) which was the pioneer of public service broadcasting. Ghana public broadcaster, the Ghana Broadcasting Corporation was the only broadcaster in Ghana till 1995. Ownership of the media in Ghana however is spread to discourage monopolies and serve the interest of pluralism. The media policy kicks against monopoly and encourages plurality of media ownership. The community media are owned and operated by the community and every member of the community shall have access to the media (Uwom & Alao, 2013).

The Print Media

Private ownership of print media was on the upswing in Nigeria and Ghana than in China. In Nigeria and Ghana, both government and the private investors are participating actively. In the main, government investment in the print media in Nigeria is a disaster from the ugly past of Daily Times, New Nigerian Newspapers (NNN) to Daily Sketch, Herald, Triumph and The Standard Newspapers. The surviving one like the Nigerian Observer from Edo state government, and the Graphics newspaper from Kogi state are gasping for breath!

The main features of the state-owned newspapers are the control of government in the appointment of the editor for the newspaper, funding and absolute control on the editorial policy of the newspapers. They are the mouth piece of government policies and programmes and disregard opposing views and news in their coverage. Generally, news and features do not focus more on the people but the paraphernalia of governance. Consequently, journalists working for these newspapers engaged in self-censorship.

Implicitly, in the private sector of the Nigerian media, there are too much concentration of private ownership and control from few rich and high net-worth individuals with the entrance of late Obafemi Awolowo - the Nigerian Tribune in the 1950s, late Moshood Abiola - defunct Concord newspapers in the 1980s, Olu Aboderin – The Punch newspapers, they surely set the pace of private ownership of newspapers, with their staples dictating the pace. While the Concord newspaper is defunct, the Nigerian Tribune and Punch newspapers are still blazing the trail. With the return to civil rule in 1979, after 13 years of military rule, the few surviving privately-owned newspapers in Nigeria were joined by a plethora of titles - the Vanguard, Thisday, the Guardian, the Sun, Daily Trust, Leadership, and others.

The newcomers appeared, in part, to serve the electioneering role played by newspapers of the 1920s. Since they are privately funded by an individual or group of like minds, their editorial policies are guided by the interests of their owners and not by the dictates of the people. The news slant is not nationalistic in outlook, rather it smacks ethnic, religious or political agenda. These print media are concentrated more in the urban centers of the country. Interestingly, the private media newspaper owners have formed a pressure group called the Newspapers Proprietors Association of Nigeria, NPAN, to cater for their interests.

Meanwhile, in China, the print media at the inception are owned by the government and later private investors too came in to compete in the market share as a result of the country's liberal reforms. By the turn of the year 2000 onwards, there were over 2,200 newspapers and 7,000 magazines and journals in the country of China. But the front runners are the state run, namely- the People's Daily, Beijing Daily, Guangming Daily and the Liberation Daily. They are virtually communist newspapers.

Just like Nigeria, the news agencies are also owned by the government. They are Xinhua News Agency and China News Service. Xinhua has the powers to censor and edit the news of foreign agencies just as the News Agency of Nigeria does. The Chinese newspapers and magazines are controlled by the government regulatory agency called - General Administration of Press and Publication - GAPP. The ownership structure and control really dictate the level of funding, editorial policy and the overall content of the media.

Funding

Nigeria, Ghana and China media outfits have allowed private entrepreneurs to own and control, as well as fund their operations. Funding of the Chinese media is mixed. At the onset, government funded the state-owned media through subsidy. With the advent of the China's economic and media reforms, commercialization of the government-owned media emerged. Similarly, the diversity in mainland Chinese media news and programmes were responsible for commercialization as most state-owned media outlets were no longer merely serve as mouthpieces of the government. While the government issues directives defining what can be published, it does not prevent, and in fact encourages outlets to compete for viewers and advertising. Financial incentives are also used to control journalists' behaviour. Despite this partial funding, the operations of the media were tied to the Foreign Service department.

Just like the Chinese media scenario, the funding of state media organizations are done through direct funding by subvention/subsidy and partial commercialization in Nigeria. The FRCN, NTA and the News Agencies of Nigeria, (NAN), are good cases in point. Conversely, the VON is totally funded by the government. Despite partial government funding and commercialization, the media stations have been used largely by government to propagate its policies and defend its interests in line with the countries communication policies to engender growth and sustainable development.

The private media organizations were funded by private investors and owners. In the newspaper industry, the African Newspapers of Nigeria – the Nigerian Tribune, stand tall on this equation. The Nigerian Tribune is established by the Awolowo family but certain percentage of the newspaper's shares were sold to the public and called for Annual General Meetings annually. On funding of the public broadcaster in Ghana, the policy allows for the levying of television license. There is a special levy on media consumption; the provision of incentives and concessions, such as rebates, tax holidays and the lifting of import duty. For public and community media, there are special or exclusive tax exemptions on equipment, technical assistance from public sources or tax-deductible donations from private sources, staff support scheme, paid announcements to public institutions, etc. (Uwom & Alao, 2013).

The majority of shares of the public media is owned by the government and part shares shall be owned by individual public corporations with state and private organizations. Likewise, for a commercial media company, 51% of shares is held by an indigenous Ghanaian citizen.

Media Content

This section will be analyzed based on the language of broadcast and publications of news and programmes, language of broadcast in line with the dictates of the national communication policies of Nigeria, Ghana and China. In Nigeria, the language of broadcast and publications are 90 per cent English and the remaining 10 per cent for local languages of Yoruba, Hausa and Igbo. Consequently, most news and programmes are largely elitist and self-serving. This, however questioned the social responsibility of the media. In accordance with the NBC guidelines, electronic media in Nigeria are expected to have 60% of the programmes in local content and 40% foreign. Unfortunately, especially private televisions and radio stations do not have local content programmes nor commission local content programmes. They devoted more time to foreign music, chit chat and phone-in due to paucity of funds, lack of creativity, cheap foreign programmes, and lack of regards for time belt airing of home video contents on terrestrial television, etc.

On media content, the Ghanaian government through its National Communications Policy forbids rebroadcast of foreign programmes on FM stations. They also advocate for more local content to foreign content; there should be 50% of local content on radio and 30% of local content on TV and there should be the use of at least one local language in the broadcasts. The public broadcaster's content shall comprise 80% local programming of total airtime. For regular TV channels, 60% and at least 50% of local programmes shall be aired during prime time.

Free-to-air commercial radio and television stations shall devote 50% and 30% respectively of their total airtime to local content including music. Minimum local content shall rise 75% and 50% respectively for free-to-air commercial radio and TV stations. For community stations, 80% of programmes shall originate from the station and target audiences, the remaining 20% shall comprise materials of national interest like a relay of the state broadcasters' news. Also at least 70% of programmes shall be in local language or the language of the target audience (Uwom & Alao, 2013).

For the Chinese media, rising literacy rate and the economic prosperity of China have greatly affected the country's media content. Rising literacy rates have produced tens of millions of additional readers in the past decade, creating ever-expanding markets for the print media. The language of broadcast and publication is local Chinese language and about one per cent English due to the country's economic reforms.

Consequently, state-owned television stations have monopoly of local content programmes because the Chinese viewers have more passion for their local programmes. The station buys foreign programmes and banned foreign produced programmes between 5:00 pm and 8:00 pm to protect the state-owned Chinese animation studios to broadcast their cartoons. The only inviolable restrictions appear to be an unwritten ban on challenges to the party's right to rule and to the legitimacy and decision-making authority of top party leaders, as new restrictions were placed on all sectors of the press, Internet-users, bloggers, website managers and foreign journalists in preparation of the 17th National Party Congress in 2007. (Ojo, Akinreti, Odegbenle & Jegede, 2013).

China requires foreign correspondents to obtain permission before reporting in the country and has used this as an administrative roadblock to prevent journalists from reporting on potentially sensitive topics like corruption and, increasingly, economic and financial developments (Beina & Eleanor, 2017).

Regulations

The Print Media

There are different approaches to media regulation in China and Nigeria, as the essence of regulations is to ensure and maintain standards in terms of operations and service delivery. In Nigeria, the communication policy established the Nigeria Press Council to regulate the activities of the print media. It puts together a Code of Conduct or Ethics of the profession for the print media organizations and journalists as a whole. This covers fairness, objectivity, privacy, and respect for individual's rights to reply on any issues or stories among others.

It however works in collaboration with media groups such as the Nigeria Union of Journalists (NUJ), the Guild of Editors, National Association of Women Journalists (NAWOJ), Newspapers Proprietors Association of Nigeria (NPAN), Nigerian Institute of Public Relations (NIPR), Advertising Practitioners Council of Nigeria (APCON) among others. It is also concerned with the training of journalists through regular seminars, workshops and conferences on contemporary issues in the media, nationally and globally.

In China, the print media are not allowed to write on topics such as the legitimacy of the Communist Party of China, the governance of Tibet, and Falun Gong. While the government issues directives defining what can be published, it does not prevent, and in fact encourages outlets to compete for viewers and advertising. Financial incentives are also used to control journalists' behaviour. The government has also drafted a new press law that would lessen government involvement in the news media. Much of the information collected by the Chinese mainstream media is published in "neicans" (internal, limited circulation reports prepared for the high-ranking government officials), not in the public outlets.

The withdrawal of government media subsidies has caused many newspapers (including some owned by the Communist Party) in tabloids to take bold editorial stands that are critical of the government, as the necessity to attract readers and avoid bankruptcy has been a more pressing fear than government repression. General Administration of Press and Publication – administers the newspaper, periodical, video and audio media and news industry. Generally, the Chinese media's growing autonomy has been reflected in their increasingly diversified content.

Training

The training of media personnel is mixed in Nigeria and China. Government totally controls the curriculum for journalism training as enshrined in the communication policy in both countries. Specifically in Nigeria, government and the private sectors are involved the establishment of media training institutions. Mass Communication departments of the state and privately-owned universities, polytechnics, and other tertiary institutions embarked on training of journalists for the media industry.

Media organizations like the State owned FRCN and pressure groups like the NPAN, NUJ, NIPR established a private monotechnics – FRCN Training School (now FRCN Broadcasting Academy) and Nigerian Institute of Journalism (NIJ) in Lagos to train media professionals. Same applies to media pressure groups like the NIPR, ARCON among others, who set up their different training institutions for their members to maintain standards and instill discipline in the media. These media training institutions equally worked with international media training organizations like the Reuters Foundation, BBC Media Trust and Thomson Foundation among others to train Nigerian journalists on current development in ethics and media entrepreneurship.

Be that as it may, China according to Ojo et al (2013), equally used the apparatus of the state and private sectors to train its journalists. The country is remarkably different in the sense that it is set to introduce a new media training system that requires its journalists to train in Marxist and Communist theories of news.

Conclusion

Nigeria, Ghana and China from the analyses above allow for public and private ownership of the media while the Ghana and Nigeria media polices went further to allow for community ownership. The media in Nigeria and Ghana are free but with self-censorship by the practitioners while the media in China could be said to be highly government regulated. More than a dozen government review and enforce laws related to information flow within, into, and out of China. The most powerful monitoring body is the Communist Party's Central Propaganda Department (CPD), which coordinates with General Administration of Press and Publication and State Administration of Radio, Film, and Television to ensure content promotes party doctrine (Beina & Eleanor, 2017).

The three countries policy also state that the content of the media should be a mix of local and foreign programmes and advise the use of indigenous languages with China doing better in this area. On the whole, for the Nigerian media, there are no go areas for its contents, but each medium decides its operational goals within the ambit of the regulatory authorities laid down rules.

In terms of national development, communication and information are critical. They can help improve the socioeconomic, political, and cultural transformation process. In some way, most development policies and programmes are information-related or information-dependent. Communication infrastructures, systems, and processes, as Jon Katz has pointed out, could be significant supporters of societal development forces. This paper's main point is that communication is a critical resource in Africa's development, particularly in Nigeria. The amount to which communication strategies, facilities, and procedures are systematically and purposefully integrated into the overall national development planning determines the effectiveness and contribution of communication in societal transformation and development (Boafo, 1966).

Nigeria's national communication policy should be reformed to focus on crucial areas that directly affect journalism practice in the country, such as protecting journalists from exploitative media owners, so that the country's mass media industry may become more dynamic and robust (Esiri & Okunade, 2014). Journalists are subjected to a great deal of harm as a result of their work. They are also subjected to a slew of restrictions imposed by regulations that are no longer relevant in today's world. Such laws like Nigeria's Newspapers Ordinance Acts must be examined with the goal of amending or repealing some of the laws that are anti-journalism (Nwodu, 2015).

There is no right answer to what we should do and how we should do it in order to transcend the world's warring culture. Every nation and individual must channel efforts to assist and interact with one another in order to form a strong link of trust, mutual understanding, and societal peace. We should all try to connect people and institutions on a shared platform where we can all appreciate each other's cultural, social, and political differences (Mishra & Chauhan, 2009).

Recommendations

Going by the above analyses, it could be deduced that the impact of communication systems and strategies on development efforts would only be minimal until policymakers and planners undertake more serious efforts to incorporate communication strategies and information utilization in overall national development policies and programmes. This paper recommends therefore that in Nigeria:

- (1) It is time to consider a review of the existing national communication policy and duly implemented to avoid having words only on paper. A strategy for formulating and implementing a national communication policy in any country however requires, first, the establishment of a communication policy-making structure. This structure may be composed of an overall body, such as a national council on communication policy (NCCP), under which may be several committees or sub-committees which will deal with different aspects of the policy. Membership of the policy-making structure should be inter-ministerial, inter-sectoral, broad-based and representative of all sections of the society (Boafo, 1966).
- (2) A national communication policy council would undertake all the steps required for formulating and implementing a national communication policy that will be compatible with the socio-economic and political context of the country and respond to its development needs. The council would undertake broad consultations on the policy to be formulated, commission policy research and analysis, identify policy issues and suggest policy measures as well as monitor the implementation of the policy.
- (3) However, the policy document should refrain from dabbling into the criteria for news determination as this a professional issue which should be left for mass media professionals to handle. There are enough safeguards in our statutes and professional codes of ethics to guard against journalistic excesses and recklessness. Indeed, a national communication policy that dabbles into this core area of journalistic practice diminishes its essence because of the difficulty in enforcing such a policy (Esiri & Okunade, 2014).
- (4) As earlier observed and noted, the framework of the communication policies of the three countries analysed in this paper stem from the Constitution, it is therefore imperative that the policies should not be at variance with other policies and should promote and support the objectives of the country. However, Nigerian media should borrow a leaf from the media systems of China in terms of technological know-how.

- (5) In the same vein, what is important under the present circumstance in Nigeria is a close monitoring of the programming of the commercial (private) broadcasting stations by NBC to ensure that they comply with the regulation on local content. The NBC regulation states that “a broadcaster shall promote Nigerian content and encourage the production and projection of Nigerian life within and outside its borders; strive to attain 100% local content” and for the purpose of free-to-air terrestrial broadcast, “a broadcaster shall ensure that Nigerian music constitutes 80 per cent of all its musical content” (NBC Code, 2016, pp .41-42).
- (6) Though there has been an emergence of Community Broadcasting in Chapter nine, sub section nine of the NBC Code (p. 74), this also needs to be specified in the media policy. Nigeria communication policy does not address the emergence of Community Broadcast (Free-to-air). It made mention of it but did not make it elaborate. It should consider that some of these urban based media cannot get to the rural dwellers which constitute the majority of the population (Uwom & Alao, 2013).
- (7) The NBC should encourage the growth of cable channels because it portends the future in community broadcasting. They are cheap to acquire and this makes them suitable for use in rural areas. Cable could also be used to break the urban concentration of media in the country and to halt the tilt towards the elite. Community cable channels will empower the rural residents, who produce the wealth of the nation, and ensure their rights to be informed. Using the words of Adekoya and Ajilore (2012), in line with the stipulations in the current national communication policy, government should “create and empower the rural people towards the ownership of their own media of mass communication especially the radio as this will facilitate effective participation in the national development program” (p. 27). A developing economy like Nigeria needs cable system to promote its national development programmes and foster ethnic understanding. Ghana, another West African country, has already taken a bold step in this direction.

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UNLEASHING THE BRAIN CREATIVITY AND POTENTIALS THROUGH MIND MAPPING AND MANAGEMENT IN LEARNING

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Abstract

The article contends that it has become increasingly popular to use visualized tools for study. It makes attempts at finding out the effect of the use of such visualized tool as mind mapping on learning. Although, numerous research studies have shown the advantages of mind mapping, there are little or no study on to the effective use of mind mapping and management in learning. The paper therefor explicitly explains how mind mapping can be effectively managed for optional learning performance. The conclusion shows how our minds can be used for effective mind mapping.

Keywords: Mind Mapping, Potentials, Explicit, Teamwork, Optional Performance.

Introduction

A mind map is a diagram used to visually organize information and put them in hierarchy. It is used to show the relationships among pieces of the whole. It is often created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas such as images, words and parts of words are added. Major ideas are connected directly to the central concept and other ideas branch out from those major ideas. Mind maps can also be drawn by hand, either as “notes” during a lecture, meeting or planning session, for example, or as higher quality pictures when more time is available. Mind maps are considered to be a type of spider diagram. A similar concept in the 1970s was “idea sun bursting”. According to Daley B.J. and Torre D.M. (2013), Aristotle is of the view that “The Soul never thinks without a mental image”. Although the term “mind map” was first popularized by British popular psychology author and television personality Tony Buzan, the use of diagrams that visually “map” information using branching and radial maps traces back centuries. These pictorial methods record knowledge and model systems, and have a long history in learning, brainstorming, memory, visual thinking, and problem solving by educators, engineers, psychologists, and others. Some of the earliest examples of such graphical records were developed by Porphyry of Tyros, a noted thinker of the 3rd century, as he graphically visualized the concept categories of Aristotle. Ferrand P., Hussain F. and Hennessy, E. (2002) also noted that Philosopher Ramon Lull used such techniques.

The semantic network was developed in the late 1950s as a theory to understand human learning and developed further by Allan M. Collins and M. Ross Quillian during the early 1960s. Mind maps are similar in structure to concept maps, developed by learning experts in the 1970s, but differ in that mind maps are simplified by focusing around a single central key concept. The term became popular when Buzan introduced his specific approach as well as the term “mind map” in a 1974 BBC TV series he hosted, called Use Your Head. In this show, and companion book series, Buzan promoted his conception of radial tree, diagramming key words in a colorful, radiant, tree-like structure. Buzan says the idea was inspired by Alfred Korzybski’s general semantics as popularized in science fiction novels, such as those of Robert A. Heinlein and A. E. van Vogt. He argues that while “traditional” outlines force readers to scan left to right and top to

bottom, readers actually tend to scan the entire page in a non-linear fashion. Buzan's treatment also uses then-popular assumptions about the functions of cerebral hemispheres in order to explain the claimed increased effectiveness of mind mapping over other forms of note making. The objective of this paper is to assess the impact of mind mapping technique in teaching and learning.

Mind Mapping and Other visualizations

Concept maps: Mind maps differ from concept maps in that mind maps are based on a radial hierarchy (tree structure) denoting relationships with a central concept, whereas concept maps can be more free-form, based on connections between concepts in more diverse patterns. Also, concept maps typically have text labels on the links between nodes. However, either can be part of a larger personal knowledge base system. Modeling graphs or graphical modeling languages: There is no rigorous right or wrong with mind maps, which rely on the arbitrariness of mnemonic associations to aid people's information organization and memory. In contrast, a modeling graph such as a UML diagram structures elements using a precise standardized iconography to aid the design of systems.

Hariri M and Tahriri A (2014) Cunningham conducted a user study in which 80% of the students thought "mind mapping helped them understand concepts and ideas in science". Other studies also report some subjective positive effects on the use of mind maps. Positive opinions on their effectiveness, however, were much more prominent among students of art and design than in students of computer and information technology, with 62.5% vs 34% (respectively) agreeing that they were able to understand concepts better with mind mapping software. Tee T. K, MNAA Mohammed S, Muhammed M, Md Yunus J, (2014) found that spider diagrams (similar to concept maps) had limited, but significant, impact on memory recall in undergraduate students (a 10% increase over baseline for a 600-word text only) as compared to preferred study methods (a 6% increase over baseline). This improvement was only robust after a week for those in the diagram group and there was a significant decrease in motivation compared to the subjects' preferred methods of note taking. A meta study about concept mapping concluded that concept mapping is more effective than "reading text passages, attending lectures, and participating in class discussions". The same study also concluded that concept mapping is slightly more effective "than other constructive activities such as writing summaries and outlines". However, results were inconsistent, with the authors noting "significant heterogeneity was found in most subsets". In addition, they concluded that low-ability students may benefit more from mind mapping than high-ability students.

According to Toi H (2009), Joeran Beel and Stefan Langer conducted a comprehensive analysis of the content of mind maps. They analysed 19,379 mind maps from 11,179 users of the mind mapping applications SciPlore MindMapping (now Docear) and MindMeister. Results include that average users create only a few mind maps (mean=2.7), average mind maps are rather small (31 nodes) with each node containing about three words (median). However, there were exceptions. One user created more than 200 mind maps, the largest mind map consisted of more than 50,000 nodes and the largest node contained ~7,500 words. The study also showed that between different mind mapping applications (Docear vs MindMeister) significant differences exist related to how users create mind maps. There have been some attempts to create mind maps automatically. Brucks & Schommer created mind maps automatically from full-text streams. Rothenberger et al. extracted the main story of a text and presented it as mind map. There is also a patent application about automatically creating sub-topics in mind maps.

Benefits of Mind Mapping

There are many reasons why mind mapping is used by millions of professionals, creatives and students all over the world. Here are the top 4:

- Mind maps structure information.

Mind maps can store and structure vast amounts of information. They display hierarchy, show relationships between individual ideas and enable you to see the “big picture” at a glance. These features also make mind maps an ideal tool to present information to others, create knowledge pools and solve complex problems.

- Mind maps improve comprehension.

In both school and university education, mind maps have proved to be popular and effective learning aids. By structuring information in a way that is more compatible with visual learning styles, and by filtering long texts into shorter mind map topics, learners can absorb large amounts of information faster.

A 2013 study published in the *Modern Journal of Language Teaching Methods (MJLTM)* examined how students in Iran reacted to mind mapping as a tool for learning English as a foreign language. From the sample group, 83.4 percent of students had a positive view of mind mapping in reading comprehension, while only 16.7 percent responded negatively. Tellingly, in a questionnaire issued after the study, the statement “When I use mind maps for a reading passage, I’m more able to solve post-reading activities” scored most highly.

- Mind maps enhance productivity.

The benefits of mind mapping are not limited to education; they can be useful in a commercial sphere as well. Mind mapping enables you to learn faster, communicate more efficiently and brainstorm more effectively, which is why ever more businesses are using tools like MindMeister to get the most out of their teams.

Whether you are planning a project at work or writing a scientific paper – mind mapping will help you save tremendous amounts of time. According to a survey by the Mind Mapping Software Blog, mind mapping software can increase productivity by an average of 23 percent.

- Mind maps foster creativity.

Two things make mind maps the best brainstorming tool out there. One: The act of developing a mind map stimulates our brain like no other technique and fosters a creative flow of ideas. Two: Mind maps allow you to transcribe those ideas with incredible speed, making for a virtually frictionless thought organization.

During a 2004 study into the effectiveness of mind mapping for students’ writing assignments, 10 out of 12 people found that mind mapping improved their writing. Not only is it an excellent technique for students to prepare their essays and papers, it is also a fantastic method for bloggers to outline articles and for authors to overcome writer’s block.

- Mind maps improve memory and recall.

Mind maps present information visually. They feature several powerful mental triggers such as images, colors, shapes and connections, which help our brain process and memorize large amounts of information. Studies have found that mind maps can improve memory by 10-15 percent, others go even higher and estimate improvements of up to 32 percent. Interestingly, students with learning difficulties such as dyslexia or high-functioning autism have reported that they find mind maps to be invaluable study aids.

Why Mind Maps are Better Than Text Notes

Mind maps can be more effective than brainstorming and linear note-taking methods for a number of reasons:

1. It is a graphical tool that can incorporate words, images, numbers, and color, so it can be more memorable and enjoyable to create and review. The combination of words and pictures is six times better for remembering information than words alone.
2. Mind maps link and group concepts together through natural associations. This helps generate more ideas, find deeper meaning in your subject, and also prompt you to fill in more or find what you're missing.
3. A mind map can at once give you an overview of a large subject while also holding large amounts of information.
4. It's also a very intuitive way to organize your thoughts, since mind maps mimic the way our brains think – bouncing ideas off of each other, rather than thinking linearly.
5. You can generate ideas very quickly with this technique and are to explore different creative pathways.

In one survey, executives who started using mind mapping said they were able to work significantly faster than before and juggle more complex projects through mind mapping. And research suggests mind mapping can improve learning and memory by 10 to 15% versus conventional notetaking and studying techniques. It can also save you time. Mind mapping helps you to study less because you understand the information at a deep level as a result of creating mind maps. If you just read your notes over and over chances are you will understand the content at a superficial level and you are going to waste a lot of time. Think of it this way. Imagine you were asked to write down as many uses for a brick as possible. Many people would just start listing all their ideas (building a wall, building a walkway, etc.). But what if you started from a broader perspective, such as thinking about the properties of a brick. It is heavy, so you could use it: as a paperweight, to hold down a garbage bag while raking, as an exercise weight, to grill juicer chicken, etc. It is also thick, so you could use it to prop up a planter or as a doorstop. It is red, it is hard, it is rectangular, etc. That is the magic of mind mapping: Once you start, the possibilities seem almost endless.

Mind Mapping Procedure

You can create a mind map on paper, in a drawing app on your tablet, or one of many popular mind mapping software tools, such as XMind, Lifehacker reader favorite mind mapping software. Pen and paper may be better because you can get your thoughts out more quickly and the act of drawing the branches out can aid recall. On the other hand, using the computer can make your mind maps searchable and include attachments.

For effective and result oriented mind mapping, follow these seven steps and tips, from British author Tony Buzan, who trademarked and popularized the term “mindmap” in the 1960s:

- i. Start in the **CENTRE** of a blank page turned sideways. Why? Because starting in the centre gives your Brain freedom to spread out in all directions and to express itself more freely and naturally.
- ii. Use an **IMAGE** or **PICTURE** for your central idea. Why? Because an image is worth a thousand words and helps you use your imagination. A central image is more interesting, keeps you focused, helps you concentrate, and gives your Brain more of a buzz!

- iii. Use COLOURS throughout. Why? Because colours are as exciting the Brain as are images. Colour adds extra vibrancy and life to your Mind Map, adds tremendous energy to your Creative Thinking, and is fun!
- iv. CONNECT your MAIN BRANCHES to the central image and connect your second – and third-level branches to the first and second levels, etc. Why? Because the Brain works by association. It likes to link two (or three, or four) things together, if you connect the branches, you will understand and remember a lot more easily.
- v. Make your branches CURVED rather than straight-lined. Why? Because having nothing but straight lines are boring to the Brain.
- vi. Use ONE KEY WORD PER LINE. Why? Because single key words give the Mind Map more power and flexibility.
- vii. Use IMAGES throughout. Why? Because each image, like the central image, is also worth a thousand words. So if you have only 10 images in your Mind Map, it is already the equal of 10,000 words of notes!

Conclusion and Recommendations

Mind mapping is a strong tool for ensuring that the brain produce to its maximum capacity and we, must be ready to mind map to be able to get the best out of decision making processes. It is important to note here that there is no one standard way you have to create a mind map, however. If you want to use more than key word or add more text to a branch, that's a personal choice. Go with what works effectively for you. Feel free and just continue mind mapping. Free your mind. (1) Mind mapping should be introduced into the University Curriculum (2) Stakeholders at various levels should encourage the use of mind mapping techniques. (3) Low-ability students should be encouraged to use mind mapping than high-ability students, with a view to striking a balance. (4) Engineering and arts and design students should be given a proper orientation on how to take advantage of the visual thinking teaching for optimal performance.

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NATIONAL INSECURITY AND SMALL AND MEDIUM SCALE INDUSTRIES IN NIGERIA

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Abstract

Using time series data ranging from 1986 to 2020, this study examines the effects of national insecurity on small and medium-sized businesses in Nigeria. It calculates the association between factors related to national security, such as government spending on emergency treatment, amnesty, and ammunition purchases, and small and medium-sized businesses in Nigeria. The macroeconomic analysis of government expenditure by Keynes serves as the foundation for the model chosen for this study. The estimating method was the Autoregressive Distributed Lag (ARDL) Approach to Co Integration. To prevent erroneous regression, the stationarity of all the variables used in this study was verified using ADF. The Wald test was used to the model, and the findings refuted the null hypothesis that there was no long-term correlation between any of the national insecurity indicators and Nigeria's small and medium-sized businesses. We next use the error correction method to examine whether there is a short-term link between these variables (ECM). Small and medium-sized businesses and government expenditure on emergency cases in Nigeria have a good long-term association, according to the results of the ARDL tests conducted on the model used in this study. This demonstrates that the explanatory factors are strong enough to affect small and medium-sized businesses in the intended ways, resolving the economic issues of unemployment and poverty. According to our findings, it was advised that Government should prioritize the safety of citizens' lives and property and be willing to use its resources to do so. It should look beyond politics, religious sentiment, and tribalism and place the security of people's lives and property above all else. No matter how wealthy or politically connected a person is, they should be subject to the appropriate sanctions for supporting war and unrest in their nation. **KEYWORDS:** National Insecurity, Small and Medium Scale Enterprises, and Error Correction Model

1. INTRODUCTION

The country's political and economic leaders are at a halt as a result of the daunting proportions that the insecurity crisis has taken on. In addition to creating an environment of dread, unease, and worry in the nation and endangering the very fabric of national integration, the ongoing condition of insecurity has dealt industrial growth a fatal blow, or what "Imhonopi and Urin (2012)" refer to as a "spectral bite." The country has regressed considerably due to the destruction of vital infrastructure. To start and maintain the process of economic growth, the majority of established and emerging nations depend on the energy, resourcefulness, and risk-taking of small and medium-sized businesses. Because SMEs are more labor-intensive than large businesses are, it is thought that their expansion would increase employment more than large

firms' growth. Therefore, supporting SMEs may be a method for reducing poverty. (Vision Nigeria 2020)

A nation can't develop until it first works to provide human security (Ito, 2013). This is because productive human resources—which are necessary for any nation's growth and development—cannot exist if its citizens are living in terror. Therefore, a country's primary duty and entrance point into the field of human security. Poverty, unemployment, a lack of effective political institutions, corruption, and other issues are among the main issues facing emerging nations. Nigeria faces the same problem as a developing nation. The majority of Nigerians struggle to satisfy their basic requirements, including food, clothes, and shelter (Ito, 2013) In only four months, over 1.1 million Nigerians, according to Pulse Nigeria Newspaper of October 31st 2018, have fallen into extreme poverty, bringing the total number of Nigerians living below the poverty line of \$1.90 per day to 88 million. Another challenge the nation is dealing with is the rising unemployment rate.

NBS data from Q4 2017 shows that SMEs were responsible for 2.8 million, or 5%, of all employment produced by micro, small, and medium-sized businesses. Over 60% of the work force in Nigeria is reportedly employed by SMEs, according to data from the official and informal sectors. The topic of why SMEs in Nigeria do not contribute as much to economic growth as they ought to, as they do in other nations, is being raised. SMEs in Nigeria confront a number of difficulties; among them, policy issues and the nation's escalating insecurity issues have been named as major roadblocks to their development. Nigeria's current level of insecurity, which disrupts economic activity, has an impact on SME manufacturing, product distribution, movement of commodities from one location to another, and SME growth in Nigeria (Hassan ; 2020)

The majority of studies on insecurity in Nigeria have not done a thorough analysis of government expenditure interventions to reduce national insecurity. Therefore, using government spending on emergency cases, government spending on ammunition, and government spending on amnesty as factors for national insecurity, this study aims to close the gap in the literature in the field of swift government involvement to the problem of war and unrest. Determine the short-term relationships between national insecurity variables and small and medium-sized businesses in Nigeria, estimate the long-term relationships between national insecurity variables and small and medium-sized businesses in Nigeria, and examine the effects of national insecurity variables on small and medium-sized businesses in Nigeria are the specific goals.

The remainder of the essay is organized as follows; the second session looks at an empirical review. Research methods and estimation approaches are covered in the third session, along with secondary sources for data collecting. Data analysis and interpretation are covered in the fourth session. The study's findings and policy suggestions are included in session five.

2. EMPIRICAL REVIEW

2.1 Empirical Review on Developed Countries

The effects of scientific parks on the productivity distributions of small and medium-sized firms in Taiwan and South Korea were examined by Hassan, Klaiber, and Sheldon in 2020. The science park was examined using estimates of firm-level total factor production. The behavior of South Korean and Taiwanese SMEs in terms of sorting and selection was found to be heterogeneous, and it was attributed to the economic environment of science parks (a type of industrial cluster), which can lead to inefficient firms being protected if incentives are not reinforced at the national level.

Using quarterly data from 1980 through 2003, Eckstein and Tsiddon (2018) examined the impact of terrorism on the macroeconomic situation in Israel. The outcome of applying vector auto regression (VAR) revealed that terrorism significantly lowers per capital GDP, investment, and export. In their study on "the effects of terrorism and conflict on growth in Asia 1970–2004," Gaibulloer and Sandler (2019) found that transnational terrorist acts had a major growth-limiting effect by driving up government spending.

Numerous studies have indicated that terrorism-related insecurity has a detrimental impact on the economic development of many nations. For instance, Blomberg, Hess, and Weerapana (2004) shown that during recessions, the rate of terrorist operations is significantly greater in high income nations. These authors discovered that terrorism has a detrimental effect on economic growth using panel regression analysis. They came to the conclusion that mature economies are less affected than emerging ones. Similar findings were made by Sandler and Enders (2004) when they compared the effects of terrorism on developed and developing nations. This was done because developed nations had larger economies and any terrorist activity might cause resources to be reallocated among different economic sectors, whereas in developing nations this is not the case.

2.3.2 Empirical Review on Developing Countries

Shabir, Naeem, and Ihtsham (2015) looked at how terrorism affected Pakistan's economic growth using the Solon growth model. They applied the co-integration approach with secondary data spanning the years 1981 to 2012. Their findings revealed that Pakistan's economic growth has been adversely impacted by terrorism. Similar to this, Fatima, Latif, Chughtai, Nazik, and Aslam (2014) used multiple regression analysis to examine the effect of terrorism on the economic growth of Pakistan and India. Contrary to Pakistan, they came to the conclusion that terrorist activity had no impact on India's economic growth. Mohammed Yunus taught us how to bring wealth to our struggling country from his home in distant Bangladesh.

The 161.1 million-person nation of Bangladesh, which gained independence from Pakistan in December 1971, was pulled out of poverty in 1983. In that year, Yunus founded the Grameen Bank, which offers low-interest loans to the underprivileged. Motivated by the conviction that access to credit is a fundamental human right, Yunus provided lenient loans to support the growth of small and medium-sized businesses, which propelled Bangladesh into the affluent middle-income group of nations. An economist named Yunus (2019) recognized how credit had boosted wealth in Europe and North America. Likewise, small and medium-sized businesses are at the core of Africa's optimistic growth (SMEs). SMEs make up more than 95% of businesses in the sub-Saharan African area (Hatega, 2017; 2015 Kauffmann). It was observed that SMEs are more significant given their role in eradicating poverty, boosting national GDP, and giving the bulk of the population a place to call home (Benzing and Chu, 2017).

A 2019 World Bank report on conflict, security, and development states that some 1.5 billion people reside in nations where political and criminal violence is a problem, making people's lives miserable and impeding growth. The conclusions of the new research are especially painful for Africa, which is home to 23 of the world's most unstable economies and conflict-affected countries. Additionally, fighting has a detrimental effect on development. According to preliminary estimates, the conflict on the Cote d'Ivoire claimed more than 1,000 lives of men, women, and children. displaced another million people, decreased GDP by 3 to 7 percent, increased poverty by 2.5 to 4 percentage points, and increased fiscal needs by 4 to 5 percent of GDP (Guardian, 2014)

2.3.3 Empirical Review on Nigeria

The current problem of insecurity in Nigeria and its effects on social and economic growth are examined by Olabanji (2019). The nation's social and economic progress is being stifled and delayed by the rising degree and dimensions of insecurity in Nigeria, which pose a major threat to lives and property, impede business operations, and deter both domestic and foreign investors. The increasing tide of unrest has not subsided and now threatens the country's corporate existence as a single geographical entity. It has also taken on a hazardous dimension. The report suggests that government should deal with security concerns and challenges in a proactive manner in light of the aforementioned. Modern techniques for obtaining and sharing intelligence among security personnel, training, and logistics, inspiration and the creation of cutting-edge technologies for addressing security concerns. In order to encourage commercial and industrial growth, the government must quicken the rate of economic development by building an environment with the necessary social, economic, and physical infrastructure.

In an effort to understand how security affects economic growth, Ajibola (2018) utilizes time series data from 1981 to 2014 to focus on economic growth in Nigeria amid insecurity. Using the multiple regression (OLS) approach, it is possible to demonstrate the link between real gross domestic product, total security expenditure, gross fixed capital formation, total labor force, corruption perception index, and poverty index experimentally.

According to the study, variations in the total labor force, total security spending, corruption perception index, poverty index, unemployment rate, inflation rate, and gross fixed capital creation account for 90% of the systematic variation in real GDP. The study demonstrated that security and other associated factors not only support economic growth in Nigeria, but also have a major and statistically significant influence on it. Nigeria's potential GDP growth rate is 11%, while the country's actual growth rate is just 6%, suggesting that the amount of instability, corruption, unemployment, and poverty in the nation has a different impact on the economy than it would otherwise. Based on the data, the study draws the conclusion that Nigeria has to address security financing and unemployment rate reduction as a matter of urgency if it is to meet the difficulties posed by Boko Haram. Increasing security spending would also result in increased economic growth. Therefore, in order to lower the amount of corruption in the nation, the research suggests that the government execute the EFCC's policies as a matter of importance. Using secondary data, Owonikoko (2019) examined the dynamics of abduction in the Niger Delta area before and after the presidential amnesty program's adoption.

The analysis links the onset of the presumable phases of the regional agitation for resource management to the start of abduction in the Niger Delta area. The victims were foreign nationals, and the perpetrators were primarily militant organizations. The assumed strategy was deliberately employed to conduct the resource control war against the federal government and multinational oil firms, however with the amnesty program's introduction in 2009, there have been more abduction incidents reported than before. According to a researcher, the Niger Delta's poverty and how the amnesty program was implemented are to blame for the dramatic increase in abductions that followed the amnesty. As a remedy to the issue of pervasive abduction in the Niger Delta area, the researcher advises substantial job development and a review of the nation's justice administration system.

According to Toyin Issa Chima (2018), small firms in Nigeria close more often than they open, and there has been very little empirical study conducted to date to identify the precise instances of the occurrence. This exploratory study explores the features and problems of Small company in Nigeria in an effort to close the gap in the literature.

This was accomplished by an in-depth interview with 152 Nigerian small company owners, and the information gathered includes their comments. The results demonstrate that small enterprises in Nigeria are defined by a population that is jobless and chooses small company as their final resort. Another conclusion indicates that insecurity is a significant problem for Nigerian small enterprises.

Ignatius and Ayebaniminyo (2019) used semi-structured in-depth interviews with eight case study enterprises, four key informants, and qualitative technique to conduct their study on the effect of militancy on SMEs in the Niger Delta area. According to the research, violent agitations have had serious negative effects, including closure, lost commercial prospects, security issues and interruptions in the region's oil and gas-rated SMEs as well as other general categories of SMEs. Depending on the size and industry of the firm, the cost of the conflicts varies. The results also imply that SMEs collaborate with other organizations and other SMEs rather than acting independently to directly address the violent issues. The study showed that there is no statistically significant relationship between economic growth and development and the decline in violent disputes, supporting the view of the other academics. Additionally, Nafiu, Okpanachi, and Nurudeen (2018) look at how terrorism has affected SMEs, the mortality rate, and the standard of life in Nigeria's northern area.

To fulfill its objectives, the study collected data and information using both primary and secondary sources. The chi-square method, tables, and the descriptive statistical tool were used to analyze the data collected for the study. The primary method included the personal interview and questionnaire administration to randomly selected respondents. The secondary method included textbooks, journals, and the internet. According to a study, terrorism can cause SMEs to die off rapidly and lower people's standards of living in northern Nigeria. The researcher draws the conclusion that, if effective action is not done to stop the threat, terrorism may eventually cause the country's national economy to collapse in addition to raising the death rate of SMEs and lowering people's standards of life. In order to address the underlying reasons of insecurity in Nigeria and put an end to the problem, the report advises that the government develop and execute dynamic policies and initiatives.

3. METHODOLOGY

This research is predicated on Keynes' analysis, which provided a roadmap for overcoming the Great Depression following World War II. There was a huge downturn in the early 1930s brought on by war and unrest. In this time, Keynes argued that, in contrast to the theories of the classical economists who believed that the forces of supply and demand in a free market will stabilize the economy, the government should step in and spend the way out of a recession. Consequently, the following macroeconomic national income accounting models was introduced:

$$Y = C + I + G + (X - M) \dots \dots \dots 3.1$$

Where

Y is the national income

C is the consumption

G is the government expenditure

X represents export and

M is the import

3.2 Model Specification

Government expenditure values, such as that on emergency cases, ammunition, and amnesty, are used as independent variables in this study to modify the original findings. The sole dependent variable is SME. The following changes were made to the model:

$$SME = \alpha_0 + \alpha_1 GSE + \alpha_2 GSA + \alpha_3 GSM + \mu_i$$

3.3 Identification of Variables.

The variables used for this research work are identified as follows:

SME-numbers of SME owners displaced from affected areas

α_0 = Constant of the Equation

GSE = Government Spending on Emergency Case

GSA = Government Spending on Ammunitions

GSM = Government Spending on Amnesty

$\alpha_1, \alpha_2, \alpha_3, \alpha_4, \alpha_5$ = Coefficient of Independent Variables

μ_i - Stochastic Variable or Error Term.

3.4 A priori Expectation

As was already said, the variables are GSE, GSA, and GSM, which are the independent variables and are considered to be the dependent variable. It is anticipated that every explanatory factor would directly affect the dependent factor. In other words, an increase in any one of these variables by one unit will result in a rise in the dependant variable.

This can be expressed mathematically as: $\alpha_1, \alpha_2, \alpha_3 > 0$

3.5 Estimation Techniques

The association between GSE GSA GSM and SME-numbers of SME owners relocated from impacted regions in Nigeria was examined in this study using the co-integration approach. In order to prevent erroneous regression, the Augmented Dickey-Fuller (ADF) approach was used to evaluate all variables to see whether unit root issues were present or absent. In order to determine whether the variables were co-integrated or not, the Autoregressive Distributed Lag (ARDL) technique of co-integration was used. The study was done with the aid of EViews

3.5.1 Co-integration Test.

In order to prevent erroneous regression, we may assess whether there is a true link between the various variables using the Autoregressive Distributed Lag method to co-integration. For co-integration to be achieved, certain measures must be taken. The first step is to examine each series' stationarity in order to see if co-integration is possible or not. The second demonstrates the possibility of co-integration when the series are integrated in the same order (Atoyebi et al, 2012.)

To find out if there is a long-term link between the dependent variable and its repressor, co-integration analysis is used. when one or more variables at their level, showing that they have a stochastic trend. —or all of them—are non-stationary at their level. In essence, it is employed to determine if the independent variables can forecast the dependent variable now (short-run) or in the long-run (Olaleye et al, 2013).

Two or more variables will be co-integrated in economics and econometric analysis if they have a long-term, equilibrium connection between or among them (Gujarati, 2005). Co-

integration testing is done to ensure that time series variables have a long-term linear connection since individual time series in a model may be false, but their linear combination is unlikely to be (Olaleye et al, 2013).

3.5.2 Stationarity and Unit Roots Tests.

Establishing the stationarity status of the model's variables is crucial when working with time series data to prevent erroneous results (Gujarati, 2005). Each series should be examined for stationarity to prevent erroneous regressions that might provide findings that appear to be "significant" but are actually not (Atoyebi et al., 2012).

The parameter estimates from such a regression may be inaccurate and inconsistent, according to Engel and Granger (1987). In order to determine if these data are stationary, Dickey and Fuller's Augmented Dickey-Fuller (ADF) test will be used (1981). Unit roots would be present in non-stationarity. If the data are utilized without being checked for stationarity, findings from the regression models would yield "Spurious" results (Datta & Kumar, 2011). The unit root test was used to check for the presence of unit roots and gauge the degree of differencing in the Augmented Dickey-Fuller (ADF) Test (1979). A minimum of 20 observations are needed to obtain credible findings that may be used to draw conclusions, which is one of the drawbacks of the unit root test (Gujarati and Porter, 2009; Gujarati, 2004).

i. Augmented Dickey-Fuller (ADF) Test.

The ADF is a modified version of Dickey and Fuller's (1981) stationarity test. When the disturbance in the series, ϵ_t , does not follow a white noise process, it is utilized to test for the unit root. The inaccuracy in the series may be serially connected in such circumstances. Following is a description of the ADF equation for unit root testing:

$$\Delta Y_t = \beta_1 + \beta_2 t + \delta^* Y_{t-1} + \sum_{i=1}^p \alpha_i \Delta Y_{t-i} + \epsilon_t$$

Where:

$$\alpha_i = \sum_{k=i+1}^p \delta_k \text{ and } \delta^* = \left(\sum_{i=1}^p \delta_i \right) - 1$$

- ii. Where: Y stands for the series to be regressed on time, t ; for the trend parameter; and for intercept. Gaussian white noise is assumed to have a zero mean but serial correlation is conceivable. Using the Akaike Information Criteria, P specifies the maximum number of delays (AIC). The alternative $H_1: 1=0$ and $2=0$ indicates that there is no unit root, while $H_0: 1=0$ and $2=0$ indicates that there is a unit root. This choice leaves room for more advanced auto-regressive techniques (Greene 2003). In essence, the unit root equation enables a null hypothesis test for trends, trends and intercepts, and trends without intercepts.
- iii. Autoregressive Distributed Lag Test Bound Test Approach to Co Integration

Co-integration analysis is used to find out whether the dependent variable and its regressors have a long-term connection (Atoyebi et al, 2012.). The co-integration framework developed by Johansen (1990) is used to establish the long-term relationships between the variables. By determining whether these relationships are genuine, we can prevent erroneous

regression. The ARDL Bound Test Approach is able to discover several co-integrating links among the variables, which aids in determining the number of co-integration relationships.

3.6 Sources of Data.

Essentially yearly time series data from 1986 to 2020 were used in this investigation. (35 years). The relevant year's data were gathered from the World Development Indicators (WDI), the National Bureau of Statistics, and the Central Bank of Nigeria Statistical Bulletin

4. .RESULT AND DISCUSSION

4.1 Descriptive Analysis of the Data Set

The goal of the descriptive analysis is to provide a visual representation of the relationships between the variables. The factors for this study include the amount of money the government spends on emergency medical treatment, amnesty, ammunition, and the number of small business owners who had to leave their original locations because of insecurity. Table 4.1 below provides the findings of the correlation matrix among these research variables:

Table 4.1: Descriptive Analysis of the Data Set

	OBSERVATIONS	MEAN	SD	MINIMUM	MAXIMUM
SME	35	2311.56	821.06	-674098.10	345679.0
GSE	35	-1056.393	-73855.31	-197219.4	393455.0
GSA	35	-5762.018	83942.39	-253567.8	405870.7
GSM	35	-1527.356	42719.96	-112696.8	224831.4

Source: Author's Computation

The average value of the data collection is represented by the mean. Our main factors of interest are government spending on ammunition, amnesty, and emergency medical treatment, which are all given first consideration. The SME mean value (2311.56), which is at the upper end of the distribution, is regarded as the peak and maximum. The similar tendency can be seen in government expenditure on amnesty, weapons, and emergency treatment, which suggests that the mean of all these variables is moving up towards the middle of the distribution.

The variable with the greatest variance among all others is government spending on amnesty.

Government expenditure on amnesty data has a more scattered pattern than the others, as shown by the government spending on amnesty standard deviation being toward the higher end of the distribution. It also demonstrates that during the time under examination, the pattern of inflation rate was mostly unstable.

Unit Root Test 4.2

Time series data are used in the investigation. The first step in time series analysis is to ascertain if the series are stationary or not. The question of whether the series are stationary or not can be answered using a variety of methods. Only the Augmented Dickey Fuller (ADF) test was used in this investigation, and the findings are displayed in Tables 4.2 below.

Table: 4.2 Unit Root Test Using Augmented Dickey Fuller ADF Test

Variables	LEVEL		FIRST DIFFERENCE				Decision
	Intercept	Intercept & Trend	None	Intercept & Trend	Intercept & Trend	None	
SME	3.891704	-0.411903	2.646070	-4.785910	-6.264688	-4.325120	

Critical Values 1% 5% 10%	- 3.58474 3 - 2.92814 2 - 2.60222 5	- 4.17564 0 - 3.51307 5 - 3.18685 4	- 2.61736 4 - 1.94831 3 - 1.61222 9	- 3.58850 9 - 2.92973 4 - 2.60306 4	-4.219126 -3.533083 -3.198312 -8.134153	- 2.61857 9 - 1.94849 5 - 1.61213 5	I(1)
GSE	-6.763000 9	- 7.24773 2	- 6.79770 1	- 8.21500 5	-8.134153	- 8.30955 5	
Critical Values 1% 5% 10%	-3.584743 -2.928142 -2.602225	-4.175640 -3.513075 -3.186854	-2.617364 -1.948313 -1.612229	-3.592462 -2.931404 -2.603944	-4.186481 -3.518090 -3.189732	-2.619851 -1.948686 -1.612036	I(0)
GSA	0.27360 9	- 1.84846 0	1.48948 5	- 6.14904 1	-6.257996	- 5.71526 3	
Critical Values 1% 5% 10%	-3.584743 -2.928142 -2.602225	-4.175640 -3.513075 -3.186854	-2.617364 -1.948313 -1.612229	-3.588509 -2.929734 -2.603064	-4.180911 -3.515523 -3.188259	-2.618579 -1.948495 -1.612135	I(1)
GSM	- 1.11851 1	- 1.37066 2	- 0.65976 9	- 5.10125 2	-5.069940	- 5.16015 8	
Critical Values 1% 5% 10%	-3.584743 -2.928142 -2.602225	-4.175640 -3.513075 -3.186854	-2.617364 -1.948313 -1.612229	-3.588509 -2.929734 -2.603064	-4.180911 -3.515523 -3.188259	-2.618579 -1.948495 -1.612135	I(1)

Source: Author's Computation from data

The ADF unit root test result shows that the variables in the model are not integrated of the same order, with the exception of GSE, which is integrated of order 0, while the rest variables, such as SME, GSA, and GSM, are integrated of order 1. We move on to the Autoregressive Distributed Lag (ARDL) technique to co integration as the essential requirement was not satisfied.

4.3 THE RESULTS OF THE CO INTEGRATION ARDL BOUND TEST APPROACH

The selection of an appropriate lag order (p) in the models serves as the first step in the ARDL technique. Iteratively extending the lag length to about lag 4 is how the selection procedure is carried out. The findings in tables 4.3 were produced, and beyond that, where there doesn't seem to be any improvement in the choice of the lag time.

Table 4.4: Lag Length Selection Criteria for the Model

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-580.7344	NA	29003.26	30.14022	30.43881	30.24736
1	-377.7692	322.6625	11.25446	22.24458	24.63328	23.10162
2	-325.1396	64.77491	12.00351	22.05844	26.53726	23.66540
3	-132.0025	168.3759	0.015730	14.66680	21.23573	17.02367
4	26.20086	81.12994*	0.000414*	9.066623*	17.72567*	12.17342*
<p>* indicates lag order selected by the criterion (each test at 5% level) FPE: Final prediction error; AIC: Akaike information criterion; SC: Schwartz information criterion; HQ: Hannan-Quinn information criterion</p>						

Source: Author's computation

All of the lag length selection criteria point to a maximum of four lags for the ARDL model in this study, as shown by the result in Table 4.4 above. It is a fundamental tenet of Pesaran et al. (2001)'s ARDL Bound testing approach that the equation's mistakes must be serially independent.

4.5 Analysis of Wald Test Results

To check for the joint (overall) significance of all the model's variables, we began the estimate of the ARDL model using the Pesaran and Pesaran (1997) approach.

The following is the testable null hypothesis:

Ho: In Nigeria, there is no strong evidence of a dynamic link between national insecurity and small and medium-sized businesses.

Symbolically, the null hypothesis for the model is

$$H_0 : a_1 = a_2 = a_3 = a_4 = 0$$

In contrast to the alternative, all slope coefficients are zero at the same time.

Based on the tabulated crucial lower and upper bound values provided by Pesaran et al., the decision rule for accepting or rejecting the null hypothesis of the derived F-statistics value is used (2001)

The table is shown as follows:

Table 4.5: Critical Lower and Upper Bounds Values

	5%		1%	
	Lower	Upper	Lower	Upper
Restricted intercept no trend	1.98	3.04	2.41	3.61
Unrestricted intercept no trend	2.06	3.24	2.54	3.86

Source: Pesaran et al (2001), Table CI (iii) case II

The criterion is that the null hypothesis (no co integration) cannot be rejected if the estimated F-statistics is less than the lower bound value, I(O). On the other hand, it may be said

that the variables for small and medium-sized firms and national insecurity are jointly integrated if calculated F- statistics are greater than the upper bound value, I(1). The test is not conclusive if the calculated results are between upper and lower boundaries. In the latter scenario, the ECM version of the ARDL model is an effective method for establishing the long-term relationships between the relevant variables (Bahmani Nasir, 2004). According to Pesaran (2001), an inquiry may be based on short run analysis when a report is inconclusive. The Wald test was run, and the outcome is shown below:

Table 4.6: Wald Bound Test of Presence of Co-integration in ARDL for the Model

Equation: ARDL (4,4,4,4,4,4,4).			
Test Statistic	Value	Probability	Decision
F- Statistic	583.2106	0.0022	Cointegration
Chi-square	123.3113	0.0000	Cointegration

Source: Author's Computation

Table 4.8 shows that the calculated F-statistic for the model, which is 583.2106, is greater than the upper bound critical value, which is 3.04 at a 5% error level. We draw the conclusion that there is evidence of long-term associations between national insecurity and small and medium size enterprise variables in Nigeria based on this study, which is Cal 583.2106 > Tab 3.04 at the 5% level. Therefore, the null hypothesis of no co-integration is rejected..

Table 4.7: Estimated Long Run Multiplier Coefficients for the Model

Dependent Variable: LRSME			
Variable	LRGSE	LRGSA	LRGSM
Coefficient	1.96	1.65	2.53

Source: Author's Computation.

Extracting from the above table 4.11, the estimated long run model of the corresponding ARDL

$$\text{LRSME} = 1.96\text{LGSE}_{t-4} + 1.65\text{LGSA}_{t-4} + 2.53\text{LGSM}_{t-4} \dots\dots\dots 4.1$$

The estimated coefficients of the long run relationship as shown in equation 4.1 confirm a positive long run relationship between LRSME and LRGSE, LRGSA and LRGSM

It is important to stress that the results of equations 4.7 do not assess the short-term dynamics of the relevant factors relating to national insecurity and small and medium-sized businesses in Nigeria. The Granger representation theorem states that an error correction model (ECM) must exist when variables are cointegrated in order to characterize the short term dynamics.

Literature has demonstrated the error correcting mechanism's all-encompassing superiority over other types of dynamic specifications (Engle and Granger, 1987). Thus, the outcome of the error correcting procedure is reported in the next subsection.4.6 ARDL Short-Run Analysis of the Model. The result of the short-run dynamic coefficient associated with the long-run relationship reported in Table 4.7 above is presented for the models in Tables 4.8 below:

Table 4.8: Error Correction Representation of ARDL for the Model

Dependent Variable DRSME				
Variable	Coefficient	Std.Error	t.statistics	Prob.
Constant	0.028801	0.051019	0.564507	0.5808
D(GSE(-1))	-0.000937	0.005918	-0.158324	0.8763
D(GSE(-2))	-0.004894	0.005596	-0.874608	0.3956
D(GSE(-3))	-0.006852	0.005656	-1.211471	0.2445

D(GSA(-4))	0.001646	0.007935	0.207405	0.8385
D(GSA(-1))	0.012619	0.008801	1.433850	0.1721
D(GSA(-2))	0.012201	0.009102	1.340476	0.0002
D(GSA(-3))	0.007301	0.008934	0.817251	0.0266
D(GSM(-2))	-0.019631	0.075762	-0.259108	0.0091
D(GSM(-3))	-0.006753	0.084052	-0.080346	0.0070
D(GSM(-4))	0.058449	0.061518	0.950115	0.0071
ECMA(-1)	-0.320290	0.053952	-2.970598	0.0095***
S.E.of regression	1.366846		Akaike info criterion	58.91378505
Sum squared resid	6.307562		Schwarz criterion	59.0641665

Note: *** indicates significance at 5% level

Source: Author's computation from data

The ECM coefficient is the most significant coefficient in Table 4.8. The lagged error correction model's (ECM) statistical value has an anticipated negative sign and is significant at the 5% level. The ECM coefficient is -0.320290, which represents around 32% of the disequilibrium in small and medium-sized firms variable from the prior year (SME). This demonstrates how quickly the model approaches equilibrium. According to the general rule, if the coefficient of ECM is more than zero (positive), it indicates that the dependent variable, SME, is in excess. As a result, a decrease in national security variables is necessary to achieve long-term equilibrium. Nevertheless, if the coefficient is not zero (that is negative) Small and medium-sized companies (SME) are insufficient as shown in Table 4.8, and an increase is needed through the set of exogenous factors in order to reestablish equilibrium over the long term. The ECM coefficient's negative value (-0.320290) demonstrates that there is short-term disequilibrium, which the model's collection of variables is attempting to correct over the long term. The size of this ECM coefficient suggests that after a period, the national insecurity variables will correct close to 32% of any disequilibrium in the small and medium-sized businesses variable (SME) (one year). The pace of adjustment is generally sluggish. The outcome supports the Wald test's finding that the study model has a long-run equilibrium connection (Haris and Sollis, 2003)

3. CONCLUSION AND RECOMMENDATIONS

Despite theorists' claims that small and medium-sized businesses may lower unemployment and have a favorable impact on a nation's economic growth, this study project came to the opposite conclusion. Nigeria's national insecurity, which includes Boko Haram killings, Fulani herdsmen, kidnapping, and other riots that endanger the safety of people and property there, has distorted this. The following suggestions are hereby made based on the conclusions reached throughout the course of this investigation.

1. The government must prioritize ensuring the safety of citizens' lives and property and be willing to use all available resources to do so.
2. The results of our research indicate a beneficial association between small and medium-sized businesses and government expenditure on the study's variables during times of conflict and instability. Therefore, the government should prioritize the security of people's lives and property and go beyond politics, religious emotion, and tribalism.

3. Regardless of the political class or affiliation of any citizen who sponsors war and instability in the nation, the government should impose the proper sanctions.
4. The government should constantly offer moral and monetary assistance to those who have been uprooted from their home due to war or instability in the nation.

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NATIONAL FESTIVAL OF ARTS AND CULTURE AS A PLATFORM FOR UNITY IN NIGERIA

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Abstract

The National Festival of Arts and Culture has its origin in the various Arts festivals celebrated locally in different parts of the country which later metamorphosed into the all-Nigeria festival of Arts. It was subsequently organised as the festival of unity meant to mark the integration of the eastern region after the civil war in 1970. The festival is a cultural agenda aimed at promoting the capacity of a people's culture to heal, mend and unite; hence "Unity Forum" or the "festival that unites the nation". Over the years, the festival which is aptly called the 'festival that unites the nation' or 'unity festival' has evolved to become Nigeria biggest annual cultural festival, showcasing our unity in diversity. It is a platform where the 36 states and the FCT gather in each host state annually to exhibit their unique culture. At the festival, differences melt away; new friendship is built, while the nation's unity is reinforced. The study adopted survey research method and documentary research designs. Primary data was generated through personal participant observation, while secondary data was generated from studies and report of NAFEST. The technique for data analysis is correlation analysis. Findings from the analysis revealed that the competitive and non-competitive events designed and executed at the festival do not constitute a tool for achieving national unity, rather an avenue to retire an annual routine budget allocated to the culture sector.

Keywords: Arts, Culture, National Festival, Unity Festival.

Introduction

The National Festival of Arts and Culture (NAFEST) is an annual cultural festival organised by the National Council for Arts and Culture (NCAC). NAFEST started in 1970 as a conglomeration of the various festivals in different parts of the country. It came into being as a post-civil war strategy of using cultural festival to promote national unity and integration in the prevailing mood of reconciliation, reconstruction and rehabilitation of the time (Ekwearri and Ogbonna, 2010). Since then, the festival popularly called "The Unity Forum" has evolved into an annual national platform for engendering cultural exchanges, inter-ethnic understanding as well as complementing the various strategies put in place by the government for arresting youth restiveness, discovering talents among our youth, creating job opportunities, improving the overall quality of life for Nigerians and thereby enhance national unity (Hart (2014: 18). Hosting rights of the festival rotates among the States of the federation and the FCT, thereby ensuring a national spread of the fiesta for a greater impact. Although some States are yet to host the festival since it was initiated. This is because of security challenges and socio-cultural situations prevalent in those States (NCAC, Information Handbook2005: 24).

The organisers designed competitive and non-competitive platforms through which states compete for honours. These competitive and non-competitive events negate the principle upon which NAFEST was initiated which is using cultural festival as a tool for national unity, that is why the festival is tagged ‘the unity forum’. The quest to win enough trophies during the festival has always created tense atmosphere which is not conducive for the attainment of national unity (Obayemi, 2005, p.11).

The non-involvement of local government areas in the conception, planning and execution of the festival has left much vacuum that cannot be filled by state cultural troupes. Cultural manifestations and heritage are found at the localities and the communities. It becomes difficult if not impossible to organise a festival that can truly unite the nation (Hart, 2014, p. 31). The budgetary allocation to the cultural industry is meagre, because the sector is regarded as a drain on the commonwealth of the nation as the sector lacks the capacity to generate sizeable revenue for the nation. This has resulted in paltry budgetary allocation to the sector which is hardly enough to organise a festival with a national outlook that can serve as a national unity forum.

The focus of this study is to assess the National Festival of Arts and Culture as a unity festival in Nigeria. Data generated and the analysis from the study will affirm whether the festival platform has truly been a unity forum. In line with this, the study seeks to analyse whether national unity can evolve from the National Festival of Arts Culture.

Cultures, Arts and the Nigerian Culture Festival

Culture simply put refers to the ideas, customs and social behaviour of a particular people. It is the totality of a people’s way of life. This encompasses language, dressing, child upbringing, puberty rites, marriage, funeral, cuisines, mannerism, dance, religion, cultural objects, social habits, customary beliefs, symbols, etc. These differ from society to society. Culture is universal found in all human societies, though it varies from one society to another. It is considered a central concept in anthropology encompassing a range of phenomenon that is transmitted through social learning in societies. It allows people with distinct characters, goals, common identity to come together and express their belief system, customs, laws, traditions and other ways of life. Typical of this assertion is the Igbo people of south-eastern Nigeria. The Igbo have unique cultural practices which they inherited from their ancestors and passed from one generation to another. These unique cultural practices distinguish them from other people as these practices have existed for centuries now. This explains that every human being is born into one cultural menu. To this extent, what define people’s culture are often times understood in terms of their description rather than definition (Jacob, 2018).

Amiara (2020) defined culture as the material traits of a racial, religious or social group. This practically explains the peculiarities of people’s cultural values such as the goals and practices that characterised an institution or organisation. More so, culture also depicts an integrated pattern of human knowledge, belief and behaviour that depends upon the capacity for learning and transmitting knowledge to the next generation. A general knowledge on the subject of culture reveals that culture is diffused which implies that as a result of intermingling and contact, cultural values integrate into another culture leading to an evolution of cultures. This explains the interconnectivity between one culture and another.

Another very critical component of culture is language. Language facilitates and enhances communication. It embodies the values and essence of a people. In the words of Noejer

(1977: 280) ‘‘without language, there would be no organised society and no culture, and human society without culture would be reduced to the ape state’’. Culture is not static, it grows. It is diffused, it could be recreated, but it also dies. For example, such culture as the Osu caste system among the Igbos, Ogbanje (Abiku), killing of twins, burying of slaves with their owners, human head hunting, human sacrifice, puberty rites of passage into adolescence for girls are some of the cultures which are dead because of their repugnancy to nature. Often, the death knell of a culture occurs by forceful or deliberate effort at acculturation by superior culture, civilisation and more recently by globalisation.

It is therefore as a result of the necessity to bring all the cultures in Nigeria together that the National Festival of arts and Culture (NAFEST) is established. NAFEST a platform for the amalgamation of different cultures and also a platform where cultural boundaries dissolves for national unity to evolve. It is where all States in the Federation, Culture and Arts Parastatals, Non-Governmental Organisations and other stakeholders in the industry come together to celebrate their identity for Nigerians and the world at large through performances (Njidda 2015). NAFEST platform was intended to be an avenue where the various cultural heritage and manifestations will integrate and a national culture, the stamp of which will reflect in Africa and world affairs would evolve. The platform was also intended to be an avenue where cultural boundaries will melt giving way to the emergence and sustenance of national unity.

Festival is an event ordinarily celebrated by a community and centring on some characteristic aspects of that community and its religions and traditions. Festivals often serve to fulfil specific communal purposes especially in regard to commemoration or thanksgiving. In all human endeavours, one singular activity remains common to all civilisations, the need to aggregate at chosen moments to share or celebrate. Humanity is about celebrating, presenting cultural performances, exhibition and competitions. The trend to be alone and to atomise is a trait of new culture and it alien to African culture. It is a departure from humanity and the basic human spirit. Isolationist behaviour is a drift from the core of human value to the periphery which is a loss of foundational identity. The spirit of being together, for example, we all have television sets in our various homes, but chose to go to the stadium to watch football. It is all about the collective human spirit. Festival is about teaming humanity coming together at the same time, emotion-rubbing, interacting, and spiritually networking (Duruaku, 2017).

Festivals come in different form and cover an enormous range of events, from harvest festivals, betrothal festival, investing of new chief, new yam festival and funeral commemoration ceremony. Cultural festival refers to a group activity which springs from the people. Culture which is the basic ingredient of festival is sourced from the people and it is original to them, learned from their forebears and transmitted from generation to generation. Because of cultural dynamism, it may become modified overtime, but it does not lose its base, which is the wellspring of the people, their common experience which binds them closely. There are categories of cultural festivals, those that are for ancestral veneration and deity worship, like the Eyo of the Yoruba, the Ijele of the Igbo. Durbar festival is magnificent horsemanship display that is very popular in Katsina and Kaduna. There are also festivals of the rite of passage, like those involving initiation, festival of the feast of farming circle, the folk festival which are largely social (Alagoa, 1990). Festival of agriculture where the famous Argungu fishing festival belongs is also of farming circle. Both the Iggede Agba festival and Eje’aje are all celebration of new yam festival by the Iggede and Idoma people of Benue state. The new yam festival among the Igbo of south-eastern Nigeria belong to this category (Ukah, 2006).

From the above discussion, one can deduce that festivals are occasions celebrated with specific aims and objectives which necessarily have some underlying beliefs. The idea of using festival as an instrument of unity cannot be over-emphasized especially as it evolves from the local environment and the constant usage will aggregate a national culture which will be a stamp of identity at the comity of nations and also an instrument of national unity. According to Duruaku (2017), in all human endeavours, one singular human activity remains common to all civilizations, that is the need to aggregate at chosen moments to share or celebrate. He further stated that humanity is about celebrating, presenting cultural performances, exhibitions, or competitions. He posits that the trend to be alone, to atomize, is a trait of new cultures, and a departure from the basic human spirit. Ukah (2005: 8) collaborated this position when he asserted that "isolationist behavior is a drift from the core of humanity to the periphery and to a loss of foundational identity". Come to think of it, what is a football match without a crowd of spectators? What is the world cup all about? It is all about the collective human spirit. Festivals, football, etc. all have a common feature – teeming humanity coming together at the same time, emotion-rubbing, interacting, and spiritually-networking. It is not the game or the activities of the festivals alone that stimulate, if it is, we would avoid the stadia or the village square, contented with home entertainment. It is being together in the group that does it, the spirit of the festival. According to Alagoa (1990) festivals come in different forms; it covers an enormous range of events, from harvest festivals and betrothal – festivals to investing of a new chief, funerals, initiations, etc.

A festival of culture refers to that group activity which springs from the people. Culture is commonly sourced from the people and it is original to them, learned from the forebears and transmitted from generation to generation. Because of cultural dynamism, it may become modified or vary from time to time, but it does not lose its base. Ayakoroma (2017) was unequivocal when he observed that

in a nation where diversity is a heritage, cultural festivals must achieve a form where the diverse backgrounds would not obscure an appreciation of the experience, for if we talk of unity through festivals, we must think of a recognizable and eclectic platform, which would not be possible if the festivals fail to accommodate a pluralistic society like Nigeria.

This is where the National Festival of Arts and Culture comes in as a platform where cultural manifestations/heritage will meet and aggregate into a national culture which is a springboard for the attainment of national unity. There are categories of cultural festival. According to Ayakoroma (2017:11), those that are for ancestor veneration and deity worship, like the Eyo of the Yoruba, or the Owu and Odo of the Igbo. Durbar festival is a magnificent horsemanship display that is very popular in Katsina and Kaduna States. There are also festivals of the rites of passage, like those involving initiation, festival of the feast of the farming cycle, the folk festivals which are largely social. According to Alagoa (1990), the Kalabari people of the Niger Delta perform the Ikaki (Tortoise) masquerade in which an entire village participates. Also the Nembe people of the Niger Delta perform Sakiakpu cult. The festival of ancestor veneration and deity worship are organised in honor of the venerable departed and gods of the land. They have a good dose of religious content. The presence of these spirits recommends masquerading and sometimes enactment. Examples include the Egungun Festival (Yoruba) the Owu (Igbo), among others which are presentational religious rites.

According to Uka (2005) rites of passage (coming of age) festivals are also social; to initiate one into new social groups and the maturity festivals fall in here. The IwaAkwa (Igbo) is a good example. The Benin Igue festival takes place at the end of the rainy season, after the harvest. It is partly a kind of harvest festival but also serves another purpose where eligible young men and women of the village are displayed before each other to be ritually acquainted. Festivals of agriculture, where the famous Argungu Fishing showpiece (Kebbi State) belongs, are also of the farming cycle. Both the IggedeAgba festival and the Eje'aje are all celebration of the new yam held by the Iggede and the Idoma people of Benue State. In his contribution in a book "Perspectives on Culture Festivals and Economic Development in Nigeria", Ayakoroma (2017), in emphasizing the importance of cultural festivals sought a comparative analysis between oil and cultural festival and asked a question; which way Nigeria? He laid out, the advantages and the disadvantages between crude oil and cultural festival against the backdrop of the dwindling fortunes of oil in the global market and the challenges of environmental sustainability. He concluded by saying that cultural festivals are community based and has the potential of generating revenue through art and craft, food, drinks hotel accommodation and tour guides among others. From his assertion, apart from the festivals being people-oriented, as evident in the celebration of the rich cultural heritage of the people, they are capital intensive; yet, they create jobs for the teeming unemployed youth as well as having the potential of stimulating the local economy and bringing unity and peace among our restive communities.

Also, Olusa (2017) while condemning the parochial perception of festivals, attempts to classify festivals into seasonal and general types. His emphasis however was on the relevance of Public Private Partnerships (PPP), investment in local elements and the provision of infrastructure and support services to facilitate and engender economic development, social security and unity in Nigeria. In her scholarly contribution to cultural festival, Ewrierhoma (2018) "Cultural Festivals and Economic Growth in Nigeria" opted for the creation of cultural economies that are not only viable, but which can also generate income as a means of promoting sustainable economic growth and a platform through which a lasting peace and unity could be attained. According to her, there is the need to effectively manage cultural festivals for export and therefore call on culture administrators to develop sound knowledge of their subject matter to underscore the relevance of national unity in nation building. In his contribution, Oyelola (2017), x-rayed the challenges of transforming and harnessing cultural festivals, generally perceived as sacred rituals into revenue generating avenues for economic growth of both the individual communities and the nation as a whole. He argued that for festivals to create wealth, it undoubtedly requires "creativity, innovation and inclusiveness", (Oyelola 2016:67).

Yerima (2017) canvasses the need for marketing Nigeria's cultural festival to serve as alternative revenue sources and economic growth. According to her, despite the vast potentials inherent in cultural festivals, the marketing is fraught with a lot of debilitating factors including preservation, sustenance and engineering of the festivals in order for them to appeal to both local and international audience and participants. Accordingly, for Nigeria's cultural festivals to be effectively marketed, government and relevant stakeholders should take the sector seriously and develop infrastructure in addition to reinventing and packaging such festivals to attract tourists. What the foregoing is calling for is the need for vigorous efforts at harnessing and promoting Nigeria's abundant cultural resources as postulated by Ezeh in his "Cultural Festival and the Nigerian Economy"(2017). In his view, such promotion will bring about anticipated satisfaction through the attraction of people and visitors to the host community. This movement for cultural reason is, in itself, cultural tourism.

However, there are challenges underlying such efforts especially given the multi-ethnic character of the Nigerian nation. Thus, rebranding cultural festivals to achieve the desired goals of sustainable peace, unity and economic development requires more than what we have now. The relevance of cultural festival goes beyond the quest for much needed revenue, especially in a multi-cultural nation like Nigeria. Smith (2017) expressly argues that, festivals are vital for prompting socio-engineering processes of integration. He analysed the Badagry Festival to demonstrate how cultural festivals function not only to preserve, protect and promote socio-historical, cultural and natural resources of communities, but also enable different communities, such as the Igbo and Arewa groups to take part and unites. This according to Smith is significant for engendering a much needed sense of belonging among Nigerians residing within or outside the Local Government Area.

Oladokun (2017) emphasized the dominant and irreplaceable role and status of cultural festival in cultural heritage as the conveyor of culture, history and philosophies of a people in a multi-ethnic society. He pointed out the galvanizing role of festivals in terms of how they can be specific to a people pertaining its origin, cultural makeup and importance. In view of the fact that Nigeria is blessed with a repertoire of rich festivals in all the geopolitical zones, there should therefore be an instructive observation of deep historical meanings, cultural ideologies and timing of festivals as being divinely structured activities while deploying same as cultural tourism for economic development and using the same platform for national unity and peaceful co-existence.

Kalejaiye (2017), in his “festivals as vehicles for Nigeria’s Cultural Diplomacy” did what is unique by venturing into the use of cultural festivals for the promotion of cultural diplomacy as the fountain of relationships between peoples and societies as the basis for meaningful socio-political and economic development. Cultural diplomacy has achieved lofty reputations for many nations among the comity of nations, therefore the national festival of Arts and Culture which is an amalgam of cultural festivals could be effectively utilized to promote and foster cultural diplomacy for Nigeria. As already noted, there is no gainsaying how relevant cultural festivals are to the processes of the nation’s growth and unity, yet for many nations, especially in developing world, such relevance remains merely a potential untapped. Therefore, the tasks of harnessing such immense resources require careful planning.

Oxford Advanced Learners Dictionary (2006) defined unity as the state of being in agreement and working together; the state of being joined together to form one unit (Oxford Advance Learner’s Dictionary, 2006). Unity is being together or at one with someone or something. It is the opposite of being divided. When people act as one and are on the same page, they are displaying unity or said to be united. However, national unity refers to a government formed by a group of parties in a country during emergency period. The country will be said to be unified at such time by the love of the country rather than by political affiliation. In times of national emergency, like war or severe economic crisis, political parties may put aside their differences and come together to further the best interest of the country. Parties may have opposing values or ideals; they will at such time become united for the wellbeing of the country. A good example is the United States of America, when the North won the Civil War; it assured the rest of the unity of USA. Unity is a holistic concept, and not something done haphazardly (Crowther, 1954: 29).

According to Pilkington (1956), “national unity is never easy to attain and in Nigeria, it is a threefold problem aggravated by personal issues between different peoples speaking many

languages and by social and religious customs which often are bolstered by prejudice and obstinacy” (1956: 8). Looking at this assertion by Pilkington, national unity in the Nigeria context is the acceptance of other ethnic components of Nigeria into the nationhood. National unity here means the Nigeria dream, agenda, proponents and aspirations. The concept of national unity by Pilkington is being together as one people and making sure that everyone shares the true identity of one nation. In this situation, people embrace one another as part and parcel of Nigeria without seeing one as inferior or superior, but as people who have the same fundamental rights under the law of Nigeria. Okoroji (2012) stated that national unity is our ability to accept other ethnic groups as one people irrespective of religious status, culture and geographical location. He further stated that national unity is working for the betterment of the nation and ensuring that there is equity in the country and making sure everyone sees himself/herself as part of the unique arrangement. The contribution by the two scholars above is that at no time did Nigeria need unity more than immediately after the Nigeria/Biafra war. The country was thorn by the exigency of time and the wound needed to be healed, so the conception and initiation of a unity festival which could serve as a healing balm was not misplaced. Therefore, the initiation of National Festival of Arts and Culture in 1970 after Nigeria/Biafra war as a platform for the promotion of national unity was very apt.

The National Festival of Arts and Culture (NAFEST)

The National Festival of Arts and Culture began in 1970 as a post war strategy on the concept of using cultural festival to promote national unity. Though, the festival as we have today was initiated before the introduction of the cultural policy for Nigeria, the cultural policy in section 7.8.1 states that “the State shall recognize festivals. Further in 7.8.2, it stated that the State shall promote traditional festivals in order to preserve them ‘*in situ*’, (a) so that they may continue to be factors of communal interaction and cohesion in their localities and develop interaction of larger national and international dimensions; (b) promote Arts festivals at the Federal, State and Local Government levels for the purpose of discovering talents, developing skills and promoting creativity in the arts (FGN, 1988).

These provisions above gave the legal right of organizing NAFEST to the National Council for Arts and Culture, which it does annually. Since inception, NAFEST has grown to be a veritable platform for the celebration of Nigeria’s Unity in diversity and has organised thirty-two (32) editions of NAFEST, NAFEST Syllabus (2017). Each year’s edition of NAFEST is built around a theme. For the purpose of this research, the focus of the study will be from 2010 to 2017 and a review of NAFEST is therefore inevitable. NAFEST is a week-long celebration of Nigerian cultural heritage reflected through the various competitive and non-competitive events and participants are drawn from the thirty-six (36) States of the Federation, the FCT, sister cultural Parastatals and government agencies, the academic, cultural NGOs and relevant stakeholders in the sector. (NAFEST 1990 special publication and NAFEST 2017 Syllabus).

Below is the draft syllabus of the 30th edition of the National Festival of Arts and Culture which has been the same since the 24th edition of NAFEST held in Uyo, AkwaIbom State with the theme “Cultural Industries and Economic Empowerment”. It then means that the syllabus below covered the scope of the research period from 2012 to 2018. Similarly, one of the primary goals of NAFEST is to engender the exponential growth and development of our creative industries. This goal is being facilitated by encouraging individual artists/artistes and groups to explore their creative potentials in the delivery of their respective presentations at the festival

events (NCAC Information Handbook and NCAC Mission as it is contained in the Information Handbook).

Taking a broad look at the gamut of events that make up the NAFEST, one can see that the festival provides a plethora of avenues for achieving sustainable unity in Nigeria. These include the following Competitive and Non-Competitive events:

1. *Command Performance*: The Command Performance is usually the medium through which the hosting State welcomes her guests. There are no hard and fast rules about how the command performance is organised. Each hosting State decides on what is best for her to showcase and entertain her guests. The command performance usually precedes the official opening ceremony. The command performance has served as a useful avenue for tourists to have firsthand knowledge of the host state's cultural manifestations and explore it accordingly.
2. *Opening Ceremony*: The official opening ceremony of the National Festival of Arts and Culture (NAFEST) is usually the commencement of the week-long festival. The ceremony is usually performed by the president and Commander-in-Chief of the Armed Forces or his representative. The formal declaration is preceded by match-past by all State contingents and other participants and stakeholders which is witnessed by marmot crowd. The ceremony depending on prevailing circumstances kicks off at noon with the introduction of guests and participants. The venue of the official opening ceremony beautifully decorated is always alive with vibrant attires, thus reinforcing the unity in diversity of Nigeria as a nation and of NAFEST as the foremost "festival that unites the nation", Njidda (2015). It is always indeed a gathering of colours, costumes, dances, designers, artistes and a conglomerate of cultures, Njidda (ibid). The opening ceremony projects the undiluted culture of Nigeria, which still flourishes as well as the potentials of the Nigeria's creative industries to engineer the much needed economic diversification, (29th edition of NAFEST Report, 2016).
3. *NAFEST Colloquium/Culture Round-Table Discussion*:
NAFEST Colloquium/Culture Round-Table Discussion is the intellectual component of the National Festival of Arts and Culture. It provides the intellectual platform for discussion and suggestions of best practices in implementing the festival theme. It also serves to bring together stakeholders, practitioners, tourists and youths at an interface that serves as soft mentoring platform. The culture Round-Table Discussion is always highly interactive and set out to particularly speak to the challenges of encouraging the young ones "to think outside the box" towards self-employment by turning their skills and hobbies into economic ventures, sources of income, survival and employment, (NAFEST, 2004 Syllabus).
4. *Arts and Crafts Cultural Market/Exhibition*: The cultural market is a non-competitive event and as such it is open to all artistes, craftsmen, traditional herbalists, traders, businessmen, companies, embassies, high commissions, governmental and non-governmental Organisations as well, tourists as individuals.

The idea of creating the cultural market is to provide a forum where all craftsmen, women, and artists of Nigeria come together to showcase their wares, share ideas with their counterparts from different parts of the country and beyond. It also fosters national unity among the participants.

Allocation of exhibition spaces for the cultural market is provided by the National Council for Arts and Culture in conjunction with the Local Organising Committee of the festival. It is however a melting point considering the avalanche of cultural products always displayed in the market. Arts and Craft market during the festival has become pivotal in line with the change mantra and the quest for diversification of the economy. Participants exhibit various items especially those depicting products of Nigeria's cultural industries in their pavilions to tourists and other buyers, (NAFEST,2012 Syllabus).

The Competitive Events are:

1. **Nigerian Cuisines Competition:** The culinary heritage of Nigeria is an ancient art mostly identified by unique dishes that reflect the ecology of the country. Nigerian foods are rich in nutritional values, diverse in their variety and essential to Nigerian cultural identity and cultural tourism potentials. Nigerian cuisines have the potentials of competing favourably if well packaged. The festival through this platform is showcasing the varieties of foods and snacks that can be processed and produced from products in our indigenous environment to the outside world, (NCAC, NAFEST, 2013 Syllabus).
2. **NAFEST Children Essay Writing Competition:** NAFEST Children Essay Writing Competition was introduced in 2010 at the 24th edition of NAFEST at Uyo, AkwaIbom State. The event was proposed to enlarge students' participation at NAFEST as well as deepen youth involvement in the process of transmission of culture. It was introduced so as to avoid any generational gap in culture administration in Nigeria, So that there will be no vacuum in the face of acculturation prevalence in a globalized world. It was also intended to enhance students' written expression and ability to convey meaning through the use of language. It has successfully become an annual event at NAFEST (NCAC, NAFEST 2018 Syllabus).
3. **Children Craft Competition:** This component of the programme is aimed at developing creative potentials in children through transforming local raw and waste materials to create craft and using such to achieve positive results and consequently, empower the children. It helps identify talented students who are encouraged to pursue a profession in the arts as well as develop entrepreneurial skill discovered in them. It is aimed at exposing children to the use of improvisation in arts using locally sourced materials like clay, raffia, calabash, leather, metal scraps, etc. and waste materials around them to produce any form of craft work like toys, decorative items, etc. (NCAC, NAFEST 2010).
4. **Children's Tales by Moonlight Competition:** The Children's Tales by Moonlight event is designed to explore and showcase children's inherent creativity through music and storytelling. It focuses on traditional music as a core element of indigenous folklore and storytelling. It comprises of dramatisation of traditional folklore and choral rendition of traditional folk song from dramatised folklore. It is aimed at enhancing the understanding and appreciation of our indigenous storytelling art forms. It also helps in preserving our cultural art forms and tradition through documentation. It helps in developing children's skills and talents in scripting, scoring and general art of choral composition (NCAC, NAFEST Syllabus, 2018).

5. **Dance Drama Competition:** Dance Drama is a form of theatrical expression which combines the very expressive art of dance with dialogue, gestures mime and other elements which are already embedded in drama as an art form. Over the years, the National Festival of Arts and Culture (NAFEST) has recognized the importance of drama and dance as a veritable tool for communication, education and information. This source of arts has to a large extent contributed to the understanding and interpretation of the theme of NAFEST (NCAC, NAFEST Syllabus, 2017; Culture Policy 1988).
6. **Traditional Board Game Competition:** Traditional Board Games are perhaps one of the oldest widely played sports in various parts of Nigeria and indeed Africa which is currently gaining world attention. In Nigeria virtually every tribe has its own version of the traditional board game peculiar to them. It is called Ayo by the Yorubas, Iche or Okwe by the Igbos, Dara by the Hausas, Iche by the Idomas, NsaIsong by the Ibibios, etc. It is played either for leisure or competition. The game is gender, age and class neutral and serves to sharpen the intellect and wit of the players. Often played on a carved board, the board is crafted into a total of twelve carved holes with six holes on each side. It can also be played by simply marking out two rows of six holes on the ground, thereby making the game more accessible especially to children who cannot afford the board and the seeds. The main aim of the game is that, it is an avenue for building friendship and understanding in order to foster unity. It is also to showcase Nigeria's cultural sporting potentials and skills. (NCAC, NAFEST 2018 Syllabus).
7. **Indigenous Fabrics in Contemporary Apparel Competition:** The craft of cloth weaving and garment making is an integral part of Nigeria's culture. This cultural expression is viable and has contributed immensely to the economic, socio-cultural and religious identity and development of the country. It has created a unique positive identity for Nigeria serving as her source of national pride. The objective of this competition among others is the importance of the people's fabric as one of their major defining features in the comity of nations, (NCAC, NAFEST 2018 Syllabus).
8. **Traditional Wrestling Competition:** Traditional Wrestling cut across all ethnic groups of the federation. It is an age long feature of our people's lives. In African setting, the practice of traditional wrestling begins early in a child's life and graduates to intra village contests. This sport brings youths of various villages together in a festive and competitive contest. It has the capacity of encouraging friendship, tolerance and discovery of talents that can be harnessed for other sports. Traditional wrestling has the potentials of breaking cultural barriers and differences, promoting understanding among the various ethnic groups of Nigeria and creating the much desired unity in the country. The aim of the competition is to build the attitude of the people towards their traditional value, to meet the challenges of modern forms of entertainment and to sensitize our traditional wrestlers on the potentials of the game as an alternative source of income. (Wrestling Federation of Nigeria Information Manual, Revised 1989).

Empirical Review/Review of Previous Studies

Many scholarly works on cultural festivals abounds and some of the work done are precisely on how to organised cultural festivals, while other scholars solely dwelt on the National Festival of

Arts and Culture as a unity festival. In this section, some of the empirical studies done on cultural festival and the National Festival of Arts and Culture were reviewed. Shafiu (2015) conducted a research on the role of the National Council for Arts and Culture in promoting Durbar Festivals in Zaria. The research work used both primary and secondary sources of data. The result shows that the National Council should increase collaboration with relevant agencies and stakeholders in Durbar. This will in the long run improve the festivals to suit the taste of both tourists and the host community.

Oyelola (2017) conducted a research on cultural festival as a panacea for national development using the National festival of Arts and Culture. The study used primary and secondary method of data collection. The results of the research shows that inadequate funding, late release of budget and bureaucratic bottleneck is the bane of organizing a successful cultural festival. Constructing identity through festivals is a research conducted by Kahuno (2017). An anthropological approach was used to conduct the study on cultural identity using cultural festival. The researcher used participant's observation for data collection. The results of the research shows that for festival organisers to achieve better result, the importance of involving indigenous communities in planning process is very key. Derrett (2007) conducted a research on the nature and role of cultural festivals in Northern Rivers Region of New South Wales, Australia. The researcher used both primary and secondary sources of data in conducting the study. The work revealed the complex interplay of a sense of place and community, a destination's identity and representation, host guest relationships and the underlying nature and role of celebration as expressed during the festival. The study revealed that community-based festivals celebrate the community's social identity, its historical continuity and its cultural resilience.

Igbonezim (2014) conducted a research on bridging the gap between policy and administration of cultural festival in Nigeria. The focus of the research is on dance practice of the state as seen in the state's council for Arts and Culture which is an institution functioning under the ministry of culture and tourism and it houses the state troupe. The institution is charged with the responsibility of preserving, propagating and promoting the state arts and cultural heritage that are deemed as valuable and also represents artistic expressions as identity markers to the local communities, the Nigerian nation and the international audience. The researcher used survey method and participant observation as method of data collection. The result shows the existence of gap between policy formulation and implementation in the Organisation of cultural festivals. It identifies the importance of collaboration between the relevant stakeholders to develop a better understanding of the arts, festivals and community engagement in Nigeria and the world at large.

Nyam (2014) conducted a research on cultural festival with particular emphasis on cultural performances in the light of Abuja carnival. The research outlined the issues of Organisation, aesthetics presentation, packaging, problems and challenges of Organisation as the bane of cultural festivals. Content analysis was used to carry out the research work, using observation and analysis of documents. The result shows that Abuja Carnival as a cultural festival has become an important socio-economic and cultural fiesta that has gained international recognition and significance. She concluded by advocating for repositioning of cultural festivals by way of identifying the economic significance of cultural festivals. Njidda (2015) conducted a research on the National Festival of Arts and Culture as a cultural festival initiated by the military Head of State, Gen. Yakubu Gowon to heal the wound of the Biafra/Nigeria Civil war.

Traditional music and dance was used as the healing balm at the festival to foster unity and mutual trust amongst the citizens after the war. The research attempted to answer the following questions: who are the organisers of the festival? Who are the participants? What are the events? Who decides what should be considered 'authentic' at the festival and why? How does performing authenticity at the festival contribute to nation building? What has sustained the festival thus far and how? Both primary method of data collection using unstructured interviews, focus group discussions, participant observation and secondary method of reviewing related literature were used to carry out the study. The result shows that performing authenticity at the festival has been greatly influenced by participants' adaptation to festival syllabus, thus leading to the process of invention and reinvention of traditions. It further shows that the festival has been continually shaped and reshaped by prevailing political, social and economic conditions in the country thereby bringing to bear the issues of cultural nationalism, nation-building and national identity as the main thrust of the festival.

Agbi (2011) conducted a research on festival drama and the Nigerian cultural policy. The researcher used both primary and secondary method of data collection. The research focuses on the failure of the Nigerian cultural policy in achieving the desired development objective for which it was formulated. The result of the research shows that there is a gap between policy formulation and implementation by relevant agencies. Okpainya (2012) conducted a research on cultural festival as a vehicle for economic transformation in Nigeria, using the National Festival of Arts and Culture as a case study. The thrust of the research is an examination of the significance, impact of cultural festivals on the people and tourism in Nigeria. It also examined how cultural festival can become a major source of foreign exchange earner for Nigerian economy if the government and stakeholders can package and harness cultural festivals properly in Nigeria. The researcher used oral interviews, Questionnaire, observation and review of relevant literature to carry out the study. The result of the research shows that, the cultural sectors has suffered a great deal of neglect financially and otherwise leading to its present state of underdevelopment. It further stated that there is a gap in cultural policy implementation in Nigeria. The result revealed that cultural festivals in Nigeria can compete favorably with those at the international arena if properly harnessed and packaged.

Grace Lawrence – Hart (2014) conducted a research on cultural festivals as catalyst for peace in Nigeria. The focus of the research is the myriad of conflicts ranging from sectarian youth restiveness, ethnic variance, tribal war, religious conflict, etc. these conflicts most often are violent and destructive of human and public structures, thus a unifying activity in the form of festivals is needed. Both primary and secondary method of data collection was used for the study. The result shows that if festival activities are organised regularly, it will go a long way in creating a platform for unity and peaceful co-existence in Nigeria.

From the research conducted so far, there is a gap in a particular area which this study seeks to fill. The role of the National Festival of Arts and culture in the implementation of the cultural policy is an area that has not been explore by researchers, so that this study seeks to empirically analyse the festival role in the cultural policy implementation.

Theoretical Framework

Theories serve as guide to scientific research as they seek tools for analysis and reliable understanding of the way natural and social systems operate. Theory is an assumption or system of assumptions, accepted principles and rules of procedures based on limited information or knowledge, devised to analyse, predict or explain the nature or behaviour of a specified set of

phenomena, abstract reasoning (Microsoft Encarta). Thus, a theoretical framework of any research places the research in the right perspective. It directs the researcher on what to look for and the basis for analysing the data collected. It has become a phenomenon in academic exercise to investigate or examine facts within a framework, rather than in isolation. According to Goode and Hatt (1956) and Anongo (2016), the importance of theoretical framework in a study lie in the fact that social science research is theory-based, therefore, it's operations are guided by relevant principles of human behaviour.

This research work adopts "Instrumentation Theory". This is because it places emphasis on the correctness of implementation, especially as it concerns the characteristics of the policy instruments and their impacts on the largest groups with great emphasis on the implementation processes and the interactions between government officials and the target population. The central focus of the instrumentation theory is the policy mandate which is referred to as an instrument. According to Bressers (1998), instrumentation theory assumes that the policy implementation process is not only about achieving implementation, but also about attempt to prevent implementation or to change the character of what is implemented. The process involves activities and interactions between the implementing government officials and the members of the target group. Therefore, to assess the possibility of the new instruments being applied and correctly applied, it is necessary first of all to gain insight into the factors that determine the nature of the interactive process between government and target group.

Moreover, government and target group often exert influence on each other before the policy that is to be implemented is introduced. Another basic assumption of the theory as stated by Bresser (1998) is that the factors which influence the implementation process do not operate in isolation from each other. A factor that exercises a positive influence under certain circumstances may exercise no influence or indeed a negative influence under other circumstances. The instrumentation theory has so many significant justification of the problem under investigation or the topic of this research work. Basically, the proposition of the instrumentation theory is that to gain insight into the new policy and assess the possibility of the new instrument (policy to be implemented) being applied and correctly apply, it is necessary first of all to gain insight into the factor determining the nature of the interaction process between government and target group. And try to find out how this factor changes due to the introduction of the new policy. Therefore, the message is that sufficient knowledge and understanding of the level of interaction between the people and government is needed in order to fully address the issue of policy implementation. As a matter of fact, this theory conveys the central message on how implementation can be effectively carried out, especially in Nigeria where there has been a long acknowledgement of the lack of involvement of the people in policy implementation and that this has remained the central factor responsible for policy failure. Instrumentation theory also went further to explain why objectives, information and power are the useful perspectives when examining the relations between the five elements of the governance model. These three perspectives have proved themselves to be exceptionally important in policy implementation. Bressers (1998), states that "policy instruments are usually classified into rules, incentives and communication". According to him this does not so much reflect different policy instruments but different ways in which they exert their influence.

Government policy on the preservation, promotion and propagation of unity through culture would thrive well on the platform of instrumentation theory taking into cognizance the three perspectives of objective, information and power as it relate to the nature of interactive

process between the government and the target group. This theory will pave way for sufficient knowledge and understanding of the level of interaction between the people and the government. As a matter of fact, the theory will convey the central message on what the government of the nation through the National Festival of Arts and Culture seek to achieve on the campaign for preservation, promotion and propagation of unity through cultural festival, especially in Nigeria where there has been a long acknowledgement of the fact that there is no involvement of the stakeholders especially the grass root in policy implementation and that this has remained the central factor responsible for policy failure.

Research Methodology

The study adopted a Qualitative Situation Analysis Format (QSAF) with both primary and secondary data for the analysis. The primary data was procured through observatory survey. According to Obadan (2012), in observational survey, the researcher can either be a participant observer or non-participant observer. In the course of the observation, research questions were posed and answers provided gave rise to the data set. The sample interval was for 6 (Six) years (2012 – 2018), with the exception of 2015 when NAFEST could not hold because of non-availability of fund. Secondary data was procured from reports of past NAFEST, 2012-2018. The research also relied on other official documents viz journals, NCAC information handbooks, NAFEST syllabus, NAFEST reports for the relevant years were all used as confirmatory secondary data.

The data were presented in graph, pie chart and tabular formats with corresponding percentage. Correlation analysis was used to determine the significance of the difference between the variables. A paired sample t-test at 95% confidence interval of the difference was used.

ANALYSIS OF NAFEST AS A UNITY FESTIVAL NIGERIA

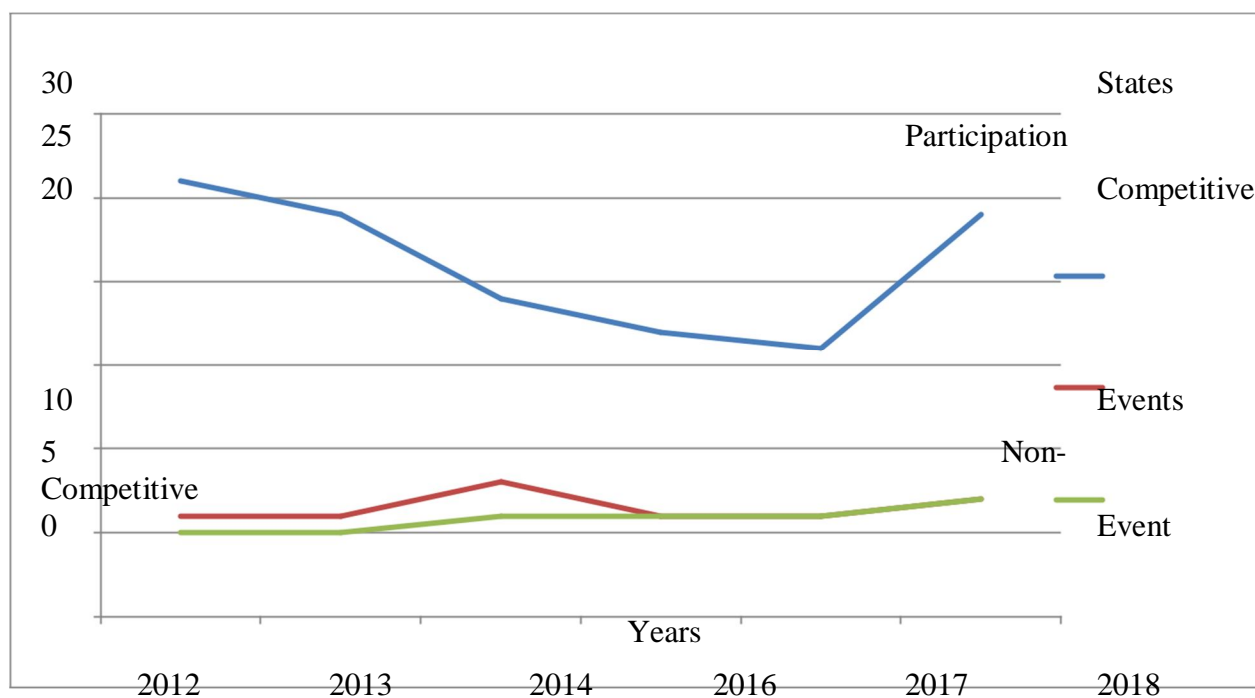
Graphical representation of State participation,

Competitive and Non-Competitive Events

		States	Attendees	Competitive	Non-competitive
Spearman's rho	- Correlation Coefficient	1.000	.132	.051	.423
	States Sig. (2-tailed)	.	.803	.923	.404
	N	6	6	6	6
	- Correlation Coefficient	.132	1.000	-.171	.313
	Attendees Sig. (2-tailed)	.803	.	.745	.546
	N	6	6	6	6

	- Correlation Coefficient		.051	-.171	1.000	.584
	Competitive	Sig. (2-tailed)	.923	.745	.	.223
	N		6	6	6	6
	- Correlation Coefficient		.423	.313	.584	1.000
	Non-Competitive	Sig. (2-tailed)	.404	.546	.223	.
	Events	N	6	6	6	6

Source: Documented Evidence, 2019



From the figure 1 above, it can be deduced that the number of states participating in NAFEST has been on decline and was at its lowest in 2017, but have begun to rise again after 2017.

The number of competitive and non-competitive events has almost been the same over the years, but has increased compared to what they used to be in 2012. This however does not translate into significant result that can aggregate into national unity.

Table 1 Correlations between Number of States, Attendees, Competitive and Non-competitive events

			States	Attendees	Competitive	Non-competitive
Spearman's rho	States	Correlation Coefficient	1.000	.132	.051	-.423
		Sig. (2-tailed)	.	.803	.923	.404
		N	6	6	6	6
	Attendees	Correlation Coefficient	.132	1.000	-.171	.313
		Sig. (2-tailed)	.803	.	.745	.546
		N	6	6	6	6
	Competitive events	Correlation Coefficient	.051	-.171	1.000	.584
		Sig. (2-tailed)	.923	.745	.	.223
		N	6	6	6	6
	Non-competitive Events	Correlation Coefficient	-.423	.313	.584	1.000
		Sig. (2-tailed)	.404	.546	.223	.
		N	6	6	6	6

Table 2: Paired Samples Test

	Paired Differences				t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			

				ce				
				Low er	Upper			
Pair 1 competitive - non_competitive	.667	.816	.333	-.190	1.524	2.000	5	.102

From Table 2, there is no significant difference in the pairs of Competitive and Non-competitive events during the period under review. This implies that the numbers of competitive and non-competitive events *have not* significantly changed, but if sustained can engender unity in Nigeria.

Table 3: Distribution of NAFEST hosting Geo-political Zone

	Frequency	Percent	Valid Percent	Cumulative Percent
North-Central	1	16.7	16.7	16.7
North-East	0	0	0	16.7
North-West	1	16.7	16.7	33.3
Valid South-East	1	16.7	16.7	50.0
South-South	3	50.0	50.0	100.0
South-West	0	0	0	100.0
Total	6	100.0	100.0	

Figure 2

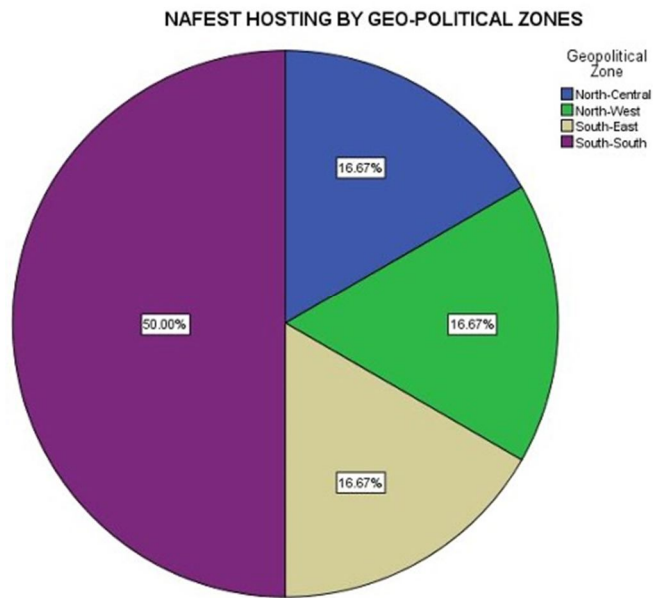
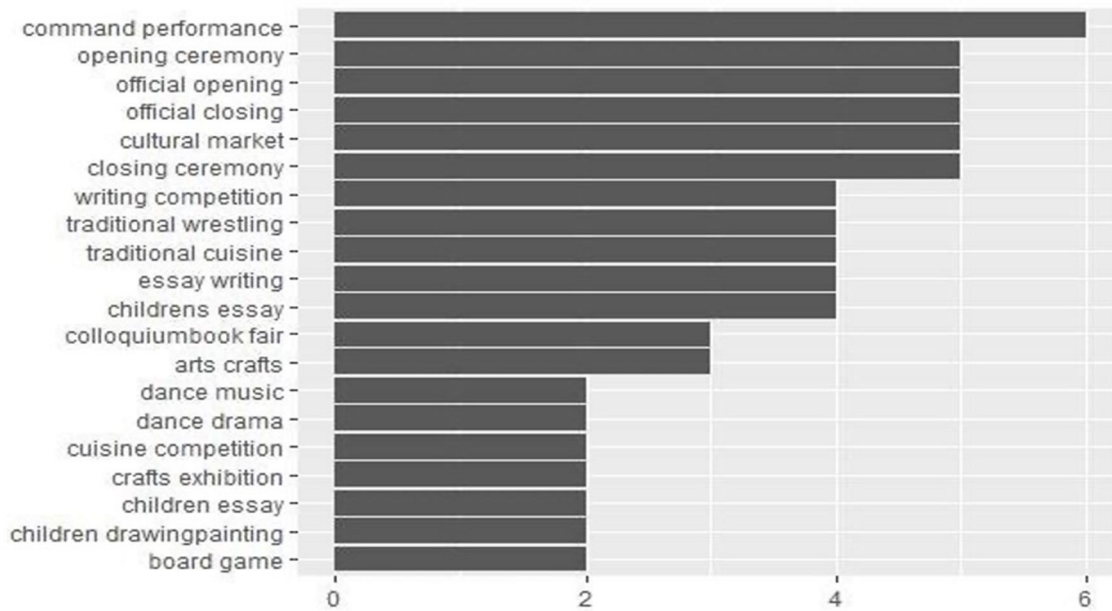


Table 3 and Figure 2 show the distribution of NAFEST hosting around the 6 Geo-political zones of Nigeria. The South-South geo-political zone has hosted the most with 50% while the North-East and South-West have not held any, if the geo-political hosting of the festival is evenly spread, message of peaceful coexistence among the states will become the panacea for peace and unity in Nigeria.

Figure 4: Consistent Events at NAFEST



From Figure 4, it can be seen that command performance is the most consistent event, while board game is the least consistent event at NAFEST. If states are mandated to attend the festival annually, there would be bond of friendships from which differences will melt culminating in peace and unity in Nigeria.

Discussion of Findings

This study assessed the National Festival of Arts & Culture (NAFEST) as a platform for national unity. The research study generated questionnaire which were analysed and also gathered data from secondary sources to see whether there is any significant relationship between the variables, i.e State participation, attendees, competitive and non-competitive events at the festival for the period under review. Reviewed Literature and reports of NAFEST for relevant years, Arts and Culture journals, NCAC information handbooks, NAFEST syllabus and related materials that were reviewed revealed that the festival as organised by the National Council for Arts and Culture do not constitute a platform for national unity. The Organisation of NAFEST which has been the bane of cultural preservation, promotion, presentation and development is one of such mal-administration. Literature of various scholars on conceptual clarification of culture revealed cultural diversity, various definitions and how it can be harnessed for overall development. Scholars were unanimous that no nation can develop without their Culture; this is because it is one of the major ways in which people can appreciate themselves better for cohesion, unity and national development.

Furthermore, the study empirically reviewed some scholarly researched works in the area of Cultural Festivals with the aim of finding or identifying research gap which was actually identified. Also, Instrumentation theory by Hans Bressers and Rosenau (2000) which is based on proper policy implementation was adopted for this research work.

Survey and documentary design was adopted. Survey is a research where investigation could be through the instrumentality of questionnaire, interview, focus group discussions and or observation involving a population of people.

In this research questionnaire was properly deployed. Data generated from questionnaire and documented evidence from secondary sources were presented via the aid of tables, graphs, pie charts and aided by the use of percentage both ordinary, valid and cumulative percentage. Data collected were analysed using Spearman's Rho's Correlation Coefficient to determine the significance between number of states, attendees, competitive and non-competitive events at the festival during the period under review.

The findings of the study based on the analysed data revealed a paired sample t- test of 95% confidence interval of the difference between competitive and non-competitive events at NAFEST during the period under review. The analysis further revealed that there is no significant relationship among the variables which indicated that the National Festival of Arts and Cultures (NAFEST) cannot effectively serve as a platform for national unity. The findings from the analysis further revealed that there is no significant relationship between events at the National Festival of Arts and Culture and the attainment of national unity as contained in section 4, 4:1, 4.2, 4.3, 4.4 and 4.5. These sections highlight four (4) broad categories of state action of policy implementation in the areas of:

- Preservation of culture
- Promotion of culture
- Presentation of culture and
- Establishment of administrative structure and provision of funds for its implementation.

State actions are those activities that are packaged for the preservation, promotion and presentation of culture. With reference to the preservation, promotion, presentation of culture, state action is reflected in the cultural policy objectives which festival is one of its major platforms for the attainment of the aforementioned objectives.

However, the study revealed that the way the festival has been organised overtime, it cannot be said to constitute an avenue for the achievement of the state actions as stated above. The following findings were also revealed in the study:

1. That the assemblage of state cultural troupes that usually participate in the National Festival of Arts and Culture have no significant correlation with stimulating creativity and the preservation, promotion, presentation and provision of funds for the implementation of the cultural policy.
2. That the number of competitive and non-competitive events which is the yardstick of measuring performance have been the same and have not been used as a platform to emphasize and re-emphasize cultural preservation, promotion and presentation of cultural manifestations /heritages and stimulation of creativity in the various events at the festival. The quest to emerge winner at the festival has always created tense atmosphere which has undermined the objectives of the cultural policy.
3. The findings also revealed that the distribution of hosting of the festival by geo-political zone is skewed. For the festival to have a national outlook and preserve,

promote and present culture and stimulate creativity, no part of the country should be left out in hosting because, it is by so doing that those cultural heritages and manifestations in those states can aggregate into a national culture, the stamp of which will reflect in the comity of Nations.

Conclusion

Culture is capable of not only shaping our consciousness, but also setting pace for societal norm. Although, Nigeria can boast of a cultural policy, yet not much attempt has been made to implement the policy. The danger is that the policy remains mere ideas on papers, and this will remain so if our traditional values are not integrated into the four broad categories of state action namely; preservation, promotion, presentation and stimulation of creativity. If the National Festival for Arts and Culture platform remains an avenue of dancing and drama for a few states, then the festival will not be able to achieve the objectives set out in the cultural policy in section 4.1 mentioned above. It is only when our traditional values are propagated and integrated at the festival as formulated in section 4.1 of the cultural policy that NAFEST will be deemed to be a platform for national unity.

Recommendations

For NAFEST to be a platform for unity in the areas of dance, drama, traditional cuisine, traditional sports and board games, this paper makes the following recommendations:

1. organisers should ensure that the events are all non-competitive. This will enhance a conducive environment where peace and harmony could thrive.
2. hold regularly NAFEST, and simultaneously across the six geopolitical zones of the country for it to be able to play the role ascribed to it in section 7.8 (1) of the National Cultural Policy.
3. hosting of NAFEST and participation should be made compulsory for all the States of the Federation and the FCT.
4. adequate funding should be made for the culture sector so as to organise cultural activities regularly for greater impact.
5. involved local communities in the planning and execution of the National Festival of Arts and Culture, to enable the aggregation of cultural manifestations and heritages that abound in the 774 Local Government Areas in Nigeria.

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EFFECT OF WOMEN ACCESS TO MICROCREDIT ON POVERTY REDUCTION: EVIDENCE FROM LAPO MICROFINANCE BANK IN KOGI STATE

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Abstract

The study examined effect of women access to microcredit on poverty reduction: evidence from LAPO microfinance bank, Anyigba, Dekinal L.G.A, Kogi State. The study used primary data collected with the aid of questionnaire. It utilized a sample of size 275. 275 copies of questionnaires were administered and distributed among group lenders and staff of LAPO Microfinance Bank. By chance, 235 copies of the questionnaire were completed and returned to the researcher. Hence, the data was analyzed based on these returned copies of questionnaires. The study used descriptive statistics of mean analysis, simple percentage and regression analysis to analyze the data as well as Analysis of Variance (ANOVA) to test the hypotheses. Based on the results, it was revealed that the independent variables such as; rate of women access to microcredit, interest on savings of women microcredit and microcredit duration had negative effects on poverty rate in Nigeria while interest rate on women microcredit, microcredit participation/registration fees and microcredit initial deposit had positive effect on poverty rate among women that have access to microcredit. The study concluded that women access to microcredit is necessary for poverty reduction as evidenced from LAPO microfinance bank, Anyigba. It was therefore recommended that the management of LAPO Microfinance Bank should promote women access to microcredit towards poverty reduction through increase in women level of income, increase in savings habit among women, increase in their standard of living it strengthen the financial capacity of women and address challenges such as; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans in order to enhance women access to microcredit towards poverty reduction **Keywords: Microfinance, Microcredit, Microfinance Bank, Poverty, Poverty Reduction**

1.1 Background to the Study

One of the major challenges facing Nigeria today, as in most developing countries is the eradication of poverty. The situation is not one of low-end poverty but of mass poverty with a high level of social, political, economic and psychological consequences that cannot be ignored (Monday & James, 2020). Hence, poverty remains a perpetual challenge for all societies, and has regularly been followed by widespread efforts to provide inclusive financial systems to cater for the poor.

The poor, especially women, are very enterprising. They engage in wide range of economic activities such as vending, weaving, farming and food processing (Kentos, 2020). In carrying out their businesses, they are often confronted with lack of access to affordable credit. The situation is further compounded by the fact that they do not possess title deeds on land, stocks and other forms of acceptable collateral securities (Joseph, 2019). Poor women are therefore constrained to short-term loans from moneylenders who charge exploitative rates as high as 300% per annum, a factor which exacerbates their poverty and financial distress (Charles & Daniel, 2021).

Today, LAPO addresses the challenges through provision of a range of financial services on affordable conditions (Hassan, 2021). According to Enhancing Financial Innovation and Access (EFInA) report (2021), 40.1 million of Nigeria's 96.4 million adults, representing 41.6 percent, were financially excluded. Expectedly, financial access was favorably skewed towards males. For instance, 21.4million females, representing 42.7% of the total adult female population, were financially excluded while 15.6 million of total male adults representing 35.8% of the total male adult population were financially excluded (Yakubu, 2021).

The justifications for LAPO microfinance bank delve into providing financial services that are specifically suited to the needs of women. Hence, Victor (2021) noted that women dominate the informal sector in both urban and rural economics. They engage in micro enterprise such as subsistence farming, trading, food vending, tailoring, basic craft work and other economic activities in the informal sector. Institutional credit will assist them to scale up their businesses, support their families, as well as make more contributions to the economic growth process (Wada & Sunday, 2021).

Importantly, as woman's income earning capacity increases, the entire household especially children, benefit more than when a man's income increases (Felix, 2020). In seeking to improve the standard of living of poor households LAPO prioritizes women's access to finance as an important agenda. In addition, economic empowerment of women is vital to emancipating the them globally and supporting them to negotiate their rights within the household (Usman, 2020). LAPO microfinance bank has maintained consistent growth on women finance over the years. This performance could be attributed to uncommon commitment of its staff, management, board and clients (Bode, 2020).

To this end, access to finance is critical to economic and social empowerment of women. Sustained independent sources of income for women translates to access to education and better nutrition for their children (Moses, 2018). Enhanced financial independence grants stronger voice with their households and communities. LAPO microfinance banks prioritization of access to finance for women is premised on these facts and it has been instrumental to the success of the institution as a foremost microfinance services provider in Nigeria (Sunday, 2019).

Successful operations of microfinance require right persons whose needs are likely to be met by the financial institution's services. Hence, LAPO microfinance bank pursues right targeting, as a means of reducing attrition rate and improving recovery of its loans. LAPO microfinance bank adopts an estimation tool for the selection of its service-beneficiaries. In 2012, LAPO microfinance bank further adopted Progress out of Poverty index (PPI) to support objective and reliable evaluation of its services. Clients are selected according to types of services provided (group or individual borrowers) to achieve uniformity of operations as well as monitor operational cost.

1.2 Statement of the Problem

Women face huge social and economic burdens while very few societies across developing countries accord equal treatment between men and women. Customs, traditional practices and in some cases religion, ascribe a lower social status to women and this undermines the realization of their economic potential, thereby making them more vulnerable to poverty (Paul, 2021). For many developing countries which Nigeria is not an exception, LAPO microfinance continues to be considered as a very important instrument for poverty reduction. The widely held assumption is that providing financial services to poor households enables them to become micro entrepreneurs, accumulate savings, improve their income, smooth consumption, manage risks and eventually escape the vicious cycle of poverty (Daniel, 2020).

Despite LAPO microfinance bank intervention to provide credit facilities for women towards poverty reduction, there is great controversy as regards the poverty reducing effect of LAPO microfinance bank (Yakubu&Lawal, 2021). Critics argue that LAPO microfinance has not improved incomes, but has led to increased indebtedness of the poor women, even leading to suicide in some cases (Rasheed, 2022). It is safe to say that the discourse in the literature has moved beyond the criticism that the reality is at odds with the ‘purist approach to microfinance’, as it is now widely accepted that microfinance is not the ‘miracle’ it was claimed to be (Audu, 2018).

However, The following questions will be used to guide the study of this nature:-

- i. What are the effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction?
- ii. What are the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction?
- iii. What are the challenges women faces in accessing microcredit from LAPO Microfinance Bank?
- iv. What are the strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction?

The main objective of this study is the effect of women access to microcredit on poverty reduction: evidence from LAPO microfinance bank, while the specific objectives are to;

- i. Examine the effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction
- ii. Identify the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction
- iii. Find out the challenges women faces in accessing microcredit from LAPO Microfinance Bank
- iv. Ascertain the strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction in Kogi State

2.1 Conceptual Literature

Concept of Microcredit

Micro credit is the provision of financial services to low income clients (the poor) including the self-employed ones (Joanna, 2017). Microcredit the financial services generally include savings and credit provisions (Jammeh, 2012). Micro credit refers to programs that are poverty focused and also provide financial and business services for impoverish persons to enable them generate income for self-employment and improved on their poverty status (Felix, 2020). Microcredit is

the extension of very small loans (microloans) to impoverished borrowers who typically lack collateral, steady employment and a verifiable credit history (Emmanuel, 2019).

Micro credit programmes according to Mushtaq (2018) extend loans to very poor people for self-employment projects that generate income for their survivals, allowing them to take care of themselves and their families. Microcredit is the extension of very small loans (microloans) to impoverished borrowers who typically lack collateral, steady employment, or a verifiable credit history. Microcredit is part of microfinance, which provides a wider range of financial services, especially savings accounts, to the poor. According to Sinha (2018), microcredit refers to the provision of small loans, while microfinance emerges as appropriate where the Micro Finance Institutions (MFIs) and NGOs complement the loans with other monetary offerings inclusive of financial savings insurance.

Micro-credit is an effort to enhance access to small deposits and loans for poor households (Schreiner & Colombet, 2021). The implication of this is that micro-credit helps the poor to obtain financial services such as insurance, loans, savings, and so on, empowering them to lead decent lives in both rural and urban areas, having been excluded from the formal financial sector (Yakubu, 2020).

Concept of Microfinance Bank

Microfinance bank deals with the provision of a broad range of financial services such as savings, credit, insurance and payment services to the poor or low-income group who are excluded from the normal banking sectors (Ledgerwood, 2019). Microfinance bank deals development approach that provides financial as well as social intermediation. The financial intermediation includes the provision of savings, credit and insurance services, while social intermediation involves organizing citizens' groups to voice their aspirations and raise concerns for consideration by policy makers and develop their self-confidence (Robinson, 2015).

The World Bank defines microfinance bank as small-scale financial services primarily credit and savings provided to people who farm or fish and who operate small enterprises or microenterprises where goods are produced, recycled, repaired, or sold; who provide services; who work for wages or commissions; who gain income from renting out small amounts of land, vehicles, draft animals, or machinery and tools; and to other individuals and groups at the local levels of developing countries, both rural and urban" (Robinson, 2015).

Microfinance bank is the key concept used in assessing the effect of micro-credit on the rural economy. It is the provision of a broad array of financial services like deposits, insurance, loans, money transfers, payment services and savings to low-income households and their micro-enterprises who are left out of the formal financial sector (Ledgerwood, 2012). Microfinance deals with development tool that grants or provides financial services and products such as very small loans, savings, micro-leasing, micro-insurance and money transfer to assist the very or exceptionally poor in expanding or establishing their businesses.

Concept of Poverty

Poverty is a global threat, plaguing both developed and developing nations especially Nigeria as it has devastating effects on developing nations (Adda, 2014). Poverty is the economic condition in which people lack sufficient income to obtain certain minimal levels of health services, food, housing, clothing and education which are necessities for standard of living" (World Bank, 2020). The various definitions/measures of poverty lead to two perspectives which are "income poverty" and "lack of basic need poverty". Usman (2017) viewed income poverty occurs when an individual does not have enough money to meet up with a certain standard of living while

lack of basic need poverty occurs when one is unable to meet some of the basic needs such as food, shelter and clothing as identified by United Nations, Children's Fund (UNICEF).

Poverty may arise from low productivity of the households and they face financial constraints and lack of other incentives of entrepreneurship (Adenutsi, 2019). The World Bank indicates that poverty is categorized as both absolute and relative (Misango&Ongiti 2013). When poverty is said to be absolute, it describes as a lack of resources to meet the physical needs for survival, a lack of basic security, the absence of one or more factors that enable individuals and families to assume basic responsibilities and to enjoy fundamental rights (Ali, 2013).

In the context of this study, poverty is a state in which an individual or household is unable to meet the basic needs of life considered as minimum requirements, to sustain livelihood in the given society. Some of these basic needs include adequate food, clean water, decent shelter, health, education, transportation, work, etc. Poverty has a strong correlation with income even though the use of income to measure poverty has been strongly disputed.

Poverty Reduction

Poverty reduction is a set of measures, both economic and humanitarian, that are intended to lift people out of poverty (Aremu, 2014). It also means all formal activities geared towards lowering the rate and prevalence of poverty in a country. Poverty reduction is a primary objective of the world that has been advocated in the Millennium Development Goals (John, 2018). The term "poverty reduction" means not simply increasing income levels but rather creating conditions in which all humans live healthy and creative lives with sufficient food, shelter, clothing, and they are being guaranteed freedom, dignity, self-esteem, and free from unfair treatment by the government and the community get to participate in the society (Hassan, 2016).

According to Ogwudmike (2011), poverty reduction measures implemented so far in Nigeria focuses more attention on economic growth, basic needs and rural development strategies. The economic growth approach focuses attention on rapid economic growth as measured by the rate of growth in real per capita GDP or per capita national income, price stability and declining unemployment among others, which are attained through proper harmonization of monetary and fiscal policies. The basic need approach focuses attention on the basic necessities of life such as food, health care, education, shelter, clothing, transport, water and sanitation, which could enable the poor live a decent life. The rural development approach focuses attention on the total emancipation and empowerment of the rural sector (Lawal, 2020).

In the context of this study, poverty reduction means not simply increasing income levels but rather creating conditions in which all humans live healthy and creative lives with sufficient food, shelter, clothing, and they are being guaranteed freedom, dignity, self-esteem, and free from unfair treatment by the government and the community get to participate in the society.

2.2 Empirical Literature

Bogale (2021) examined the impact of microfinance on poverty reduction and women empowerment as perceived by microfinance institutions and experienced by aspiring women credit participant in Ethiopia. The study utilized primary data using questionnaire as its instrument of data collection. Simple percentage method was used for the analysis. It was revealed that the microfinance institutions (MFIs) provide the opportunity for the people who are living under the poverty lines, the institution particularly encouraged poor women households and the result showed that how poverty reduced by encouraging and providing access to finance poor household. Microfinance institutions are claimed to directly affect household income by

encouraging productivity, increasing diversity of production and productivity, and maximizing the utilization of the available resources.

Ademola, Adegboyegu, Oladipo and Akanbi (2021) investigated factors responsible for low patronage of Microfinance banks by women entrepreneurs in South West Nigeria. The study employed Average Gross Turnover, Factor Analysis and Goodman and Kruskal's gamma statistics to evaluate the effect of Microfinance banks on performance of women entrepreneurs and to determine the reasons for low patronage of Microfinance banks by women entrepreneurs. The result showed that weak but positive relationship exist between Microfinance banks and performance of women entrepreneurs. It was also observed that harsh loan recovery methods, high interest rates, short repayment periods and high charges imposed on customers are major reasons for low patronage of Microfinance banks by women entrepreneurs in Nigeria. It is recommended that Microfinance banks should reduce their interest rates drastically and lengthen the repayment periods so as to encourage women to patronize them more and to improve their performances.

Abimbola, Ayoola and Makinde (2015) examined the impact of micro credit finance on poverty alleviation in Ogun State. A well-structured questionnaire was used to collect data from one hundred and seventy-six (176) respondents through quota sampling technique. Data obtained was analyzed using Pearson product moment correlation coefficient (r) with the use of Software Package for Social Science (SPSS version 24). The result showed that there is a significant relationship between micro credit finance and poverty alleviation in Ogun state. Subsequently, recommendations were made that for poverty to be eradicated, micro finance institutions need to be more effective, and increase outreach, design products to include the poorest, and any other measure needed to spread the poverty alleviation net wider, so that significant decline in poverty takes place.

Agbaeze and Onwuka (2014) empirically examined the effect of microcredit on poverty alleviation in Nigeria using some selected rural farm households in Enugu East Local Government of Nigeria. Primary data were collected on the sources and access to micro credit; the incidence, depth and severity of poverty among the selected rural households. Appropriate descriptive and analytical tools were employed to process the data obtained. The results of the study show that poverty level is still high among the rural populace; but those that have access to micro-credit seems to have fared better than those who have no access to micro-credit. In otherwords, access to micro-credit has positive but not significant impact on poverty alleviation among the rural populace. The study recommends that government should intensify effort in its recent financial inclusion strategy to ensure that the rural populace has greater access to micro credits. Governments should also ensure that interest rate on micro credits are affordable, the terms of the credits flexible and the conditions attached to the credit well liberalized

2.2.1 Gaps in Literature

There is no research without a gap. Most of the previous studies in this area of research interest such as; Nelson and Ekpo (2014), Agbaeze and Onwuka (2014), Abimbola, Ayoola and Makinde (2015), focused on effect of microcredit on poverty reduction with little attention given to the effect of women access to microcredit on poverty reduction. The bid to fill this gap motivated this current study to examine effect of microcredit on poverty reduction with evidence from LAPO microfinance bank.

Finally, looking at the available extant studies reviewed above is related to this area of research interest were carried out in other states in Nigeria without little attention given to

Anyigba in Dekina LGA of Kogi State, Nigeria as one of the business hub of the country that is not excluded of LAPO microfinance bank activities. It's the bid to fill this gap geographically that motivated this study to limit the study to Anyigba in Dekina LGA of Kogi State, Nigeria

2.3 Theoretical Review

Credit Rationing theory is one of the notable theories of credit rationing and propounded by Zeller (1994). According to Zeller (1994), credit rationing theory explains that the choice to use for microcredit portends that the applicant or household intends to maximize his application by way of borrowing from the lender with the possibility cost of interest rate. From the deliver side of microfinance mortgage accessibility, the Credit rationing theory is applicable. The lender requests for collateral safety and boom the interest price if the demand for the loan is greater than supply. The lender can then ration the loan and with the aid of implication, a few candidates will get hold of full quantity or part of the quantity carried out for at the same time as others will be disillusioned when their programs are not authorized (Zeller, 1994). This may be adduced to major agent trouble (Stiglitz, & Weiss, 1980).

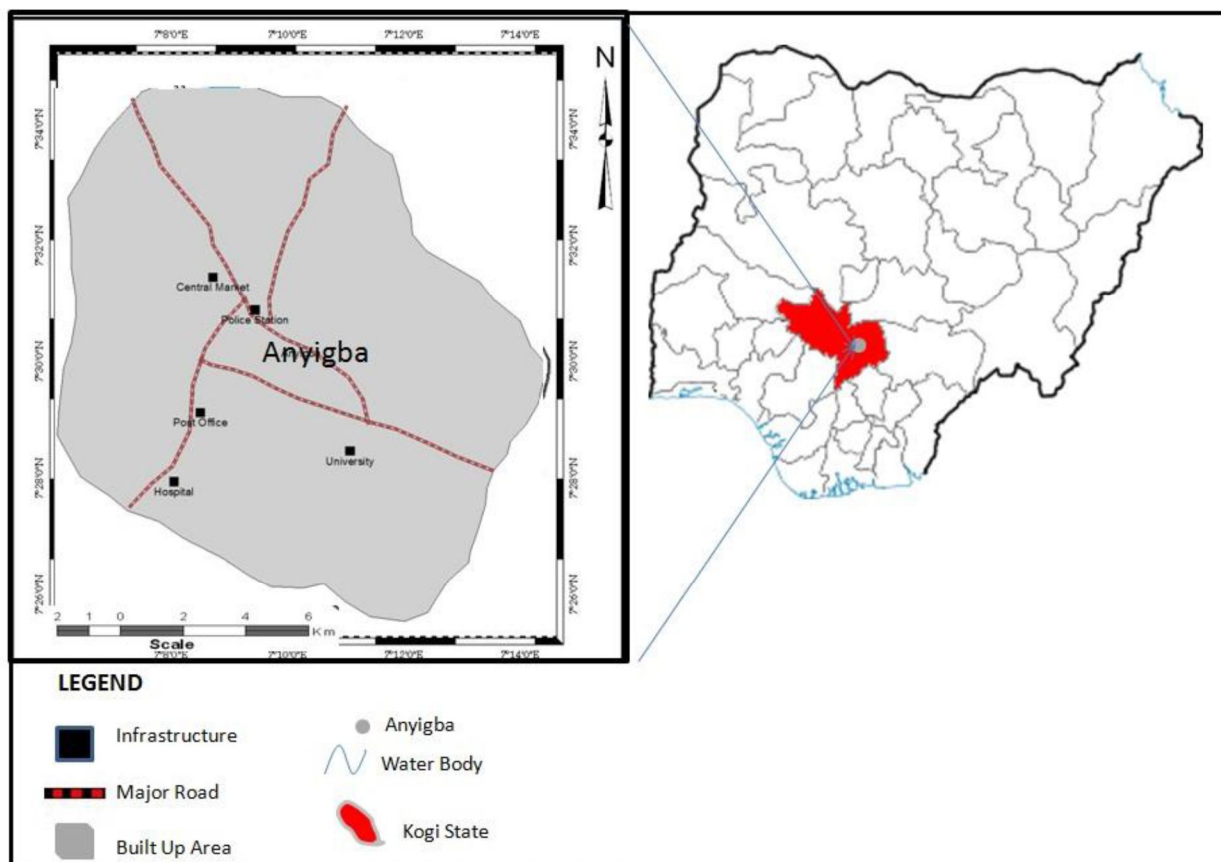
The development of microfinance therefore has been tailor-made toward the availability of socio-monetary services to the poor to be able to gain their intended desires (Arun et al, 2005). It is likewise believed that the basic idea in the back of microfinance programme is to relieve poverty and on the equal time work successfully for beneficial results along with profitability. Thereby, the Microfinance Institutions (MFIs) are "doing well with the aid of doing appropriate" as they render social offerings and at the identical time make sure profitability in their operations (Brau&Woller, 2004).

Therefore, The Credit Rationing theory was adopted as the theory that underpins this study because it provides a more credible explanation for Women access to microcredit. It enables them to maximize and boost their financial capacity by way of borrowing from the lender (LAPO microfinance bank) with the possibility cost of interest rate. The lender (women) requests for collateral safety and boom the interest price if the demand for the loan is greater than supply. The lender (women) can then ration the loan and with the aid of implication, a few candidates will get hold of full quantity or part of the quantity carried out for at the same time as others will be disillusioned when their programs are not authorized.

3.0 METHODOLOGY

The study of this nature employed survey research design. The survey design was adopted because it is appropriate for academic research of this sort, which studies a fairly large population and generalizes the findings of the population. Anyigba is a town in Dekina Local Government Area in Kogi State located between latitudes 7°15'N-7°29'N and longitudes 7°11'E – 7°32'E. With an average altitude of 385 meters above sea level and total land mass area of 420 Sq.km² has an estimated population of 189,976 persons (Ifatimehin, 2012). The study area falls within the tropical wet and dry (Aw) climatic region and the derived savanna. The annual mean rainfall and temperature are 1250mm and 25°C. The land use and economy of the area is predominantly agrarian in the first instance but fast changing because of the transformation initiated in the economic landscape by the presence of the State University (Ifatimehin&Ufuah, 2006).

Fig 1.0: *Map Showing the Study Area*



Source: Ifatimehin and Musa, 2009.

The research population comprised of 867 group lending clients and 17 members of staff of LAPO microfinance in Anyigba Community, Kogi State of Nigeria (Head of Operation, LAPO Microfinance Bank, Anyigba, Dekina LGA, 2022). Hence, the total population for the study is 884.

Table 3.1: Distribution of Population of the Study

S/N	Population Characteristic	Population Size
1.	Group Lending Clients	867
2.	Staff	17
Total		884

Source: Researcher's Computation, 2022

The sample size for the study is 884 and it is determined with the aid of Taro Yamane (1967) formula. The sample size determination procedures are showed in Equation [1]

$$[1] \quad \text{Sample Size (n)} = \frac{N}{(1 + Ne^2)}$$

where: n represents Sample size,
N represents total population size of households, and
e represents acceptable sample error

$$\text{Sample Size} = \frac{884}{(1 + 884(0.05^2))}$$

$$= \frac{884}{3.21}$$

$$= 275$$

$n = 275$ (Sample Size)

From the above calculations the total number of questionnaire to be distributed is 275. The breakdown is as follows in the number of copies of the questionnaire to be distributed in the three senatorial districts. The Bowley (1976) proportional allocation formula will be used.

$$n_h = n(N_h)$$

N

Where; n_h = group population from each stratum, n = overall sample size and N = overall population, n_h = sample size from each stratum

Table 3.2: Distribution of Sample Size among Target Respondents in LAPO Microfinance Bank, Anyigba

Population Characteristic	Distributed Sample Size
Group Lending Clients:	$275 \times \frac{867}{884} = 270$
Staff:	$275 \times \frac{17}{884} = 5$

Source: Researcher's Computation, 2022

Table 3.3: Distribution of Copies of Questionnaire

S/N	Respondents	Questionnaire distributed
1.	Group Lending Clients	270
2.	Staff	5
	Total	275

Source: Researcher's Computation, 2022

The study employed the sampling technique of stratified random sampling. This is because stratified random sampling allows the division of the population into stratum whereby a simple random sampling is used to give equal chance of selection to the member of the population to be included in the sample.

The study used questionnaire as method of data collection. The data was collected from primary sources. The study used self-administered questionnaire which comprised mainly Close ended questions to collect information on qualitative and quantitative data. Thus, this study distributed 275 copies of questionnaire among the group lending clients and staff of LAPO Microfinance Bank.

Data Presentation and Analysis

The study employed statistical techniques of descriptive statistics of simple percentage to explain the individual characteristics of the primary data. Rectilinear Regression Technique (RRT) was

used to achieve objective one while Analysis of Variance will be used to achieve objective three to four.

The data collected will be analyzed using four point Likert scale method of Strongly Agree (SA), Agree (A), Undecided (UD), Disagreed (D) and Strongly Disagreed (SD). These options are weighted as follows; Strongly Agree (5), Agree (4), Undecided (3), Strongly Disagree (2), Disagree (1)

Therefore, Mean = $\frac{\sum xi}{n}$

Where \sum = summation

W = Weighted Score of the option

n = Number of occurrence

$$\frac{\sum xi}{n} = \frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$$

The method to be use is Likert scale average with the mean of 3.0 as the acceptance region and vice versa.

Rectilinear Regression Analysis

In building the model for this study to achieve objective one, the ordinary least square method of rectilinear regression analysis was used. On this basis, the model for the study can thus be specified as follows; the functional form of the model is given as showed in Equation 3.1

$$POR=f(RWM, INL, INS, MCD, MPF, MID) \text{ ----- } 3.1$$

The models above in mathematical and stochastic forms are specified as follows:

$$POR= \beta_0 + \beta_1 RWM + \beta_2 INL + \beta_3 INS + \beta_4 MCD + \beta_5 MPF + \beta_6 MID + \mu \text{ - - - - - } 3.2$$

Where,

POR = Poverty reduction rate

RWM = Rate of women access to microcredit

INL = Interest rate on women microcredit

INS = Interest on savings of women microcredit

MCD = Microcredit duration

MPF = Microcredit participation/registration fees

MID = Microcredit initial deposit

μ = Error or Stochastic term.

Analysis of Variance (ANOVA)

Analysis of Variance (ANOVA) was used to test the statistical significance of the in this study and to achieve objective three to four. Based on the decision rule, if the significance value (Sig. value) is less than 0.05 based on the rule of thumb, reject the null hypothesis while the alternative hypothesis will be accepted. Analysis of variance (ANOVA) is a statistical technique that is used to check if series of variables are statistically significant using F-distribution or F-Statistic.

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Presentation of Data

A total of 275 copies of questionnaires were administered and distributed among group lenders and staff of LAPO Microfinance Bank. By chance, 235 copies of the questionnaire were

completed and returned to the researcher. Hence, the data was analyzed based on these returned copies of questionnaires.

Table 4.1

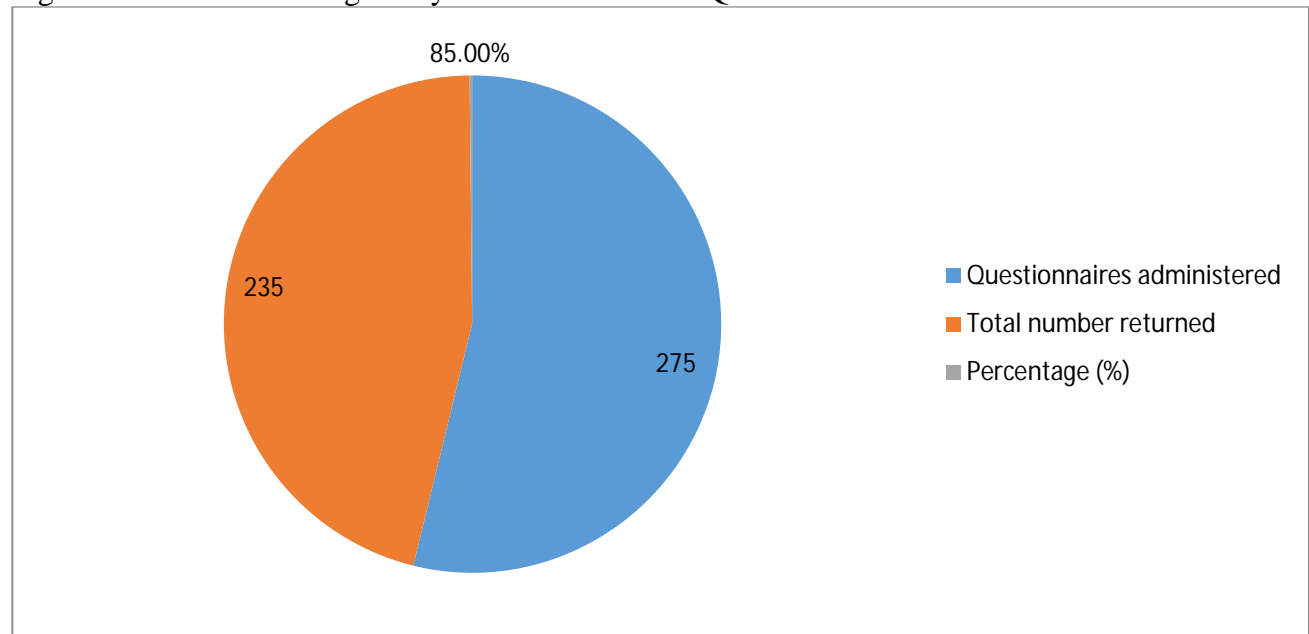
Questionnaires Administered and Returned

Questionnaires administered	Total number returned	Percentage (%)
275	235	85.0%

Source: Field Survey, 2022.

Table 4.1 reveals that a total of 275 copies of questionnaires were administered to the respondents and a total of 235 copies of questionnaire were returned representing 85.0% returns.

Fig 4.1: Pie Chart Showing Analysis of Administered Questionnaires



Source: Researcher's Computation using SPSS, 2022

4.2 Socio-Demographic Data Analysis

Table 4.2 Percentage distribution of respondents' socio-demographic characteristics

Variables	Frequency	Percentage (%)
Age	20 – 40	146
	41 – 50	80
	51and above	9
	Total	235
Gender	Male	115
	Female	120

	Total	235	100.0
Education	SSCE	118	50.2
	HND/B.Sc	115	48.9
	M.Sc/P.hD	2	0.9
	Total	235	100.0

Source: Field Survey, 2022

In terms of age, table 4.2 shows that 146 respondents representing 62.1% are between 20-40 years. Another 80 respondents representing 34.0% are between the age of 41-50 and 9 respondents representing 3.8% are 51 years and above. This shows that majority of the respondents are between 20-40 years. It was also revealed that 48.9% of the respondents were male while 51.1% were female. Also, 50.2% of the respondents were holders of SSCE, 48.9% were holders of HND/B.Sc and 0.9% had M.SC/P.hD.

4.3 Data Analysis

Table 4.3: Effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction

Likert Scale: Strongly Agree (5), Agree (4), Undecided (3), Strongly Disagree (2), Disagree (1)

S/N	Effects	5	4	3	2	1	Total	Mean	Remark
1	It increases women level of income	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted
2	It increases savings habit among women	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
3	It increases the standard of living among women	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
4	It strengthen the financial capacity of women	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted

Source: Field Survey, 2022

The study using mean analysis of descriptive statistics makes the following decision rule. The decision criterion employed was to accept any statement with mean score of 3.0 and above and reject those with less than 3.0 based on the likert scale of 1 to 5. Based on the acceptance of item 1 to 4 on Table 4.3, it therefore implied that effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include the fact it it increases women level of income, it increases savings habit among women, it increases the standard of living among women and it strengthen the financial capacity of women

Table 4.4: Challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction

Likert Scale: Strongly Agree (5), Agree (4), Undecided (3), Strongly Disagree (2), Disagree (1)

S/N	Challenges	5	4	3	2	1	Total	Mean	Remark
1	weak institution capacity	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted
2	absence of technology platform	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted
3	weak capital base	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
4	Inability to recover loans	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted

Source: Researcher Computation, 2022

The study using mean analysis of descriptive statistics makes the following decision rule. The decision criterion employed was to accept any statement with mean score of 3.0 and above and reject those with less than 3.0 based on the likert scale of 1 to 5. For this reason, since the mean scores of all the challenges suggested in table 4.4 are all greater than 3.0, it therefore implied their acceptance. Hence, the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans.

Table 4.5: Challenges women faces in accessing microcredit from LAPO Microfinance Bank

Likert Scale: Strongly Agree (5), Agree (4), Undecided (3), Strongly Disagree (2), Disagree (1)

S/N	Challenges	5	4	3	2	1	Total	Mean	Remark
1	harsh loan recovery methods	100 42.6%	80 34.0%	20 8.5%	25 10.6%	10 4.3%	235	4.0	Accepted
2	high interest rates,	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted
3	short repayment periods	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
4	high charges imposed on women	80 34.0%	70 29.8%	35 35%	30 12.8%	20 8.5%	235	3.7	Accepted
5	lack of timeliness in obtaining the loan in descending order of seriousness	100 42.6%	80 34.0%	20 8.5%	25 10.6%	10 4.3%	235	4.0	Accepted

Source: Researcher Computation, 2022

The study using mean analysis of descriptive statistics makes the following decision rule. The decision criterion employed was to accept any statement with mean score of 3.0 and above and

reject those with less than 3.0 based on the likert scale of 1 to 5. For this reason, since the mean scores of all the challenges in Table 4.5 are all greater than 3.0, it therefore implied their acceptance. Thus, the challenges women faces in accessing microcredit from LAPO Microfinance Bank include; harsh loan recovery methods, high interest rates, short repayment periods, high charges imposed on women and lack of timeliness in obtaining the loan in descending order of seriousness.

Table 4.6: Strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction

Likert Scale: Strongly Agree (5), Agree (4), Undecided (3), Strongly Disagree (2), Disagree (1)

S/N	Strategies	5	4	3	2	1	Total	Mean	Remark
1	Provision of financial literacy programme and micro-business training	95 40.2%	85 36.2%	25 10.6%	20 8.5%	10 4.3%	235	4.0	Accepted
2	The microfinance bank should make firm commitment to access to finance for female owners of enterprises as a strategy for achieving gender equity and inclusive development.	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
3	Provision of responsive financial services	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted
4	commitment to innovations and creativity	80 34.0%	70 29.8%	35 35%	30 12.8%	20 8.5%	235	3.7	Accepted
5	Provision of group lending method	120 51.0%	70 29.8%	30 12.8%	10 4.3%	5 2.1%	235	4.3	Accepted

Source: Field Survey, 2022

The study using mean analysis of descriptive statistics makes the following decision rule. The decision criterion employed was to accept any statement with mean score of 3.0 and above and reject those with less than 3.0 based on the likert scale of 1 to 5. Based on the acceptance of item 1 to 4 on Table 4.3, it therefore implied that strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction include the fact that; provision of financial literacy programme and micro-business training, the microfinance bank should make

firm commitment to access to finance for female owners of enterprises as a strategy for achieving gender equity and inclusive development, provision of responsive financial services, commitment to innovations and creativity and provision of group lending method.

Rectilinear Regression Analysis

Table 4.7: Rectilinear Regression Result

Dependent variable: POR

Rectilinear Regression Results		
Independent Variables	Coefficient	P-value
RWM	-0.635	0.002*
INL	0.504	0.007*
INS	-0.702	0.042*
MCD	-0.532	0.030*
MPF	0.097	0.006*
MID	0.601	0.001*
Constant	0.311	0.081

Source: Researcher's Computation using SPSS, 2022

* Significant at 5% and $R^2 = 0.6223$

Tale 4.7 showed based on the regression coefficients of the independent variables that rate of women access to microcredit, interest on savings of women microcredit and microcredit duration had negative effects on poverty rate in Nigeria while interest rate on women microcredit, microcredit participation/registration fees and microcredit initial deposit had positive effect on poverty rate among women that have access to microcredit.

Testing of Hypotheses

Table 4.8: Result of Hypothesis I

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	39.88	12	3.323	7.657	.0001
Within Groups	12.14	28	0.434		
Total	52.02	40			

Table 4.8 showed that the significance value (0.0001) is less than 0.05. Hence, LAPO Microfinance Bank has significant effects on women access to microcredit towards poverty reduction.

Table 4.9: Result of Hypothesis II

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	58.94	11	5.358	11.933	.0073
Within Groups	20.22	45	0.449		
Total	79.16	56			

Table 4.9 showed that the significance value (0.0073) is less than 0.05. Hence, there are significant challenges faces by LAPO Microfinance Bank on women access to microcredit towards poverty reduction.

Table 4.10: Result of Hypothesis III

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	72.11	13	5.547	8.932	.0011
Within Groups	30.45	49	0.621		
Total	102.56	62			

Table 4.10 showed that the significance value (0.0011) is less than 0.05. Hence, there are significant challenges faces by women in accessing microcredit from LAPO Microfinance Bank.

Table 4.11: Result of Hypothesis IV

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	99.23	21	4.725	5.520	.0001
Within Groups	68.49	80	0.725		
Total	167.72	101			

Table 4.11 showed that the significance value (0.0001) is less than 0.05. Hence, There are significant strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction.

Discussion of Findings

The study examined effect of women access to microcredit on poverty reduction: evidence from LAPO microfinance bank, Anyigba, Kogi State. The specific objectives were to; examine the effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction, identify the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction, find out the challenges women faces in accessing microcredit from LAPO Microfinance Bank and ascertain the strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction. Descriptive statistics of simple percentages and mean analysis including ANOVA and regression analysis were used as methods of data analysis. A total of 275 copies of questionnaires were administered and distributed among group lenders and staff of LAPO Microfinance Bank. By chance, 235 copies of the questionnaire were completed and returned to the researcher. Hence, the data was analyzed based on these returned copies of questionnaires.

Based on objective one it was revealed that effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include the fact it increases women level of income, it increases savings habit among women, it increases the standard of living among women and it strengthen the financial capacity of women. Based on objective two; the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans.

Also, based on objective three; the challenges women faces in accessing microcredit from LAPO Microfinance Bank include; harsh loan recovery methods, high interest rates, short repayment periods, high charges imposed on women and lack of timeliness in obtaining the loan in descending order of seriousness. In addition, based on objective four, strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction include the fact that; provision of financial literacy programme and micro-business training, the microfinance bank should make firm commitment to access to finance for female owners of enterprises as a strategy for achieving gender equity and inclusive development, provision of responsive financial services, commitment to innovations and creativity and provision of group lending method.

Finally, it was showed based on the regression coefficients of the independent variables that rate of women access to microcredit, interest on savings of women microcredit and microcredit duration had negative effects on poverty rate in Nigeria while interest rate on women microcredit, microcredit participation/registration fees and microcredit initial deposit had positive effect on poverty rate among women that have access to microcredit.

Finally, based on the hypotheses test, it was showed that the significance value (0.0001) is less than 0.05. Hence, LAPO Microfinance Bank has significant effects on women access to microcredit towards poverty reduction. It was also showed that the significance value (0.0073) is less than 0.05. Hence, there are significant challenges faces by LAPO Microfinance Bank on women access to microcredit towards poverty reduction. It also showed that the significance value (0.0011) is less than 0.05. Hence, there are significant challenges faces by women in accessing microcredit from LAPO Microfinance Bank. To this end it showed that the significance value (0.0001) is less than 0.05. Hence, there are significant strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction.

5.0 CONCLUSION AND RECOMMENDATIONS

Women access to microcredit is necessary for poverty reduction as evidenced from LAPO microfinance bank, Anyigba, Kogi State. Based on objective one it was concluded that effects of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include the fact it increases women level of income, it increases savings habit among women, it increases the standard of living among women and it strengthen the financial capacity of women. Based on objective two; the challenges of LAPO Microfinance Bank on women access to microcredit towards poverty reduction include; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans.

Also, based on objective three; it was concluded that the challenges women faces in accessing microcredit from LAPO Microfinance Bank include; harsh loan recovery methods, high interest rates, short repayment periods, high charges imposed on women and lack of timeliness in obtaining the loan in descending order of seriousness. Finally, it was generalized that the strategies adopted by LAPO Microfinance Bank to enhance women access to microcredit towards poverty reduction include the fact that; provision of financial literacy programme and micro-business training, the microfinance bank should make firm commitment to access to finance for female owners of enterprises as a strategy for achieving gender equity and inclusive development. The following recommendations were made based on the findings. These include;

- viii. The management of LAPO Microfinance Bank should promote women access to microcredit towards poverty reduction through increase in women level of income, increase in savings habit among women, increase in their standard of living it strengthen the financial capacity of women.

- ix. The management of LAPO Microfinance Bank should address challenges such as; weak institution capacity, absence of technology platform, weak capital base and inability to recover loans in order to enhance women access to microcredit towards poverty reduction
- x. Furthermore, the management of LAPO Microfinance Bank should address challenges women faces in accessing microcredit from LAPO Microfinance Bank such as; harsh loan recovery methods, high interest rates, short repayment periods, high charges imposed on women and lack of timeliness in obtaining the loan in descending order of seriousness towards poverty reduction.
- xi. Finally, the management of LAPO Microfinance Bank should adopt strategies such as; provision of financial literacy programme and micro-business training, the microfinance bank should make firm commitment to access to finance for female owners of enterprises as a strategy for achieving gender equity and inclusive development to enhance women access to microcredit towards poverty reduction.

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DETERMINANTS OF FINANCIAL PERFORMANCE OF LISTED DEPOSIT MONEY BANKS IN NIGERIA

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Abstract

This study seeks to address the factors influencing the financial performance of listed deposit money banks operating in Nigeria. The main objective of the study is to examine the determinants of financial performance of listed DMBs with international operating license from 2010 to 2020. Secondary data, correlation and the ex-post facto research design is being used. The study found out that all the selected variables have significant impact on the financial performance of listed deposit money banks except liquidity risk which has no significant effect. It is therefore recommended that the management of listed deposit money banks in Nigeria should strictly concentrate on investing in lower risky projects, developing an effective internal control system with clear policies and procedures and to also adhere to CBN directives on maintaining a certain capital adequacy ratio and to checkmate some internal management factors that led to a significant but negative relationship between ROA and LR.

1. Introduction

The overall operation of the economy of developing countries is dependent on the well-functioning of their DMBs, therefore it is an area of major concern if not the entire economy will be illiquid, savings and investment will be lost which could result to further economic stagnation. Financial performance is the achievement of a firm for a certain period covering the collection and allocation of finance measured by capital adequacy, liquidity, solvency, efficiency, leverage and profitability. Performance indicates how the management of a firm/organization has been accomplishing the goals which they had set for the firm/organization. This study focuses on capital adequacy, liquidity risk, cash flows, operational efficiency, firm size and Return on Assets (ROA) as variables to measure the financial performance of listed DMBs with international operational license in Nigeria. Williams, Sola and Dayo (2018) considered capital adequacy as a financial ratio set by the regulatory authority for testing the ability of bank to absorb a reasonable amount of losses, Kumar and Yadav (2013) are of the opinion that liquidity risk of banks arises from funding of long-term assets by short-term liabilities, thereby making the liabilities subject to rollover or refinancing risk, cash flow is the cash balance generated after all the capital expenditure has been accounted for which may be used to pay shareholders dividends, debt settlement, and expansion purposes among others, operational efficiency is primarily a metric that measures the efficiency of profit earned as a function of operating costs.

The Nigerian banking industry has been experiencing varying degree of banks failure arising from lack of adhering to some of the established operational policies and guidelines such as capital adequacy ratio which is determined by CBN to meet the withdrawal needs of their customers and also meet loan demand as at when requested to cover up the operational expenses among others. Financial stability reports indicate a declining trend in the Nigerian banks financial performance metrics. For instance, return on equity (ROE) and return on assets (ROA) have dropped from 14.90percent and 2.67percent in 2007 to 1.8percent and 0.16percent in 2016

IMF (2017); CBN (2016). This development is capable of corroding public confidence and in the extreme could trigger runs on the banks hence, the need for improvement in the key decision areas. It is a known fact that the Nigerian banks have been facing a lot due to non performing loans (NPL) which usually affects the liquidity available for efficient operation. According to National Bureau of Statistics (NBS) report in June 2019, banks had a non performing loan of 1.4million, meanwhile the CBN prescribed 5% threshold for Non Performing Loan in the economy but the last time the banking sector met that was in the last quarter of 2015. Since then the figure has only dropped below 10%. Given that banks core business activity is giving out loans and earning interest on them, Nigerian banks failure to do so is a worry and impacted profitability and performance. Some of these NPL are caused by mis-management (operational inefficiency) by banks officials in certain situations where they grant loans to their family and friends without sufficient collateral which subsequently leads to failure of paying back both the interest and the capital(loan). According to a report by Umaru Ibrahim; managing director of the NDIC in recent time Punch (2018) and Guardian (2018)unveiled the persistent corporate distress among the banking sector particular where Skye bank of Nigeria Plc was taken over by Polaris as initiated by the CBN, and subsequently, Diamond Bank of Nigeria Plc was merged with Access bank of Nigeria Plc which has been attributed to corporate governance and internal controls. In that regards, this study seek to investigate the determinants of financial performance among the listed DMBs in Nigeria, using operational efficiency as a variable to measure how internal controls and corporate governance influence the financial performance of DMBs.

The findings of the study will proffer solutions to some problems and challenges faced by DMBs, provide vital information necessary for national growth and development to government through the financial regulators and will serve as a basis for financial policy making by the financial regulatory bodies. It will also serve as a reference for subsequent research.

The general objective of the study is to examine the determinant of financial performance of listed DMB's in Nigeria for the period 2010- 2020. Also, the following are specific objectives:

- i. To investigate the effect of capital adequacy on financial performance of listed deposit money banks in Nigeria.
- ii. To examine the effect of liquidity risk on financial performance of listed deposit money banks in Nigeria.
- iii. To examine the effect of cash flows on financial performance of listed deposit money banks in Nigeria.
- iv. To ascertain the effect of operating efficiency on financial performance of listed deposit money banks in Nigeria.

2. Evidence and Theory

Capital Adequacy and Financial Performance: Cheruiyot (2016) studied the effect of asset quality on profitability of commercial banks in Kenya. The study revealed that there is positive and significant relationship between asset quality and profitability of Commercial Banks in Kenya. In a s study conducted by Swamy (2017) on an empirical investigation of the determinants of bank asset quality and profitability for period of 1997-2009, It was found that assets quality is positive and significantly affecting the financial performance of the banks. Likewise, Lawal, Oluoch and Muturi (2018) examined the effect of capital adequacy on the operational efficiency of banks (DMBs) in Nigeria from 2007-2016, the study revealed that capital adequacy has a positive significant effect on operational efficiency ratio of the banks which confirmed the quality of bank assets especially when unimpaired or where non-performing loans is low. Similarly, Gadzo, Anaman, Pobbi and Asiamah (2019) found that capital adequacy

has a positive and significant impact on financial performance as moderated by operational efficiency. In a study conducted by Peter, Lukman and James (2020) discovered that capital adequacy has a positive and significant influence on financial performance represented by return on equity of listed deposit money banks in Nigeria. Sile, Olweny and Sakwa (2019) explore banks capital adequacy and financial performance in Kenya from 2012 to 2017. Results indicate that capital adequacy is positively significant on financial performance of the banks under study. Correspondingly, Ogboru (2019) revealed that there is a positive significant relationship between capital adequacy and performance of deposit money bank in Nigeria while, investigating the relationship between capital adequacy and deposit money banks performance in Nigeria for a period of 30 years ranging from 1986 to 2016.

Mutumira (2019) study the effect of capital adequacy on the financial performance of insurance companies in Kenya from 2014 to 2018 and found that asset quality is negatively and insignificantly influencing financial performance. Ray and Mahapatra (2019) investigated the impact of the capital adequacy on the financial performance of the Indian microfinance institutions from 2006 to 2013, it was found that capital adequacy deteriorated significantly during the period and it has impacted the performance of the MFIs negatively. Hewaidy and Alyousef (2018) explore the effect of banks specific and macroeconomic factors on bank's capital adequacy ratio in Kuwait for 2009 to 2016 and it suggest that capital adequacy ratio is likely to be more influence by how bank resources are efficiently utilized than by any other macroeconomic variable or bank characteristic.

For the purpose of this study, the variable Capital Adequacy will be linked with capital buffer theory in which the foundation of the theory is based on the dependability and reliability on capital and variability of capital adequacy ratio to aid the long term planning. Based on the above review, we therefore hypothesize that "Capital adequacy has no significant effect on financial performance of listed Deposit Money Banks in Nigeria".

Liquidity Risk and Financial Performance; Demirgüne (2016) assesses the effect of liquidity risk management on financial performance: Evidence from Turkish Retail Industry, it was discovered that there is a positive significant effect between liquidity risk and financial performance. Furthermore, Yameen, Farhan and Tabash (2019) investigated the impact of liquidity risk on firms 'performance: Empirical investigation from Indian pharmaceutical companies from 2008-2017, it revealed that current liquidity ratio and quick ratio have a positive significant impact on profitability of pharmaceutical companies measured by ROA. More so, Lucy, Nnenna and Nnenna (2018) effect of liquidity risk management on financial performance of DMBs in Nigeria for the period 2007-2016 and found that liquidity and liquidity risk has positive significant effect on banks' profitability ratios and return on capital employed respectively.

Conversely, Joan (2015) studied the effect of liquidity on financial performance of listed financial institutions at the Nairobi securities exchange and found a negative relationship between liquidity and performance of listed financial institutions at the Nairobi Securities exchange. Likewise, Charmler, Musah, Akomeah and Gakpetor (2018) examined the impact of liquidity risk on performance of banks in Ghana for the period of ten years from 2007 to 2016. The outcome revealed that liquidity is positively associated with return on assets. Regarding return on equity, there is a weak positive relationship between ratios of liquid assets to total assets (LIDQ1). An insignificant negative relationship was observed between return on equity (ROE) and liquid assets to total interest bearing liabilities (LIQD2).

Liquidity risk as a variable is linked with Liquidity shiftability theory which mainly asserted that if the deposit money banks maintain a substantial amount of assets that can be shifted on to other banks for cash without material loss in case of necessity, then there will no need to rely solely on maturities alone. Hypothesis 2 of this study based on the review above will therefore be stated as “Liquidity risk has no significant effect on financial performance of listed DMBs in Nigeria.

Cash Flows and Financial Performance; Soet, Muturi and Oluoch (2018) investigated the effect of operating cash flow management on financial performance of mutual funds in Kenya for the period 2011-2016, it found a positive significant effect between operating cash flow management, return on assets and return on equity respectively. Hence, Liman and Mohammed (2018) investigate the effect of operating cash flow and corporate financial performance of quoted conglomerate firms in Nigeria for a period of ten (10) years covering 2005 to 2014. They discovered both positive insignificant influence involving cash flow from operating activities and financial performance (when proxied by ROA) while a positive and significant influence between cash flows and financial performance (when proxied by ROE). In addition, Oyieko (2018) explore the impact of cash flows management activities on performance of manufacturing companies quoted at Nairobi Securities Exchange within 2007 to 2016 and discover a positive relationship involving investing cash flows, operating cash flows, and financial performance on return on equity, while financing cash flows reveal negative association on return on asset. Mutumira (2019) found a positive significant impact between cash flow and financial performance on the insurance companies in Kenya, in his effort to investigate effect of capital adequacy on financial performance for 2014 to 2018 period.

Nwakaego, Ikechukwu and Ifunanya (2015) investigated the effect of cash flow on performance of companies in Food and Beverages sub-sector of Nigeria. It was revealed that operating and financing cash flows have a significant positive effect on corporate performance in the Food and Beverages Sector in Nigeria. It was also observed that investing cash flow has significant negative relationship with corporate performance. Ogbonnaya, Ekwe and Uzoma (2016) studied the relationship between cash flow and performance of banking sector in Nigeria. It revealed that operating cash flow has significant positive effect on performance of Banks in Nigeria. It also found that investing cash flow and financing cash flow have significant negative relationship with performance of Banks in Nigeria. Accordingly, Bcom (2018) examines the effect of cash flow management activities on financial performance of manufacturing firms listed at Nairobi securities exchange for the period between 2007 to 2016. It discovered that cash flow management activities are statistically and significantly related in predicting return on asset of listed manufacturing firms. The study also revealed that the use of cash flow management has significant positive influence on financial performance; the study established a negative but no significant influence between cash flow management and financial performance of listed manufacturing firms at Nairobi SEC. Efeeloo, Ofor and Onuorah (2020) studied the relationship between cash flow management and the financial performance of some selected oil and gas firms listed on the Nigerian Stock Exchange for the period of (2013-2018) and found a significant negative relationship between cash flows from operating and investing cash flows and Profitability.

Muraya (2018) examine the correlation involving cash flow and financial performance of investment firms listed in the Nairobi Securities Exchange for 2012 to 2016 period and discovered that operating cash flow responds moderately and insignificantly on financial performance. Thus, the study recommends management of the firm under review should provide a strong governance policy in the investment sector. Wadesango, Tinarwo, and Machingambi

(2019) examine the impact of cash flow management on profitability and sustainability of small and medium scale enterprises in Zimbabwean. The study documents that cash management practices exercises by the enterprises of the study are significantly affecting the profitability and sustainability of these businesses.

Capital Buffer theory is used in this study to underpin cash flow as a variable of this study as sufficient existence of capital will mean adequate flow of cash in DMBs. Therefore in view of the review above hypotheses 3 is stated as “Cash flows have no significant effect on financial performance of listed Deposit Money Banks in Nigeria”.

Operational Efficiency and Financial Performance; Lotto (2018) examines the influence of capital requirements regulation on bank operating efficiency in Tanzania for the period ranging from 2009 to 2015. The study documents a positive and significant relationship between capital ratio and bank operating efficiency. Aktan, Turen, Tvaronavičienė and Celik (2018) investigated the impact of liquidity and profitability on the operational efficiency of scheduled commercial banks of Bangladesh for the period of 2011 to 2016 and discovered a significant positive correlation between liquidity and profitability of commercial banks in Bangladesh. Sporta, Ngugi, Ngumi and Nanjala (2018) examine the impact of operation efficiency as a factor of financial distress on financial performance in Kenya’s commercial banks within 2005 to 2015. The study measured financial performance using the proxies of return on assets and return of equity and the findings suggest a significant and positive association linking operational efficiency and financial performance. Assfaw (2018) examine the determinants of financial performance in privately owned commercial banks in Ethiopia using bank specific factors for a period of 2011 to 2017. Results reveal that management efficiency, bank size and capital adequacy statistically and positively impact significantly on financial performance. However, liquidity management has influence financial performance negatively but significantly. El-Masry and Yousry (2019) investigate the determinants capital adequacy ratio between Islamic and conventional banks in 10 MENA countries for the period ranging from 2009 to 2013. Findings suggest that capital adequacy ratio in both Islamic banks and conventional banks significantly influence between GDP growth rate, operational efficiency, and bank size. Liu, Wu, Zhong and Liu (2020) investigated the relationship between quality management practices and financial benefits in terms of return on assets, using a hierarchical regression. The result found that the effect of the quality management as represented by less lead time and higher inventory turnover are significantly positive to profitability.

Okeke, Aganoke, and Onuorah (2018) explore operational risk management and organizational performance on banks operating in Edo state. The objective of the study is to determine the impact of process risk, people risk, external risk, and system and technology risk variables on performance of an organization. The study found that Process risk influence moderately negative on organizational performance during the period of study, people risk negatively and strongly impact on the organizational performance of the banks under review, system and technology risk variables influence organizational performance significantly but negatively in the banks under investigation and finally external risk impact positively but weak on organizational performance during the period of study. Thus, the study concludes that operational risk management significantly but negatively impact on organizational performance of the banks under study. Ndolo (2015) investigated the relationship between operational efficiency and financial performance of firms listed at Nairobi securities exchange from 2009 to 2013. It was discovered that operational efficiency has significant relationship with ROA of firms listed at NSE. Alemayehu and Belete (2019) examine the effects of operational efficiency on the performance of some selected state owned and private commercial banks for the year

2012 to 2017. It was established that state owned banks have shown superior performance than private banks. Out of seven ratios used in performance analysis, five ratios support state owned banks for superior performance as compared to private banks and also operational efficiency has great impact on performance of commercial banks.

Bhattarai (2019) explore the impact of credit risk management on the financial performance of Nepalese commercial banks from 2001 to 2016 and the study suggests that management quality ratio, non-performing loan ratio and capital adequacy ratio significantly impact financial performance (return on asset) of the banks being investigated. Equally, risk sensitivity and credit to deposit ratio revealed insignificant influence on financial performance of the Nepalese commercial banks during the period under review. Osazefua (2019) examined the effect of operational efficiency on the financial sustainability of listed manufacturing companies in Nigeria from 2009-2016. The operational efficiency as represented by employee growth, operating expenses, account receivables' turnover, inventory, inventory turnover and asset turnover as independent variable and long –term profitability represented by return on assets and stock market proxied by (Tobin's Q) as dependents variable. The result shows that there is a significant negative relationship between assets turnover and operating expenses, and there is a significant positive relationship between assets turnover and Tobin's Q.

Operational efficiency will therefore be pinned to Liquidity Shiftability Theory as efficient operations by the management of DMBs will enable management acquire market securities so that liquidity can be achieved at a little/very insignificant amount of loss of value. Hypotheses 4 of the study based on the review above will therefore be stated that “Operating efficiency has no significant effect on financial performance of listed Deposit Money Banks in Nigeria”.

3. Methodology

A correlation and ex-post facto research design has been considered suitable for this study. The study population consists of all the DMBs in Nigeria and a purposive sampling technique is considered suitable for the study where eight(8) listed DMBs that possessed international banking operating license in line with the CBN regulatory capital guidelines of 2018 were considered. The study uses secondary data extracted from the audited financial statement of listed DMBs in Nigeria stock exchange as the sampled firms for the period of 11years (2010-2020). Multiple regression technique for data analysis was adopted. The formula used for measuring the variables of the study is presented in the table below.

Variables Acronyms	Variables Measurement	Sources
Dependent Variable		
Return On Assets (ROA)	Computed as profit before tax divided by total assets	Abata, M.A. (2014)
Independent variables		
Capital Adequacy (CA)	Tier 1 capital + Tier 2 capital divided by Risk Weighted Assets	Hewaidy&Alyousef (2018)
Liquidity Risk (LR)	Computed as 1 st Tier Capital + 2 nd Tier Capital divided by Risk weighted Asset	Ajibike (2015)

Cash Flows (CF)	Measured as cash flow from operating activities divided by total asset	Mutumira (2019)
Operating Efficiency (OE)	It is calculated by dividing operating expenses over operating income,	El-Ansary, El-Masry, and Yousry (2019)
Control Variable		
Firm's Size (FSZ)	Natural log of total assets	Opoku, Adu and Anarfi (2013), Rajha and Alslehat (2014)

Source: 2020

The model encapsulates the direct relationship between independent variables and dependent. The model that anchored the direct relationship between the independent variables capital adequacy (CA), Liquidity Risk (LR), cash flows (CF) and operating efficiency (OE) against the dependent variable Return on Assets (ROA) is specified as thus:

$$ROA_{it} = \beta_0 + \beta_1 CA_{it} + \beta_2 LR_{it} + \beta_3 CF_{it} + \beta_4 OE_{it} + \beta_5 FSZ_{it} + v_{it}$$

Where:

ROA = Return on Asset

it= Firm and time variant

β_0 = Intercept

β_1 - β_4 = Coefficient of the explanatory variable

CA = Capital Adequacy (Independent variable)

LR = liquidity Risk (Independent variable)

CF= Cash flows (Independent variable)

OE= Operating efficiency (Independent variable)

FSZ= Firm Size (Control Variable)

v = error term of the model

4. Result and Discussion

This section presented, analyzed and interpreted the result obtained from various test conducted on the data collected and concluded with the discussions of the major findings from the analysis as well as policy implications of the findings.

Table 4.1 Summary of Descriptive Statistics

Variables	Mean	Std. Dev.	Min	Max
Roa	0.464	0.126	0.23	0.68
Car	0.254	0.089	0.14	0.57
Lr	0.516	0.161	0.18	0.96
Cf	0.096	0.080	0.01	0.33
Oe	0.655	0.166	0.24	1.32
Fsize	12.374	0.653	11.86	17.89

Source: STATA 13 Outputs, 2021

Table 4.1 provides a summary of the descriptive statistics of return rate measured by return on asset (ROA) reveals an average of approximately 46%. The ROA measures the contribution of net income per naira (local currency) invested by the firms' stockholders; a measure of the efficiency of the owners' invested capital. The maximum and minimum values of ROA were

0.68 and 0.23 respectively. That means the most profitable deposit money banks earned N0.68 of net income from a single N1 of asset investment and the minimum N0.23. The standard deviation of ROA is .126, shows lower variability across deposit money banks.

As indicated from the table, the average of capital adequacy is approximately 25%. The standard deviation of 9% indicates wide variation across the sampled banks. The minimum and maximum of CAR of 0.14 and 0.57 indicate that some of the selected banks for this study failed to meet the prudential guideline by Central Bank of Nigeria that stipulated minimum of 15% CAR banks that possessed international banking operating license as a buffer to curb any unforeseen risk and uncertainties that may stem from loan extension.

The average value of the liquidity measured by liquid risk is approximately 52%. The average value indicates that for each one naira current liability, there is N0.52 liquid asset to meet obligation. The minimum and maximum values are 18% and 96% respectively for the study period. It means that the most liquid listed banks has N0.96 naira to meet obligation which is more than the minimum standard rate of 30% stipulated by CBN in 2017. However, Nigeria listed banks that have less liquid have 18 kobo to meet obligation which is less than the minimum rate.

The average value of cash flow is approximately 10% with a correspond standard deviation of approximately 8%, which indicates lower variation across the sampled banks. The minimum and maximum of cash flows are .01 and .33 respectively.

The result from Table 4.1, shows that mean of operational efficiency is 0.655, with the standard deviation of 0.166, which indicates wider dispersion in the extent of operating expenses to operating income across the sampled banks. The minimum and maximum are values 0.24 and 1.32 respectively.

Bank Size as control variable has the mean value of 12.37 indicating that on average; all the listed deposit money banks in Nigeria have total assets of N12.37 Trillion, while the standard deviation of approximately N0.65 Trillion showing a lower deviation of the total assets of listed deposit money banks in Nigeria. Bank size has minimum and maximum values of N11.86 Billion and N17.89 Billion respectively.

Table 4.2 Pearson correlations

	Roa	car	lr	cf	Oe	Fsize
Variables						
Roa	1.000					
Car	0.615	1.000				
Lr	-0.897	-0.462	1.000			
Cf	-0.123	0.244	0.190	1.000		
Oe	0.131	0.210	-0.060	-0.028	1.000	
Fsize	-0.576	0.065	0.636	0.321	0.063	1.000

Source: STATA 13 Outputs

The result of Pearson Correlation in table 4.2 shows the correlation between explained and explanatory variables of the study. It reveals that there is positive relationship between capital adequacy and operating efficiency with return on asset. It means that these variables move in the same direction with return on asset. However, liquidity risk, cash flows and firm size have negative relationship with return on asset. It indicates that they have move in opposite direction with return on asset. The table also shows that there is no presence of possible multicollinearity among the independent variables. This is because the highest relationship among the independent

variables is approximately 64%, and this goes below the threshold of 80% as propounded by Gujarati and Porter (2009).

Regression Result

The regression results constitute the summary of the multiple regression results obtained from the model using ordinary least square (OLS) regression. The justification of reporting OLS is as a result of absence of heteroskedasticity, given by the Breuch Pagan/Cook-Weisberg Chi² of 0.38, with p-value of 0.5383 (Appendix). Consistent with the requirements of panel data analysis, the study can only go for Fixed and Random Effects regression models when the heteroskedasticity is significant. In this case, the analysis statistically showed insignificance result of Hetttest. Therefore, indicating OLS regression model appears to be the most appropriate for model of the study.

Table 4.3 Summary of OLS Regression Result

Roa	Coef.	t-value	p-value
Constant	0.193	3.13	0.002
Car	0.821	10.86	0.000
Lr	-0.140	-3.79	0.000
Cf	0.163	2.64	0.010
Oe	0.078	2.25	0.027
Fsize	0.004	1.18	0.240

R-Square **0.7269**
AdjeustedR-Square **0.7102**
F-Statistics **3.64**
Prob> F **0.0000**

HetttestProb> Chi2 **0.5383**

Source: summary of STATA OUTPUT

The results show individual impact between the independent variables (i.e. capital adequacy, liquidity risk, cash flows and operating efficiency) and the cumulative impact between the dependent variable and the independent variables. It shows the cumulative association of the determinant of financial performance of listed DMB which is given by adjusted R-square= 0.7102. This shows that the overall relationship is 71%, indicating the extent to which the variables of the study influencing financial performance. The remaining of 29% is for the other variables that are not captured in the model of the study. Thus, F-statistics is 3.64 which is significant at 1% level of significance (P-value = 0.0000), it shows that the model is well fitted with the variables used in the study.

4.4.1 Capital Adequacy and Financial Performance; From the finding in table 4.4.1, shows the coefficient and t-value of 0.8210 and 10.86 respectively, with p-value of 0.000 which is significant at 1% level of significance. The capital adequacy turned out to have positive and significant relationship with financial performance. This means that an increase in capital adequacy lead to an increase of financial performance of listed deposit money banks in Nigeria. The result is not surprising as it is in line with the prior expectation that capital adequacy is

expected to support bank operations by providing a buffer to absorb unanticipated losses from its activities and in the event of problems, enabling the bank to continue to operate.

This outcome of this study agrees with the findings of Swamy (2017), Ogboru (2019), and Lawal, Oluoch and Muturi (2018).

Therefore, the implication of the study regarding the capital adequacy is that banks' authorities should be conscious on how the capital is utilized and ensure proper utilization. The more capital used on a profitable investments; the banks would be financial buoyant.

Hence, based on the above finding, the study rejected the null hypothesis one that capital adequacy has no significant effect on financial performance of listed deposit money as the result from the table shows that capital adequacy has positively significant effect on financial performance of listed deposit money banks; this indicated from the p-value 0.000, which statistically significant at 1% level.

4.4.2 Liquidity Risk and Bank Financial Performance; Liquidity risk as measured by current ratio divided by current liabilities has negative and significant relationship with financial performance as provided by coefficient of -0.1404 and t-value of -3.79 (p-value = $.000$), which statistical significant at 1% level of significance. This signifies that an increase of liquidity risk by N1 will lead decrease financial performance of the sampled firms by approximately N0.14. By implication, it means that when liquidity level increases invariable it will inversely influence the financial performance of listed deposit money banks. This is because the maturity transformation of short-term deposits into long-term loans makes banks inherently vulnerable to liquidity risk. Thus liquidity risk not only affects the performance of a bank but also its reputation. A bank may lose the confidence of its depositors if funds are not timely provided to them. The bank's reputation may become at stake in this situation.

Hence, the result of this finding is in support of previously reviewed literature such as Demirgüne (2016) Yameen, Farhan and Tabash (2019). The finding of the study shows that liquidity risk has a negative impact on the financial performance of DMBs with international operational license which may likely lead to loss of depositors' confidence, poor firms' reputation, and inadequate funds in circulation and certainly a fall in financial performance.

Based on this finding, the study rejected the null hypothesis two, which stated that bank liquidity risk has no significant effect on financial performance of listed deposit money banks in Nigeria as it is indicated from the corresponding p-value of 0.000, which is at 1% level of significance.

4.4.3 Cash Flow and Financial Performance; The regression results show that a coefficient of $.1638$ and t-value of 2.64 , which is significant at 5% level of significance (p-value is 0.010). This signifies that cash flow has a positive and significant effect on financial performance of listed deposit money bank in Nigeria. This finding implies that a unit increase cash flow would bring increase in the value of financial performance of listed deposit money bank in Nigeria. The finding is not surprising, because a cash flow permits a company to expand its operation, replace needed assets, take advantage of market opportunities and pay dividend to its owners. In addition, a cash flow is among the standards and parameters that financial statement consumers depend on while making financial and investment decisions rather than accounting standards which are sometimes misused and manipulated by managers.

The finding is in line with the result of Mutumira (2019) and Oyieko (2018) who found positive significant relationship between cash flow and financial performance. Therefore the implication is that for cash flow to be more effective there should be nearest minimum cost in

realizing revenue which in turn leads to effective and proper inflows of income. Therefore, based on the above findings the study hereby reject the null hypothesis three, which stated that Cash flows has no significant effect on financial performance of listed deposit money banks in Nigeria as it is shown that cash flow has positive and significant effect on the financial performance of listed deposit money banks in Nigeria. This is evidence from p-value of 0.010, which is at 5% significance level.

4.4.4 Operating Efficiency and Financial Performance; The table 4.4.1 shows a statistical result of operational efficiency where it is coefficient and t-value are .0780 and 2.25 respectively, with p-value of 0.027 which is significant at 5% level of significance. It indicates that operational efficiency has positive significant impact on the financial performance of the sampled firms. This implies that an increase of operational efficiency by 5% will lead to an increase of financial performance of listed deposit money banking in Nigeria by approximately N0.08. The finding is not as it is due to the fact that, if the internal aspects of the company are primarily responsible for the variance in its financial performance, organizations are expected to make changes based on the best operating practices of their structural and infrastructure elements in order to achieve the chosen performance objectives. The operational efficiency of the business in relation to the effective use of assets is reflected in the net profit edge. In addition, firms can attain operational efficiency by minimizing redundancy and waste while leveraging the resources that contribute most to their success; and also utilizing the best workforce, technology and business processes. Relatively, more efficient firms tends to maintain more stability levels in terms of output and operating performance compared to their counterparts. This outcome agrees with studies carried out by Sporta, Ngugi, Ngumi and Nanjala (2018), who found that OPR has significant influence on the bank capital and it contradict the work of Duarte, Brito and Serio (2011). This implies that operational efficiency improve financial performance by minimizing redundancy and waste while leveraging the resources that contribute most to their success; and also utilizing the best workforce, technology and business processes.

Therefore, based on the above findings the study reject the null hypothesis four, which stated that operational efficiency has no significant effect on the financial performance of listed deposit money banks in Nigeria as the table shows that operational efficiency has positive and significant effect as proven by the p-value of 0.027, which is 5% level of significance..

5. Conclusion and Recommendation

The study concluded that Capital adequacy, cash flow and operational efficiency has positive effect on financial performance of listed DMBs while liquidity risk has a negative impact on financial performance. The study also came up with the following recommendations;

Banks should concentrate on investing in lower risky projects, developing an effective internal control system with clear policies and procedures. Banks should upgrade their equity buffer in order to maintain safety and soundness. The tie two of banks' capital especially external source of fund optimization should be considered because it indicates the relationship between return on assets, which determines the overall cost of banks' capital. It is also recommended that banks should operate cautiously to attain over and above the regulatory capital level, thus utilizing the potential profitable opportunities.

It is important that banks establish the required cash in each product segment and maintain the optimal level which will help in reducing the cash balance level. It is recommended that banks increase their customer deposit base through making the product accessible to more customers especially the low income earners who have been neglected for a long time by the

mainstream banks. At the same time banks should consider targeting the corporate clients who will be willing to retain a large cash base in the banks for a longer duration

It was therefore recommended that banks should re-evaluate their cash flow management strategies in order to enable them operate more profitably as well as generate enough cash sufficient enough to meet their daily obligations as they fall due as to facilitate better performance of the banks. All deposit money banks included in the study ought to focus on improving operational efficiency in order to improve their performance and competitive advantage in the banking industry.

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Notes:
1. [ /VH option or -set maxvar= ] 5000 maximum variables
. *(8 variables, 88 observations pasted into data editor)

. reset id year
panel variable: id (strongly balanced)
Time variable: year, 2010 to 2020
delta: 1 unit

. summarize roa car lr of oe fss
+-----+-----+-----+-----+-----+-----+
Variable | Obs | Mean | Std. Dev. | Min | Max |
+-----+-----+-----+-----+-----+
roa | 88 | -4647727 | 12583349 | -23 | .68 |
car | 88 | 2440923 | 10893258 | -14 | .57 |
lr | 88 | -6363636 | 16098255 | -18 | .96 |
oe | 88 | -0960227 | 0804519 | -.01 | .33 |
fss | 88 | 6552373 | 165889 | .24 | 1.32 |
fss | 88 | 12.37375 | .6529919 | 11.86 | 17.89 |

. swilk roa car lr of oe fss
Shapiro-Wilk W test for normal data
+-----+-----+-----+-----+-----+
Variable | Obs | W | V | S | Probab |
+-----+-----+-----+-----+
roa | 88 | 0.93696 | 4.680 | 3.400 | 0.00034 |
car | 88 | 0.84160 | 11.768 | 5.431 | 0.00000 |
lr | 88 | 0.91883 | 8.952 | 3.959 | 0.00004 |
oe | 88 | 0.81923 | 13.423 | 5.720 | 0.00000 |
fss | 88 | 0.93645 | 4.719 | 3.418 | 0.00032 |
fss | 88 | 0.42437 | 42.738 | 8.272 | 0.00000 |

. pwcorr roa car lr of oe fss
+-----+-----+-----+-----+-----+
roa | car | lr | oe | fss |
+-----+-----+-----+-----+
roa | 1.0000 | | | | |
car | 0.4354 | 1.0000 | | | |
lr | -0.8974 | -0.4620 | 1.0000 | | |
oe | 0.1324 | 0.2439 | -0.1896 | 1.0000 | |
fss | 0.1331 | 0.2089 | -0.0599 | -0.0275 | 1.0000 |
fss | -0.0767 | 0.483 | 0.2007 | 0.0528 | 1.0000 |

. *(8 variables, 88 observations pasted into data editor)

. reg roa car lr of oe fss
+-----+-----+-----+-----+-----+
Source | SS | df | MS | Number of obs = 88 |
+-----+-----+-----+-----+
Model | 1.020434415 | 5 | .204086883 | F(5, 82) = 43.64 |
Residual | 1.834749315 | 82 | .024676523 | Prob > F = 0.0000 |
Total | 1.403090907 | 87 | .016136886 | R-squared = 0.7269 |
| | | | Adj R-squared = 0.7162 |
| | | | Root MSE = .06839 |

+-----+-----+-----+-----+-----+
roa | Coef. | Std. Err. | t | P>|t| | [95% Conf. Interval] |
+-----+-----+-----+-----+-----+
car | .8509685 | .075675 | 10.95 | 0.000 | .6706254 | .9713112 |
lr | -.1403465 | .0370996 | -3.79 | 0.000 | -.214484 | -.0662433 |
oe | .1638856 | .0620438 | 2.64 | 0.010 | .0404038 | .2872634 |
fss | .0780299 | .047511 | 1.65 | 0.105 | -.0109993 | .1670591 |
fss | -.0041297 | .003491 | -1.18 | 0.240 | -.0102161 | .0107474 |
_cons | -1.836017 | .0618371 | -3.13 | 0.002 | -.0765278 | -3.156766 |

. vif
+-----+-----+-----+
Variable | VIF | 1/VIF |
+-----+-----+-----+
fss | 2.13 | 0.469203 |
lr | 1.96 | 0.511070 |
car | 1.47 | 0.682343 |
oe | 1.16 | 0.860387 |
fss | 1.14 | 0.875903 |

Mean VIF = 1.57

. hettest
Breusch-Pagan / Cook-Weisberg test for heteroskedasticity
Ho: Constant Variates' fitted values of roa
chi2(1) = 0.38
Prob > chi2 = 0.5383

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ECONOMIC INSECURITY AND CRIME IN NIGERIA: THE ROLE OF GREEN ENTREPRENEURSHIP IN NATIONAL SECURITY

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Abstract

Green entrepreneurship and national security are not just intrinsic aspects of development but essential preconditions for sustainable development in Nigeria. Under widespread of crime and violence, businesses and social institutions cannot function. That is why green entrepreneurship enhances environmental sustainability through improved decision making by government and other relevant stakeholders. It encourages entrepreneurs to incorporate green initiatives into their overall strategy and entrepreneurial practices. While, security embraces all measures designed to protect and safeguard the resources of individuals, groups, businesses and the nation against sabotage or violent occurrence. Thus, this paper discusses entrepreneurship development in Nigeria. It looks at insecurity and business environment in the country. The paper also examines green entrepreneurship challenges and prospect in Nigeria. Schumpeter's theory of creative destruction was adopted in explaining the central role for entrepreneurs in the process of economic development. It is based on this premise that warrants a more focus on green entrepreneur as the requisite condition in fostering a context under which green entrepreneurship can thrive despite insecurity. Secondary data were sourced from published materials and other internet sources. This paper recommends that the Nigerian government should prioritize more immediate socio-economic problems over environmental concerns and adjust entrepreneurship policies in tackling inequality, youth unemployment, poverty, economic insecurity and infrastructure deficiencies for sustainable development. **Keywords: Crime, Economic Insecurity, Green Entrepreneurship, National Security, Sustainable Development**

Introduction

In the past, population growth across the globe increased production and consumption of goods and services leading to the depletion of natural resources and causing severe damage to the environment and agricultural activities. Some of the serious repercussions of environmental damages are global warming, increased environmental pollution and decline in the flora and fauna. However, green entrepreneurship is faced with many challenges like economic insecurity and it is gradually developing in Africa. It combines the main characteristics of entrepreneurship itself such as innovation, risk, a brand-new business idea, and the ecological and social engagement of those who do business. The word "green" is associated with being "social" for ecological issues and by extension, it is actually sustainable entrepreneurship. Thus, the risk involved in economic transformation and green growth is high (Brahmbhatt, Haddaoui, & Page, 2017). Green entrepreneurs are those individuals and organizations who take risk in developing new products and business models, making economic and green growth a reality. They are

organizations who come up with new innovations, new market development and also, ensure efficient use of natural resources with due consideration to the environment (Brahmbhatt *et al.*, 2017).

Today, the agricultural sector is faced with myriad of challenges ranging from globalization and market liberalization, food price crises, natural resource depletion, climate change, rapid urbanization to demographic changes, insecurity among others. Many of these directly or indirectly lead to changing markets, and create both opportunities and risks for smallholder farmers, youth, and women. With a growing recognition of the important role of smallholder agriculture for economic growth and rural development in many countries, market-oriented agriculture appears more prominently on agenda (Anabaraonye *et al.*, 2021).

There is no century that has been labelled “entrepreneurial age” apart from the twenty-first century. This is because nations like Nigeria are being shaped by entrepreneurial men and women who have taken their destinies in their own hands by risking their resources such as time, money and energy in establishing and running their own businesses. There is an essential difference between the ways of looking at green entrepreneurship in developed countries and developing countries. For instance, developed countries put more emphasis on the term “green” and/or “market opportunities”, while developing countries focus more on the term “entrepreneurship” and/or “market needs”. Also, Chinese and Indian entrepreneurs are genuinely transforming the emerging economies by developing affordable products that meet the needs of the poor, but still need to become greener (Khanna, 2011).

In Nigeria, opportunities abound in agriculture and agroallied businesses are improving both rural and urban economy. Climate change, global warming and other related environmental challenges are posed as threats to sustainable economic growth in Nigeria’s agricultural sector. Thus, green entrepreneurship has a great role to play to ensure that agripreneurship opportunities are properly maximized for sustainable economic growth in the country (Anabaraonye *et al.*, 2021). According to Bawuah, Buame, & Hinson (2006), students offering entrepreneurship courses have a higher tendency to start their own businesses at some point in their career than those not offering them. To this end, several studies have been conducted on green entrepreneurship, economic growth, insecurity and sustainable development in Nigeria such as Anabaraonye *et al.* (2021) who looked at the role of green entrepreneurship and opportunities in agripreneurship for sustainable economic growth in Nigeria. Olateju, Danmola, & Aminu (2020) assessed sustainable entrepreneurship and sustainable development in Nigeria. They diagnosed its prospects and challenges. Nwobashi, & Elechi (2019) ascertained the ease of doing business report and security challenges in Nigeria by engaging the narratives. Sunday, & Vera (2016) evaluated agripreneurship curriculum development in Nigerian higher institutions. Achumba, & Akpor-Rabaro (2013) discussed security challenges in Nigeria and the implications for business activities and sustainable development while Parrish (2010) examined sustainability-driven entrepreneurship: principles of organization design. A departure from the aforementioned studies prompted this paper to interrogate economic insecurity and crime in Nigeria by examining the role of green entrepreneurship in national security. It is also on this premise that the paper highlights the methodology, discusses the theoretical framework and examines entrepreneurship development in Nigeria. It looks at insecurity and business environment in the country. This paper further examines green entrepreneurship challenges and prospects in Nigeria. Draws conclusion and gives policy recommendations.

Methodology

Secondary data were sourced from published materials such as journals, books, government reports, media accounts as well as other internet sources. The documentary analysis focuses on indigenous and foreign materials relevant to green entrepreneurship and insecurity in Nigeria. The literature that were reviewed have strengthened issues bothering on this phenomenon in Nigeria.

Theoretical Framework: Schumpeter's Theory of Creative Destruction

Joseph Schumpeter (1934) advocates a central role for entrepreneurs in the process of economic development. This is based on the premise that warrants a more focus on green entrepreneur as the requisite condition in fostering a context under which green entrepreneurship can thrive (York, & Venkataraman, 2010). Schumpeter's holds that economic development is a result of "spontaneous and discontinuous change in the channels of flow; disturbance of equilibrium which forever altered and displaced the equilibrium state previously existing". Innovations, for instance, are induced by entrepreneurs as they pursue different ways to make profits and to reduce costs. They are fond of introducing new production methods, new products, venturing into new markets, establishing new supply sources of raw materials or intermediate goods, industrial re-organization, and above all, promoting monopoly (Schumpeter, 1934). The innovation and creative destruction aspect examine the justification for the enthusiasm by government officials and researchers who increasingly see entrepreneurship as a catalytic agent to solving sustainability challenges (York, & Venkataraman, 2010) and a significant force for transitions to more environmentally sustainable economic arrangements (Pacheco *et al.*, 2017).

This suggests that the integration of entrepreneurial and innovative business ideas and skills into agriculture to produce better results is called "agripreneurship". This involves innovative ways of cultivation, planting, application of fertilizer, processing of harvested farm produce and converting such into finished products, and conveying them to the point of sales with the use of unique promotional efforts (Sunday, & Vera, 2016). Agripreneurship opportunities abound and have stood to mediate between the socio-economic and psycho-social challenges as well as improving food supply and economy. It plays various roles in the growth and development of national economy through entrepreneurship development which increases the income level and employment opportunities in rural and urban communities. It is pertinent to stress here that the promotion of agripreneurship has benefits as it creates and enhances value to primary agriculture as well as improving income accruable (Anabaraonye *et al.*, 2021).

Perhaps, it was as a result of this that Drucker (1985) sees entrepreneurship and innovation as "much needed in society" due to their contribution in facilitating continuous economic transformation. Therefore, Cohen, & Winn observed that:

Market imperfections such as "inefficient firms, flawed pricing mechanisms, externalities and incomplete information" have negative environmental implications but also present significant opportunities to green entrepreneurs to create innovative businesses (Cohen, & Winn, 2007:29).

Just like what Schumpeter's (1934) noted, Singal, & Singal (2012) established that entrepreneurship involves all actions that an entrepreneur could undertake to establish an enterprise to give reality to his/her ideas. This effort or action can be described as creative and innovative response to the environment for the purpose of making profit and at the same time satisfying human wants (Singal, & Singal, 2012). One of the most acceptable definitions of entrepreneurship was put forward by Kirzner (1973) who defines it "as the process by which opportunities are discovered, evaluated and exploited". The green economy became a United

Nations Environment Programme (UNEP) agenda since its conference that was held on sustainable development at Rio de Janeiro, Brazil in June, 2012. At the conference, countries were encouraged to take advantage of the transition to the green economy which offers huge economic opportunities for entrepreneurship (Ataman *et al.*, 2018). Thus, entrepreneurship is the heart of any nation's economy and one that does not play with its entrepreneurs has a better chance of an improved economy.

This was corroborated by York, & Venkataraman (2010) who maintained that entrepreneurship is more a solution than a problem in relation to issues of environmental degradation. However, according to Hall, Daneke, & Lenox (2010), the extent to which a positive relationship exists between entrepreneurship and sustainable development has not been adequately established in developing countries. Dhahri, & Omri (2018) further conducted a study with a sample of 20 developing countries between 2001 and 2012 to investigate whether or not entrepreneurship simultaneously contributes to economic growth, the improvement of social conditions, and the advancement of environmental objectives. The findings revealed that while entrepreneurship contributed to the former but its relationship with environmental considerations was negative. Venkataraman (1997) added that entrepreneurship occurs when individuals identify and exploit the need or want that is deemed as unmet, which they venture to satisfy. By so doing, they transform the status quo to a new commercial reality. In fact, bringing about this change is what Schumpeter's (1934) calls "metaphor of creative destruction". This implies that status quo is disrupted and old ways of carrying out business are transformed. To this end, entrepreneurs are responsible for introducing into the system new ideas for innovation and adaptation. Embarrassing Schumpeter's line of thinking, this means that green entrepreneurs are catalysts for sustainable development despite economic security challenges in Nigeria.

Green entrepreneurs or ecopreneurs combine environmental, economic and social components of sustainability in a holistic manner and to have a different organizing logic to be a more conventional entrepreneurs (Tilley, & Parrish, 2006 cited in Anabaraonye *et al.*, 2021). A green entrepreneur uses the enterprise as a tool for perpetuating resources involving "whole enterprise design" focuses on sustainable development rather than a narrower focus on economic factors (Parrish, 2010; Kirkwood, & Walton, 2010). On the other hand, ecopreneurs when carrying out "greening" activities, want to move further towards a green economy in the strictest sense. They positioned themselves directly on green markets with their innovations such as the invention of clean technologies based on renewable energy (Demuth, 2014).

On the whole, green entrepreneurship is generally taken as technological innovation that mitigate the human impact on environment. It addresses the problems regarding to environment such as global warming, biodiversity loss, etc. It was observed that to have innovative ideas is not enough, individuals need to bring innovations to society. Entrepreneurs are the necessary link in bringing new ideas and innovative solutions to the communities, cities and countries of the world (Thompson, Kiefer, & York, 2011). Green enterprising as a relatively new concept needs to be further developed, harnessed, despite the fact that it deals with "bottom-up approach" to environmental challenges and proffer solutions. For instance, many literatures on green entrepreneurship argue that an individual who combines environmental awareness with entrepreneurial action will form a key driver in any move towards a green economy (Thompson *et al.*, 2011). Green entrepreneurship is simply a sub-set of the broader field of sustainable entrepreneurship. It focuses more instead on "environmentally relevant market failures" (Dean, & McMullen, 2007). There are many synonymous terms that have been used by scholars to describe green entrepreneurship. These are but not limited to environmental entrepreneurship,

ecological entrepreneurship, ecopreneurship and eco-entrepreneurship (Linnanen, 2002; Chellet *et al.*, 2016).

Sustainable development as a concept was initiated in 1987 by Freer Sparckley and expatiated in 1997 by John Elkington. According to Elkington (1997), sustainable development encompasses the three bottom lines - people, place, and planet which he calls it “3Ps” or “triple bottom line (TBL)”. It is popularly defined as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development has gained currency since the Brundtland report on people’s common future in 1987. According to Lotfi, Yousefi, & Safari (2018), sustainable development is a continuous development that is above economic development. This means that it encompasses both economic development and other development dimensions. While, Olateju, Danmola, & Aminu (2020) noted that sustainable development is that development which involves economic and social development in a manner that does not jeopardized the entire natural resources of the society. It maintains and augments the standard of living of individuals, animals, plants and non-living things within the ecosystem. Sustainable development helps in preventing natural resources, degradation of the environment, climate, ozone layer depletion and maintenance of good quality of life for the present and future generations.

Equally important according to Ajah (2013), there is the need to understand the synergy between the three pillars of sustainable development namely; economic growth, social development and environmental protection. It is also critical to understand the ways in which these three pillars are dependent upon education. For instance, in the knowledge-based world, economic development and poverty reduction depend on educated and skilled workforce. Attainment of the goal of sustainability requires fundamental changes in human attitudes, behaviours and educational practices. Arokoyu (2004) buttresses that progress in this direction is critically dependent on education and public awareness on the relevance of entrepreneurship to learners. In order to preserve the natural world, economic, social and environmental factors must be jointly considered and harmonized for sustainable development. This role is especially pronounced in the realm of higher education because at this level, students are prepared to emerge and enter the labour market with skills to support green economies and ideas for sustainable practices.

Development of Entrepreneurship in Nigeria

Entrepreneurial development cannot be discussed without the task of increasing supply of manpower capable of undertaking business creation to make profit and improve economic conditions as well as human wellbeing or standard of living in Nigeria (Wale-Awe, 2010). Results from various studies have shown that there is a direct link between entrepreneurship and economic growth. India and China, for instance are envisaged to rule the world in the 21st century on account of their feats in entrepreneurship and the promotion of small-scale businesses. For over a century, the United States of America has been the largest economy in the world but major developments have taken place in the world economy since then, leading to the shift of focus from the US and the rich countries of Europe to the two Asian giants - India and China (Economy Watch, 2007 cited in Afolabi, 2015).

In Nigeria, the development of entrepreneurship has made significant improvement as a result of individual’s drive for entrepreneurial activities and various programmes put in place by the government. For instance, the National Open Apprenticeship Scheme (NOAS), the Small and Medium Enterprise Development Association of Nigeria (SMEDAN), After-school Graduate Development Centre (AGDC), Youth Empowerment Scheme (YES), Subsidy

Reinvestment and Empowerment Programme (SURE-P) among others were established to this effect. Another initiative to encourage entrepreneurship in Nigeria was the move to introduce a mandatory course on entrepreneurial development skills in tertiary institutions, and the formation of Centre for Entrepreneurial Development (CED) aimed at teaching and encouraging students to acquire entrepreneurial innovative and managerial skills (Afolabi, 2015; Ajagbeet *al.*, 2015). By combining existing resources with innovative ideas, entrepreneurs add value through the commercialization of new products, the creation of new jobs, and the building of new firms (Afolabi, 2015).

Entrepreneurship is of great importance to communities, countries and continents to achieve sustainable economic growth in Nigeria. It is necessary for enterprising individuals and firms to think about the consequences and impacts of their business operations on the environment. This could result to the concepts of green entrepreneurship, green economy, sustainability, eco-friendly products, services and marketing. Entrepreneurship is an art, practice, activity or money-making process which has been in existence since the creation of man. This is because entrepreneurship involves business transaction of different kinds which has been in existence in urban and rural areas. However, it was not popular at the early stage of human existence; ironically, it has become popular in Nigeria in the 1990s due to the increased of unemployment among graduates of tertiary institutions (Gouws, 2002; Singal, & Singal, 2012).

Insecurity and Business Environment in Nigeria

Societies generally have certain traditions, norms and values that are socially fabricate and inherently accepted by its members as salutary for their well-being and the sustainability of the bionetwork. Thus, the word “crime” is a derivative from the Latin word “*KRIMOS*” which means to accuse. It covers those acts which are against social order and deserve disapprobation and condemnation by the society (Halliru, 2016). Sutherland (1946) characterizes crime as a “symptom of social disorganization”. The tendency of modern sociological penologists is, therefore, to treat crime as a “social phenomenon” which receives disapprobation of the society. For instance, the Nigeria police also classify crimes into offenses against persons, offenses against property, other offenses (crimes without victims), and offenses against local ordinances (Edosa, & Fenemigho, 2014).

Crime affects security and insecurity in turn affects business environment in Nigeria. Security is the stability and continuity of livelihood with stable and steady income, predictability of daily life by knowing what to expect, protection from crime to be safe, and freedom from psychological harm (i.e. safety or protection from emotional stress), which results from the assurance or knowing that one is wanted, accepted, loved and protected in his/her community or neighbourhood and by people around. Securing the society from insecurity means embracing all measures designed to protect and safeguard the citizenry and the resources of individuals, groups, businesses and the nation against sabotage or violent occurrence (Ogunleye *et al.*, 2013; Gadzama, 2022a).

Insecurity is the absence of safety, danger, hazard, uncertainty, and lack of protection. It is seen by Beland (2005) as the state of fear or anxiety stemming from a concrete or alleged lack of protection. Scholars like Achumba, Ighomereho, & Akpor-Rabaro (2013) also see insecurity as the state of being open to danger or threat of danger, where danger is viewed as the condition of being susceptible to harm or injury. It is further described as the state of being exposed to risk or anxiety, where anxiety is a vague unpleasant emotion that is experienced in anticipation of some misfortune. This has negative impact to peace and development on

individuals and the society. This means that many people including both young and old are affected by insecurity in Nigeria. For instance, lack of national security has threatened the entire population of humans and business environment in Nigeria. No business can fully operate in the presence of insecurity, suicide bombing, rape, kidnapping-for-ransom, cattle rustling, banditry violence and ritual killings. Lack of national security and other criminal activities distort Nigeria's environment and makes it unsafe for business activities.

The state of insecurity in Nigeria is greatly a function of government failure, which is manifested by incapacity of government to deliver public services and to provide basic needs for the masses. The lack of basic necessities for Nigerians has created a pool of frustrated people who are ignited easily by any event to be violent (Nwobashi, & Elechi, 2019). Ironically, Nigeria has the resources to provide for the needs of its people, but corruption in public offices at all levels has made it impossible for office holders to focus on the provision of basic needs for the people. A situation where the country earns a great deal of revenue through oil sales, but fails to use these earnings to meet the needs of its people and to develop infrastructure as well as the economy. When these situations exist, crime rate is bound to rise and the security of lives and properties cannot be guaranteed (Nwobashi, & Elechi, 2019).

Ironically, today, virtually almost all the thirty-six (36) States in the country are faced with the issues of armed conflicts, kidnapping-for-ransom, rural banditry, cattle rustling, and insurgency among others. Undoubtedly, insecurity has consequential effects on the political, social and economic sustainability of the economy, and of course the general well-being of Nigerians. For instance, many Nigerians most of whom are entrepreneur men and women have been internally displaced, killed, left without means of livelihood, lost assets and property worth millions of naira, and live in fear due to insecurity (Uche, & Iwuamadi, 2018; Mustapha, 2020).

Due to lack of national security, there is increasing attacks of bandits across the country, most especially in the northwest region. These bandits are largely driven by frustrations and struggles to generate economic assets. The alarming acts of banditry such as cattle rustling, kidnapping, physical attacks and encroachments on farms are also bred by frustrations (Uche, & Iwuamadi, 2018; Orjinmo (2020; Gadzama, 2022c). In addition, bandit groups have led to the destruction of lives and properties, displacement of people from their ancestral homes or communities; and a growing number of widows; widowers and orphans, who now reside in Internally Displaced Persons (IDPs) camps. These armed bandits attack both farming and pastoral communities across different areas in Nigeria (Mustapha, 2019). In Nigeria, lack of national security has made many farmers killed throughout the year. This has made planting, cultivation and harvest impossible. For instance, on several occasions, bandits have warned farmers to stay away from their farms, and about 26 farmers who ignored this order were killed in Batsari LGA of Katsina State (Orjinmo, 2020). Significant proportions of farmers have been kidnapped-for-ransom, and consequently, bandits in Shiroro LGA of Niger State have demanded payments of up to \$1,100 or more before they can access their farmlands (Muhammed, 2020).

Green Entrepreneurship in Nigeria: Challenges and Prospects

A framework for understanding the challenges to green entrepreneurship was developed by Linnanen (2002) and accordingly it was observed that access to finance is required to establish green ventures; and constrained around perceptions about the riskiness and potential profitability of such ventures. Likewise, access to markets demand for green products may be insufficient to generate sustainable returns; and ethical justification because green

entrepreneurs define their success criteria in a multidimensional way (including financial and ethical considerations). Such an approach presents challenges to potential enablers in the network, such as financing institutions, who may be more predominantly concerned solely about fact-based criteria like profitability but not the additional value-based criteria.

Silajdžić *et al.* (2015) see the challenges facing green entrepreneurs in countries in transition from previously socialist regimes and presented a modified framework. According to them, transition economies are those countries undergoing a transformation from previously having a centrally planned economy to a capitalist-oriented economy. Significant structural transformations are undertaken to facilitate this transformation and establish an appropriate market-based institution. This presents a unique set of framework conditions under which the challenges to green entrepreneurship were examined. For instance, Bosnia and Herzegovina emerged with results similar to those observed by Linnanen (2002). Predominantly, the challenges facing green entrepreneurship are related to the role and mode deployed by the government in promoting green entrepreneurship, particularly in designing appropriate public policies and programmes conducive to this. There is also the role of knowledge and awareness in fostering the ambitions of green entrepreneurs and in defining entrepreneurial values and the prevailing perceptions around the riskiness of green entrepreneurship by key enablers in the ecosystem such as venture capitalists and other financing institutions (Silajdžić *et al.*, 2015).

However, Linnanen's (2002) framework emerged from reviewing multiple case studies in Finland, a developed country, as such may not necessarily be generalized to a developing country context, particularly because key considerations such as State capacity to support green entrepreneurs are likely to differ widely from those prevailing in non-developed country contexts (Kronenberg, & Bergier, 2012). Linnanen (2002) and Silajdžić *et al.* (2015) have considered whether or not the perceived barriers to green entrepreneurship in developing countries are related to challenges in accessing capital, in market awareness and demand as well as in securing adequate government support measures to promote green economy.

Management officers need skills and training periodically. Many business managers jump into business relying on their own strength and not on training. A significant proportion of small-scale business owners in Nigeria acquire managerial experience on the job rather than through deliberate training course. The cost of paying for management training creates challenge for green entrepreneurs as poor entrepreneurial practice are transferred from one manager to the other in an organization.

The initial capital investment of many small-scale businesses is relatively small compared to large business because it usually comes from personal savings, family members and close relatives and friends. In time of business distress or stiff competition, small capital would not be able to carry the business along, hence the business might eventually collapse (Ademiluyi, 2007). In Nigeria, borrowing money at high interest rate from commercial banks, money lenders, and other financial institutions is a serious challenge to businesses, most especially small-scale entrepreneurs. Money lenders have crude or un-refined methods of lending money at a “cut throat” or “very high interest rate”. When they see desperate borrowers, they make them sign implicating documents under tension without clear understanding. In the case of default, it creates a serious challenge to business operation in the country. Most of the raw materials, equipment and machinery used in vocational, industrial and technological-based industries are imported. If there is any instability in the world market, it affects the business enterprise in Nigeria.

Change brings new methods of doing business but some proprietors deliberately refused to adapt to change. They fear that bringing new changes may put them out of business or rub them of their position as managers. Likewise, fear in itself is one of the most potent weapons often use by terrorists or bandits to weaken their targets' confidence and create cracks in their walls of defence. In a conflict or crisis situation, enemies use fear to intimidate and weaken their opponents and loot their goods and services. Those who succumb to fear become easy targets and eventual victims of criminality (Gadzama, 2022a). Some proprietors of small-scale businesses find it difficult to separate personal property from official ones. They are fond of bringing in their personal habit into business affairs and create conflict in the use of official time and resources. Some of them disregard merit and use sentiment to employ workers and later creating a challenge of having incompetent employees in the business cycle.

Some business owners do not make provision for succession or continuity of the business. When they die or retire, they are faced with the challenge of who will replace them to manage the business. Besides, poor management of funds such as cash flow, impress, investment policies, distribution of profits, and annual returns affect the progress of businesses. Many managers have poor mathematical or numerical ability for financial accounting but have refused to hire the service of accountants. They are thus faced with the challenge of regular financial shortage. Strong competitors can use their financial power and competitive power to lower prices or increase quantity to put another company out of business. If such company is underestimated, surprise challenges may spring up. In Nigeria, some business proprietors/proprietresses rely solely on their skills and refuse to employ professional managers and administrators who can perform better than them. Additionally, many green entrepreneurs employ only their relatives whether qualified or not. The employees who are relatives in turn do the wrong things and wish to be treated with sympathy without penalties for wrong doing. Such family business suffers sudden failure and regret in the long run.

Fraudulent act arises from dishonesty of employees and suppliers. This is a major challenge grossly faced by small-scale businesses in Nigeria. Some employees make dubious plans with suppliers of raw materials and customers to defraud their employers of huge sums of money. Also, some employers, in the bid to get their money double through magic method, fall into the trap of fraudsters. In other cases, drivers, employees and security men purposely allow thieves to gain access to business premises to steal valuable property that would be sold illegally and the proceeds shared among the fraudsters who are all involved.

Unstable government policies affect businesses in the form of banned of importation of certain raw materials, products and services to high exchange rate and policies on naira/high currencies of the world like dollar and pounds. Scholars like Mustapha (2019), Orjinmo (2020) and Gadzama (2022b) have advanced several factors for the cause and prevalence of banditry in Nigeria. Some of the factors they argued include the fragility of Nigerian state, weak state institutions, especially the security agencies, availability of grossly ungoverned spaces, porosity of Nigeria's borders with its neighbouring countries and arms proliferation, weak leadership, corruption, unemployment and mass poverty. Multiple tax system also affects business operation in Nigeria. For instance, companies pay multiple taxes, excise duties and value added tax and other taxes in this country. Apart from these, the government also collects tax from shareholders who receive dividends irrespective of the tax already paid by companies before declaration of profit.

Some entrepreneurs consider feasibility study as a waste of time and resources. They just jump into a business because someone is succeeding. After investing huge capital to set a business, such entrepreneurs are now faced with the actual challenge of the business in coping

with competitors, supplies and wage payment (Oni, & Olaleye, 2004). According to Oborah (2007), there is dishonesty in dealing with workers and customers of business enterprises by way of cheating, under payment, hoarding, accepting inferior supplies and collecting pay for undone jobs. Nwobashi, & Elechi (2019) further stressed that corruption include doing illegal business in an undue process. For instance, many businesses in Nigeria are challenged by the continuous high rate of tips and gratifications demanded by police, custom officers and other security personnel.

While, a reasonable number of small-scale enterprises or businesses are located in rural areas where there is epileptic power supply, inadequate water supply and bad roads. Consequently, they experience challenges or difficulties in full production, transporting of finished goods, insecurity and accessibility to business premises. Several green entrepreneurs in Nigeria pay peasant wages or under pay their workers such that they cannot survive on the wages. Such employees being frustrated with the small wages would want to make up through pilfering, stealing as well as conniving with outsiders to steal business properties.

One of the major prospects of green entrepreneurship to entrepreneurs is that it addresses environmental and social problem or need through the realization of entrepreneurial ideas with a high level of risks, which has a net positive effect on the natural environment and at the same time is financially sustainable. For instance, due to the growing awareness of environmental challenges, sustainable development and green economy; individuals, corporations and many institutions are becoming more responsive towards the environment. It also responsible for the changing consumer behaviour towards green products and the perception of green products which creates opportunities for development of green market (Chitra, 2015).

Green entrepreneurs are important to a nation's economic development as they are the significant contributors in providing green jobs and are also the driving force towards the desired change (Chitra, 2015). It is therefore evident that green entrepreneurs are very much needed in this country to help to drive Nigeria's agricultural sector towards a sustainable path using the green technology and green skills to help achieve a green economy (Anabaraonye, Chukwuma, & Eriobu, 2019).

Another prospect of green entrepreneurship is the use of renewable energy which offers employment opportunities to reasonable number of unemployed youths in Nigeria. Renewable energy also offers green entrepreneurial opportunities to those who are willing to avail themselves. It was observed that the use of renewable energy in Nigeria is seen as a climate change mitigation strategy which helps in achieving sustainable development goals in all ramifications (Anabaraonye, Chukwuma, & Eriobu, 2019).

Concluding Remarks

This paper presents a link between economic insecurity and crime in Nigeria by assessing the role of green entrepreneurship in national security. This paper has established that the patterns of technological development and adaptation are strongly influenced by the evolving nature of innovation and its determinants. The paper explores green entrepreneurship opportunities by combining and designing their venture to be able to realize environmental, social and economic benefits free from security challenges. Thus, this paper has noted that sustainable entrepreneurs conduct their businesses with the view to achieving sustainable equilibrium between interests of nature, society and commercial activity, which are otherwise called "the triple bottom-line". Therefore, it is on this basis that green entrepreneurship must be sustained in Nigeria. This paper also declared that the need to develop and implement policy that will encourage green

initiatives and products is necessary; alongside with energy consumption and water usage, as failure to do this could lead to less demand and subsequent market failures. In spite of insecurity bedeviling business environment, entrepreneurs are still introducing innovation, and new ideas to the Nigerian economy. Entrepreneurial activities are related to Schumpeter's (1934) "metaphor of creative destruction" because entrepreneurs promote change in the economic and business environment, therefore bring innovation to green entrepreneurship in Nigeria. There is a need to enhance organizational capacity, performance and entrepreneurship, with due consideration of various characteristics within the operating environment.

Policy Recommendations

Entrepreneurs especially smallholder farmers should be encouraged to support green innovations and businesses as well as help to educate them on the need to incorporate green entrepreneurship into agribusiness development in Nigeria. The Nigerian government should be committed in supporting institutional policies and to also have the potential to catalyze change and encourage greater investment in innovative and responsible practices in green entrepreneurship and sanitizes business environment from insecurity in the country. The Nigerian farmers should be encouraged to engage in green entrepreneurship to avoid environmental and security challenges they are encountering during the rainy season in their farms. This is to develop innovative ideas in agriculture to reduce threats and make profits by creating green jobs.

The Nigerian government should equally prioritize more immediate social or economic problems over environmental concerns and therefore adjust entrepreneurship policies to tackle inequality, youth unemployment, poverty, insecurity and infrastructure deficiencies for sustainable development. There is also the need for professional restructuring as a key policy that will strengthen military and para-military professional tasks. A thorough probe and investigation with a view to identifying, trying and sacking of corrupt officers, should be a paramount policy in the restructure agenda.

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CELEBRITY-ENDORSED COMMUNICATION INTERVENTION AND ADHERENCE OF NIGERIA YOUTH TO COVID-19 PREVENTION PROTOCOLS

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Abstract

Celebrities have become significant channels through which persuasive messages are forwarded for awareness creation and behavioural change. Celebrities are seen as influencers and opinion leaders who are likely to mobilise their followers and convince them to embrace specific ideas and attitudes. This study was anchored on the theory of Reasoned Action and Planned Behaviour. The study examines the impact of celebrity-endorsed communication intervention on awareness and adherence to Covid-19 prevention protocols among youth in Nigeria. With a sample size of 382 and a descriptive survey design, the study found that celebrity-endorsed communication intervention remains a viable channel to disseminate health awareness and adherence messages. Celebrity-endorsed communication intervention influences adherence to Covid-19 non-pharmaceutical prevention protocols among youth in Nigeria. The study recommends celebrity-endorsed communication intervention for health awareness and attitude modification, especially among youth. **Keywords:** Adherence, Awareness, Covid-19 prevention protocol, Celebrity-endorsed communication intervention, Youth, Nigeria

Introduction

In the world, youth are quite exposed to the media. Constant exposure to media content could determine to a reasonable extent the actions, as well as reactions of recipients of such content and youths, are not an exception to this practice. Nigeria experienced the first Coronavirus case index in February 2020, and the outbreak led to a partial lockdown that negatively impacted many businesses across the country. COVID-19, or Coronavirus disease, is a new strain discovered in December 2019 that has not been previously discovered in humans (Wang, 2020). Coronavirus is a respiratory virus that transmits through droplets from infected individuals sneezing or saliva droplets or discharge from the nose. It is assumed in medical sciences that coronaviruses are zoonotic; that is to say, they were initially transmitted from animals to people (CDC, 2019). Sociologically, Coronavirus pandemic has led to international social disorder by restricting global social interactions.

The concept of social distancing rescind regular social engagement and interaction, which is the foundation of human society (Amzat & Razum, 2020). An adage says prevention is better than cure. Protocols for prevention include social distancing (keeping 2 meters apart from the next person), no handshakes, observation of regular hand washing, and wearing nose masks to protect ourselves as the disease is airborne. Previous studies have demonstrated that endorsement from celebrities impacts customer disposition and can as well influence buyers' attitudes toward products and services (Menon & Louis, 2005; Agrawal & Kamakura, 2015). Celebrity endorsement is also considered to be one of the most efficient strategies used by brands to promote their ideas, products or services and make them more appealing to customers (Amos, Holmes, & Strutton, 2008). Government institutions or individuals also use it to pass vital

information to the general public. Government agencies, non-governmental organisations, and individuals see celebrities as opinion leaders who can help in social movements or advocacy by mobilizing their followers and convincing them to either accept or reject a particular cause of action (Benford & Snow, 2000) since they command society. As a result, the general public will prefer to listen to them more than government individuals. A specific school of thought believes celebrities could be used to correct misconceptions that the public holds during pandemic situations, as witnessed during the Covid-19 outbreak in the country. The reasoning behind leveraging on well-known faces of celebrities remain its ability to pull more attention, and the main aim of appealing to the targeted audience can be accomplished.

Curtailling the spread of Covid-19 remains a valid reason behind celebrity-endorsed communication intervention to many people during the epidemic, as witnessed in the country and worldwide (Lomboan, 2013). Celebrity attracts attention naturally, which is why celebrity advertising is difficult to ignore. With regard to the covid-19 pandemic, several celebrities have come forward to use their celebrity status to influence public opinion in favor of the covid-19 preventative protocols. The likes of the President of the Federal Republic of Nigeria, General Muhammadu Buhari, Funke Akindele Bello, Cohbams Asuquo, Tubaba, Falz, Flavour and Tekno, and many other celebrities were the purveyors of Covid-19 prevention protocols deployed on various platforms to create awareness among the populace. Factors such as values, appeals, followers, popularity, and ethics play a critical role in selecting a celebrity representative or brand ambassador. Although the use of celebrities as ambassadors to communicate crucial messages to the masses by the government or corporate bodies has existed for a very long time, its impact on awareness and adherence while Covid-19 pandemic persists among Nigerian youths remains a puzzle that this study seeks to unveil.

Objectives of the Study

The study's key objective is to examine the influence of celebrity-endorsed communication intervention on youth adherence and awareness of Covid-19 prevention protocol in Nigeria. However, other definite objectives are to:

- i. ascertain the level of awareness created through celebrity-endorsed communication intervention on Covid-19 among youth in Nigeria
- ii. investigate the level of adherence achieved through celebrity-endorsed communication intervention on Covid-19 among youth in Nigeria

Literature Review

This study's literature review was done in segments, as shown in the subdivisions below.

Pandemic

Pandemics are disease outbreaks that become pervasive due to human-to-human infection (Maurice, 2016). Many significant disease outbreaks and pandemics have happened in recent history, such as the Hong Kong Flu, Spanish Flu, SARS, H7N9, Ebola, Zika, and the latest Corona Virus known as Covid-19 (WHO, 2020). The word "Pandemic" emanates from the Greek word "pan," which means "all" and demos "the people," and the word is commonly used to refer to a widespread epidemic of contagious disease throughout the whole country or one or more continents at the same time, (Honigsbaum, 2016). The features of a pandemic include infectiousness and contagiousness, high attack rates and explosiveness, wide geographic extension, disease movement, novelty, severity, and minimal population immunity, which help us to understand the concept better (Rewar, Mirdha & Rewar, 2015). Globally, a pandemic is described as an epidemic occurring across the globe or crossing international boundaries and

usually affecting many people (Harris, 2000). In temperate southern and northern hemispheres, Pandemics often happen yearly. Periodic epidemics occasionally cut across international boundaries and affect a large number of people. Current definitions include "extensive epidemic," epidemic over a vast area and often negatively impacts a large number of the population, and spread or occurring widely throughout a region, country, continent, or globally, among others (Morens et al., 2014).

For WHO to pronounce a level six pandemic alert, there must be sustained transmission in at least two regions simultaneously. WHO's standard definition of pandemic describes a situation where a new and highly pathogenic viral subtype, one to which no one (or few) in the human population has immunological resistance and which is easily transmissible between humans, establishes a foothold in the human population, at which point it rapidly spreads worldwide, (WHO, 2020). Historically, many pandemics have been witnessed in human history, including influenza, smallpox, cholera, plague, dengue, AIDS, severe acute respiratory syndrome (SARS), West Nile disease, and tuberculosis. Influenza pandemics are unforeseeable but recurring events that can severely affect societies worldwide. Influenza pandemics have struck about three times every century since the 1500s, or roughly every 10-50 years. In the 20th century, there were three influenza pandemics which were named "Spanish flu" in 1918-1919, "Asian flu" in 1957-1958, and "Hong Kong flu" in 1968-1969. Each pandemic harmed human life and economic development. For instance, the 1918-1919 influenza pandemic killed more than 20 million people worldwide and has been cited as the most devastating pandemic in recorded world history (WHO, 2020). Human race is witnessing moments of extreme uncertainty and an unparalleled global health crisis. Although it is impossible to predict where this pandemic is heading, a new chapter in the history of infectious diseases has just begun. COVID-19 is a humanitarian crisis. Many people, families, and businesses worldwide have suffered dramatically from the unexpected crisis, which has wrecked so many activities globally. Its profound effects have been experienced worldwide in the social and political environments and the global business economy (WHO, 2020).

Celebrity Endorsement

The term celebrity implies a well-known person identified by the general public. McCracken (2000) defines a celebrity endorser as a person who has public recognition and who uses this recognition for a consumer good by appearing with it in an advertisement. Kamins (2001) describes a celebrity endorser as a person who is well recognized or popular to the general public for his or her accomplishments in fields other than that of the product or advertisement content endorsed by them. Stafford et al. (2003) defined celebrity endorser as a well-known individual who uses public recognition to recommend or co-present a product or message in an advertisement. Celebrity endorsement can improve the audience's attentiveness, make the advertisement more memorable, credible, and desirable and add glamour to the endorsed product or service (Spielman, 2011).

Celebrity endorsement is perceived as an advertising approach where a brand engages the service of a famous individual as the representative or ambassador for their products. In recent times, it has been commonly used by brands as a way of increasing their sales and as well as expand their market share. According to Belch and Belch (2003), many celebrities that a brand or individual engages in pitching their products, services, or content are famous individuals, film stars, entertainers, athletes, or pop stars. Consequently, in respect of celebrity-endorsed communication intervention for covid-19, it can be seen as a way of using a famous individual to convey information capable of creating awareness and influencing the public to strictly adhere to

the government's directive to curtail the spread of the virus. Celebrity-endorsed communication intervention, in this sense, must use his recognition and popularity on behalf of the government and the Nigeria Center for Disease Control (NCDC) to disseminate messages or content relating to awareness creation and preventive measures against the spread of the virus to the general public. According to Kotler and Armstrong (2001), an endorsement is perceived as the channel of brand communication through which a celebrity acts as the brand's ambassador and endorses the brand's claim and position by extending his/her personality, fame, and position in society to the brand.

Youth

Youth is the time of life when a person is perceived as young and often implies the time between childhood and adulthood (maturity) (Balestri, 2013). Youth is as well defined as a young person's look, sparkle, vigor, spirit, etc. (Beerli, 2013). Youth, adolescents, teenagers, kids, and young individuals are alternated, often implying the same thing (Bouma, 2014). However, they are occasionally distinguished. Youth encompasses childhood and the period of life, which is neither childhood nor adulthood but somewhere in between (Bua, 2017; Buser, 2013). According to the United Nations, youth is defined as individuals between 15 and 24. Youth is the phase of identity formation for mankind. The self-concept of youth is characterised through identity formation with variables such as gender, culture, peers and lifestyle (Doldor, 2014). An individual's choices at youthful age are most likely to influence their future life aspirations and goal (Dommett, 2015).

Empirical Review of Covid-19 Prevention Protocol

In Nigeria, precautionary closure of borders was not enforced until the Italian index case forced a panic lockdown of major hotbeds of Lagos, Ogun, and Abuja. Incidentally, there has been a spike in coronavirus cases in these epicenters, which are the commercial and administrative hubs of the country. Elmahdawy et al. (2017) examined the people's experiences with the Ebola virus as it concerned health systems and its effects on the economies of African countries. Given inadequate information-sharing systems and the need to involve donor agencies to curb the spread of the virus, the study canvassed the revamping of the healthcare systems of developing countries. Regrettably, Africa was just recovering from the Ebola virus when the Coronavirus pandemic once again revealed manifold short-coming in Africa's primary healthcare systems; which had been railing from poor funding by the short-sighted political leaders of many countries in the continent who prefer medical tourism abroad to fixing basic primary health care infrastructure in their home countries. Oleribe et al. (2015) noted that African countries were unprepared for the Ebola virus outbreak, just like Covid-19. It was observed that governments at the Federal, State, and Local initiated several fire-brigade approaches, such as closing borders and prohibiting mass gatherings of people at churches, sports arenas, and burials. At the same time, schools were closed nationwide to curtail the spread of the virus. Consequently, there was a severe mobilisation, awareness generation, and sensitisation of the general public to the dangers, symptoms, and signs of the virus. Emphasis on hygiene and sanitisation suddenly became the unintended outcome of the coronavirus pandemic.

In line with health professional advice, Nigeria Centre for Disease Control (NCDC) began an aggressive awareness campaign on protocols for prevention which include social distancing (keeping 2 meters apart from the next person), no handshakes, use of hand sanitisers and observation of regular hand washing as well as the wearing of nose masks to protect ourselves from getting infected with the virus being an airborne disease. In another study by Cenciarelli et

al. (2015), they found that the spread of the Ebola virus in different West African countries was a result of reactions of different societies to the virus due to the wrong beliefs about the source of the disease and how it could be controlled as a result of wrong information which increased the mortality rates during the pandemic. Brandt et al. (2011), in a study on the impact of the 2009 Influenza A (H1N1) pandemic on the attitudes of Healthcare workers toward seasonal Influenza vaccination, note that the risk in communication is a challenge in the attempt to prevent the spread of infectious diseases. People's rejection of the vaccination required of them to curtail the spread of the flu was due to ignorance and hysteria. Therefore, it is necessary to provide information and educate the healthcare workers and the general public with relevant information and education capable of removing any ambiguities in the prevention of infectious diseases in order to reduce panic. Humphrey (2018), in the study of influenza, discovered the social behaviours of cities that had lower risks of infections, including those that enforced bans on public gatherings, isolation of sick persons, the quarantine of their contacts as well as school closures. She observes that the virus spread affected those who were victims of bacterial infections, malnutrition, and malaria. Several communities compulsorily imposed the wearing of face masks. It was also observed that several persons misused the facemask, as some were improperly made and used to cover the nose and mouth. It is self-evident with the Covid-19 preventive measures regarding the use of facemasks in Nigeria that the urban poor and those living in rural areas use only one facemask daily on the claims that they washed it daily. Garrett (2007) affirms further that, in some cities with lower mortality rates, the pandemic was curtailed by closing down schools, public places, churches, and commercial activities. He confirms in his study the role of the media in curbing the spread of the virus in recent history. As far back as 1918, there were articles with unfounded remedies on how to cure influenza and articles on schools, churches, and theater closings with lesser information on how influenza affected the economy (Garrett, 2007). Unfortunately, these positions are the realities of the Covid-19 pandemic due to an unimproved health sector under which those living in urban centres have better access to health care while the rural poor are most often abandoned in Africa. In a study on communication intervention in health emergencies in Nigeria conducted by Ofomegbe and Harcourt (2018), it was discovered that Nigerians had been a victim of several epidemic outbreaks, which necessitated the quick communication intervention to create awareness, curtail the spread and provide the required platform for effective and efficient management of such health crisis. The study further confirmed the media's vital role in health promotion communication campaigns. According to Quattrin, Filiputt, and Brusaferrro (2015), the role of the media cannot be underestimated in public health campaign programmes.

Celebrities often feature in mass media to disseminate information, ideas, and messages to a scattered audience to impact and influence their behaviour. Nkanunye and Obiechina cited in Akarika, Kerian & Ikon (2020), assert that communication is essential to promote and sustain good healthy behaviour because it serves as the medium used to create awareness of individuals, groups, and communities on health-related issues.

Theoretical Framework and Research Questions

Ajzen and Fishbein developed the theory of reasoned action (TRA) in 1980 is one of the theoretical underpinnings for this study (Ajzen, 1991, 2008). The theory resulted from attitude research from the Expectancy Value Models. Ajzen and Fishbein formulated the TRA after estimating the discrepancy between attitude and behaviour (Ajzen 1985). This TRA was related to voluntary behaviour. Later on, behaviour appeared not to be 100% voluntary and under control; this resulted in the addition of perceived behavioural control. With this addition, the

theory was called the theory of planned behaviour (TpB). The theory of planned behaviour is a theory that predicts deliberate behaviour because behaviour can be deliberative and planned.

According to the Planned Behaviour Theory, behaviour may be modified by communication stimuli, which change beliefs, attitudes, intentions, and behaviour. If the intervention influences recipients, it changes intentions and eventually changes behaviour. In addition, the theory of Reasoned Action suggests that a person's behaviour is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour and his/her subjective norm. The best predictor of behaviour is intention. Intention is the cognitive representation of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour. This intention is determined by their attitude toward the specific behaviour, subjective norms, and perceived behavioural control. The theory of planned behaviour holds that only specific attitudes toward the behaviour in question can be expected to predict that behaviour.

Similarly, to measure attitudes toward the behaviour, there is a need to measure people's subjective norms, their beliefs about how people they care about will view the behaviour in question. To predict someone's intentions, knowing these beliefs can be as important as knowing the person's attitudes. Finally, perceived behavioural control influences intentions. Perceived behavioural control refers to people's perceptions of their ability to perform a given behaviour. These predictors lead to intention. Therefore, the more favourable the attitude and the subjective norm, the more significant the perceived control of the person's intention to perform the behaviour in question. In line with the theories of reasoned action and planned behaviour, the study seeks to proffer answers to the research questions stated below:

To what extent does celebrity-endorsed communication intervention create awareness among youths in Nigeria on Covid-19 prevention protocols?

To what extent does celebrity-endorsed communication intervention influence the Nigerian youths' adherence to Covid-19 prevention protocols?

Methodology

The method used in this study is a survey, while a questionnaire was used to gather data from the selected sample from the population. Each member of the population was asked a series of questions through a questionnaire, and a conclusion was drawn from the responses gathered, which were used to answer the research questions raised in this study. The study's population included all youths aged between 15 and 35 in Nigeria whose population according to the National Bureau of Statistics figure of 2022 stood at 36,678,326. Taro-Yamane sample formula was used to determine the appropriate sample size for this study. The formula was applied at a 95% confidence interval and a 5% margin error. The Yamane formula is represented mathematically as:

$$S = \frac{N}{1 + N(e)^2}$$

Where:

n= Sample size;

N= Population, which is 36678326;

e= margin error, which is 0.05 and

1=theoretical constant.

$$N = \frac{36678326}{1 + 36678326 (0.05)^2}$$

$$N = \frac{36678326}{1 + 36678326 (0.0025)}$$

$$N = \frac{36678326}{91696.815}$$

$$N = 399.99563779832$$

$$N = 400 \text{ Youths}$$

Data Presentation and Analysis

The study used descriptive statistics to analyse the data gathered through the research instrument. The responses were based on a five-point Likert scale coded with numerical values for ease of analysis. The values assigned were 5 for strongly agree, 4 for agree, 3 for undecided, 2 for disagree, and 1 for strongly disagree. Results were interpreted using descriptive statistics such as percentages, mean and standard deviation. The mean of the responses using a width of the class interval was interpreted as follows: 4.50-5.49 implied strongly agree, 3.50-4.49 implied agree, 2.50-3.49 implied undecided, 1.50-2.49 implied disagree and 0.50-1.49 implied strongly disagree. All the analyses for the study were done with the Statistical Package for Social Sciences (SPSS) version 22.

Results Presentation

A total of 400 questionnaires were administered to the respondents, and 382 were returned and used for the study. This gives a return rate of 95.5%. The analysis based on gender indicates that 200(52.4%) are male, and 182(47.6%) of the respondents are female. The mean age of the sample was 22 years.

Table 1: Descriptive Statistics on the extent of awareness created through celebrity-endorsed communication intervention among youths in Nigeria on Covid-19 prevention protocols

	SA	A	U	D	SD	Total	
	%	%	%	%	%	Mean	STD
Celebrity-endorsed communication intervention enhances acceptance of messages delivered on Covid-19 prevention protocols	38.8%	42.2%	5.6%	3.5%	10.0%	3.61	1.45
Celebrity-endorsed communication intervention creates more awareness of Covid-19 prevention protocols	40.3%	47.6%	5.4%	2.4%	4.4%	3.80	1.26
Celebrity-endorsed communication intervention has a positive influence on	20.0%	60.4%	2.0%	12.5%	5.1%	4.33	1.53

the understanding of messages delivered on Covid-19 prevention protocols							
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Table 1 shows that 38.8% of the respondents strongly agreed, 42.2% agreed, 5.6% were undecided, 3.5% disagreed, and 10.0% strongly disagreed with the construct. A mean of 3.61 indicated that most of the respondents agreed with the subject being discussed; therefore, the standard deviation of 1.45 suggests a consensus among the respondents' opinions.

With regards to the use of celebrities during covid-19 to create awareness of covid-19 prevention protocols, the result, according to the table, reveals that 40.3% strongly agreed, 47.6% agreed, 5.4% were undecided, 2.4% disagreed, and 4.4% strongly disagreed. With a mean score of 3.80, it goes further to prove that the majority of the responses of the respondent tend toward "agreed," although the standard deviation of 1.26 shows a convergence around the mean. Also, the construct on the influence of celebrity-endorsed communication intervention on the understanding of messages delivered on Covid-19 prevention protocols reveals that 20.0% strongly agreed, 60.4% agreed, 2.0% were undecided, 12.5% disagreed, 5.1% strongly disagreed. A mean of 4.33 indicated that most respondents agreed with the subject being discussed. Therefore, the standard deviation of 1.53 suggests a consensus among the respondents' opinions.

Table 2: Descriptive statistics on the extent of adherence created through celebrity-endorsed communication intervention among youths in Nigeria on Covid-19 prevention protocols

	SA	A	U	D	SD	Total	
	%	%	%	%	%	Mean	STD
The attractiveness of a celebrity influences attitude positively on covid-19 preventive measures	39.5%	53.3%	1.8%	3.1%	2.3%	4.25	1.67
Celebrity attractiveness has no significant impact on attitude to covid-19 preventive protocol	30.0%	21.9%	31.7%	14.4%	2.0%	3.58	1.15
Celebrity attractiveness does not portray the message of the covid-19 prevention protocol	22.5%	13.0%	3.1%	34.0%	27.5%	3.24	1.14
Celebrity attractiveness	8.5%	10.5%	20.4%	40.6%	20.0%	3.57	1.92

does not influence the attitude to take heed to covid-19 prevention protocol							
The trustworthiness of a celebrity has a positive perception on my thinking on Covid-19 prevention protocol	51.4%	45.3%	0.2%	1.1%	2.0%	4.22	1.32
Celebrity trustworthiness has a positive influence on the message communicated on covid-19 preventive measures	20.0%	60.4%	2.0%	12.5%	5.1%	4.33	1.53
Celebrity trustworthiness enhances perception of covid-19 preventive measures	20.9%	46.6%	5.3%	14.3%	13.0%	4.45	1.37
Celebrity trustworthiness has a positive effect on the perception and view of covid-19 prevention protocol	44.8%	39.3%	3.0%	10.0%	2.9%	3.76	1.25

Table 2 reveals that 39.5% of the respondents strongly agreed that the attractiveness of a celebrity influences their attitude positively on covid-19 preventive measures, 53.3% of the respondents agreed, 1.8% were undecided, and 3.1% and 2.3% of the total respondent disagreed and strongly disagreed respectively. With a mean of 4.25, it can be inferred that most respondents agreed that a celebrity's attractiveness influences their attitude positively toward

covid-19 preventive measures. However, a standard deviation of 1.15 shows a convergence in the mean among the respondents' responses.

In addition, 30.0% of the respondents strongly agreed that celebrity attractiveness has no significant impact on their attitude toward covid-19 preventive protocol, 21.9% agreed, and 31.7% agreed. In comparison, 14.4% and 2.0% of respondents disagreed and strongly disagreed with the construct. A mean of 3.58 indicated that most of the respondents agreed with the subject being discussed. Therefore, the standard deviation of 1.15 suggests that there is a consensus among the respondents' opinions.

Moreover, with regards to celebrity attractiveness does not portray the message of the covid-19 prevention protocol. The result revealed that 22.5% strongly agreed, 13.0% agreed, 3.1% were undecided, 34.0% and 27.5% disagreed, and strongly disagreed, respectively. With a mean score of 3.24, it goes further to prove that the majority of the responses of the respondent tend toward "agreed," although the standard deviation of 1.14 shows a convergence around the mean.

On respondents' view on whether celebrity attractiveness does not influence attitudes toward taking heed to covid-19 prevention protocol, the result showed that 8.5% strongly agreed, 10.5% agreed, and 20.4% were undecided, while 40.6% and 20.0% disagreed and strongly disagreed respectively to the construct. A mean of 3.57 suggests that respondents disagreed that celebrity attractiveness does not influence their attitude to take heed to covid-19 prevention protocol, while the standard deviation of 1.92 revealed that there is a strong consensus in the responses.

Also, 51.4% of the respondents strongly agreed that the trustworthiness of a celebrity has a positive perception on their thinking, 45.3% of the respondent as well agreed, 0.2% were undecided, 1.1% agreed, and 2.0% disagreed and strongly disagreed, respectively to the statement. With a mean of 4.22, it implies that the majority of the respondents agreed that the trustworthiness of a celebrity has a positive perception of their thinking. However, a standard deviation of 1.32 shows a consensus in the mean among the respondents' responses.

Furthermore, on the construct of celebrity trustworthiness has a positive influence on the message communicated on covid-19 preventive measures, 20.0% of the respondents strongly agreed, 60.4% agreed with the construct, while 2.0% were undecided, and 12.5% and 5.1% disagreed, and strongly disagreed respectively. A mean of 4.33 indicated that most of the respondents agreed with the construct. Therefore, the standard deviation of 1.53 suggests a consensus among the respondents' opinions.

With regards to the construct which says celebrity trustworthiness enhances respondents' perception of covid-19 preventive measures, the result as shown in the table reveals that 20.9% strongly agreed, 46.6% agreed, 5.3% undecided, while 14.3% and 13.0% disagreed and strongly disagreed respectively. Given the mean score of 4.45, it goes further to prove that the majority of the responses of the respondent tend toward "agreed," although the standard deviation of 1.37 shows a consensus around the mean.

On whether celebrity trustworthiness positively affects respondents' perception and view of covid-19 prevention protocols, 44.8% strongly agreed, 39.3% agreed, 3.0% were undecided, and 10.0% and 2.9% disagreed and strongly disagreed, respectively to the construct. A mean of 3.76 indicated that most of the respondents agreed. Therefore, the standard deviation of 1.25 suggests a convergence among the respondents' opinions.

Discussion of findings

In this study, the researcher sought to examine the influence of celebrity-endorsed communication intervention on awareness and adherence of youths in Nigeria to Covid-19 prevention protocols. The finding revealed that using celebrities in awareness campaigns on covid-19 has a positive and significant effect on youth awareness of covid-19 prevention protocols. The outcome of this study supports Ofomegbe and Harcourt (2018), which affirm that epidemic outbreaks often necessitate quick communication interventions such as celebrity-endorsed communication to create awareness, curtail the spread and provide the required platform for effective and efficient management of such health crises. Empirically, the findings of this study also corroborate the findings of Dean and Biswas (2001), which showed that advertisements featuring a celebrity deliver a great degree of appeal, attention, recall rate, and possibly purchase, compared to the advertisement with no celebrities. In the same vein, in their study, Belch and Belch (2003) found that customers have a strong belief in a celebrity who possesses product-related knowledge and expertise in the advocating area. If the celebrity advocating the product or message has substantial knowledge and experience, he/she will ultimately have differential power to pursue due to strong believability. The study of Chan, Leung Ng, and Luk (2013) showed that using a celebrity in a promotion or advertisement would enhance brand awareness and facilitate message delivery to the public.

In contrast, assessing if celebrity attractiveness positively influences youth attitudes to Covid-19 prevention protocols. The finding revealed that the attractiveness of celebrity has a positive influence on youth attitudes to covid-19 preventive protocol. Empirically, this study's finding agrees with the findings of Mills and Aronson's (1965) in their study, which revealed that celebrity attractiveness could influence the audience's views, which will enhance the effectiveness of communication. The result further showed that an attractive celebrity could serve as an opinion leader and create an opinion change among the youth. The findings of the current study corroborate Nkanuue and Obiechina (2017), which underscores that communication is essential to promote and sustain good healthy behaviour because it serves as the medium that is used to create awareness to individuals, groups, and communities on health-related issues. Theoretically, the findings of this study corroborate with the assumption of the theory of Reasoned Action and Planned Behaviour that behaviour may be modified by communication stimuli and the more favourable the attitude and the subjective norm, the more significant the perceived control of the person's intention to perform the behaviour in question. Using celebrity trustworthiness to determine the perception of youth to Covid-19 non-pharmaceutical prevention protocols, the finding revealed that celebrity trustworthiness significantly affects youth perception of covid-19 preventive measures. This finding is in tandem with Miller and Baseheart (1969), who examined the impact of celebrity trustworthiness on the effectiveness of a brand advertisement. The study's results showed that if a celebrity is seen as highly trustworthy, then a message communicated by the celebrity will have a high impact on producing attitude change.

Theoretical and practical implications of the findings

Theoretically, this study's findings have implications for the theory of Reasoned Action, which resulted in Planned Behaviour. The results of this study have given additional illumination regarding the influence of celebrity-endorsed communication intervention on attitude and behavioural change. The outcome of this study has implications for socio marketing of development-focused ideas, especially among people in developing countries where beliefs and cultural tendencies often impede acceptance of innovations. First, this study's result has shown a relationship between celebrity-endorsed communication intervention and awareness, which can

serve as a strategic route for government and non-governmental organisations in enhancing public awareness of various policies and initiatives of these institutions. In addition, the study's findings could assist develop communication professionals who desire to change people's attitudes and behaviour on critical social discourse.

Conclusion and Recommendation

This study concludes that celebrity-endorsed communication intervention can be a strategic move in communicating important issues to people in developing countries where cultural beliefs and norms often hinder positive acceptance of development ideas. While this study has provided information that could help understand the influence of celebrity-endorsed communication intervention on awareness and adherence, the study did not investigate the challenges the youth often face in observing non-pharmaceutical Covid-19 prevention protocol. Therefore, this study recommends that further studies be carried out to examine these challenges.

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UNVEILING THE POST-COLONIAL BURDEN OF NIGERIA'S AMALGAMATION

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Abstract

This paper examines the amalgamation of Nigeria since 1914 and the challenges of national integration it creates in post-independence period. The paper sees amalgamation as a burden of the colonial masters which was by its intent and purpose aimed at facilitating the exploitation of the country against perceived unity. The amalgamation and the subsequent introduction of separatist colonial administrative policies of divide and rule pitched ethnic groups against each other and further exacerbated the already fragile unity that had existed among them in pre-amalgamation period. This has created hatred, ethnic dissensions and has brought forced national consciousness in the minds of Nigerians. Consequently, in post-independence Nigeria, cries for power devolution, restructuring and worse still, secessionist agitations have resonated in the country thereby creating problems of national unity and development. Entrapped in the vicissitudes of these cries, it has been difficult to foster unity among the component states and zones that today make up the country for national integration. Using historical cum qualitative method of analysis, this paper interrogate peaceful relationship that had existed among ethnic groups that today make up Nigeria. Drawing lessons from this harmonious relation, the paper offers useful insight necessary for overcoming the challenges of national unity in post-independence Nigeria. Against this backdrop, the paper examines what need to be done to urgently tap in our diversity as a people and as a nation in order to sustain nationhood.

Keywords: Amalgamation, National, Integration, Post-Colonial, Burden, Unity, British, Nigeria.

Introduction

The closing years of the nineteenth century and the early years of the twentieth century witnessed the violent conquest and fraudulent establishment of British colonial rule in Nigeria. There is no gainsaying that the colonization of Nigeria by the British was not an easy task. The British encountered a lot of opposition or resistance from many ethnic groups or polities in Nigeria. The conquest and subjugation of the major ethnics groups or polities is replete in history by several historians.

Nigeria, no doubt, represents a unique entity evidenced in its multiethnic character, which has variously been estimated to be between 250 and 370. With an estimated population of about 200 million Nigeria has been battling with National integration and measures to sustain the nascent democracy which came on board in 1999. In the course of our political history, the county has experimented the civilian and the military governance before now, yet the problem of national integration remains.

The colonialists believed that they were in Africa to develop the commercial and economic potentials of the continent to what they hoped will be to the mutual benefits of both parties. One of the exponents of the colonial enterprise with much experience in Asia and Africa, Lord Fredrick Lugard was quite open on the question of objectives. He did not equivocate when he stated that:

Let it be admitted at the onset that European brains, capital, and energy have been and never will be, expended in developing the resources of Africa from the motive of pure philanthropy; that Europe is in Africa for the mutual benefit of her own industrial classes, and the native races in their progress to a higher plane; that the benefits can be made reciprocal, and that it is the aim and desire of the civilized administration to fulfill this dual mandate.

The British approach to colonialism in Nigeria was therefore much influenced by Lord Lugard's writing in the Dual Mandate in Tropical Africa and political Memoranda.

The point that Nigerian history is the basis of our development is not in doubt. The history of yesterday is indeed the basis of the history today. Indeed, the knowledge of the past would be useless, if it is knowledge for its own sake. This means that the Nigerian amalgamation should be one that would guide us today in order to achieve societal and national goals and that would be taught in such a fashion that it would help to knowing the basis of our contemporary challenges and a way forward. (Walsh, 1967) confirmed this when he remarked that:

We cannot escape from history, our lives are governed by what happened the past: our decisions by what we believe to have happened. Without knowledge of history, man and society would run adrift, rudderless craft in the uncharted sea of time

Concept of National Integration in Nigeria Polity

National integration is something that is desired by all nations since it forms the basis for political stability for concerted development. In order to capture appropriately the notion of national integration, it would be apposite to first give accepted meaning of the term integration and national. For instance Ibrahim Tahir defines it as the emergence of a situation in which every citizen is a perfect substitute for any other citizen for nomination to perform socially determined roles. James Coleman and G.G. Roseburg as quoted by Sasime, R. see national interaction as;

The progressive reduction of cultural and regional tensions and discontinuities on the horizontal plane in the process of creating a homogeneous territorial political community.

The definition, no doubt, is emphasizing development in homogenous community as one of the strongest bonds uniting a large social grouping and its member's awareness of a common history. This will show how group identity has endured through shifting circumstances without that awareness citizen would not easily acknowledge the claims of their loyalty in the nation but instead to other social grouping such as religions and ethnic nationalism. In a similar note, national integration is a process leading to political cohesion and sentiments of loyalty toward a central political authority and institution by individual belonging to different social groups or political units Z.A. Ernest has postulated that "national integration is a process whereby political actors in distinct national setting are persuaded to shift their loyalty specification and political

activities towards a new centre, whose institutions possess or demand jurisdiction over the pre-existing nation state” (Ernest, 1991)

In relation to Nigeria since the attainment of political independence and within context of this paper, the burden of amalgamation has been the result of endless violence, kidnapping, banditry, and insecurity in recent time, mainly due to conglomeration of many ethnic nations. The dominant groups include the Hausa/Fulani, Ibo and Yoruba. Other nationalities exist in the country. These three groups have by virtue of their numerical strength and vantage position in power matrix only assumed a dominant character and as such tend to subsume other groups or nationalities of these different ethnic nationality groups which had although had relation before then but wanted it to end at that so as to protect their sovereignty, (I. Tahir, 1999). On the contrary the colonialists were more guided by perceived economic and social gains in their intra-European struggle for the soul of Africa. Equally, there were no concrete efforts to integrate the various ethnic nations especially between the north and southern region. Rather different policies and systems of administration were adopted which further undermined the fact according to (Akinyele, 2003) that:

The nature of ethnic groups of Nigeria relates to a people whose unity rest on some racial, linguistic, religious or cultural ties hence they are always on ethnic groups self consciously united around shared history and traditions beliefs and value system, language and culture and other forms of affinity.

This description is significant for this paper about the ethnic groups of Nigeria because it stresses an important fact which is that ethnic groups or category see themselves as a different group and this form the basis of their relation with other group or the larger society. It thus become imperative for the state to wipe up and imbibe all the amalgamation which joined together in a marriage that produced the present nation state should be well received and exploited because for both levels of amalgamation i.e. that of the amalgamation of the society parts in 1906 when the separately acquired Lagos colony and protectorate which covered the area of present day Lagos, Ogun, Oyo and Ondo states, were merged with what used to be “southern Nigeria” which was the area of present day Edo states, Rivers, Imo, Anambara and Cross River states etc. And that of 1914 which brought the different Southern and Northern ethnic groups together.

For both levels of amalgamation, the best known of the official consideration related to the concern of the British for administrative convenience and economy. But as has been demonstrated in recent studies, mostly by Nigerian historians, a crucial aspect of the argument was the inevitable awareness even on the part of the British policy makers that the lands and peoples which in pre-European times dominated the Nigerian region were neither isolated nor self-sufficient. This according to Obikeze, O.S, is richly illustrated by the expansion of the frontier of Lagos colony which the British had to undertake after 1861 upon their realization that Lagos without the vast Yoruba interior was a mere town upon a sandy island, insignificant in itself. There had been before the British advent several centuries if not millennia of vital interaction of cultural, commercial and political nature. The observation of the use of Nigerian history as the main force in the question to Nigerian integration has been further explained by Professor Aiswaju, A.I. when he posits that:

Archaeological finds in respect of the Nok culture, based on the Jos Plateau and extending over an area 300 miles east to west and about 100 miles north to south of the Old Zaria Province, and the stylistic and structural relationship with the celebrated Ife, Benin, and Igbo Ukwu arts have provided historians with the basics data not only about the great

antiquity and glory of the past of the individual regions but also of the connection between the diverse local histories.

British Administration and Imposition of a Colonial Economy

The British because they were faced with staff constraints and in order to surmount this, came up with the indirect rule system, whose practice in other British colonies such as India had been effective. In Northern Nigeria, the lieutenant governor for the protectorate Charles Temple was also a proponent of the indirect rule system. He argued that since the traditional rulers were effective in the pre-colonial period, they should be adopted to serve colonial objectives. Furthermore, Temple noted that such a policy will also lessen the burden on European staff: our object should be, I think, to avoid overstraining the staff in attempting to introduce reform, except only in certain cases where it is impossible to avoid doing so”.

The early colonial staffing situation made Crowder to note that:

Little time was left to the colonial conquistadors of West Africa to consider the advantages and disadvantages of the systems of administrations that they decided to impose on the peoples whose lands they had occupied. In the first place they were largely ignorant of the nature of the societies they were about to govern; in the second place they were usually preoccupied with the next stage of the conquest. Even where they did have time to ponder the merits of a particular system of administration, there was little chance that they would remain in a specific area long enough to see it put in practice.

Imperialism and the Quest for Resources Exploitation in Nigeria

Originally the term imperialism was connected with the Latin word “imperator” and was usually associated with the ideas of dictatorial power, highly centralized government and arbitrary , methods of administration. It was not used as derogatory term initially. Towards the end of the 19th century the meaning of the term was relatively clear, it was equivalent to “colonialism” the establishment and extension of political sovereignty of one nation over alien people and territories. Curiously this did not usually include the extension of political sovereign over contiguous land area. Czarist expansion into central and East Asia was not included, nor was U.S Westward march across North America till it reached the pacific shore included. The word was specifically reserved for colonialism and maritime powers.

Today many writers find it impossible to speak of imperialism without putting great emphasis on the economic aspects of the matter. An English Author, Michael Brown, described imperialism as “a complex of economic, political and military relations by which the less economically developed lands are subjected to the more economically developed. (Imperialism remains the best word for general system of unequal world economic relations. An American likes imperialism to the network of means of control exercised by one economy enterprise and government) over another.

Some continue to stress the direct extension of sovereignty, for example an author equates imperialism with “the process of founding an impure beyond the nations natural frontiers with the aim of subjecting the population outside the frontier to the political rule of dominating country. Others are willing to extend the term to more indirect mechanism as well, such as

military diplomatic pressure or economic penetration. Thus a pair of analysts describe imperialism as the extension of sovereignty or control, whether direct or indirect.

Imperialism in continental Europe often served as abusive description of purities doings especially with regard to its colonial activities. Bobsons, J.A. concept of imperialism in 1902 stated that investment in weak backward countries required political control as an insurance. He was however more concerned with the causes of imperialism.

Imperialism in continental Europe could also mean great power rivalries and the search for wealth through armed might. In England, there was a “Fabian imperialism” which saw no harm in Europe bestowing its civilization on tropical lands and receiving their products in return, a fair exchange of glass beads for global could not be called robbery they declared. Socialists saw imperialism as the policy of a dying capitalism, a phenomenon inherent in the highest stage of capitalism. Capitalism and imperialism Benin declared were identical. Imperialism is seemed as capitalism last card and last refuge against the collapse threatening it. Imperialism belongs inseparably to capitalism and there could be no getting rid of one without the other declared Rosa Luxemburg.

Marxists saw imperialism as embracing the sum total of all aggressive impulses directed to the winning of abnormal profit beyond national frontiers by exertion of superior strength economic, political of in the last resort “military”. Joseph Schumpeter in 1919 defined imperialism as the “objectless disposition on the part of a state to unlimited forcible expansion”. The key word here is objectless, which denotes the absence of a clearly defined national interest, thus suggesting that imperialistic expansion could be explained by neither economic nor political motivation.

The difficulty with such varied and conflicting definitions as enunciated above is that they are too restrictive. Narrowing the focus in this way does have one advantage at least from the authors pointing view; it often permit the exclusion of all possible interpretation of imperialism other than his own. It is a useful means for prejudging explanation and can also be employed to attack the policies of particular groups of states. All the above definitions are therefore constant with the political and ideological tone that usually surrounds most discussions of imperialism. However, a distinct disadvantage of narrowing the focus in this way is obvious, it runs the risk of failure to include all the relevant variables as shown above.

What sense then is one to make from all these conflicting approaches to the meaning of the word imperialism. The basic problem is the acceptance of most of such definition is tantamount to accepting a particular line of argument, which according to Umar in one of his work argues that, it is not academic and scholarship because it does not provide further argument.

Ethnic Nationalism in Nigeria: A Burden of Amalgamation since 1914

Ethnic nationalism in Nigeria can be said to be, is rooted in the country’s social formation during the colonial era. This was a result of the amalgamation of different ethnic nationality groups which hitherto had little or nothing in common by the colonialists into a large national territory without recourse to implications which such may have for future relations. On the contrary, the colonialists were more guided by perceived economic gains in their intra-European struggle for the soul of Africa. Equally, there were no concrete efforts to integrate the various ethnic nations especially between the North and Southern region. Rather, different policies and systems of administration were adopted. For instance, even after the 1914 amalgamation, both the North and the South continued under different legal and administrative systems. While the north was using the penal code, the south operates the criminal code. In underscoring this ugly trend, (Osaghae, E.E, 2001, Adejumobi, Sa’id 2003) notes that the two territories of north and south;

Were administered separately, and the colonial officials in these administrations zealously fought to keep each group of provinces separate... Except for the amalgamation of some departments such as customs, education, railways, police and the prisons little effort was made at national integration.

Given the above situation, the gradual and eventual transfer of political power to Nigerians in the last decade of colonial rule coupled with the capture of political contests in the process (which was characterized by ethnic jingoism) aggravated the differences. This was because, the enfranchisement of the masses encouraged political aspirants to define themselves as ethnic champions in the ensuing political competition for offices (Onyeoziri, F. 2003) notes that the high nationalist zeal that strengthened the anti colonial struggle became wane in not time. Thus at independence, the country was still far from integrating her various ethnic nations into a stable national community. But while ethnic nationalism is rooted in the colonial history of Nigeria, successive civilian and military regimes in the post independent period have in no small way contributed to its complexities. This is through overt or covert discriminatory state policies that tend to favour some ethnic groups at the expense of others such as in the provision of employment, access to some basic infrastructure and resources among others. Added to this is politics of exclusion that often characterize the country's political processes. Aftermath of this was the intensification of ethnic consciousness among the ethnic nationalities. For instance, the military coup of January and July 1966, the 30 months Civil War (1967-1970) and a host of other events of conflicts can be aptly linked to the consequences of ethnic nationalism in the country.

In addition, excesses of past leaders have only resulted in the veneration of ethnic entities at the expense of commitment to national entity. Little wonder therefore, that most integrative mechanisms since independence have been of little or no effect while the spate and volatility ethnic nationalism have continue to rise" (Osaghae 2000:12, Ezera, 1959) consequently there have been emergence of ethnic based groups in the country. Each seeking a vantage position in power and resource matrix for itself-a situation which began to climax since 1999. More disturbing is the fact that since that period, the level of nationalism displayed by the various ethnic nations seems to have defied known and existing solutions. (Ogiehon 2000). Ethnic nationalist group that have sprung up include, the Arewa Consultative Forum (ACF), newly formed Northern Union (NU), Middle Belt Forum (MBF) among others in the north. In the west there are the Odua People's Congress (OPC) which believes in liberating the Yoruba nation from prolong years of marginalization. Other socio-cultural organizations are Afenifere and Yoruba Council of Elders (YCE). In the east and South-south, the list include Movement for the Survival of Ogoni People (MOSOP) which along with some others have been demanding to be part given a fair share by the Federal Government of the resources expropriated from their area (Osaghae 2000) Ohaneze Ndi Igbo; Eastern Mandate Union which sought to address the perennial issue of marginalization and what they considered as unjust character of the polity which sets different standard for different group depending on their geographical axis. Movement for the Actualization of Sovereign State of Biafra (MASSOB); Egbesu Boys; Ijaw Youth Movement; Ijaw National Congress (INC); and Niger Delta Consultative Assembly; Niger Delta Volunteer Force; Movement for the Emancipation of the Niger Delta (MEND); among others. The level of volatility of these nationalist group has even reach a point at times, they contest the right of monopoly of arms with the state. (See the Guardian, Lagos, August 3, 2000).

There is no doubt that the rise of ethnic nationalism has affected inter-group relations in Nigeria. Aside from the various insurgency attacks and kidnaps that is daily taking place in the Niger Delta, it has also been manifesting in several inter-group conflicts some of which were informed by indigene versus settler dichotomy as Jos between Hausa/Fulani (settler) and natives of Jos between 2001 and 2004. Tiv and Jukun in Benue and Taraba States. Also between May 1999 and 2001, it was estimated that over thirty different ethno-communal conflicts have occurred thereafter (See Egwu S. 2007 and The Guardian Lagos, February and October 8, 2001).

The paradoxes of ethnic nationalism are many. They range from a Nigerian being resident or being born in a locality, yet considered as being alien or non-indigenous to that locality. It includes being a Nigerian of a settler community, yet confronted by the stark forces of indigeneity. It also includes being married across ethnic divides with the offspring being fully Nigerian citizens, yet they can be caught up in the structures or the politics of ethnic nationalism. Even in competing for power off office, the trap makes it difficult to exercise full electoral rights, you can vote but in reality you cannot be voted for. The ethnic trap includes discrimination by state and local authorities in access to health facilities, business opportunities and acquisition of landed properties with the norms, conventions, and rules of being a Nigerian overriding loyalty and obedience to the one's traditional community or ethnic nationality. The trap of ethnic nationalism nurtures structural alienation, and negative motivations and attitudes.

<http://www.aanior/about/us/speck/IBB/html>.

Obvious implications of ethnic nationalism in Nigeria include destruction and loss of productive human resources; deepening of poverty as a result of wanton destruction of properties and investments; glorification of mediocrity at the expense of merit and a worsening crisis of integration among others. All these indeed have implications for the Nigeria State. The colonial State and the Nigerian elites did recognize the differences and diversity of the country and their deep divisions. Hence in the various constitutional conferences held between 1950 and 1958 (Ezera, 1959, Akinyemi 2003) they tried to grapple with these realities, which borders on the national question-ethnic integration. As (Ezera 1959) points out:

Indeed greatest problem that faces Nigeria as a country is that of unity... the nature of this problem has been how to organize together within the frame work of a single state the various peoples making up Nigeria without inter-fering unduly with the particular ways of each. It is a problem that involves the Nigerians in an effort to reconcile, is the need for National unity with the existing strong sectional loyalties without restoring to totalitarian methods.

In addressing this critical problem both the colonial state and the Nigerian elites opted for a Nigerian federation based on three-regional structure of north, east and west. However, this has not remove the fear of domination because of the regional imbalance in favour of the north. But more fundamental as Ezera also point out ditto to the above reference:

... None of these regions is by itself a homogeneous entity. In fact, each of them could very appropriately constitute a federation. This fact, though generally ignored, has raised several problems. As Nigeria approached self-Government there were developments of minor-Nationalism and particularistic demands for separate autonomy within demands each existing region.

In the case of the Middle Belt/central Nigeria, the situation has persisted since the founding of one Nigeria. The politics of the region is further complicated by the myriads of ethnic groups each struggling for an identity and hence:

Since independence the Middle Belt has been a scene of frequent flare-ups. The Nigerian and international media describe the frequent clashes as religious, but in fact they stem from minority ethnic groups attempts to wrench themselves free from what they see as the domination by the Hausa – Fulani establishment. Other eruptions involve disputes between neighbouring ethnic groups over land and access to political office. The people of a given area often claim they are the “indigenes” and their enemies are the “strangers” or the “settles” seeking to upset the mythical natural order of things (Maier 2000: 194).

The more obvious illustrations are the Emirs of northern Nigeria whose emirates include “pagan” tribes. After independence, many of these tribes, hitherto subsumed under others, began to agitate for their own identify. These agitations also included issues of political representation (Mustapha 1997) as well as access to and control of resources (Maier 2000, IDEA 2000).

More recent experiences in the central Nigeria region reveal a gradual breakdown, or at the very least, a suspension of the pan regional agenda. The same region, which sought collective emancipation from Hausa-Fulani domination (see Adeyi 1997) has recently experienced the most violent forms of ethnic cleansing in Nigeria. Rather than the smaller ethnic groups uniting against the perceived Hausa-Fulani enemies, these smaller groups have engaged each other in wars, such as the Tiv and Alago (and other tribes such as the Eggon, Mada, and Fulani), or the Tiv-Jukun, (Alubo 2002, Human Rights Watch 2002, Egwu 2002, Ubuwa 2002). In this sense, it is important to investigate when ethnic differences are subdued for the pan-regional agenda of emancipation and under what circumstances that later came to the fore. It appears that in the contest of keener competition for resources, spurred by the outbreak of a major economic crisis and the subsequent introduction of orthodox market reforms in the form of IMF and the World Bank supported structural adjustment program” (Egwu 2002), various nationalities are turning to ethnicity as a means of attaining vantage position. More recently were the aphoristic on the return of democracy in the country on the 29th May 1999. There was the strong belief that the emergent democratic dispensation will fix the problems and troubles that were associated with military rule. In response to the desires of the people, the democratic rule under the leadership of Olusegun Obasanjo and in keeping with his campaign promises to alleviate poverty announced a Poverty Alleviation Programme (PAP) the scheme was to cost the Federal Government more than N10 billion and was designed to offer micro-credit to semi-skilled and unskilled Nigerians as part of government plan to turn around the prostrate economy. PAP later on transformed into the National Economic Empowerment and Development Strategy (NEEDS) (Egbefo, O.D. 2009), privatization and the encouragement of foreign investments in the country which impact has been greatly felt in the area of communication. Hence, while there is a long-standing struggle

against Hausa-Fulani domination, it is immediately more crucial to have unfettered access to land, political appointments and a voice, even if these ambitions set groups against each other. These issues are the key factors in the 2001 Tiv-Alago as well as the Tiv-Jukun crisis, discussed below. In the latter, there is competition for access to resources between those that consider themselves 'indigenes' (The Jukun) and those that are, considered as more recent 'settlers' (the Tiv) (World Organization Against Torture 2002).

The policy of amalgamation and eventual indirect rule was favoured by the British because they were wont to expend resources in providing more administrators than they could afford in Nigeria. In 1907 the British had expressed the desire that they were not ready to spend more than £500, 000 annually for the purpose of administering Southern Nigeria. The implication of this outlook was that by 1925 the British had only about 200 administrators for the whole of Nigeria, with an estimated population of twenty million people, of which a significant proportion would have been in the south, and about a third on sick leave of whatever instance.

Conclusion

In the light of the foregoing, all the contemporary challenges of Nigeria are borne out of amalgamation of 1914 as careful structure with formidable institutions were not in place to combat and carry the burden attracted. A review of the constitution and adherence to the constitutional provision on citizenship rights with respect to settler/indigene issues would therefore be a single most influential factor in withstanding these current cankerworms. Also the policy of the Nigerian government should be geared towards addressing the problems of good governance, corruption, poverty in the urban and rural areas, unemployment and security. Government should develop and devise a formula that centers on the politics of land acquisition in the rural areas. Historical animosity between people of different regions of the country must be overcome. The gospel of national unity must be encouraged. There is every increasing need to imbibe the spirit of national consciousness as against ethnic politics. This would reduce the problem of shifting cultivation. All stakeholders should adequately make provision for rural infrastructure which is sure strategy of making life worthwhile for rural dwellers. The fight against corruption and other economic crimes should be intensified at all levels of government especially at the local government. Ethnic politics should be discouraged and candidates given the chance to partake in elections at any place of their choice. Broader educational opportunities for the youth in the rural areas to create job opportunities, skills acquisition and discourage rural-urban migrations. Sensitization campaigns to promote ethnic and religious tolerance and harmonious relationship. If the following are taken to consideration and enshrine in the constitution, there is tendency that Nigeria will emerge as one among the leading world power with her enormous mineral, "natural" and human resources.

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PACKAGING ELEMENTS AND BUYING BEHAVIOUR: AN EMPIRICAL STUDY OF UNIVERSITY STUDENTS

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Abstract

The study used structural equation modelling to examine the influence of packaging elements (colour, label and shape) on student buying behaviour at Benson Idahosa University in Benin City. The study used a cross-sectional approach. Data were collected from a sample of 354 students selected from a population of 4,210 undergraduate (full-time and part-time) students through questionnaire administration. The collected data were analysed using various statistical tools such as frequency count, percentages, correlation, confirmatory factor analysis, and structural equation in Jamovi software. According to the study, colour and labels positively and significantly influence buying behaviour among Nigerian students. At the same time, the product's shape was found to have a positive but statistically insignificant effect on student buying behaviour. In addition, colour, shape, and labels were positive and significantly correlated with student buying behaviour.

Keywords: Packaging, Elements, Student, Buying Behaviour, Modelling

INTRODUCTION

Nothing is static in our ever-changing world; consumer behaviour and product packaging have evolved. Packaging has advanced from an item of protection and storage to a veritable tool for information, communication, and identification. Clement (2007) acknowledges that buying behaviour has transformed from buying a product into buying a situation. In Africa, significant changes in the consumer landscape are evident. Amungo (2020) and Echendu and Okafor (2021) acknowledge these changes in a young population spread across African states, middle-class development, rapid population urbanisation, exponential population growth, and rapid implementation of digital technologies. Young people have recently been the dominant group of worldwide population metrics. Members of this group are primarily students and a significant consumer segment. The growth in this buyer segment makes it imperative to study what influences their buying behaviour.

Consumer behaviour connotes customers' actions in a product selection, purchase, and disposal procedure. Kotler and Keller (2011) recommended that adequate knowledge of consumer goods and services selection procedures would help companies achieve a competitive advantage over their rivals. Mohebbi (2014) opines that the knowledge acquired from studying consumer behaviour has shown that packaging affects the behaviour of consumers. Likewise, other researchers have identified packaging as one of the central prerequisites in consumer and purchase decisions at the point of sale (Prendergast & Pitt, 1996; Ranjbarian, Mahmoodi & Shahin, 2010).

Department of the Environment of Northern Ireland (2010) describes packaging as an output produced from any element of nature to confine, store, handle, protect and transport goods from the producer to the consumer. However, packaging encompasses more than the five functions enumerated in the definition. Rundh (2005) stress that packaging charms consumers' attention to specific brands, boosts its image and sways consumers' perceptions about the

product. Also, Underwood, Klein and Burke (2001) maintain that packaging is used to gain the consumer's attentiveness and further convey messages about the product attributes to consumers whilst still at the point of sales. Besides, Oaya, Newman, and Ezie (2017) maintain that packaging affects the buying behaviour of young people.

Young people, most especially students, according to researchers, are of interest to marketers and several companies because of their relatively large market size and market attributes (Miller, 1998; Wong & Smith, 2002). Also, White (2001) acknowledges that the student market is a sizeable portion for companies to target and get input from, as they are continually confronted with many life decisions, including many first-time purchasing decisions without parental control. Yoh (2005) advocates for marketers to engage with this demographic community to reach out to them as they develop lifelong purchasing habits and loyalty. These narratives have fuelled studies that focus on students buying behaviour across the globe. Only a few studies, to the best of our knowledge (Ajilore & Ogunwemimo, 2018; Bhengu, 2011; Ahmad, Billo & Lehekha, 2012; Tinonetsana & Penceliah, 2017) have examined the influence of packaging on students buying behaviour. Ahmad, et al. (2012) and Tinonetsana and Penceliah (2017) noted that young people are generally well aware of the importance of packaging and prefer the packaging to be good-looking, simple to manage and distinguishable from competitive products.

Is this outcome applicable to students across the globe? This study seeks to answer this question from Nigeria's perspective. Specifically, this study examines the influence of some packaging elements (colour, shape and label) on students buying behaviour concerning fast-moving consumer goods (FMCG) such as confectioneries, drinks, beverages, cereals, beauty products, chocolate and dairy products. Consequently, the study's research questions are as follows:

1. To what extent does packaging colour influence students' buying behaviour?
2. To what extent does the shape of a package influence students buying behaviour?
3. To what extent do the label and information on a package influence student buying behaviour?

LITERATURE REVIEW

Concepts of Packaging and Consumer Buying Behaviour

Packaging

The themes that have emerged from the definition of packaging have been consistent, recognising packaging as a series of activities ranging from creating to producing materials that serve multiple functions for a product. Kotler (2003) defined packaging as all the events of designing and manufacturing the container for a product. Also, the author described packaging as the covering material around a consumer item that functions in the capacity for storage, protection, promotion and information. Packaging has been viewed as the technology of protecting products for distribution, storage, sale and use (Alagala, Bagbi, & Shaleye, 2018). These definitions have highlighted the key roles packaging plays, including storage, protection, transportation, communication, information and sales.

Packaging fulfils these functions through colour, design, shape, label, material, and graphics. These packaging elements help consumers identify the products and differentiate the products from competitors' products, as well as aid in attracting and sustaining the consumers' attention. Nevertheless, this study examined visual packaging, colour, shape (Venter, K., van der Merwe, de Beer, Kempen, & Bosman, 2001), and label (informational element). Colour is a fundamental characteristic of human perception (Mehta & Zhu, 2009) and a critical component

of visual packaging elements (Keller, 2009) that can elicit feelings and emotional responses in a variety of consumers (Baser, Mutsikiwa, & Dhliwayo, 2013). Labels are necessary and fundamental because they convey critical information, such as marketing messaging.

Consumer buying behaviour

The concept of consumer buying behaviour has received attention from researchers from different aeons due to its dynamic nature associated with consumers' physical, psychological, and demographic needs. Schiffman and Kanuk (2002) described consumer behaviour as the actions (seeking, purchasing, using, assessing, and disposing of products and services) consumers undertake to meet their requirements. Arnold and Zinkhan (2002) described buying behaviour as the decision process and acts of people involved in buying and using products. Consumer buying behaviour is how people or groups make purchasing decisions to meet their requirements (Sharma & Sonwalker, 2013). Modi and Jhulka (2012) also captured consumer buying behaviour as a process but explained that it is psychological and social and encompasses mental and physical activities. Similarly, researchers have defined consumer behaviour as a series of physical, mental, and emotional tasks by which individuals select, purchase, and use items to meet their needs (Gilaninia, Ganjinia & Moradi, 2013; Schiffman & Kanuk, 2007).

The underlying theme in these definitions is that consumer behaviour is a decision-making process that individuals or groups make to satisfy needs and desires. The consumer decision-making process involves needs recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behaviour (Leonidou, Leonidou, & Kvasova, 2010).

Product packaging and consumer buying behaviour

The effects of product packaging on consumer behaviour have been examined across the globe over the years. Specifically, researchers have reported on the influence of colour, shape and label on consumer buying behaviour. According to Ampuero and Vila (2006), colour is essential in consumers' purchase decisions. Hansen (1986) maintained that packaging through communication, functionality, and environment influences buying behaviour while Silayoi and Speece (2004) reported that visual package elements affect consumer buying decisions, especially in low-involvement products.

Also, Tinonetsana and Penceliah (2017) examined the influence of packaging elements on consumer buying behaviour among international students in South Africa. The study reported that packaging elements such as colour, graphics, packaging technology and label information significantly influence their buying behaviour. Desai, Qureshi, and Fazal (2019) examined the impact of packaging on the consumer buying behaviour of millennials in Karachi. The study reported that packaging colour and label significantly affect customer buying behaviour.

Studies in Nigeria have also reported the significant effect of colour, label, shape and other packaging elements on consumer buying behaviour. Borishade, Ogunnaike, Dirisu, and Onochie (2015), from their study on the impact of packaging on consumer purchase decisions in Nigeria, reported that product labels significantly influence consumer awareness while shape and colour attract consumers. Olawepo and Ibojo (2015) conducted a case study on Nestle Nigeria Plc and examined the effects of packaging on consumer purchasing intention. The study reported that labelling, colour combination and picture quality (as an element of packaging) jointly and independently predict consumer purchase intention. Oladele, Olowookere, Okolugbo, and Adegbola (2015) investigated the influence of packaging on the patronage of toothpaste among

consumers in the Ado-Ekiti metropolis, Nigeria. The study reported that colour and packaging information significantly influence patronage. Other studies include:

Author	Result of the Study
Kesinro and Oyende (2016)	They reported a significant effect of product packaging on consumer purchase behaviour.
Oaya, Newman, and Ezie (2017)	The study reported a significant direct relationship between product differentiation and consumer evaluation and that labelling significantly affects consumer awareness of the product.
Dunmade (2017)	The study reported that packaging colour, packaging materials, font style, design of the wrapper, printed information, background information and background image influenced consumers' purchase decisions.
Ajilore and Ogunwemimo (2018)	labels influenced students' purchase of carbonated drinks
Chukwu and Enudu (2018)	Attractiveness and quality of packaging have a significant positive relationship with consumer buying behaviour
Lufu (2018)	The study reported that attractive packaging influenced consumers' impulse buying choices.
Alagala, Bagbi, and Shaleye (2018)	The result showed that pharmaceutical packaging greatly influences consumer buying behaviour.

METHODOLOGY

The study used a cross-sectional research design. The study population is four thousand two hundred and ten (4,210) undergraduate (full-time and part-time) students of Benson Idahosa University, Benin City, Edo State. The data was obtained from the Registrar Office (Registrar's Office, 2022). A sample size of 354 was obtained based on Krejcie & Morgan's (1970) table for sample size determination of a finite population. In addition, Costello and Osbourne's (2005) criterion of the subject-to-item ratio of between 5 and 10 participants per item was applied. However, 400 students were drawn from the population by convenience sampling.

Structural Equation Modelling implemented in Jamovi was used to estimate the research model and test hypotheses. Primary data were used and obtained using copies of the questionnaire administered to the selected sample. In addition, the instrument was administered for three weeks. The questionnaire has four constructs and two questions about the participants' demographic characteristics. All the questions on the constructs, consumer buying behaviour, colour, label and shape were in a five-point Likert format.

RESULT

Four hundred students participated in the study and recorded a 94.5% response rate. Two demographic variables consisting of sex and age were requested.

Table 1: Demographic characteristics of the participants

Variable	Age	Frequency	Percent
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Sex	Male	182	48.1
	Female	196	51.9
	Total	378	100.0
Age	18-23	241	63.8
	24-29	110	29.1
	30-35	23	6.1
	36-41	4	1.1
	Total	378	100.0

Source: Author's Fieldwork

Table 1 reports the demographic characteristics of the participants. 48.1% of the participants were male, and 51.9% were female. 6.1% of the participants are in the 30-35 age group, and 1.1% are in classes 36-41. Similarly, the age distribution of participants revealed that 63.8% were between 18 and 23 years of age, followed by the 23-29 years of age category with 29.1% of participants.

Diagnostic Tests

Several diagnostic tests were conducted on the data obtained, and the results are presented in this section. The mean, standard deviation, skewness and kurtosis, and correlation of the study construct are reported in Table 2.

Table 2: Descriptive statistics of research variables

Variable	No of items	Mean	Std	Skewness	Kurtosis	CBB	COL	LAB	SHP
Behaviour	7	3.58	0.803	-0.933	0.00884	1			
Colour	7	3.51	0.647	-0.657	0.20526	0.845	1		
Label	4	3.57	0.789	-0.808	-0.14687	0.684	0.443	1	
Shape	3	3.57	0.730	-0.980	0.59220	0.525	0.423	0.482	1

Source: processed data (2022)

Linearity and multicollinearity assumptions were checked by inspecting the Skewness and Kurtosis of each research variable. The Skewness values reported vary from -0.933 to -0.657, while the Kurtosis values range from -0.14687 to 0.5922. The constructs values for both skewness and kurtosis are within various recommended ranges; skewness of ± 3 (Kline, 2011), skewness of ± 3.5 (Hair, Black, Babin, & Anderson, 2010) and ± 10 for Kurtosis (Kline, 2011). Hence, it can be inferred that the constructs satisfy the normality condition.

On the multicollinearity assumption, we inspected the correlation between independent variables; the reported correlation values are 0.45. We, therefore, conclude that there is no multicollinearity.

Furthermore, the appropriateness of the data set for factor analysis was checked using the Kaiser–Meyer–Olkin measure of sampling adequacy and Bartlett's test of sphericity. The results obtained are reported in Table 3.

Table 3: KMO and Bartlett's test

Kaiser-Meyer-Olkin measure of sampling adequacy	0.927
Bartlett's Test of Sphericity	
Chi-Square	2647
Df	210
Sig.	<0.001

Source: processed data (2022)

The data statistics (KMO = 0.927; approx. Chi-Square = 2647; degrees of freedom = 210; p 0.001) allowed for EFA, and the sample size was adequate. Field's (2009) advice that a sample is appropriate if the KMO value is near 1, and factor analysis should only be performed when Bartlett's test is significant (p 0.05).

4.2 Confirmatory Factor Analysis

A confirmatory factor analysis (CFA) was conducted using the maximum likelihood estimation technique. The reliability of the constructs was examined using factor loading, Cronbach alpha and composite reliability (CR) (Table 4), and convergent and discriminant validities were used to inspect the validity of the constructs. Convergent validity was conducted with AVE (Table 5). We accepted our results based on several extant authorities (Bryman, 2008; Field, 2009; Fornell & Larcker, 1971; Fornell & Larcker, 1981; Hair, Anderson, Tathan & Black, 2010; Zikmund, Babin, Carr & Griffin, 2010).

Table 4: Result of the Measurement Model

Construct item	Indicator	Factor Loading	Cronbach Alpha Value α	Composite Reliability (CR)
Colour (COL)	C1	0.618	0.799	0.778
	C2	0.615		
	C3	0.492		
	C4	0.503		
	C5	0.620		
	C6	0.570		
	C7	0.620		
Consumer Buying Behaviour (CBB)	B1	0.595	0.866	0.827
	B2	0.737		
	B3	0.668		
	B4	0.778		
	B5	0.429		
	B6	0.658		
	B7	0.572		
Label (LAB)	L1	0.749	0.773	0.712
	L2	0.649		
	L3	0.540		
	L4	0.524		
Shape (SHP)	S1	0.791	0.608	0.627
	S2	0.469		
	S3	0.520		

Source: processed data (2022)

Field (2009) states that a factor loading should be at least 0.4 to be acceptable. A cursory inspection of the factor loadings of the construct in Table 4 shows that all factors are above the stipulated benchmark. The study reported Cronbach Alpha scores of 0.799, 0.866, 0.773 and 0.608 for the constructs (Colour, Consumer Buying Behaviour, Label and Shape), respectively. The CR for all constructs is above 0.70 except Shape (SHP), which has 0.627. Considering the advice that a Cronbach Alpha of at least 0.60 reflects an acceptable level of reliability (Bryman, 2008; Hair et al., 2010; Zikmund et al., 2010), the 0.608 reported by Shape (SHP) was accepted, and the items used in measuring them exhibit internal consistency.

Table 5: Composite Reliability (CR), the square root of the Average Variance Extracted (AVE) (in bold) and correlations between constructs (off-diagonal)

	CR	AVE	BBE	COL	LAB	SHP
BBE	0.827	0.482	0.69			
COL	0.778	0.323	0.55	0.57		
LAB	0.712	0.465	0.68	0.44	0.68	
SHP	0.627	0.369	0.53	0.42	0.48	0.61

Source: processed data (2022)

Convergent validity and Discriminant validity results are reported in Table 5. The former was inspected using average variance extracted (AVE). The reported AVE values are less than the threshold of 0.5 given by Fornell and Larcker (1981). The latter was assessed using Fornell and Larcker (1971) by comparing the square root of each AVE (0.69, 0.57, 0.68 and 0.61) in the diagonal with the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns. The AVE values' square root is greater than most associated SICs. In drawing on our conclusion, we relied on Fornell and Larcker's (1981) conditions for the adequacy of convergent validity; if AVE is less than 0.5, but composite reliability is higher than 0.6, the convergent validity of the construct is acceptable and upheld.

The indices, $\chi^2 = 283$, $df = 183$, $p < 0.01$, CFI = 0.96, TLI = 0.96, SRMR = 0.04, and RMSEA = 0.04 obtained from the confirmatory factor analysis are satisfactory and show a reasonably good fit following recommendations. CFI should be above 0.90 (Bentler, 1990; Hu & Bentler, 1999; Sivo, Fan, Witta, & Willse, 2006), TLI should be .90 or above), SRMR values should be below 0.08 and RMSEA value less than 0.06 (Hu & Bentler, 1999).

4.3 Structural Model

The structural model fit indices are within generally accepted ranges. CFI is above 0.90 (CFI: 0.961), SRMR is less than 0.08 (0.037), and RMSEA is less than 0.06 (0.039). The structural model was used in testing three (3) hypotheses, and the results obtained are presented in Table 6



Figure 2: Path diagram of the research hypotheses
Source: processed data (2022)

Table 6: Hypotheses Testing

Path	Estimate	SE	β	t	p	Remark
Behaviour \leftarrow Colour	0.271	0.0903	0.209	3.00	0.003	Significant
Behaviour \leftarrow Label	0.566	0.098	0.57	5.77	< .001	Significant
Behaviour \leftarrow Shape	0.335	0.1853	0.182	1.81	0.07	Not Significant

Source: processed data (2022)

Table 6 reports key decision metrics and the outcome of the three hypotheses tested, and two hypotheses were significant. The result indicated that colour ($t = 3.00$, $p = .003$) and label ($t = 5.77$, $p = .001$) were significant predictors in the model. The study found the shape of a product to be an insignificant predictor of student buying behaviour ($t = 1.81$, $p = .007$).

DISCUSSION

This study examined the effect of three (3) elements of product packaging: colour, shape and label on student buying behaviour in Nigeria. First, the study reported that colour positively and significantly influences buying behaviour among students in Nigeria. This result agreed with the findings that packaging colour strongly influences consumer purchase intentions (Agariya, Johari, Sharma, Chandraul, & Singh, 2012; Waheed, Khan & Ahmad, 2018). Similarly, the findings also agree that packaging colour significantly affects consumer buying behaviour (Ahmad & Kanwal, 2021; Desai, Qureshi, & Fazal, 2019; Karedza & Sikwila, 2017; Mutambuka & Niyompano, 2017, Ndulue, 2020). The results also concur with Alervall and Saied (2013) findings, which reveal that colour significantly influences consumer emotions. However, this finding disagrees with Şener, Kinaci, and Doğan (2015), that reported that packaging does not significantly affect the consumer purchase decision and Hassan, Leng, and Peng (2012), whose findings showed a negative and insignificant effect of packaging colour on purchasing attitude.

The study also reported that label significantly affects student buying behaviour in Benin City. It affirms previous studies like Ahmad and Kanwal (2021), Deliya and Parmar (2012), Muhammad (2016) and Ndulue (2020) that reported the significant effect of labels on consumer buying behaviour. Similarly, the finding concurs with Sener, Dogan and Kōnacō (2014), Estiri, Hasangholipour, Yazdani, Nejad, and Rayej (2010), Karimi, Mahdieh and Rahmani (2013) and Ollberding, Wolf and Contento, 2011, that label significantly influence the consumer purchase decision.

Conclusion and Recommendations

Packaging elements have assumed a significant position in consumer buying behaviour. They significantly influence student buying behaviours as it helps to communicate product information and attributes to them, confine, store, handle, protect and transport goods from the producer to the consumer. The study recommends that marketing and research and development (R & D) departments properly integrate colour and labels in their packaging activities for optimal benefits. In addition, these units should constantly research the various packaging elements to determine their significance at each point in time.

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