MOUNTAIN TOP UNIVERSITY

JOURNAL OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES

Volume 3 Number 2 December 2023

ISSN: 2659 1677

JHUMASS

MOUNTAIN TOP UNIVERSITY

JOURNAL OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES (MTU-JHUMASS)

Volume 3 Number 2

December 2023

MOUNTAIN TOP UNIVERSITY JOURNAL OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES (MTU-JHUMASS)

Volume 3 Number 2

Published by College of Humanities,
Management and Social Sciences,
Moutain Top University,
MFM Prayer City,
Lagos-Ibadan Expressway,
Ogun State, Nigeria

Book Design by
Kehinde H. Shobukonla
Department of Fine and Applied Arts,
Mountain Top University

ISSN: 2659-1677

TABLE OF CONTENTS

EDITORIAL BOARD

MOUNTAIN TOP UNIVERSITY JOURNAL OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES (MTU-JHUMASS)

LIST OF CONTRIBUTORS

Olajide-Arise Temi
Department of Business Administration, Mountain Top University, Makogi, Ogun State, Nigeria, tolajide-arise@mtu.edu.ng

Samuel Olayinka Idowu
Department of Sociological Studies, College of Management and Social Science Education, Lagos State University of Education, Epe Campus, Lagos State, idnoblelaw@yahoo.com, +2349055136488, 08029754089

Adeniyi Adekoyejo Ojo
Department of Political Science Education, College of Management and Social Science Education, Lagos State University of Education, Epe Campus, Lagos State, joelojo03@gmail.com, +2349060168068

Olalekan Rasheed Kesinro
Department of Administration and Management, Crawford University, Faith City, Igbesa, Ogun State, Nigeria, romarke07@yahoo.com, olalekankesinro@crawforduniversity.edu.ng, +2348037230104

Samuel Olayinka Idowu
Department of Sociological Studies, College of Management and Social Science Education, Lagos State University of Education, Epe Campus, Lagos State, idnoblelaw@yahoo.com, +2349055136488, 08029754089

Joshua Adejare
University of Jos, Plateau State, Nigeria.

Kehinde Hassan Shobukonla
Department of Fine and Applied Arts, Mountain Top University, Makogi, Ogun State, Nigeria, Telephone: khshobukonla@mtu.edu.ng

Toluwani Taiwo David
Department of Fine and Applied Arts, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria. td.toluwani@unizik.edu.ng

Omowale T. Adelabu, Department of Mass Communication, Redeemer's University, Ede, Osun State, Nigeria.

Moyosore O. Alade, Department of Mass Communication, Redeemer's University, Ede, Osun State, Nigeria.

Bernice O. Sanusi, Department of Mass Communication, Redeemer's University, Ede, Osun State, Nigeria.

Binta D. Oloyede, Department of Mass Communication, Federal Polytechnic, Offa, Kwara State, Nigeria.

Babatunde Olagoke Oni, Department of Mass Communication, Mountain Top University, Makogi, Ogun State. Nigeria. booni@mtu.edu.ng

Emmanuel N. Orumade, Department of Mass Communication, Mountain Top University, Makogi, Ogun State, Nigeria.

Promise Adiele, Department of English, Mountain Top University, Makogi, Ogun State. Nigeria. poadiele@mtu.edu.ng

From the Editor-in-Chief

This edition of the journal follows the preceding edition in quick succession. It has maintained the same tradition of academic excellence through research across interdisciplinary boundaries in the humanities and management sciences. It contains ten well researched papers which reinforce the constellation of ideas across various disciplines. In the paper titled "Social Media and Body Surveillance: An Evaluation of Habitual Body Monitoring Among Female Students of University of Lagos", Babatunde Oni and Emmanuel Orumade take a cursory, critical look at how social media and body surveillance affect the behaviour of female students at the University of Lagos. The primal significance of social media cannot be overemphasized. However, it has permeated the culture of young people in the digital age, affecting their behaviour and responses in diverse ways. In the "The Trial of Religion and Politics in Soyinka's The Trial of Brother Jero and Ngugi and Mugo's The Trial of Dedan Kimathi", Promise Adiele examines the contemporary identity of religion as a source of misleading, deceptive vocation for certain disoriented elements like Brother Jero in Soyinka's text and all of its reverberations in contemporary society.

Also, in Ngugi and Mugo's text, he rehabilitates the historical epoch of the struggle of Kenyans through Dedan Kimathi and the Mau-Mau movement and establishes that the same struggle for independence signposts all struggles to dislodge the edifice of tyranny in Africa. The paper by Olajide-Arise Temi titled "Collective Bargaining Agreement As An Integral Catalyst For Employee

Performance In Lagos State, Nigeria" looks at the interface between collective Bargaining agreement and employee performance and the immediate mutual relationship that exists between the two with emphasis on the outcome of that relationship especially in Lagos State of Nigeria. In her research, she reveals that collective bargaining agreement is beneficial to organizations because it aids the development of ties between employees and employers. The paper by Samuel Olayinka Idowu and Adeniyi Ojo titled "Citizen Education and Civic Participation as a Tool for Sustainable Development in Nigeria" examines the effects of institutional factors and educational efforts aimed at the development of citizenship and political participation. In the paper titled "Penetration Product Pricing and Consumer Value Perception in Fast-Moving-Consumer-Goods (FMCGs) Markets in Lagos State Nigeria" Olalekan Rashid Kesinro examines penetration product pricing and consumer value perception in FMCGs markets among consumers of household items and products in Lagos State.

In another paper, Kesinro also researched on "Celebrity Product-Endorsement and Consumer Brand Loyalty In Foods Industry in Ogun State". In the paper by Samuel Olayinka Idowu, the research is on Democracy and Sustainable Development: Emerging Links for Effective Citizenship Development Strategic Implementations". In the paper titled "Textual Studies in the 21st Century: Its Relevance and the Response of Church Leaders", Joshua Adejare looks at the significance of textual studies and what they portend for church leaders in Nigeria. In their paper, Kehinde Shobukonla and Toluwani David researched on "Eco-Signage Initiatives of Discarded Plastic Materials

(DPM): An Artist's Approach to Environmental Waste Management”. In the last paper, Moyo Alade and others present their study on “Audience Perception of Online Advertising and Product Patronage in three LGAs in Lagos State”. On behalf of the editorial team, I believe that these well-researched papers will strengthen the frontiers of knowledge and contribute in enriching public understanding of the areas of study they cover.

Prof. Babatunde Oni
Editor-in-Chief

CALL FOR SUBMISSION OF RESEARCH ARTICLES

Mountain Top University
Journal of Humanities, Management
nd Social Sciences (MTU-JHUMASS)

1. The manuscript should be between 10 and 15 pages, double-spaced on A4 size paper, Times New Roman 12 point font size, 1.5 margin on both sides, 2.5 margin for top and bottom.

2. Author(s) should ensure that there is a title page containing names (no initials), address, current status, institutional affiliation, email address and phone number. All other parts of the article, including the abstract, should not contain the author's/authors' name(s).

3. Author(s) should submit articles electronically to the editor, Dr. Promise Adiele, at poadiele@mtu.edu.ng and Prof. Babatunde Oni, at booni@mtu.edu.ng, the editor-in-chief.

4. Documentation of references should be done in accordance with either the American Psychological Association (APA), 6th Edition) or Modern Language Association (MLA, 7th Edition) style.

5. All enquiries should be directed to the editor through the email address: poadiele@mtu.edu.ng or phone number: +2348037197590.

Chapter 1

Social Media And Body Surveillance: An Evaluation Of Habitual Body Monitoring Among Female Students Of University Of Lagos

Babatunde Olagoke Oni, PhD
Department of Mass Communication,
Mountain Top University,
Ibafo, Ogun State.
booni@mtu.edu.ng

Emmanuel N. Orumade
Department of Mass Communication,
Mountain Top University,
Ibafo, Ogun State.

Abstract

This study evaluates social media promotion of body surveillance tendencies among young females, using students of the University of Lagos as a case. The main objective of the study was to determine the role of social media in the promotion of body surveillance tendencies. Survey research design was adopted to study a sample of 379 respondents selected from the population of female students of the University of Lagos. Data was collected using a questionnaire and analyzed descriptively using SPSS. The Pearson Product Moment Correlation (PPMC) was then used to test the correlation between dependent and independent variables. Findings revealed that social media is implicated in the promotion of body surveillance tendencies; that female students use different social media platforms to monitor their bodies, and that many health hazards are traceable to body surveillance. The study recommends that measures be put in place to reduce objectification and its resultant problems; which often arise from young people's use of the social media. It specifically recommends that government should come up with legislation to protect the social media space from contents that explicitly promote body objectification.

Keywords: Evaluation, Social Media, Promotion, Body Surveillance, Tendencies, Female Students

Background to the Study

With its increasing influence in the lives of individuals, the social media has been implicated in numerous negative social outcomes. One of such outcomes is objectification; a problem that manifests as body- or self surveillance, in which individuals constantly evaluate or monitor their bodies and external appearance to check conformity with third party ideals.

The features of social media and society's emphasis on physical appearance together give rise to appearance-related social media contents and user consciousness. Social media has become a very large community with 59% of the world's population using them (Statista, 2023). Of this number, 2.06 billion people are active daily users of Facebook (Statista, 2023). Their demographics show that it is a space for young people. This appearance-related social-media-created consciousness, therefore, is prevalent among young people (Choukas-Bradley, Nesi, Widman and Galla, 2020).

Young people in Nigerian universities frequently use social media sites like Facebook, Twitter and YouTube (Okoro, 2006). Social media are fast becoming very popular means of both interpersonal and public communication in Nigeria and the world at large. Social media are modern interactive communication channels through which people connect with one another, share ideas, experiences, pictures, messages and information of common interest. By their nature, social media have the capability to educate, inform, entertain and inflame the audience (Olasina, 2012).

The power of social media is enormous. They are unstoppable (Osahenye, 2012). Just like radio or television, social media sites are accessible everywhere in Nigeria; thanks to the Internet and smart phones. However, the purposes for which users access the new media are still obscure (Ahmad, 2011; Folorunsho, Vincent, Adekoya and Adewale, 2010). Although social media networking sites are more frequently used and popular among young people in Africa than they have ever been, and there is a growing body of research exploring how people adopt social media influenced lifestyle changes, still needing more clarity is the dynamics of adopting these lifestyle changes. available studies show that part of social media influenced behaviour among young people, especially females, is body talks, body surveillance and body shaming. Wang, Wang, Yang, J. et al. (2020). They enjoy taking selfie of themselves with their smart phones and posting same on social media (Qiu, Lu, Yang, Qu & Zhu, 2015) with the purpose of presenting the most attractive version of themselves (Zheng, Ni, & Luo, 2019). This process leads to focus on body image, appearance and weight (De Vries, Peter, Nikken & De Graaf, 2014).

Modern times have ushered in an objectified perspective on how women are perceived. Social media platforms have been observed to have aggravated pressure on young girls to adhere to stereotypical ideals. Quite apparent is a proliferation of sexualisation through social media platforms like Facebook and Instagram; sexualising sitcoms and sexualising music videos. All of these enhance women's exposure to sexualised ideals (Fardouly, Diedrichs, Vartanian & Halliwell, 2015).

Body surveillance is part of the objectification process engaged in by people who constantly assess the extent to which their external appearance conforms to socially valued ideals. It is generally recognised to constitute a health hazard, particularly among female adolescents (Rollero, 2022).

Young women are utilising various social media platforms to monitor their own bodies in what has become known as body surveillance. People track or follow body appearances on Facebook, Instagram and other social media sites. They produce both positive and negative body image series using these platforms, where the female body is socially constructed as an object and which should be regarded and evaluated as such (Ahmad, 2011). Quite often, women are perceived as objects by society, which focuses on their bodies rather than their abilities (Anim, 2007). As degrading as this may seem, the ubiquity of this objectification experience often make women to internalize an observer perspective upon their own body (Ahmad, 2011).

Body-surveillance is an element of self-objectification (Ohaja, 2013) which has been recognised as a health hazard, particularly in female adolescents. Webb and Jafari (2014) define body surveillance as the "constant monitoring of one's body and being preoccupied with worry over how one's body appears in the eyes of others". Baran (2010) maintains that "the female body is constructed as an object to be viewed by others, particularly by men". Just as others view and evaluate a woman's whole body or parts of the body as objects, women too tend to view their own body as an object that must be constantly monitored to ensure that it conforms to an internalized socio-cultural standard. There are numerous harmful psychological effects of this self-objectification, and numerous studies have demonstrated that excessive self-objectification encourages general shame, appearance anxiety, and the urge for thinness; impairs task performance, and heightens depressive mood, body shame, a favorable disposition towards cosmetic surgery, melancholic feeling, dysfunctional sexual behavior, and other eating disorders related to self-objectification (Baran, 2012).

While social media use continues to grow in Nigeria as in other places, available literature shows that little investigation has been conducted in the area of body objectification or its core element - body surveillance - and its promotion among young females in Nigeria. Existing investigation has established that negative health outcomes do manifest among people who engage in body surveillance (Koleoso, Akanni and James, 2018). Hence, this study investigates social media promotion of body surveillance tendencies among female students, using the University of Lagos.

Statement of the Problem

Young females tend to view themselves from an observer's perspective and to see themselves as objects to be looked at (self-objectification) which can result in negative health outcomes. Many women have the feeling they must engage in constant body surveillance so as to ensure their compliance with social and cultural beauty standards. Typically, it is not uncommon for a woman to feel sexually objectified often by the opposite sex. As uneasy as this may be, it motivates the women to try and live up to the standard which would make them to maintain the right body frame expected by the men. Doing this, however, poses health and psychological challenges such as depression, sexual dysfunction, increased fear of rape, body shame, eating disorders, decreased self-esteem and academic performance, envy and jealousy (Ohaja, 2013). Given the above scenario, this study aims to investigate the influence of social media in the promotion of body surveillance among female students.

Objectives of the study

The study was guided by the following objectives:

1. To identify the role of social media in the promotion of body surveillance tendencies among female students.
2. To establish the reasons for social media promotion of body surveillance among female students
3. To evaluate the effects of social media promotion of body surveillance tendencies among female students.

Research Questions

1. What is the role of social media in the promotion of body surveillance among the female students of University of Lagos?
2. What factors serve as reasons behind social media's aiding of body surveillance among female students of University of Lagos?
3. What are the effects of social media's promotion of body surveillance among the female students of University of Lagos?

Research hypothesis

Ho: There is no significant relationship between exposure to social media contents and promotion of body surveillance tendencies among female students of the University of Lagos.

Scope of the study

This study focuses on female university, with the University of Lagos as the case study. This specific population is known to have regular and unrestricted access to social media.

Significance of the study

The study would be of immense benefit to female s as it would highlight the negative consequences associated with social media's promotion of self objectification and body surveillance. It would underscore to the awareness of older members of the population, including parents, what outcomes are associated with female s' use of social media. The study may also aid in reechoing government's responsibility and need to enact appropriate legislation to protect vulnerable social media users, specifically females.

Review of Literature

Social Media: Conceptual clarifications

As the name suggests, social media is a platform for social interaction among people, through which they create, share or exchange information and ideas in virtual communities and networks (Ahlqvist, Bäck, Halonen and Heinonen, 2008). Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content". Also, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities and individuals (Kietzmann et al., 2011).

Social media has taken many different forms, including Internet forums, weblogs, social blogs, micro blogs, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. These forms are collectively known as social network sites.

Boyd and Ellison (2013) define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. While the authors use the term "social network site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably.

Social Media, Body Talk, Body Shame And Body Surveillance Among Young Adults

Young people frequently use social media. They take selfies and share the pictures on social media among other activities. Evidence from literature suggests that young people engage in activities that promote body surveillance on social media; these include activities leading to body shaming. For instance, a study by Wang, Wang, Yang, Zeng and Lei (2020) looked at the association between discussions about physical appearance on social networking sites (SNSs) and body shame, as well as whether body talk on social networking sites was positively associated with body surveillance and body shame. It was a field experiment study where 194 female and 119 male Chinese university students participated in filling out a questionnaire about body discourse on SNSs, body surveillance, body shame, and self-compassion. It was found that body shame and body surveillance were positively correlated with discussions about physical appearance on SNSs. Similarly, it was found that there is a relationship between body talk on SNSs and body shame and this relationship was mediated by body surveillance.

Similarly, Butkowski, Dixon and Weeks (2019) use objectification theory to investigate the relationship between the value young women place on selfie feedback and indicators of disturbed body image such as body dissatisfaction, a drive for thinness and bulimia tendencies. They conducted an online survey of 177 English-speaking female young adults (18 to 30 years old) Instagram users who post selfies. Via the indirect influence of body surveillance, the scholars discovered that women who expressed a higher investment in selfie feedback were more likely to exhibit body dissatisfaction and desire for a thin body.

In a study by Salomon and Brown (2018), a cross-sectional study to investigate body surveillance and body shame among a sample of early adolescents in relation to the amount of time spent using social media and the frequency of specific behaviors on social media, specifically behaviors that involve self-objectification. Three different social media platforms—Twitter, Facebook, and Instagram—were evaluated using self-report measures. According to analyses, more teenage body shame was predicted by higher levels of self-objectifying social media use, and this was mediated by a corresponding rise in body monitoring. The mediating role of body surveillance was larger among females and teenagers who are particularly focused on others for approval.

Moradi and Varnes (2017) examined the positive correlation between body surveillance and body shame. The study showed that the result of internalized body shame derives from an inability to achieve the standards of culture endorsed by Western Media pertinent to attractiveness. Similarly, Vukovic et. al (2018) carried out a study on physical appearance monitoring, making use of the body surveillance subscale of the Objectified Body Consciousness scale (OBC). The results revealed that adolescents body surveillance was negatively associated with self-esteem and that body shame is a predictor of negative psychological health outcomes and understandably contributes to poor physical health. Olasina (2012) conducted a study on the impact of body objectification on females. Findings from the study revealed that body objectification lead to low self esteem in females, causing many not to see themselves as being capable of contributing to societal development and advancement and exhibiting lack of self confidence.

Theoretical Framework

In the literature on body surveillance, objectification theory features as a popular one. Similar to others, the current study is founded on this theory. Developed by Fredrickson and Roberts (1997), the theory asserts that girls and women are usually socialized to internalize an outsider's viewpoint as their primary yardstick for the perception of their physical self. This self-perspective can result in continuous body checking (body surveillance), which can increase women's chances of experiencing anxiety and guilt, decreased chances of reaching personal highest level of motivation and lowered level of awareness of internal physiological state (Moradi and Huang, 2008). This theory suggests that when people, particularly women, are treated like objects, they begin to see themselves as objects as well. This self-objectification heightens body awareness and body shame (Wollast, Riemer, Sarda, et. al, 2020).

Sexual objectification, the tendency to view or treat someone as a sexual object remains prevalent in a variety of media, including television, the internet, music, magazines, and video games. This is due to the sexualized, idealized and stereotyped images of women that are presented in the media (Karsay, Knoll and Mathes, 2018; American Psychological Association, 2008). Social media have undoubtedly aggravated this sexualized, idealized and stereotyped images with its attendant effects (Ward, 2016).

Objectification theory provides clarity on issues relating to sexual objectification, especially the fact that common to the various forms of sexual objectification is the experience - especially of the female gender - of "being treated as a body (or collection of body parts)", whose value lies primarily in its use by others (Fredrickson and Roberts, 1997). The theory provides a framework for the understanding of self-objectification, which promotes general shame, appearance anxiety, drive for a thin body frame, hindered ability for task performance and increased negative mood in a culture that objectifies the female body (Fredrickson and Roberts, 1997). A cursory look at the major premises of this theory shows that self-objectification is related to numerous forms of disordered and abnormal feelings and behaviour, including eating disorders. Body surveillance, which results from self objectification has been observed among users of social media or social networking sites and has been found to be related to heightened state of depression among both male and females (Yuhui, Xingchao, Jing, et al., 2019).

Methodology

This study adopted the survey research design, by which responses of female students of the University of Lagos to questions on the subject of body surveillance were collected through a questionnaire and analyzed. The population of this study comprises all female students of the University of Lagos. According to the latest available data (University of Lagos 2019/2020 pocket statistics, www.unilag.edu.ng), the total number of female students was 30,174. The questionnaire was administered physically among the female students at the Akoka campus of the University.

The respondents were randomly selected for the required sample size. To get the required sample size from the population of 30,174, the Yamane (1967) formula was used to select a total of 395 at 0.05 confidence interval.

The Statistical Product and Service Solutions (SPSS) Software, version 22 was employed to analyze the data. Data relating to the research questions were analyzed using mean and standard deviation, while the Pearson Product Moment Correlation (PPMC) was used to test the correlation between the dependent and independent variables.

Data Presentation and Analysis
Demographic information of Respondents
(For valid questionnaires n= 330)

Table 1

Variable	N(%)
Age	
16-20	100(30.30%)
20-25	120(36.36%)
25-30	80(24.24%)
Others	30(9.09%?
Sex	
Female	330(100%)
Religion	
Christianity	150(45.45%)
Islam	130(39.39%)
Traditional	30(9.09%)
Others	20(6.06%)
Total	330(100%)

Source: Field study, 2023.

Table one above shows that majority of the respondents are between the age of 20 to 25 and that all the respondents are female. The table also reveals that majority of the respondents are Christians, followed by Islam, traditional and other religions.

Analysis of the Research Questions and the Questionnaire

Restatement of the research questions

1. What is the role of social media in the promotion of body

surveillance among the female students of University of Lagos?
2. What factors serve as reasons behind social media's aiding of body surveillance among female students of University of Lagos?
3. What are the effects of social media's promotion of body surveillance among female students of University of Lagos?

Likert scale for the response is as follow;
Strongly agree (5), Agree (4), Disagree (3), Strongly disagree (2), Undecided (1)

Research Question One

What is the role of social media in the promotion of body surveillance tendencies among female students of the University of Lagos?

Table 2

Questions	Responses			
	Min	Max	Mean	SD
Social media contribute so much to the promotion of body surveillance tendencies among female students of University of Lagos.	1	5	3.844	1.233
Female students of University of Lagos use social media to monitor their beauty	1	5	2.792	1.380
Female students of University of Lagos use social media to expose their body structures for attraction	1	5	3.120	1.332
Female students disguise in fake self- image by using social media platform.	1	5	3.723	1.233
Female students of University of Lagos use Facebook to advertise their body structures.	3	5	4.137	0.883
Female students of University of Lagos post different pleasant and unpleasant pictures of their body and beauty on Facebook and Instagram	1	5	2.878	1.292

Likert scale for the mean: a mean above 4.5 is strongly agree, between 3.5 and 4.4 is agree, between 2.5 and 3.4 is strongly disagree, between 1.5 and 2.4 is disagree, while a mean below 1.5 is neutral. Therefore, table 2 above shows that majority of the respondents agreed that social media promote body surveillance tendencies among female students of University of Lagos. Majority of the respondents also affirmed that female students use social media to monitor their beauty and also to expose their body structures for attraction. Still on table 2, the highest number of respondents admitted that female students disguise in fake-self image by using social media platform. Majority of the respondents as seen in the table also agreed that female students in University of Lagos advertise their beauty on Facebook, and post Pleasant and unpleasant pictures on Facebook and Instagram

Research Question Two

What are the reasons for the social media promotion of body surveillance among female students of the University of Lagos?

	Min	Max	Mean	SD
Social media contents promote body surveillance tendencies among female students because they find such contents to be pleasant	1	5	3.842	1.231
Social media contents that promote body surveillance tendencies among female students because it brings money and profit for the platform owners	2	5	2.794	1.381
Social media contents promote body surveillance tendencies because young men are attracted to such images.	1	5	3.121	1.333
Social media contents promote body surveillance tendencies because such contents attract more users/customers.	3	5	4.138	1.884
Social media promote body surveillance tendencies among female students because such contents provide jobs for youths	3	5	4.138	1.884
Social media promote body surveillance tendencies among female students because this fetches revenue for government	2	5	3.129	1.236
Social media promote body surveillance tendencies among female students because this is beneficial to the nation's economic growth.	2	5	3.129	1.236
Social media promote body surveillance tendencies among female students because this allows females to express their feelings.	2	5	3.129	1.236
Social media promote body surveillance tendencies among female students because its aids students in attracting online friends	3	5	4.138	1.884

Likert scale for the mean: a mean above 4.5 is strongly agree, between 3.5 and 4.4 is agree, between 2.5 and 3.4 is strongly disagree, between 1.5 and 2.4 is disagree while a mean below 1.5 is neutral. Therefore, in table 3, the analysis shows that most of the respondents affirmed that social media promote body surveillance tendencies among female students because contents that promote it are pleasing to their audiences and bring money and profit for the platform owners. Also, majority of the respondents as shown in same table 3 agreed that social media promote body surveillance tendencies because the youths and young men like images that promote body surveillance and because social media get more customers by doing so. Table 3 also shows that majority of the respondents admitted that social media promote body surveillance tendencies among female students of University of Lagos because it gives jobs to the youths and provide revenue for the government. Still on table 3, majority of the respondents agreed that social media promote body surveillance tendencies among female students because this provides a boost for the nation's economy and that it allows females to express their feelings and also helps students to attract online friends.

Research question three

What are the effects of social media's promotion of body surveillance tendencies among female students of the University of Lagos?

Table 4

	Min	Max	Mean	SD
Social media's promotion of body surveillance tendencies among female students of the University of Lagos has many health hazards.	2	5	3.129	1.236
Social media's promotion of body surveillance tendencies among female students leads to humiliation, depression and low self-esteem.	2	5	3.129	1.236
Social media's promotion of body surveillance tendencies among female students gives room for jealousy and envy.	2	5	3.129	1.236
Social media promotion of body surveillance tendencies among female students leads to poor academic performance	3	5	4.138	1.884

Likert scale for the mean: a mean above 4.5 is strongly agree, between 3.5 and 4.4 is agree, between 2.5 and 3.4 is strongly disagree, between 1.5 and 2.4 is disagree while a mean below 1.5. Therefore table 4 above reveals that most of the respondents agreed that social media's promotion of body surveillance tendencies among female students have many negative health implications. Most of the respondents also agreed that social media promotion of body surveillance tendencies among female students lead to humiliation and depression, low self esteem, gives room for jealousy and envy, and leads to poor female academic performance.

Test of Hypothesis

Hypothesis

Ho: There is no significant relationship between exposure to social media contents and promotion of body surveillance tendencies among female students of the University of Lagos.

Hi: There is significant relationship between exppsure to social media contents and promotion of body surveillance tendencies among female students of the University of Lagos.

Table 5a: ANOVA and Model Summary testing of the significant role of social media in the promotion of body surveillance among female students of University of Lagos.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.934	1	238.934	50.601	0.000[b]
	Residual	1496.846	317	4.722		
Total		1735.780	318			

R= 0.371

R Square = 0.138

Adjusted R Square = 0.135

Source: Field study 2023.

Table 5a shows the ANOVA and model summary computations in relation to the test of significant role of social media in the promotion of body surveillance among female students of University of Lagos.

Table5b: Simple Linear Regression Testing Significant roles of social media in the promotion of body surveillance among female students of University of Lagos.

Construct	β	R	T	Sig.
Constant)	30.186		34.454	.000
Exposure to social media	-.277	-0.371	-7.113	.000
Dependent Variable: body surveillance				

Source: Field study 2023.

Table 5a and Table 5b indicate that female students' exposure to social media plays significantly role in influencing females' body surveillance (β= -0.277, r = -0.371, t= -7.113, $p<0.05$). The coefficients show that female students exposure to social media had a significant influence on females' self image (r = -0.277). This implies that as exposure to social media increases females' involvement in body surveillance increases. Consequently, exposure to social media plays significant role in promoting body surveillance among the females students. The model indicates that exposure to social media promote body surveillance, explained 13.8 percent (R2 = 0.138) variation of females' self-objectification. Consequently, the alternate hypothesis that there is significant relationship between exposure to social media contents and promotion of body surveillance among female students of University of Lagos is accepted.

Discussion of Findings

The findings of this study reveal that social media is implicated in the promotion of body surveillance tendencies among female students of the University of Lagos. Also, that social media's promotion of body surveillance tendencies is made possible as a result of users' engagement with chosen contents that they enjoy. The study also establish that both the contents owners and the government derive financial gains by promoting these contents, while affording the students the opportunity to express themselves. The findings also show that social media promotion of body surveillance or body objectification is associated with many negative health outcomes, including depression, shame, etc. and poor academic performance. The findings of this study therefore corroborate Olasina (2012) which concludes that body surveillance is inimical to women's well being because it leads to many negative psychological outcomes.

Conclusion

As Ahmad (2011) admitted, body surveillance has negative implications for the female gender because it is a process of self-objectification, which in essence is the degrading of the female body. Olasina (2012) also lamented that self-objectification degrades the female body and has many negative psychological effects on females. The current study corroborates these facts and in essence points to the need to discourage self objectification through body surveillance by pointing at the social media as a channel that harbours the risks. While the social media presents many advantages, there are also many risks to watch out for.

Recommendation

In general, the study recommends that measures be put in place to help reduce body objectification and its resultant effects. Specifically, the study recommends that:

1. Government should come up with regulatory frameworks to protect the social media space from contents that explicitly promote body objectification.
2. Content planners and creators should be made to recognize the socio-economic, socio-cultural and psychological problems facing young female students and the implications these may have for body surveillance tendencies and therefore be deliberate in designing and creating appropriate contents that challenge these tendencies or at least downplay them.
3. The family and religious bodies should openly communicate information on body surveillance to the young female, who often do not see anything wrong with the practice.
4. There is need to design and disseminate information and educational materials on the consequences of body surveillance and ways of preventing its promotion.
5. Mass media contents targeting young female students should be deliberate in de-emphasising body features and physical/external appearance of individuals and refraining from creating beauty standards.

References

Ahmad, S. (2011). YouTube usage and behaviour change among Nigerian university students. Journal of education and sociology, Vol 4 (2), pp. 32-42

American Psychological Association (2008). Task Force on the Sexualization of Girls. Report of the APA Task Force on the Sexualization of Girls. Washington, DC: American Psychological Association.

Anim, E. (2007). The influence of geo-political affiliations on newspapers coverage of national issues. International journal of communication: an interdisciplinary journal of communication studies, No.6, pp.1-12.

Baran, S. J. & Davies, D. K (2012). Mass communication theory foundations, ferment, and future. USA: Wadsworth Cengage Learning.

Baran, S. J. (2010). Introduction to mass communication: media literacy and culture (6th ed.), New York: McGraw-Hill.

Boyd, D. M. & Ellison, N. B. (2007). Social network sites: definition, history and scholarship. Journal of computer-mediated communication, (13)1, article 11. Retrieved from: http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html. Accessed on 23 April, 2023.

Butkowski, Chelsea & Dixon, Travis & Weeks, Kristopher. (2019). Body Surveillance on Instagram: Examining the Role of Selfie Feedback Investment in Young Adult Women's Body Image Concerns. Sex Roles. 81. 1-13. 10.1007/s11199-018-0993-6.

Choukas-Bradley, S., Nesi, J., Widman, L. and Galla, B. M. (2020). The Appearance-Related Social Media Consciousness Scale: Development and validation with adolescents, Body Image. Volume 33, 2020, https://doi.org/10.1016/j.bodyim.2020.02.017.

de Vries, J. Peter, P. Nikken, H. de Graaf, D.A. (2014). The effect of social network site use on appearance investment and desire for cosmetic surgery among adolescent boys and girls. Sex Roles, 71 (9-10) (2014), pp. 283-295, 10.1007/s11199-014-0412-6

Fardouly, J., Diedrichs, P. C., Vartanian, L. R. & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13, 38–45

Folorounsho, O., Vincent, R.O., Adekoya, A. F &Adewale, O. O. (2010). Diffusion of innovation in social networking sites among university students. International Journal of Computer Science and Security (IJCSS), (4)3, pp.361-372.

Fredrickson, Barbara & Roberts, Tomi-Ann. (1997). Objectification Theory: Toward Understanding Women's Lived Experiences and Mental Health Risks. Psychology of Women Quarterly. 21. 173-206. 10.1111/j.1471-6402.1997.tb00108.x.

Kaplan and Haenlei, (2010). Users of the World, Unite: The Challenges and Opportunities of Social Media. 79 Avenue de lapbilique, F. 75011 Paris, France. Retrieved from www.researchgate.net on 6th April, 2023.

Karsay, K., Knoll, J., & Matthes, J. (2018). Sexualizing Media Use and Self-Objectification: A Meta-Analysis. Psychology of Women Quarterly, 42(1), 9-28. https://doi.org/10.1177/0361684317743019

Kietzmann, J., Hermkens, K., McCarthy, I., and Silvestre, B. (2011). Social Media? Get Serious: Understanding the Functional Building blocks of social media. Business horizons, 54(3), 241 – 251.

Koleoso, O., Akanni, O. and James, J. (2018). Body Image Objectification and Disordered Eating Attitudes Among Secondary School Students of South-West Nigeria. International Journal of School Health. In Press. 10.5812/intjsh.66891.

Moradi, B., & Huang, Y.-P. (2008). Objectification Theory and Psychology of Women: A Decade of Advances and

Future Directions. Psychology of Women Quarterly, 32(4), 377-398. https://doi.org/10.1111/j.1471-6402.2008.00452.x

Moradi, B; & Varner, J. R. (2017). Structure of the Objectified Body Consciousness Scale: Re-evaluated 20years later. Sex Roles: A Journal of Research, 77 (5-6), 325 – 337. Retrieved from psycnet.apa.org. accessed 2 March, 2023.

Ohaja, E. U. (2003). Mass communication research anti project report writing. Lagos: John Letterman.

Okoro, N. (2006). Mass communication research: Issues and methodologies. Nsukka-Nigeria: AP Express.

Olasina, G. (2012). The use of web 2.0 tools and social networking sites by librarians, information professionals, and other professionals in workplaces in Nigeria. Retrieved from: unllib.unl.edu/LPP/PNLA%20Quarterly/olasina75-3.htm. Accessed on April 10, 2023.

Osahenye, K. (2012, February 25). The social media challenge. The Guardian, pp. 52.

Qiu, L., Lu, I., Yang, S., Qu, W. and Zhu, T. (2015). What does your selfie say about you? Computers in Human Behavior, Volume 52, 2015, https://doi.org/10.1016/j.chb.2015.06.032.

Rollero, C. (2022). Mass Media Beauty Standards, Body Surveillance, and Relationship Satisfaction within Romantic Couples. International Journal of Environmental Research and Public Health, 2022, 19, 3833, https://doi.org/10.3390/ijerph19073833

Salomon, I. & Brown, C. (2018). The Selfie Generation: Examining the Relationship Between Social Media Use and Early Adolescent Body Image. The Journal of Early Adolescence. 39. 027243161877080. 10.1177/0272431618770809.

Statista (2023). Number of Global Social Network Users 2017-2027. https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/

Statista (2023). Number of daily active Facebook users worldwide as of 2nd quarter 2023. https://www.statista.com/statistics/346167/facebook-global-dau/

Wang, Y., Wang, X., Yang, J. et al. (2020). Body Talk on Social Networking Sites, Body Surveillance, and Body Shame among Young Adults: The Roles of Self-Compassion and Gender. Sex Roles 82, 731–742 (2020). https://doi.org/10.1007/s11199-019-01084-2

Ward, Monique L. (2016). Media and sexualization: State of empirical research, 1995–2015 The Journal of Sex Research 53 (4-5), 560-577, 2016

Wollast, R., Riemer, A.R., Sarda, E., Wiernik, B.M. and Klein, O. (2020). How Self-Compassion Moderates the Relation Between Body Surveillance and Body Shame Among Men and Women. Mindfulness 11, 2298–2313 (2020). https://doi.org/10.1007/s12671-020-01448-w

Yamane, Taro (1967), Statistics, An Introductory Analysis. 2nd Edition, New York: Harper and Row

Yuhui Wang, Xingchao Wang, Jing Yang, Pan Zeng & Li Lei (2019). Body Talk on Social Networking Sites, Body Surveillance, and Body Shame Among Young Adults: The Roles of Self-Compassion and Gender. Sex Roles. A Journal of Research, 82(11-12), 731–742. https://doi.org/10.1007/s11199-019-01084-2

Zheng, D., Ni, X. l., & Luo, Y.J. (2019). Selfie posting on social networking sites and female adolescents' self-objectification: The moderating role of imaginary audience ideation. Sex Roles: A Journal of Research, 80(5-6), 325–331. https://doi.org/10.1007/s11199-018-0937-1

Chapter 2

The Trial of Religion and Politics in Soyinka's *The Trial of Brother Jero* and Ngugi and Mugo's *The Trial of Dedan Kimathi*

Promise Adiele,
Department of English,
Mountain Top University,
Makogi, Ogun State. Nigeria.
poadiele@mtu.edu.ng

Abstract
Trial is a central motif in Soyinka's The Trial of Brother Jero and Ngugi's The Trial of Dedan Kimathi co-authored with Micere Githae Mugo. However, the recurring interpretive kernel of the former has consistently hovered the precincts of proliferation of churches and the dubious approach of those who posture as men of God while merchandising the Christian faith. The latter has also variously been interpreted from the prism of revolutionary ethos which encapsulates the struggle of Kenyans to achieve self-rule from British imperialists. While the two different analytical planks have contributed to the appreciation of the two texts, they prove inadequate to capture further existential parameters where religion and politics are implicitly on trial. Using Jaques Derrida's Deconstruction, this paper advances the above existing interpretive spectrum by arguing that the trials which the two protagonists in the plays, Brother Jero and Dedan Kimathi face are synecdochical for religion and politics. The paper reveals that the trials recreated in the texts continually rehash religion and politics in contemporary times. Thus, Brother Jero's trials and his disingenuous responses to them are symbolic of the trials which churches go through. Also, Dedan Kimathi's trials and the attendant social dislocations in Kenya during the precolonial era are redolent of the trials African societies go through in the face of capitalist, exploitative predilections of the ruling class. Therefore, the trials in the texts provide a mirror for examining churches on one hand and socio-political struggles on the other hand.

Keywords: trial, religion, politics, deconstruction, class-conflict

Introduction
Wole Soyinka and Ngugi Wa Thiongo, both accomplished African writers, operate the nucleus of their literary machinery from two divergent, polysemic, literary possibilities. While Soyinka's creative impetus oscillates between the rehabilitation of African cultural, cosmological worldview and prophetic searchlight into

the future seeking to animate positive realignments of socio-political realities in Africa, Ngugi is more of a revolutionary, Marxist writer who upbraids the materialistic proclivities of the African ruling class both in contemporary times and history. In *The Trial of Brother Jero*, Soyinka's interest is to satirise the church and those masquerading as men of God. Mireku-Gyimah (2013) summarises Soyinka's commitment in using the protagonist Brother Jero as a metaphor to examine the inherent chicanery in religious practices especially prophecy in churches. According to her "Soyinka ridicules the church by making Jero tell us about it from the very beginning. From all indications, its characteristics and activities reveal it as a false spiritual church with its multitudinous nature, places of operation and varied claims to spiritual power and abilities". Brother Jero's characteristics and his efforts to lead people astray for personal gains through manipulative religious practices namely - prophecies - present an allegory which implicates churches in the throes of trials.

In the same vein, Ngugi and Mugo locate the historical struggle of Kenyans to gain independence from British colonial overlords as a substratum to interrogate the trial of all progressive forces against oppressive, elite, capitalist attitude in Africa's leadership corridors. Ordu and Odukwu (2022) observe that "using the historical figure of Kimathi, Kimathi demonstrates a revolutionary dedication and battle against British colonial power. For the oppressed masses, Kimathi is a symbol of their unspoken ambition for revolution and their ability to take action as a result of it". In other words, we can rightly conclude that the trials of the protagonists in the two texts signify trials in a broader sense where churches and forces of revolution operate side by side. Thus, the two texts achieve contemporaneous immediacy and relevance which justify their selection in this study. In deploying the texts as reflexive parameters to examine issues of religious dubiety and revolutionary approaches in modern times, the paper seeks to address and answer the following questions – are there fake prophets in Africa today who, through counterfeiting procedures, deceive people for personal gains while operating their churches? Are there political conditions in Africa today which give rise to revolutionary attitudes in the quest for an egalitarian society? What are the *modus operandi* and consequent negative impact of fake prophecy within churches in Africa? To what extent have revolutionary groups achieved their aims in enforcing good governance and class equilibrium in Africa. Using the two texts as guides, this study, while answering the foregoing questions, hopes to become a relevant manuscript for social appraisal with emphasis on churches and political leadership in Africa.

Over the years, critics have found it difficult to establish a correlation between Soyinka and Ngugi's ideological pursuits as writers. While Ngugi easily finds kindred spirits in Femi Osofisan, a radical writer of the Brechtian, avantgarde school of thought, Soyinka floats loosely as an accomplished eclectic writer whose works straddle different artistic genres including the spiritual and sublunary spheres. However, the writers' two texts, *The Trial of Brother Jero* and *The Trial of Dedan Kimathi* inevitably establish an artistic pluralism which examines religion using the church as a guide and politics using revolutionary struggle for emancipation as a standard. Soyinka's choice of religious focus is the Christian faith through churches and their proliferation with a counterfeit prophet Brother Jero as the leading protagonist. Brother Jero's flimflam and verbiage disposition is captured by Nwosu and Marchie (2015) who observe that “constantly, Jero refers to the church as trade and business, and his congregation as customers. Hence, it is clear that Jero uses his church as a means of survival like the modern-day evangelists”. It is quite fashionable to see self-styled men of God establish business premises which they misname as church, thus rehabilitating Soyinka's prophetic creativity in *The Trial of Brother Jero*. Ngugi's political interest centres on the documented struggle of Kenyans led by Dedan Kimathi and the Mau-Mau movement to achieve self-rule from British imperialists. Dione (2018) summarises the play's ideological project by remarking that “it is rather an imaginative recreation of the Mau Mau uprising with their leader Dedan Kimathi in which they trace out the social and economic conditions during colonisation". Therefore, the text can rightly be delineated as a historical construction of a patch in Kenyans political evolution.

Different studies have shown that the contexts of the two paradigms, religion and politics, where the protagonists face different shades of trials, have variously been interrogated and examined on their merits. The focus has always been the individual reactions of the protagonists to their trials. While Brother Jero's trials are psychological, Dedan Kimathi's trials are both physical at the law court and psychological in his detention cell. However, this study is primarily concerned with expanding the boundaries of the trials in the two texts viewing them as prognostic indicators which point to a more encompassing vista where the church and revolutionary social structures encounter different complexions of challenges. Prophetically, part of the religious trial which Soyinka envisioned in his play is the proliferation of churches which will inevitably happen due to economic reasons rather than for spiritual revival and the need for genuine evangelism. Using Brother Jero to represent fake prophets and their churches, Soyinka highlights the various degrees of challenges which will confront churches as they fluctuate to achieve their purpose in Nigeria and Africa. We can christen Brother Jero's trials as the trial of religion using his church as a guide.

Kimathi's trials, beyond the personal level, also aggregates the trials which African countries and their revolutionary struggles for self-rule encounter. Also, Kimathi and the Mau-Mau movement become a metaphor for the struggle of the masses to achieve an egalitarian social order and reject all forms of oppression while seeking to abolish class contradictions. In this way, trial in the two texts moves away from individual difficulties to more inclusive conditions of wider social relevance. Therefore, we can surmise that while Soyinka's text borders on religious trial using churches as a focal point, Ngugi's text borders on social trial or the struggle for a better society. The content of the two different shades of trial in the texts shows that they have contemporary relevance. Events in the *Trial of Brother Jero* indicate that churches are confronted with the trial of true identity, the trial of proper doctrine, the trial of prophetic ministration, the trial of sanctimony, the trial of holiness, and so on and so forth. Also, in the *Trial of Dedan Kimathi,* Kimathi's trials indicate the trial which social structures committed to challenging bourgeoisie, capitalist oppression undergo in their determination to achieve an egalitarian order where everyone will be treated fairly

Deconstructing the text

Jacques Derrida's variant of deconstructing literature offers critics a degree of freedom to interpret literary texts from different perspectives which stretch the usual meaning accorded the text by other critics or the meaning which the writer may have implied in the text. Deconstruction in literature maintains that literary texts are composed of multiple meanings therefore no interpretation of any text is supreme or final. With deconstruction, critics can uncover meanings which the writer of the text is unaware of or never thought about. Concerning deconstruction, Tyson (2002) remarks that “no interpretation has the final word. Rather, literary texts, like all texts, consist of multiplicity of overlapping, conflicting meanings in dynamic, fluid relation to one another and to us”. Tyson's observations elucidate the whole project of deconstructive criticism given that it provides a concise idea about the instability of meanings in a text and the possibilities of exploring different, plausible meanings in the same text. Soyinka's *The Trial of Brother Jero* easily yields itself to the proliferation of churches occasioned by the inordinate craving for materiality and popularity instead of true evangelism and the honest need to convert people to the Christian religion. Also, the text has over the years provided a mirror for examining charlatans who disguise as prophets of God to deceive the gullible and capitalise on their desperation for quick miracles. Of a truth, interpreting the text along the foregoing strands has sustained its position within academic province for many years. However, given that deconstruction dismembers a text to reveal various meanings in it, a critical examination of *The Trial of Brother Jero* exposes multiple significations which have hitherto been muted. One of such victims of interpretive disregard is Brother Jero and his trials as metaphoric identities of the Christian religion in Africa and all the incongruities that bedevil it.

Deconstruction breaks the barriers of closed, exclusive reading of a text which establishes a tyrannical meaning by a recognized authority. Vaittinen (2022) infers that “in all texts there is a silenced, heterogeneous Other, whom deconstruction aims to reveal as an erased trace in the text, with attempts to rewrite the text into a form that makes space for the Other in its complete Otherness". It is improbable that any text will have one central, defined meaning or interpretation. It is therefore the committed responsibility of deconstruction to reveal the unheralded meaning of a text which contributes to its appreciation. Besides the multiple trials of churches which Brother Jero represents in the text, there are also subliminal issues of desire for political and public service advancement which reside in the minds of most politicians and public office holders. The relationship between Brother Jero and his master also underscores the inherent squabbles which define the relationship between master and servant, a pastor and his assistants. More importantly, Soyinka satirises the culture of apprenticeship which currently characterises church leadership hierarchy.

Also, Ngugi and Mugo's The *Trial of Dedan Kimathi* has consistently attracted various interpretations as a literary manuscript that reconstructs the struggle of Kenyans led by Dedan Kimathi through the Mau-Mau movement to achieve self-determination and independence from British imperialists. However, equipped with deconstructive armament, the text provides other meanings which sustain its literary, creative, and historical relevance. Most African countries after independence were confronted by the need to enthrone democracy in their respective regions. The quest for democracy in Africa has encountered stiff opposition from an African leadership elite that desires to perpetually remain in power. In reaction to these anti-democratic forces, pro-democracy groups have emerged to resist what they consider as anti-people government which undermines the wishes of the people. These various pro-democracy groups which seek to dislodge the edifice of despotism in Africa and the challenges they face share direct correlation with the struggles and challenges faced by Dedan Kimathi and his Mau-Mau movement. Kimathi's struggles and challenges occupy a pride of place in Kenya history which grant contemporary pro-democracy groups the motivation to react against forces which revive the British rule of conquest across Africa.

Commenting on the influence of *The Trial of Dedan Kimathi* and the negotiation of equitable social contract between the people and government, Khawaldeh and Bani-Khair (2024) observe that "this drama resists oblivion and empowers representatives of the suppressed other with a unique capability of counter-remembering (or counter-historical narrating) that releases their long-suppressed voices". Beyond the revolutionary template which the text provides for reactionary voices, there are important issues which also offer plausible patterns for the continual collaboration and unity of reactionary voices against totalitarian, oppressive governments. There is the strained relationship between the boy and girl in the text which offers an insight into potential conflict that keeps the people apart and hinders a united, progressive, organised force to dethroning imperial-like governance structures in Africa. The woman who apprehends the boy and the girl reprimand them for their failure to unite and identify the British as the common enemy. Thus, deconstruction empowers the critic to approach the interpretation of a text from multiple prisms. Adiele (2023) remarks that "according to the Derridean complexion of deconstruction, a text can be interpreted from multiple perspectives as long as it conforms with evident subjects in terms of language, characters, ideas and symbolism". The interpretation of *The Trial of Brother Jero* and *The Trial of Dedan Kimathi* in this study shall offer alternative perspectives which contribute to the canonical milieu of the texts.

Literature review

Religion and politics maintain conspicuous presence in global realities and in many instances, they combine to determine the manifest complexion of the various socio-political and cultural tensions that determine the byways of human evolution. Inevitably, both concepts have made serious incursions into literature, general arts, and social sciences. They currently maintain a dominant position in these disciplines since it is almost impossible to engage the nuances of literature, arts, and the social sciences without at least making subliminal references to them no matter how minimal. Various literary texts, drama, poetry, and prose make religion and politics their focus. Given the vacillating nature of religion and politics and all the social unease they enunciate in every society, given that religion continues to flounder in its promissory character as a reconciliatory paradigm of human order, given that politics continues to falter in its continuous embodiment of perfidy in the corridors of public service, literary texts that mirror these essentialities also continue to maintain sustained relevance as manuscripts of genuine reflexivity. Literary texts that focus on religion and politics have become prototypes to scrutinise their impact on humanity and how these impacts the upward growth or downward retardation of society.

Soyinka's *The Trial of Brother Jero* as a satire, has over the years commanded the heights of plausibility in the discussion and interrogation of Christian religion as a vocation where, through prophecy, some people of questionable character achieve fame and prominence by exploiting gullible, desperate followers in need of one urgent miracle or another. Alabi (2019) reiterates that “the play x-rays a charlatan and fraud, Brother Jeroboam, who preaches to his followers on Bar Beach. Jero is a master of manipulation and keeps his followers in a subservient position because he understands what they long for — money, position, social status, and power, which are the yearning of many in the contemporary world". Jero's choice of Bar Beach as a venue for his trade is symbolic of what the beach represents for seekers of spiritual power. After Nigeria's independence in 1960, many people capitalised on the euphoria of the new socio-political order in the country to make profit one way or another. One of such vocations which fell victim to charlatans is prophetic calling. Teiko (2021) infers that "the dramatist provides a cynicism of contemporary society in the activities of the new religious federations and Christian crusaders whose rampant denominationalism by the 1960s at the Lagos Bar Beaches created not only avenues for the roguery trade among the churches but also became a subject of ridicule". Soyinka succinctly dramatises that patch of Nigeria's materialistic evolution in his play where the beach becomes a site of competing, materialistic indulgences.

Through a sparse, austere setting reminiscent of absurdist theatre, the playwright provides a peep into the kind of dubiety that resides in churches where fake people become prophets for personal aggrandisement. Brother Jero thus assumes a figure through which the deception that abounds in Christianity can be examined. Osae (2016) remarks that "through his fake prophecies, he has managed to capture a few ignorant people whom he feeds with one lie after another. He takes pleasure in keeping them dissatisfied (unhappy) because satisfaction (happiness) as he claims will keep them away". Perhaps Osae's submission points to one of the constituent elements of Jero's trials which is, among other things, to keep his congregation unhappy in order to sustain their interest in a quest to find happiness. It is this sort of inversive psychology that has characterised many churches today because the self-styled prophets create and magnify spiritual problems in a bid to enforce the patronage of their members whose determination to conquer these spiritual problems ultimately ensures their commitment to the prophetic calling of their pastors. Given its exact reflection of religious realities in Africa and indeed across the world where Christianity has become a profession for selfenrichment through fake prophecy and misinterpretation of the Holy Bible, *The Trial of Brother Jero* assumes a revolutionary hue which beckons on miracle seekers to be wary of prophets and prophecies. In that way, the text collapses the barriers of time because it maintains a relevance of immediacy as long as churches continue to proliferate with new pastors and prophets whose missions are largely clandestine and undisclosed.

Besides the relationship between fake prophets and their gullible followers, there are more implicating dimensions to the crisis in churches which Soyinka subtly dramatises. It is the struggle and strife among pastors who employ propaganda, slander, and character assassination to diminish the followership of other pastors they perceive as rivals. According to Davoodifar and Pourya Asl (2015) "Jero acquired his current beach-side reality in the name of the Old Prophet, his former master, by formulating a campaign against the other prophets. The Old Prophet, however, is also already driven off his own land. Midway into the monologue, the Old Prophet enters to curse Jero, "wishing his downfall via women". Jero's roguery as a self-styled prophet is all-encompassing. He acquired his present beach space for his fake prophetic, religious engagements by blackmailing his master through calumnious campaigns. When the master was eventually chased out of his prophetic location on the beach, Jero took it over and started his trade. This is evocative of observable conflicts in various churches where material gain and capitalist value of the church has led pastors and their assistants into different degrees of tussles including legal. However, Adjandeh (2020) believes that "one of the things that constitute Jero's trials and which most often lead him into problems is lust. Instead of devising practical steps to deal with this weakness, he sees it as part of his trials and then prays for God to help him". From a wider perspective and reflecting the prevailing realities in many churches today, sexual immorality and lust of the flesh constitute major trials which have either led to the collapse of some churches or brought them to disrepute.

Beyond its historical significance of reflecting a misleading patch in Kenya's political evolution, the revolutionary imprints in *The Trials of Dedan Kimathi* continue to resonate across Africa where it energises reactionary forces against all forms of oppressive, tyrannical and dictatorial attitudes. Kimathi and the Mau-Mau movement provided a resistance force against the British imperialist government that demonised the people's struggle for self-determination. Awogu-Maduagwu and Onwuka (2017) remind us about the project of the playwrights in writing the play. "By resurrecting and celebrating the heroes of the freedom struggle in this dramatic work, the playwrights emblemize the Mau-Mau crisis as the spirit of resistance to all forms of social and political oppression, in this case, imperialist domination". From the foregoing, there are two worlds which operate in parallel alignment in every society, the world of the capitalist oppressor and the world of the indigent victims of oppression and brute capitalism. In the play, the British colonial administration in Kenya represents the world of the capitalist oppressors while the struggling, freedom-seeking Kenyans, led by Kimathi and the Mau-Mau movement represent the world of the indigent victims of capitalist oppression. The friction between the two distinct groups is a reflection of the conflict that exists between forces of political oppression in Africa and resistant, pro-democracy groups across the continent. Kimathi's trials therefore are reflections of the trials which various groups opposed to oppressive, capitalist propensity go through all over Africa.

The Kenya struggle for independence led by Kimathi and the Mau-Mau movement also portrays two very important aspects of nationalistic and democratic struggles in Africa. The first is the role and presence of women who hitherto were subsumed under the overbearing hegemony of patriarchy which grants inferior identity and roles to them. The second is the inevitable presence of betrayers and collaborators in the sustained struggle for democratic dispensation and the dislodgement of tyrannical, despotic political forces in the corridors of power. Having highlighted these two important factors in the struggle for self-determination in Kenya, the playwrights facilitate a potential future prospect where women will play important roles in the dethronement of oppressive, capitalist order. It also points to the inexorable emergence of betrayers and collaborators with oppressive forces against the people. It is of note that Kimathi and the Mau-Mau movement were betrayed by Kenyans who became willing collaborators in the hands of British imperialists. Okunoye (2001) remarks that "the play becomes more significant because it links the three major phases of the African historical experience: the precolonial, the colonial, and the post-independence eras. Its appropriation of the Marxist historiography facilitates the universalization of the experiences it mirrors, making the world of the play that of the oppressor and the oppressed". It is the "post-independence eras" signification of the play and all the contemporary unease it generates that is the concern of this paper.

Today in Africa, *The Trial of Dedan Kimathi* has become a canonical text for the struggle of different reactionary groups to oppose capitalist, anti-democratic dispensations. Affiah and Eni (2018) argue that "Dedan Kimathi, a historical figure and the major character in the play, is a symbol of relentless struggle and unyielding resistance. The playwrights delve into history by asserting Kimathi's value so that the present generation of masses can continue with the struggle for liberation". Indeed, to a great extent, Kimathi as a revolutionary archetype has provided the needed drive for different forces of resistance in Africa to emerge and be sustained. One of the iconic importance of the Mau-Mau struggle which Ngugi and Mugo recreate in their play is the spirit of documentation imbibed by the freedom fighters. The freedom fighters had an eye on the future, knowing full well that their struggle will have implications to the future struggle for independence and resistance against oppressive forces of dominance. According to Simatei (1999) "the fighters themselves engage in this activity of writing because they believe these records will in future stand not only as testimony to the sacrifices they made for freedom, but also as important sources for the writing of their history or, as they put it, "remembrance" by future generations". Perhaps, part of the direct narratives by the fighters themselves have helped to foster a genuine historiography of the Mau-Mau era and also helped to counter Western misleading accounts of that epoch in Kenya history.

Oburumu (2022) points out that "the trial of Dedan Kimathi is therefore the trial of all Kenyan peasants. The unwavering spirit of the Kenyan people is personified by Kimathi. Every time something goes wrong in Kenyan society as a whole, this spirit has the potential to be repeated. In this sense, Kenya's culture and the ongoing historical landscape of its material life will be continuously shaped by this tenacious spirit". Beyond the artistic and dramatic relevance of the play, its historical content has influenced the revolutionary consciousness of all Kenyans and indeed the whole of Africa. Although Ngugi and Mugo have dramatised a historical event, their effort re-echoes across Africa and the world as a genuine and authoritative voice in indigenous nationalist attitude towards self and collective affirmation of defiance and struggle against repressive superstructures. It is the contemporary relevance of the play and its continual revival of Africa's celebrated disagreeable attitude towards British rule of subjugation and conquest that partly constitute the spine of this study. Kimathi's popularity and acceptance thus become a metaphor for all forces for the protection of the weak and enthronement of social equality.

The trial of trials: Brother Jero and Dedan Kimathi

Soyinka's *The Trial of Brother Jero* satirically reincarnates the recurring trial which contemporary churches and their many self-styled prophets are going through. In a wider domain, within the dualistic matrix of genuine spirituality and spiritual materiality, Soyinka's play explores the typical fraudulence immanent in churches, characterised by the absurd theatricality of a dominant leader who capitalises on the docile gullibility and desperation of his followers for miracles to make profit. Although Brother Jero's trials with lust is a product of a curse by his former master whom he chased out of his patch on the beach, the trials of current churches and their leaders have transmuted in leaps and bounds to include various mundane intensities. At the beginning of the play, through a monologue, Brother Jero gives the audience an overview of his personality, his historical journey, present situation, and future aspirations. According to the play:

> **JEROBOAM:** I am a prophet. A prophet by birth and inclination. You have probably seen many of us on the streets, many with their own churches, many inland, many on the coast, many leading processions, many looking for processions to lead, many curing the deaf, many raising the dead. In fact, there are eggs and eggs. Same thing with prophets and I was born a prophet. I think my parents found that I was born with rather thick and long hair. It was said to come right down to my eyes and down to my neck. For them this was a certain sign that I was born a prophet. (Soyinka, 145).

Jero's assertions above and his self-eulogy tracing how he came into the profession of prophecy sets the stage for spiritual immersion but also informs the audience about his treacherous background after betraying his master and chasing him out of his position on the beach. His immediate avowal that he is a "prophet by and by inclination" presupposes a divinely willed individual whose prophetic calling had been evident to his parents from birth. He goes on to outline to the audience what has been his major trials in his prophetic aspirations, which according to him include - stiff conflict and unnecessary competition among the prophets for the allocation of portions on the beach where they preached, the difficulty in convincing new converts as followers because they have found love in secular music than spiritual songs, and the rich worshippers preferring to stay at home to watch television rather than to come to church. These for Brother Jero were trials which affected his growth as a prophet and therefore, stifled the expansion of his prophetic ministry.

Jero's monologue is briefly interrupted by his former master, the Old Prophet who charges at him on stage, pronouncing a curse that women will surely be his downfall. As the Old Prophet exit the stage, Jero admits that true to his old master's curse, women constitute part of his trials although he has never been involved in any scandal with a woman. As the play begins proper, Jero fears that the curse on him by his old master was about to be fulfilled when he woke up one morning and found a woman at his door post. The woman, Amope, his assistant Chume's wife had come to Jero's house to demand payment for a velvet cap that the prophet purchased on credit. Brother Jero is not aware that his creditor is Chume's wife. Chume desperately wants to beat his wife for her constant nagging and overbearing attitude. In this web of trickery and deception, Jero's trial increases daily. In order to retain Chume's loyalty, he advises him not to beat his wife. However, when Jero finally discovers that his creditor Amope is Chume's wife, he quickly turns around to advise Chume to beat her. Chume becomes aware of Jero's dubiety and goes after him in anger to hurt him. While Jero was prophesying to a new convert, a member of parliament, Chume charges at him with a cutlass but Jero runs away. The member of parliament thinks that Jero disappeared miraculously as a holy and highly spiritual prophet of God. After escaping from Chume, Jero appears again to play tricks on the member of parliament who calls him "master".

Some critics have tried to bring new perspectives to Jero's trials which are reminiscent of contemporary realities prevalent in many churches. Pijuan (2020) interprets Jero's trials as misfortune by remarking that "*The Trials of Brother Jero* follows the well-deserved misfortunes, and their subsequent resolution, of Jeroboam, a false prophet with a thirst for power. He has established himself as a church leader and has built a congregation of followers who have been led to think that by doing the Prophet's bidding, they will be granted what they long for". Jero's riveting trials and the constellation of their deceptive possibilities sum up the inconsequentialities of prophetic reprobation which describes religious guile in Africa and most parts of the world. Although the play is a comedy, its aesthetic value thrives on satire which squeezes society to extract tangible, intrinsic elements, namely fake prophecy and deception as can sauce the ideological and creative menu of the playwright. Jero's documented trials constitute a moral burden for many fake prophets who insist on preying on the people's psyche vehemently violated by hash economic realities. Osoba (2014) argues that Jero's whole ambition, his ultimate aim which propels him to withstand different shades of trials, is his inordinate ambition for a high sounding, inchoate identity as a prophet. According to him "Soyinka's *The Trials of Brother Jero*, portrays the protagonist, Prophet Jero, as a charlatan who attempts to achieve his ambition as an important and distinctive prophet by appearing immaculate in a velvet cape, which he had not yet paid for, and articulate in prophecy. His ultimate ambition is to be called the Velvet-hearted Jeroboam, Immaculate Jero, and Articulate Hero of Christ's Crusade". The implicit presence of a self-seeking but morally degenerate personality who sees his failings as trials is reflected in Jero's character. However, Soyinka achieves his creative and ideological purpose in the play by providing a timeless text that serves plurimental purposes which continually holds churches and prophecy to scrutiny.

The *Trial of Dedan Kimathi* and its dramatic value is sustained by the historical content which the playwrights admitted in the introduction that they were revisiting to reconstruct. Thus, the play could be appreciated from two important artistic universal merits, from the standpoint of an actual historical event and from the conspicuous prism of literature as a reflection of social dynamics. The two different imports of the play also validate the trials which are easily located in the play – Kimathi's trials in the actual historical incident and the trial which that historical incident energised among Africans against political leadership and elite, capitalist structures. At the beginning of the play, the court scene sets the centre stage for Kimathi's trial where he is charged with the crime of possessing a firearm without licence. His ominous silence as the charge was read against him underscores his rejection of the entire imperialist judicial system:

> **JUDGE:** Dedan Kimathi s/o Wachiuru, alias Prime Minister or Field Marshal of no fixed address, you are charged that on the night of Sunday, October 21st 1956, at or near Ihururu in Nyeri District, you were found in possession of a firearm, namely, a revolver, without licence, contrary to section 89 of the penal code which under Special Emergency Regulations, constitutes a criminal offence. Guilty or not guilty?
> (Kimathi remains silent) (24).

Kimathi's silence to the charge against him is a demonstration of the defiance and fearlessness with which he views the entire judicial procedure. However, his silence could be interpreted as acquiescence since it seems he had no clear objection or defence to the charges. Beyond the law courts and through a flashback, the play re-enacts the struggle of Africans under colonial hegemony, working, being punished but showing resilience in the midst of their tortuous experience. This scene captures the collective determination of Africans, especially Kenyans to resist imperialist domination. These realities are captured in the first movement phase IV.

Phase IV: An angry procession of defiant blacks, chanting anti-imperialist slogans through songs and thunderous shouts:

> Leader: Away with oppression!
> Unchain the people!
> Crowd: Away with oppression!

Unchain the people!
Leader: Away with oppression!
Unchain the people!
Crowd: Away with exploitation!
Unchain the people!
Leader: way with human slaughter!
Crowd: Unchain the people!
Leader: Brothers we shall break (5-6)

The trials which the Africans go through in their bid to uproot forces of imperialism provides the basis for Kimathi's subsequent trials in the play. Although Kimathi's trials are the overwhelming, acknowledged event in the play, different classes of Kenyans also go through difficulties and trials either to maintain their resolve in their march to self-determination or to betray the cause of the struggle and succumb to imperialist efforts to break their ranks. Women, children, and all classes of the local people are all involved as the trial navigates through the length and breadth of the land. When Kimathi makes the second appearance in court, the same charges are read to him but this time, unlike the first time, he responds to the charges in the most defiant, fearless manner. Slowly and patiently, the judge reads out the charge against Kimathi the second time and this time, Kimathi gives a response:

> **KIMATHI**: By what right, dare you, a colonial judge sit in judgement over me?
> **JUDGE**: (Playing with his glasses, oozing infinite patience): Kimathi, I may remind you that we are in a law court.
> **KIMATHI**: An imperialist court of law. (25)

Kimathi's response to the charges against him aggregates his entire attitude to his trials by British imperialist forces. Vashisht (2021) points out that “as a counter-discourse, Wa Thiong'o and Mugo put Dedan Kimathi on trial, and the subsequent dramatisation of dialectical opinions exalts the freedom fighter's determined stoicism in his rejection of colonialists' and capitalists' offers to betray the fight for Kenya's self-determination, which he paid for with his life". Kimathi's resolute disposition in court provokes a schemed and manipulated round of trials in his detention cell. This time, the trials move away from the law courts but assume a different dimension geared towards breaking his resolve and determination. In the first trial in his detention cell, the British Henderson visits Kimathi and asks him to betray his Kenyan people and plead guilty in court the next day in exchange to have his life spared. Kimathi maintains his stance and remains defiant to the chagrin of the British officer. In the second trial, the banker and the Indian visit Kimathi in his detention cell. They ask Kimathi to confess and plead guilty so that the war will end. In return, they offer to build hotels and finance large businesses which will lead to the development of the country. Again, Kimathi maintains his resolve and refuses to betray his people. In the third trial, the Business Executive, the Politician, and the Priest all visit him again in his detention cell offering diverse, mouth-watering conditions to break Kimathi's resistance and have him plead guilty. Again, as always, he refuses to their utter dismay and consternation. In the fourth trial, Henderson visits him again with a final onslaught to break his resistance. This time, Kimathi loses his temper and attempts to strangle Henderson who escapes from the cell. Eventually, Kimathi appears in court for the last time and is found guilty and sentenced to death. Although he was sentenced to death, his unflinching, die-hard attitude to the resistance and protection of his people is remarkable and has left an indelible mark on the seashore of Africa's struggle and resistance against all forms of oppressive establishment.

Conclusions

The Trial of Brother Jero and *The Trial of Dedan Kimathi* both harmonise the inescapable challenges which confront religion and politics in Africa. This they do by highlighting the psychological configurations and various physical encounters which confront the two protagonists, Brother Jero and Dedan Kimathi. Given the inscrutable nature of religion, especially Christianity and the ecclesiastical emotions it exerts, focus on its various practicable outlets and modes of participation have been the concern of many critics. Christianity today is on trial. Prophecy and prophets are also on trial and society is forewarned not to succumb to various forms of indoctrination and beguiling mechanisms. Written immediately after Nigeria's independence, the play continues to define an aspect of moral decadence in society through wanton proselytising. In many instances, fake prophecy and spiritual merchandise have become important socio-political indices to gauge public evolution and future occurrences in Nigeria. Government officials and highly placed individuals have been known to consult these prophets to gain insight into the future. Thus, Jero's character will continually be a metaphor for a critical appraisal of religious dupery and fake prophetic machinations. It, therefore, behoves individuals and society to be weary of many Jeroboams that abound. Also, Ngugi and Mugo's play continually charts a new part in the direction of socio-economic emancipation following the radical templates established by Dedan Kimathi and the Mau-Mau movement. Many countries in Africa are on trial. Also, on trial are all the struggles to free and liberate the masses from the strangulating economic policies enunciated by the political class which hardly address the malaise among the people. Kimathi's trial as dramatised in the text, beyond its significance as a historical reconstruction, also drives all efforts to engineer a people-oriented political order which speeds off freedom in the continent.

References

Adiele, P. (2023). Sexual Continence and Masculine Tragedy in Wole Soyinka's Death and The King's Horseman. Awka Journal of English Language and Literary Studies, 9 (1), 186-205.

Adjandeh, E.A (2020). Analysis of Wole Soyinka's The Trials of

Brother Jero in Relation to Ghanaian Religious Discourse. Asemka, 10 (1), 142-154.

Affiah, U., & Eni, G (2018). Drama and the Revolutionary Archetype: Ebrahim Hussein's Kinjeketile and Wa Thiong'o and Mugo's The Trial of Dedan Kimathi. European Journal of Literature, Language and Linguistics Studies, 2 (3), 57-71.

Alabi, O.S (2019). The Poetics of Abuse in Wole Soyinka's The Trial of Brother Jero. Journal of Language, Theatre and Literary Studies, 1 (1) 1-12.

Awogu-Maduagwu, E.A, & Onwuka, E. (2017). The Dance of Freedom: A Semiotic Analysis of Dance in The Trial of Dedan Kimathi. International Journal of Social Sciences and Humanities Reviews, 7 (1), 10-15.

Davoodifar, M., & Pourya Asl, M (2015) Power in Play: A Foucauldian Reading of A.O. Soyinka's The Trials of Brother Jero. Advances in Language and Literary Studies, 6 (6), 63-68.

Dione, S. (2018). The Politics of Naming, Misnaming and Renaming in The Trial of Dedan Kimathi. International Journal of Literature and Art, 6 (3), 44-53.

Khawaldeh, I., M, & Bani-Khair, B.M (2024). Post-colonial Counter-memory in The Trial of Dedan Kimathi: (Re)membering the Demonized Hero and Subverting the Colonial Discourse. International Journal of Arabic-English Studies, 24 (1), 34-50.

Mireku-Gyimah, P. B (2013). Soyinka as satirist: A study of The Trials of Brother Jero. International Journal of English and Literature, 4 (6), 269-282.

Nwosu, C.C & Marchie, C (2015). From Worship to Commodification: Wole Soyinka and Sanctity of the Sacred in Swamp Dwellers and Trials of Brother Jero. International Journal of Art and Art History, 3 (1), 121-144.

Oase, C. (2016). The quest for happiness in Wole Soyinka's The Trials of Brother Jero. Indonesian EFL Journal, 2 (1), 12-22.

Oburumu, A. (2022). Towards Literature as a Reconstruction of History: A study of Ngugi Wa Thiongo and Micere Githae Mugos' The Trial of Dedan Kimathi. The Dawn Journal, 11 (2),1524-1534.

Okunoye, O. (2001). Dramatizing Postcoloniality: Nationalism and the Rewriting of History in Ngugi and Mugo's The Trial of Dedan Kimathi. History in Africa, 28 (1), 225-237.

Ordu, S., & Odukwu, B. (2022). THEATRE: Ngugi and Revolution in The Trial of Dedan Kimathi. Journal of Social, Humanity, and Education, 3 (1), 17-27.

Osoba, Joseph. (2014). A Linguistic Analysis of Wole Soyinka's The Trials of Brother Jero. Crossroads: A Journal of English Studies, 4 (1), 34-49.

Pijuan H.M (2020). A Literary Hybrid: Artistic Alienation and Cultural Consciousness in Wole Soyinka's The Trials of Brother Jero. https://ddd.uab.cat/record/231964

Simatei, P. (1999). Versions and Inversions: Mau Mau in Kahiga's "Dedan Kimathi: The Real Story". Research in African Literatures, 30 (1), 154-161.

Soyinka, W. (1964). The trials of brother Jero. Oxford, England: Oxford University Press.

Teiko, N.O (2021). Archetypal Posturing of Soyinka's Stylistic Modes in the Trials of Brother

Jero. International Journal of Language and Literary Studies, 3 (4), 13-25.

Tyson, L. (1999). Critical Theory Today: A User-Friendly Guide. New York: Garland Publishing.

Vashisht, N.W (2021) Staging resistance matters! Deconstructing structures of power and oppression in Ngugi Wa Thiong'o and Micere Githae Mugo's The Trial of Dedan Kimathi and Dario Fo's Accidental Death of an Anarchist. African Identities. I: 10.1080/14725843.2021.1997704

Vaittinen, Tiina (2022). An Ethics of Needs: Deconstructing Neoliberal Biopolitics and Care
Ethics with Derrida and Spivak. Philosophies Basel, 7 (4), 73-85.

Wa Thiong'o, N & Micere, M. (1988). The Trial of Dedan Kimathi. Ibadan: Heinemann.

Chapter 3

Collective Bargaining Agreement As An Integral Catalyst For Employee Performance In Lagos State, Nigeria

Olajide-Arise Temi
Department of Business Administration,
Mountain Top University,
Makogi, Ogun State, Nigeria.
tolajide-arise@mtu.edu.ng

Abstract

Employee performance is critical to an organization's growth. In service-oriented businesses, employees are a significant source of competitive advantage. Collective bargaining agreement is beneficial to an organization since it aids in the development of ties between employees and employers. The issue of terms and conditions of service, wages and salaries, and working conditions have been a major challenge and cause of low performance from employees in Nigerian Private and public sectors. This study, therefore, examined collective bargaining agreement and employee performance in Ikeja Electric Distribution Company. A survey research design was utilized for this study. The population of the study covered 2600 employees of Ikeja Electric Distribution Company Lagos State, Nigeria. A multistage sampling method was utilized to select the respondents from IKEDC. A sample size of 364 respondents was determined through the Taro Yamane formula. Descriptive and inferential statistics were used for the purpose of this study. The results revealed that the collective bargaining agreement components had a positive significant effect on employee performance components of Ikeja Electric Distribution Company. This study recommended that Ikeja Electric Distribution Company (IKEDC) should keep improving the social dialogue with its employees to increase their performance and improve its competitive advantage over the competitors in production. And also recommends that collective bargaining should be handled in a non-partisan manner. Fair representation of all sides at the negotiation table will foster trust and lessen the fear of victimization.

Keywords: Collective bargaining, employee performance, terms and conditions of service, working conditions and wages and salaries.

Introduction

Today, businesses face a severe economic climate that challenges their performance. It is common knowledge that a successful organization is based on the effectiveness and efficiency of its human resources and this cannot happen without a good relationship between the employer and his/her workforce (Block, 2019). Employers must build a working environment where both parties enjoy their rights and observe their obligations (Alberto & Javier, 2017). The relationship between employers and their employees should be handled effectively, and employee rights and personal issues must be addressed. It is important to develop, communicate and update human resources policies so that employers and employees alike know what is expected. Management relations must be addressed as well on activities associated with employees' rights and labour relations among them the right to organize and collectively bargain (Dawson, 2018).

Collective bargaining agreement is an integral part of a policy in which working people, through their unions, negotiate contracts with their employers to determine their terms of employment, including pay, benefits, hours, leave, job health and ways to balance work and family, and more (Demining, 2017). Through collective bargaining agreements, both parties can create a just work arrangement and avoid labour conflict. Nations with closely synchronized collective bargaining policies are likely to have lower inequality in salaries and fewer strikes than countries with lower levels of collective bargaining policies (Gregor 2016). Collective bargaining agreement is an excellent tool for employee performance. Workers are allowed to speak together as a body to assert their rights and the employer also benefices from collective bargaining agreement that sets out clear expectations for both sides. This understanding and agreement contribute to the achievement of the organization's objectives (Ivancevich, 1999). This is also a normal process that includes negotiation, consultation, and information sharing between companies and employees, with a mutually agreeable agreement as the ultimate goal which is mutually acceptable to all parties (Doorley, & Garcia, 2015). It is customary to a bi-bipartite process (i.e., a process involving two parties), although in many countries the state plays an important role in promoting collective bargaining by establishing relevant national legislation (Leap, & Grigsby, 2020). The agreement reached through collective bargaining is always legally binding and applies to all workers whether or not they actively participated in the bargaining process (Nwachukwu, 2015).

In the United States, some three-quarters of private-sector workers and two-thirds of public employees have the right to collective bargaining (Anderson, 2018). The National Labor Relations Act (1935) covers most collective agreements in the private sector (Richards, 2013). This law prohibits employers from treating employees unfairly, spying on them, harassing them, or terminating their employment because they belong to a union (Moe, 2019). It also prohibits retaliation against workers for participating in or organizing campaigns or other "concerted activities" to form a "Company Union" or for refusing to engage in collective bargaining with the union they belong to representing their employees (Patrick & Akhaukwa, 2013). Union is also exempted from antitrust law in the hope that members may collectively fix a higher price for their labour.

In South Africa, the labour laws provide for collective bargaining agreements but the legislation is not explicit on the duty to bargain. As such, courts in South Africa recognize and appreciate the importance of workers negotiating collectively with their employers for better working terms, thus reducing the chances of their requests being turned down (Rezandt, 2015). Only in sectors classified as Essential Services are workers provided with various options to compel employers to bargain.

In Nigeria, employers are constantly challenged to enhance industrial harmony in organizations because of their failure to readily embrace the views of workers when negotiating for the latter's working terms (Nwokocha, 2015), for they keep on flouting the law even when studies there have shown that avoidance of implementation of agreed collective bargaining reduces the productivity of employees (Uwa, 2014). Organizations where there are poor collective bargaining agreements, end up producing below expectation, the cause of this menace is a lack of communication between management and workers, bad leadership from management, poor motivational skills, and a lack of workers' participation in decision-making, since the major objective of Ikeja Electricity Distribution Company (IKEDC) in Lagos State, Nigeria is to generate, transmit, distribute, and market electricity to all its customers with least interruption, it has tried to an extent to maintain a fair collective bargaining agreement, yet the performance of the employees are relatively below average.

Workers must perform effectively for consumers to receive electricity with the fewest interruptions, and for workers to perform well, there must be an adequate relationship between them and management. Also, a negative impact on the part of the employees has subjected them to fear of victimization, strikes, weakened initiatives, and the habit of keeping vital beneficial organizational information to themselves to the disadvantage of the Company. It is in this light the study sought to examine the effect of collective bargaining agreement (wages and salaries, terms and conditions of employment and working hours) on employee performance (employee satisfaction, employee growth and employee retention) of Ikeja electrical distribution company, Lagos State, Nigeria.

Literature Review
Conceptual Review

Collective Bargaining Agreement

The Law regulating labour in Nigeria defines a collective agreement as a written agreement relating to employment and working conditions concluded between, on one hand, an employer or a group of employers or one or several employer professional organizations, on the other hand, by one or several employees' representative trade-unions. Collective bargaining is done between two parties, employers or employees. A collective bargaining agreement according to (Chaneta, 2012) it's a method of determining terms and conditions of employment, which utilizes the process of negotiation and agreement between representatives of management and employees. It provides a formal channel through which the differing interests of management and employees may be resolved on a collective basis. The collective agreements resulting from these negotiations usually set out salaries, working hours, training, health and safety, overtime, grievance mechanisms, and rights (Singh & Dixit, 2011). Those agreements contribute to improving working conditions so that the employees enjoy the job and contribute to achieving organizational goals (Richard, 2013).

A collective agreement may include provisions that are more favourable for an employee than laws and regulations. However, it may not contradict provisions to enforce law and order. Employers and employees are bound by a collective agreement and cannot agree, by way of contracts of employment, upon contrary or less favourable provisions than those of the collective agreement (Moe, 2019). The collective agreement binds those who signed it or those who are members of the trade unions or employers' professional organizations that signed it. It also binds employers' professional organizations and/or the trade unions which agreed to it and those who joined them as long as the agreement is still in the union. The collective agreement determines those they apply to, the professional categories they govern, and the limits within which they remain valid (George, Louw & Badenhorst, 2018). The agreement provides a greater degree of predictability for employers in such of wages, bonuses, and working hours thereby allowing employers to plan better. The agreement gives the employers a partner to go to in case of disputes, such as strikes.

Employee Performance

Any organization's success is based on the actions and decisions of its employees. Performance in an organizational setting refers to the capacity to complete the task satisfactorily (Armstrong, 2016). Employee performance involves utilizing knowledge, skills, experiences, and abilities to carry out the assigned task efficiently and effectively as required by their managers (DuBrin, 2016). An employee's performance could include the quantity of output, quality of output, timeliness of output, presence at work, and cooperativeness (Gungor, 2011). But getting the best of human resources requires enormous moves by the organization and its management. If the human resource or employees are happy and contended with the moves and actions of the employer, they do their best for the best of the organization (Stannack, 2016). The greater the level of satisfaction of employees the higher returns for the organization (Alamdar et al., 2012). According to (Keung-Fai, 1996), job satisfaction is one of the most widely researched areas in organizations. The results of this extensive body of study have prompted managers to pay attention to fresh approaches to employee satisfaction. One of these is credited to the creation of new management strategies that aim to employee-related factors in the foreground (Kusku, 2013). This construct has facilitated human resource managers in various ways of enhancing and improving employee performance and satisfaction during their work life at the organization (Castill & Cano, 2014).

Theoretical Review

The pluralist or pluralistic frame of reference is also known as conflict theory and was first put forth by Alan Fox in 1966. According to conflict theory, an organization is made up of various sectional groups with varying values, interests, and goals. Employee values and goals thus differ from management, and they are constantly at odds with management's goals. Conflict resolution can be achieved through compromise and agreement or through collective bargaining, according to conflict theorists, who contend that conflict is an inevitable, rational, functional, and normal situation in organizations. Trade unions are seen by conflict theorists as legitimate threats to managerial authority and place an emphasis on both competition and cooperation. According to this viewpoint, unions are legitimate representative institutions that give employees the power to affect corporate policy (Rose, 2008). According to the theory, the pluralist perspective would appear to be much more pertinent than the unitary perspective in the analysis of labour relations in many sizable unionized organizations and consistent with changes in modern society. The study was anchored on the conflict theory, which encourages managers or state functionaries to be understanding of unions or labour-based political organizations and recognize that the legitimacy of their rule is not automatically conferred upon trade unions, but rather that the management control function should be shared with labour.

Methodology

The study adopted a survey research design. Data was collected through the primary source of data collection. The study focused on the Ikeja electrical distribution company, Lagos State, Nigeria. The population of the study stands at 2600 with all levels involved (lower level, middle level and top-level management staff) located at Ikeja, Alausa. The sample size of 364 (three hundred sixty-four) was determined through the use of the Taro Yamane sample size formula. $n = \frac{N}{1 + Ne^2}$

A multi-stage method sampling technique was adopted in selecting the sample from the working population of this study. This sampling technique enabled the researcher to choose the samples in stages until the required sample was arrived at using the most appropriate methods of estimation at each stage. The research instrument underwent the validity and reliability test which found the instrument to be reliable and valid. Data analysis was carried out using descriptive and inferential statistics via SPSS.

Results and Discussion
Hypotheses Testing

Table 4.7.1: Hypothesis One:
Ho: Wages and salaries do not significantly affect employee satisfaction

Correlations

			Wages and salaries	Employee satisfaction
Spearman's rho	Wages and salaries	Correlation coefficient	1.000	0.111**
		Sig (2-tailed)		.189
		N	340	340
	Employee satisfaction	Correlation coefficient	0.111**	1.000
		Sig (2-tailed)	.189	
		N	340	340

Source: Field Survey 2022

The result above indicated that there is a weak positive correlation between wages and salaries and employee satisfaction having had a correlation coefficient "r" of 0.111. However, the significant value (sig 2- tailed) "0.189" is higher than the p-value (p-value = 0.05). This implies that the weak relationship between the two variables is insignificant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This implies that wages and salaries do not significantly affect employee satisfaction.

4.7.2: Hypothesis Two

Ho: Terms and conditions of employment do not significantly affect employee growth.

Correlations

			Terms and conditions of employment	Employee growth
Spearman's rho	Terms and conditions of employment	Correlation coefficient	1.000	0.809*
		Sig (2-tailed)		.229
		N	340	340
	Employee growth	Correlation coefficient	0.809*	1.000
		Sig (2-tailed)	.229	
		N	340	340

Source: Field Survey 2022

The result above indicated that there is a strong positive association between terms and conditions of employment and employee growth. Having had a correlation coefficient "r" of 0.809, the association between terms and conditions of employment and employee growth is very strong. However, the significant value (sig 2- tailed) "0.229" is higher than the p-value (p-value = 0.05) which indicated that the strong positive relationship observed between the two variables is not significant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This means the terms and conditions of employment do not significantly affect employee growth.

4.7.3: Hypothesis three:

Ho: Working hours do not significantly affect employee retention

Correlations

			Working hours	Employee retention
Spearman's rho	Working hours	Correlation coefficient	1.000	0.426
		Sig (2-tailed)		.107
		N	340	340
	Employee retention	Correlation coefficient	0.426	1.000
		Sig (2-tailed)	.107	
		N	340	340

Source: Field Survey 2022

The result above indicated that there is a weak positive correlation between working hours and employee retention. With a correlation coefficient "r" of 0.426, there is an indication that there is a weak positive correlation between working hours and employee retention. Also, with a significant value (sig 2- tailed) of 0.107 which is higher than the p-value (p-value = 0.05), it indicates that the variables of consideration were not significant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This means that working hours do not significantly affect employee retention.

Discussion

The general objective of this research was to evaluate the effect of collective bargaining agreements on the employee performance of Ikeja Electricity Distribution Company. The general objective is further subdivided into three specific objectives. The specific objectives drawn from these general objectives are to: determine the effect of wages and salaries on employee satisfaction, examine the effect of terms and conditions of employment on employee growth and ascertain the effect of working hours on employee retention. A descriptive survey design was adopted to get information from selected respondents through a structured questionnaire while examining the effect of collective bargaining agreement on the employee performance of Ikeja Electricity Distribution Company. The data used for the study was collected from 347 respondents while 340 were found valid and therefore were used for analysis. Descriptive statistics and correlation analysis was conducted and the findings from the study are presented as follows.

The relationship between wages and salaries and employee satisfaction. The findings showed that there was no significant relationship between wages and salaries and employee satisfaction. The relationship between the two variables was weak and insignificant. It implies that wages and salaries would not be a determinant of employee satisfaction in the organization. This finding disagreed with the findings made by Awan and Asghar (2014) on the link between job satisfaction with the job salary package which revealed that the relationship between job satisfaction and job pay package was positively correlated and the impact of this satisfaction was direct and significant on employees' job performance. The result of the study made by Ram (2013) on the relationship between overall job satisfaction, job facet satisfaction (14 job facets) and six measures of job performance, about the operating staff like conductors and drivers also revealed no association was found between salary and overall job satisfaction.

The relationship between terms and conditions of employment and employee growth was also investigated by the researcher. Findings showed that there is a positive strong relationship between terms and conditions of employment and employee growth. This implies that terms and conditions of employment contribute less to employee growth in the organization. Patrick and khaukwa (2013) revealed that the collective bargaining process has a significant effect on the industrial relations environment. Also, the findings made by Aiyede, (2002) revealed that employees increase the performance of organizations through an effective and efficient collective bargaining process which is the most significant instrument in the hands of employees for improving their living conditions.

Additionally, the researchers analyzed the correlation between working hours and employee retention. Ultimately, a weak positive correlation was observed with a correlation between working hours and employee retention. The implication of this is that working hours will not influence employee retention. This finding is dissimilar to the findings of Thompson, Murphy and Straddling (2015) which revealed that stress as a result of the working hours of employees lowers the level of performance and productivity of employees significantly.

Conclusion and Recommendation

Conclusion

On the note of conclusion, one cardinal issue in labour-management relations is collective bargaining whose outcome is a collective agreement that must be respected by both parties for workplace peace and harmony to be established.

Hypothesis one indicated that there is a weak positive correlation between wages and salaries and employee satisfaction having had a correlation coefficient “r” of 0.111. However, the significant value (sig 2- tailed) “0.189” is higher than the p-value (p-value = 0.05). This implies that the weak relationship observed between the two variables is not significant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This implies that wages and salaries do not significantly affect employee satisfaction.

Hypothesis two indicated that there is a strong positive association between terms and conditions of employment and employee growth. Having had a correlation coefficient "r" of 0.809, the association between terms and conditions of employment and employment growth is very strong. However, the significant value (sig 2- tailed) "0.229" is higher than the p-value (p-value = 0.05) 53 which indicated that the strong positive relationship observed between the two variables is not significant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This means terms and conditions of employment do not significantly affect employee growth.

Hypothesis three indicated that there is a weak positive correlation between working hours and employee retention. With a correlation coefficient "r" of 0.426, there is an indication that there is a weak positive correlation between working hours and employee retention. Also, with a significant value (sig 2- tailed) of 0.107 which is higher than the p-value (p-value = 0.05), it indicates that the variables of consideration were not significant. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected. This means that working hours do not significantly affect employee retention. From the foregoing, for employees' performance to be persistently enhanced, collective bargaining agreements must be taken seriously by both employers and employees.

Recommendations

Management of Ikeja Electricity Distribution Company must recognize the workers' union and bargain in good faith by respecting collective agreement always to facilitate effective job performance among employees. There must be an attitudinal change towards the positive side by employers or management of Ikeja Electricity Distribution Company towards employees to quickly enter into a collective agreement with workers. This will certainly motivate workers to put in their best for optimum productivity to be achieved. Like any other work organization in Nigeria be it private or public, each party involved in the collective agreement in Ikeja Electricity Distribution Company must have open minds by listening to each other's views with flexibility in adjusting to their demands to make a collective agreement possible to accelerate maximum job performance among workers. Terms and conditions of employment of workers must be given priority attention by the management of Ikeja Electricity Distribution Company and there must be a spirit of giving and take between workers and employers when negotiations are going on so that a collective agreement can be reached and implemented quickly for effective work performance to be achieved among workers. The management of Ikeja Electricity Distribution Company must create a favourable political and economic climate for effective collective bargaining by creating room for industrial democracy or workers' participation in management where issues concerning labour-management relations can be collectively discussed for harmony and efficiency of labour to be attained. There must be a proper work schedule and division of labor among employees to enhance job satisfaction and specialization among staff. This will reduce job stress and workload that often prevent maximum results to be achieved. Moreso, the terms of the contract and the result of the negotiation should be in writing and should be embodied in a document. Hours of work must be properly regulated to prevent unnecessary workload and fatigue among staff. This will bring about motivation and job satisfaction that can encourage workers to work excellently at any point in time. Once a collective agreement is reached by both parties, it must be written, sealed, signed, and genuinely implemented. This will prevent workplace conflict and lack of co-operation between management and staff.

Contribution to Knowledge

The study has contributed to knowledge in the area of the gap in knowledge created. Past studies have examined employees' performance within the contexts of leadership, motivation, stress management, work-life balance, and conflict management, however, little or nothing has been done in the area of collective bargaining agreement relative to employees' performance. In the area of the methodology of the research work, it has contributed to knowledge. This is manifested in the area of the type of research design, sampling technique, method of data collection, and data analysis method. The study has brought to the fore how most work organizations in the private and public sectors take the issue of motivation of staff with levity. This is an eye opener for the government to formulate policy that can accelerate collective agreement between workers and management in private and public sectors on regular basis. The study will help the management of Ikeja Electricity Distribution Company to formulate a good policy on collective bargaining that can accelerate the efficiency of labor. The study will assist other researchers to understand the effects of collective agreement on workers' performance in the work organization and how to carry out further research work in this area.

References

Alamdar, H. K., Muhammad, M. N., Muhammad, A., & Wasim, H. (2016). Impact of job satisfaction on employee performance: An empirical study of autonomous Medical Institutions of Pakistan. African journal of business management, 6(7), 2697-2705.

Alberto, B.M. & Javier M. C. (2017). Strategy and operational performance in the Spanish manufacturing industry. Human Resource Management Journal, 5(3), 175 - 199.

Block, R. (2019). Statutory leave entitlements across developed countries: Why us workers lose out on work–family balance. Journal Of International Labour, 151(1), 125 - 144.

Block, R. N. (2013). Case study methodology. Bargaining for competitiveness: Law, Research, and Case Studies, 1, 75-86.

Castillo J.X., & Cano J. (2014). "Factors explaining job satisfaction among faculty, Journal International Letters of Social and Humanistic Sciences 21(3), 201 – 214.

Dawson, T. (2018). Collective bargaining and the gender pay gap in the printing industry. Gender, Work & Organization, 21(5), 381-394.

Demining. (2017). Hand Book Of Human Resource Management Practice Cambridge. London: Mass Publisher

Doorley, J., & Garcia, H. F. (2015). Reputation management: The key to successful public relations and corporate communication. Routledge.

George, E., Louw, D. & Badenhorst, G. (2018). Job satisfaction among urban secondary-school teachers in Namibia. South Afr. J. Educ., 28: 135154.

Gregor, D. M. (2016). Leadership And Motivation. Boston: Mit Pres

Ivancevich, J. M. (1999). An analysis of control, bases of control, and satisfaction in an organizational setting. Academy of Management Journal, 13(4), 427-436.

Leap, T. L., & Grigsby, D. W. (2020). A conceptualization of collective bargaining power. ILR Review, 39(2), 202-213

Moe, T. M. (2019). Collective bargaining and the performance of the public schools. American Journal of Political Science, 53(1), 156-174.

Nwachukwu, C.C. (2015)" Management: Theory and Practice, Onitsha: Africana Fep Publishers Limited

Patrick, J., Akhaukwa, L. M. (2013). Effect of collective bargaining process on industrial environment in public universities in Kenya. Mediterranean Journal of Social Sciences, 4(2), 275 - 286.

Pavlov, A., Mura, M., Franco-Santos, M., & Bourne, M. (2017). Modelling the impact of performance management practices on firm performance: interaction with human resource management practices. Production Planning & Control, 28(5), 431-443.

Seniwoliba, A.J. (2013). Ghana's numerous workers strikes; a cause for concern. Merit Research Journal of Education and Review, 1(8), 159-171.

Singh, S., & Dixit, P. K. (2011). Employee retention: The art of keeping the people who keep you in business. VSRD International Journal of Business & Management Research, 1(7), 441- 448.

Stannack, P. (2016), "Perspectives on employee performance", Management Research News, 19 (5), 38-40.

Chapter 4

Citizenship Education And Civic Participation As A Tool For Sustainable Development In Nigeria

Samuel Olayinka Idowu
Department of Sociological Studies,
Lagos State University of Education,
Epe Campus, Lagos State.
idnoblelaw@yahoo.com

Adeniyi Adekoyejo Ojo
Department of Political Science Education,
Lagos State University of Education,
Epe Campus, Lagos State.
Joelojo03@gmail.com

Abstract

It is a basic knowledge that Citizenship Education is best achieved by "living it" where the learners are exposed to learning citizenship skills through active participation in democratic practices, like community work or elections to enhance their skill dispositions for sustainable development in Nigeria. This paper examines the effects of institutional factors and educational efforts aimed at the development of citizenship and political participation. The paper also underscores citizenship education as a catalyst for effective civic participation. The paper explains the fact that citizenship education is foremost to shaping attitudes, behavioural pattern and social interaction and they are germane to addressing issues bordering on sustainable development in Nigeria. In this paper, priortising effective citizenship education and ethical knowledge which is beneficial to every facets of the country is hereby recommended in order to achieve sustainable development as a nation.

Keywords: Citizenship, Citizenship Education, Civic Participation, Sustainable development.

Introduction

One of the significant landmarks of the post-2015 development agenda has been the universal recognition for a conceptual shift in the role and purpose of education beyond cognitive knowledge and skills. The relevance of education in the 21st century is now focused on the importance of values, attitudes and skills that promote mutual respect and peaceful coexistence (UNESCO, 2014). This is premised on the believe that the role of education should transcend beyond the development of knowledge and cognitive skills to build values, soft skills and attitudes among learners that can facilitate international cooperation and promote social transformation.

The globally recognised paradigm which encapsulates how education can develop the knowledge, skills, values and attitudes that learners need for securing a just, peaceful, tolerant, inclusive, secure and sustainable world is Global Citizenship Education (GCED) (UNESCO, 2012). Thus, the United Nations Secretary-General's Global Education First Initiative (GEFI) established in 2012 perceived education as a means to "foster global citizenship". Citizenship Education is now recognised by the international community "as a means of empowering learners to become responsible global citizens" (UNESCO, 2013); and "as a means for equipping individuals from an early age, and throughout life, with the knowledge, skills, attitudes and behaviour they need to be informed, engaged and empathetic citizens" (Lee & Fouts, 2005).

The many challenges confronting the Nigerian state, having also effectively subverted her sustainable development efforts over time, seem to stem from the negative perceptions and perspectives on citizenship, and on participation in national economic and social life (Okure, 2021).

The Citizenship education curriculum according to Yahya (2013) addresses young Nigerians in the formative educational years. The contents address issues that are important to developing young Nigerian people into responsible citizens. In other words, the curriculum enables our young people imbibe the values, norms, knowledge, actions and activities for sustaining development.

While sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development could also be construed as a global responsibility and solidarity between generations, between women and men and between different cultures and countries. It is about safeguarding and efficient use of existing natural resources. Investment in management of human, social and physiological resources is also crucial parts of sustainable development.

However, citizenship education is said to be a veritable tool for promoting sustainable development and improving the capacity of the people to address environment and development issues. Citizenship education is concerned with three different elements: civic knowledge, civic skills and civic disposition. Civic knowledge refers to citizens' understanding of the workings of the political system and of their own political and civic rights and responsibilities (e.g. the rights to freedom of expression and to vote and run for public office, and the responsibilities to respect the rule of law and the rights and interests of others). Civic skills refer to citizens' ability to analyze, evaluate, take and defend positions on public issues, and to use their knowledge to participate in civic and political processes (e.g. to monitor government performance, or mobilize other citizens around particular issues). Civic dispositions are defined as the citizen traits necessary for a democracy (e.g. tolerance, public spiritedness, civility, critical mindedness and willingness to listen, negotiate, and compromise). For Azebanwan (2010) elements of citizenship education are real because they actually affect peoples' lives. They are topical, current today and relevant. The issues are moral, because they relate to making responsible citizen.

Sustainable Development

Sustainability education (ES), Education for Sustainability (EfS), and Education for Sustainable Development (ESD) are interchangeable terms describing the practice of teaching for sustainability. ESD is the term most used internationally and by the United Nations.

Sustainable development has been variously conceived in terms of vision expression (Lee, 1993), value change (Clark, 1989), moral development (Rolston, 1994), social reorganization (Gore, 1992) or transformational process (Viederman, 1994) toward a desired future or better world. The core idea was defined most influentially by The World Commission on Environment and Development (i.e., The Brundtland Commission) as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (1987: 8). In its broadest sense, this normative abstraction has been widely accepted and endorsed by thousands of governmental, corporate, and other organizations worldwide.

The basic principles underlying sustainable development can be separated into a social, economic, and ecological dimension. The economic growth is used to be seen as a requirement for development. No country can achieve a sustainable economic growth if the environment is worsened, if the prosperity is not fairly distributed and if growth of the human resources has not taken place. Therefore the economical dimension means that economical growth shall carry on with: first, respect taken to the environment, second, growth of the people's health and education and third, a fair distribution of prosperity. The social dimension points out the importance resources, power and influence are fairly distributed and that people can feel security and can participate. The social dimension is therefore a requirement for economic growth. The environment dimension means that considerations are taken for the social and economical development. These three dimensions are integrated with each other as they are interdependent and mutually reinforcing. The implication of this is that sustainable development to a large extent is about politics (Tilbury & Wortman, 2004).

In 1992 a UN conference, also known as Earth Summit, was held in Rio de Janeiro. The most famous agreement from that meeting is the Agenda 21, a plan of action for sustainable development. Two major differences from earlier conferences were (a) the large number of participating voluntary organizations and (b) the emphasis of the plan of action of the regional, national and local cooperation to reach a sustainable development. Chapter 36 in Agenda 21 brings up educational issues and it emphasizes the importance of orienting the education to achieve sustainable development (see http://www.wwf.org).

Groundwork has been laid for sustainability education worldwide. Recent changes in service learning, a focus on literacy and skills, standards that support interdisciplinary thinking and the role of systems thinking have all increased the visibility of the movement (Dernback, 2002). Various approaches to ESD encourage people to understand the complexities of and synergies between the issues threatening planetary sustainability and understand and assess their own values and those of the society in which they live in the context of sustainability. ESD seeks to engage people in negotiating a sustainable future, making decisions and acting on them. While it is generally agreed on that sustainability education must be customized for individual learners (Huckle & Sterling, 2006), according to Tilbury and Wortman (2004), the following skills are essential to ESD:

- Envisioning – being able to imagine a better future. The premise is that if we know where we want to go, we will be better able to work out how to get there.
- Critical thinking and reflection – learning to question our current belief systems and to recognize the assumptions underlying our knowledge, perspective and opinions. Critical thinking skills help people learn to examine economic, environmental, social and cultural structures in the context of sustainable development.
- Systemic thinking – acknowledging complexities and looking for links and synergies when trying to find solutions to problems.
- Building partnerships – promoting dialogue and negotiation, learning to work together.
- Participation in decision-making – empowering people.

Theoretical Underpinning

Most contemporary theoretical postulations on citizenship have always assumed a democratic structure for the interpretation and analysis of citizenship models.

Citizenship Models

Although democracy is not the only context in which citizenship can be understood, it is believed to provide the machinery for state operation that is demo centric, providing for accountability to the people by functionaries of government. It is in this context that Westheimer and Kahne (2004) postulated three types of citizens or citizenship models designated as the personally responsible, the participatory, and the justice-oriented citizens. Although it is not clear whether these citizenship typologies are a biproduct of democracy, they constitute essential attributes of social patterns in a functional democracy. A personal responsibility-oriented citizen, for instances prioritises duties towards the community and the state, performing tasks that improve the quality of living, such as responsible waste management, local community welfare, and allegiance to the rule of law. The participatory citizen is typified by involvement in the affairs of state and the organisation of social life within it at the local, state, and national levels. This, according to Westheimer and Khane (2004), requires sufficient understanding of the workings of civic society and its social organisations, as well as the ability to foster community participation in civic affairs. The justice-oriented citizen is one who engages in identifying the roots, causes, actors and victims of social injustice, and working to proffer solutions. This citizenship type entails the ability to accommodate diverse shades of opinion in working for social justice. Although these citizenship types are neither mutually exclusive nor completely fused, they are distinct and identifiable (Westheimer and Khane, 2004), and as such, encapsulate and unify the traditional divide between the liberal, communitarian and republican conceptions of citizenship. In the context of our present discourse, citizenship is to be viewed as incorporating attributes of personal responsibility, democratic participation, and concern for social justice, which is in line with the UNESCO (1998) model of citizenship.

Citizenship education, based on the foregoing, has the objectives of educating citizens on the principles and institutions that govern their society, teaching them how to exercise their judgment and critical faculty, and helping them acquire a sense of individual and community responsibilities 'based on knowledge, practice and values that constantly interact' (UNESCO, 1998). These are the bases for the understanding of citizenship and citizenship education in the current context.

Understanding 'Citizenship Education' and 'Political participation'

Citizenship education refers to a systematic and purposeful enlightenment of members of a state as an organized political community with governance structure, on the ideals and values, rights and responsibilities of membership in such an entity. This means that citizenship implies membership in such a community. The UNESCO (1998) defines Citizenship education 'as educating persons, from early childhood, to become clear-thinking and enlightened citizens who participate in decisions concerning society. 'Society' is here understood in the special sense of a nation with a circumscribed territory which is recognized as a state'. The primary purpose of citizenship education is usually to form citizens through skills and personality development on the political, social, economic and civic culture of a nation, with the wider intention of equipping them for active and meaningful participation in national life and development. Citizenship education as a concept cannot be isolated from the social and political context in which it occurs. This is to say that a universal application of the concept is prone to multiple hurdles, especially given the diversity in, and the peculiarities of social and political contexts across national and continental divides. Moreover, 'citizenship', which is a major component of the concept, requires legal status and allegiance to a government. Although fostering the idea of global citizenship and efforts at formulating a global citizenship education template have been an active engagement of the UNESCO's and other international organs, including regional governments and non-governmental organizations (NGOs) for over three decades, certain challenges remain to be surmounted. This, however, is outside the purview of the present discourse. Citizenship education in Nigeria is here primarily understood in its formal sense (though the informal components are somewhat implied), that is, as an aspect of the national educational curriculum, different from tourism education, and with particular reference to the tertiary level. This is because, whereas the foundation for participation in national life might have been laid at the primary and secondary levels, it is, arguably, at the tertiary level that citizens are better disposed and equipped to meaningfully engage in nation building and sustainable development.

The Place of Citizenship Education

Citizenship Education, which has always been an integral component of the Nigerian education curriculum across the three levels – primary, secondary, and tertiary – has covertly or overtly, remained the intended contrivance for addressing the challenges of leadership, sustainable development, social integration and other exigencies. It also possesses such characteristics that could foster awareness on the causal link between progress and the exchange between people and places (human mobility), as well as promote the culture of inclusiveness, tolerance, peace and non-violence within a citizenry. This is because its orientation has always been somewhat all-inclusive, incorporating elements of history, philosophy, social studies, anthropology, political science, culture, ethics, and environmental studies, pointing thereby, to the critical truth that 'citizenship' and 'leadership', especially in their political connotations, are roles that must be learned (Heater, 2002). It builds on the overall objectives of schooling which includes democratic equality, social mobility, and social efficiency (Reid et al, 2013). However, certain factors seem to perennially threaten, subvert and undermine the vitality and efficacy of this critical component of national formation. First, there are glaring gaps between the theoretical provisions and prescriptions of citizenship education and their practical implementation in national life. Secondly, the absence of functional institutions and a unified exemplary leadership across the tiers of government and other sub-sectors within the polity that are manifestly untarnished by ethnic, religious, and other biases. The unintended but inevitable outcome of these incongruences is that students, as citizens in formation and leaders in-the-making, tend to mentally reject as mere charade whatever is presented to them as *citizenship* and *leadership* models. Instead, they adopt mental attitudes and living strategies that are fueled by alien stereotypes and unguarded sense personhood and autonomy, bizarre measures for self-actualization, belligerence and the ultimate desire to abscond from the country at the slightest opportunity in search of a better life.

Citizenship Education as Instrument for Sustainable Development

Therefore, the roles of Citizenship Education in promoting sustainable development becomes inestimable values, if the citizens are to be aware of their rights and obligations and participate in governmental activities with the sole aim of sustainable development. Citizenship Education is a necessary condition for political and economic reform. This is because it sensitizes the citizens on the need to be patriotic, co-operative, and tolerant; and abide by the constitutional provisions. It is a critical instrument for promoting justice, equity, fairplay, transparency and accountability that are of indispensable virtues or values of democratic culture (Okunloye, 2016)

Citizenship Education as instrument for environmental education: This subject is also relevant for promoting sustainable environment in the global human society. Responsible citizenship also involves cultivating the values of symbiotic attitude to human-environmental relations and skills for friendly environmental behavior. Citizenship Education is highly indispensable in the production of citizen who will be conscious of their environment and its associated problems and motivated to solve them. The knowledge of skills and values of environmental protection and environmental problem-solving are central to Sustainable Development Goals (SDGs) as the current development agenda for global human society (Okunloye, Olokooba & Abulsalam, 2016)

Citizenship Education is not only restricted to the school system as an instrument of citizenship Education, but also a programme of Civic learning that encompasses citizens outside the school system to promote Civil knowledge acquisition, skill development and value cultivation for socio-economic and developmental problem solving (Okunloye, 2016)

Citizenship Education also promotes human right advocacy and sustains peace and stability in democratic societies: Every citizen would be aware of his or her rights, obligations and responsibilities and respect for human rights as members of one and indivisible human family (Okunloye et al, 2016).

Citizenship Education is also an instrument for the cultivation of local and generic value: These values are recognized as core values for the survival of human beings especially human dignity, and love of fellow humans and good neighborliness individual differences notwithstanding (NERDC, 2009).

Citizenship Education for good human relation: This human relation cut across intra-group and inter-group levels across all societies. It makes all and sundry to relate together as one. No doubt, Citizenship Education is one of the antidotes Nigeria needs through our educational system to re-brand her already collapsed foundation. Citizenship Education makes people to be responsible and dutiful. Citizenship Education teaches people to be good citizens; in fact, Citizenship Education is a catalyst to sustainable development. Through Citizenship Education, an individual becomes sensible and disciplined member of the community. This will ultimately promote good governance and national development (Okunloye, 2016)

Citizenship Education is indispensable for the creation and sustenance of good governance. Good governance is non-negotiable for sustainable democracy in Nigeria or any other political system. The ubiquitous influence of politics over other sub-system in the society warrants active and good participation in politics by the greater majority of the citizens for good and mutually rewarding relationship between the government and the governed. It is only then that the rational and active voters can produce good leaders in government to administer every other sub-systems for sustainable development. (Okunloye, 2016)

Obasanjo (2007) in his farewell broadcast to the nation presented this challenge: we have set for ourselves ambitions target that will make us one of the largest economies in the world by the year 2020. This is attainable and achievable, but if we divert from the part of economic prudence, reform and realities, we can miss the road. This year 2020 will be a mirage. In order to address the above challenge, Emah (2009) observed that we need a responsive curriculum such that will take cognizance of vital changes and challenges in the environment and prepares the learners to meet them. He opined that we need a responsive curriculum which equip the learner for development in Information Communication Technology (ICT); local and global challenges of ensuring peace and conflict resolution, health concern and countless of social, economic and political demand that confront individuals and the whole society on daily basis. The present Citizenship Education curriculum is well responsive enough to equip students with the required skills that will make them function effectively and contribute positively and productively to the growth and development of the nation.

Conclusion

Personal responsibility, honest and committed participation in national life, and dedication to the principles of social justice, which are indispensable to the sustainable development of Nigeria's domestic tourism, are qualities that cannot be acquired through wishes and empty rhetoric; they must be learnt. The argument I have advanced here is that only Citizenship Education, strategically planned and well executed, in such a manner that aims at forming integral and balanced personalities rather than high test scorers, can address the current deficit.

Citizenship Education is enriched to transmit awareness on the civil and fundamental rights of every Nigerian, the skills that make for responsible citizenship, their rights and responsibilities in our society, respect and value for the multi-ethnic nature of

Nigeria and individuals of opposite sex, ethnic groups, and religions. The members of society including the media, social groups and networks are urged to join in the fight to preserve the values that guide civil societies i.e. order to maintain peace and unity in Nigeria for sustainable development.

Recommendations

Based on the foregoing, the following recommendations are made:

1. Peace education should be made compulsory at all levels of the education system. Ministry of education and curriculum planers should implement peace education initiatives at a local level and national level. It is expected that citizen should accept the principles of uniqueness in diversity and to establish the social norms of respect, dignity, and the rights of every individual.
2. In addition, developmental assistance agencies should promote peace education as a component of their teacher training and materials production.
3. There should be a functional Citizenship Education teaching and learning programme by emphasizing the skill and value components in the classroom situations.
4. Citizenship Education should be taught using practical and role-play and club activities in the school system
5. Citizenship Education should be used to educate all and sundry to contribute meaningfully to the success of the nation's economy.
6. Sustainable Development Goals should be included in secondary school curriculum as emerging issues in Citizenship Education and Social Studies
7. Create forum in the conventional Citizenship Education classroom to discuss dysfunctional news reporting about wrong conceptions of politics to address the negative messages from the society from negotiating the desirable values of Citizenship Education curriculum.

REFERENCES

Azebamwan, C. (2010). Integrating Civic education in schools and strategy for Implementation. Nigerian Observer Online, October 16.

Clark, W. C. 1989. Managing planet earth. Scientific American, 261(3): 47-54.

Dernback, J. V. (2003). The returns to education: Macroeconomics. *Journal of Economic Surveys, 17*(2), 157-200

Emah, I. E. (2009). Responsive curriculum development. In Curriculum Organization of Nigeria (CON). Eds

Gore, A. (1992). Earth in balance: Ecology and the human spirit. New York:Houghton Mifflin.

Huckle, J. and Sterling, S.R. (2006) *Education for sustainability.* Earthscan. p.139.

Lee, K. N. 1993. Greed, scale mismatch and learning. Ecological Applications, 3(4): 560-564.

Okunloye, R.W. (2016) Exploring non-formal political education programme for Addressing Political Aparthy and irrational voting behavior in Nigerian 4th Republic. A paper presented at the Annual National Conference of Social Studies Association of Nigeria (SOAN) held at University of Ibadan, Nigeria on 14th-15th December, 2016

Okunloye, R.W., Olokooba, I.N; and Abdulsam, A.A. (2017) Students' perceived difficulty levels of Civic Education syllabus in Osogbo, Nigeria. A Published WAEC seminar Paper presented at the WAEC international office on 12th May,2017. Lagos: Research Department.

Okure, D. U. (2021) Sustainable Development of Domestic Tourism in Nigeria: The Role of Citizenship Education. ZIK Journal of Multidisciplinary Research: July 2021 Volume 4: 135-150

Reid, Alan; Judith Gill and Alan Sears. (2013). *Globalization, the Nation-State and the Citizen: Dilemmas and Directions for Civics and Citizenship Education.* New York and London: Routledge.

Rolston , N. (1994). Multi-level citizenship, identity and regions in contemporary Europe. In J. Anderson (Ed.), *Transnational democracy: Political spaces and border crossings* (pp. 93-110). London, UK: Routledge.

Tilbury, D. and Wortman, D. (2004). Engaging People in Sustainability. IUCN, Gland, Switzerland.

UNESCO. (1998). Citizenship Education for the 21st Century. New York: UNESCO Press.

UNESCO (2012) Global Citizenship Education. New York: UNESCO Press.

Viederman, S. 1994. The economics of sustainability: Challenges. Paper presented at the workshop, The Economics of Sustainability, Fundacao Joaquim Nabuco, Recife, Brazil.

Westheimer, J. & Kahne, J. (2004). What Kind of Citizen? The Politics of Educating for Democracy. *American Educational Research Journal* 41(2): 237-269. doi:10.3102/00028312041002237

Yahya, M. (2013). Polio vaccines—"no thank you!" Barriers to polio eradication in Northern Nigeria. *African Affairs, 106*(423), 185-204. http://www.wwf.org.Sweden 2007

Chapter 5

Penetration Product Pricing And Consumer Value Perception In Fast-Moving-Consumer-Goods (FMCGs) Markets In Lagos State Nigeria

Olalekan Rasheed Kesinro
Department of Administration and Management,
Crawford University,
Faith City, Igbesa, Ogun State, Nigeria.
romarke07@yahoo.com,
olalekankesinro@crawforduniversity.edu.ng

Abstract

The study examined penetration product pricing and consumer value perception in Fast-Moving-Consumer-Goods (FMCGs) markets among consumers of household items and products in Ikeja Local Government Area of Lagos State in Nigeria. From a population of 648,720, a sample of 156 individuals presumed to be consumers of household items/products. The research design is the survey design while a self-structured questionnaire is the main instrument for data collection. Data analysis instruments are Percentages, Correlation and Regression statistical tools for data analysis. The study revealed that there is a significant relationship between penetration product pricing and buyer expectation in FMCGs ($r = 0.380$, $p < 0.05$), penetration product pricing significantly affect brand trust in FMCGs ($r = 0.485$, $p < 0.05$) and penetration product pricing significantly influence brand image in FMCGs ($r = 0.815$, $p < 0.05$) among consumers of household products and items. The study recommends that marketing practitioners must design strategies that will enhance capturing and effective management of consumer expectations of their market offerings. They should develop capacity to enhance consumer trust and involvement in their products. Marketing practitioners should also design appropriate pricing strategies that is not at variance with the perceived product values to guarantee brand equity among consumers and constantly monitor the markets to enhance brand survival especially in highly competitive consumer goods markets.

Keywords: Buyer expectation, **brand image, brand trust, penetration product pricing.**

Introduction

Pricing strategies to encourage the availability, purchasing, and consumption of healthy foods and beverages have received increased attention in the past decade, in the United States and worldwide. Various pricing strategies have been studied in different settings, including taxes and price manipulations of sugar-sweetened beverages (SSBs), high calorie–low nutrient foods or foods high in added sugars or saturated fats, and subsidies of fruits and vegetables. Despite these studies, little consensus exists about the effectiveness of these pricing strategies in changing the availability and affordability of healthy and unhealthy foods or their effect on consumer outcomes (ie, foods purchased, foods consumed, & health).

Statement of the Problem

Customer value-based pricing is still not a widely used approach. Cost-based pricing and competition-based pricing are mainly adopted pricing strategies within majority of industries (Hinterhuber, 2008). Key shortcoming recognized by Liozu *et al.* (2011) is that executives do not understand the concept of VBP. Another reason for the low level of adaptation of VBP is that many companies see their products more as commodities rather than value-potential products thus not seeing VBP providing any competitive advantage (Hinterhuber & Liozu, 2012). Consumers envisage many products and services contained by markets and they do not enclose convinced information about those product and services. It creates hesitation in mind of consumers. This study is to identify how the effectiveness of pricing strategies can influence consumer behavior in psychological value perception.

Objective of the Study

The main objective of this research is to examine relationship between the penetration product pricing and consumer value perception in FMCGs Markets in Lagos State, Nigeria.

The specific objectives are to:

i. examine the relationship between penetration product pricing and buyer expectation in FMCGs markets.

ii. investigate the effect of penetration product pricing and brand trust in FMCGs markets.

iii. examine the influence of penetration product pricing and brand image in FMCGs markets.

Research Questions

i. What is the relationship between penetration product pricing and buyer expectation in FMCGs markets?
ii. How does penetration product pricing affect brand trust in FMCGs markets?
iii. To what extent does penetration product pricing influence brand image in FMCGs markets?

Research Hypotheses

i. Ho: Penetration product pricing has no significant relationship with buyer expectation in FMCGs markets.
ii. Ho: Penetration product pricing does not significantly affect brand trust in FMCGs markets.
iii. Ho: Penetration product pricing does not significantly influence brand image in FMCGs markets.

Significance of the study

This study will be beneficial to retail outlet managers with strategic knowledge on how penetration pricing strategy influences consumer purchase decisions. It will also enable them know how many of their competitors adopt similar pricing strategy and therefore they will be able to position themselves competitively. Again, the study will provide insight to the retail managers on the influences of everyday low-pricing strategy and high low-pricing strategy on consumer purchase decisions and therefore they will be able to adopt the right pricing strategy for their target market.

Customers and the public in general are also likely to benefit from the research by understanding the various pricing strategies that are available. This will come in handy when they are making decisions regarding what products they want to purchase, where to purchase and the amount they will purchase.
The study will also benefit academics searching for information in this area of strategic marketing by providing yet another method of analyzing the pricing strategies and consumer purchase decision variables.

Literature Review

In FMCGs market, retailers use different strategies and approaches to gain competitive advantage. Will Kenton (2020) states that FMCGs are products that sell quickly at relatively low cost and these goods are also called consumer packaged goods. It is easy to find out those packaged goods products available in every retail product segment and it is one of the competitive strategies that firms used to tend competitive advantage. Consumer packaged goods (CPG) have reached another level in the appearance of many products segments such as household chemicals, groceries, cosmetics, medicines, foods, office supplies and online marketing (Gordon Scott *et al.,* 2020).

As a result, price is indisputably one of the most important marketplace signals. The persistent influence of price is due, in part, to the fact that the price signal is present in all purchase situations and, at a minimum, represents to all consumers the amount of economic outlay that must be sacrificed in order to engage in a given purchase transaction. Perceived strictly in this way, price represents the amount of money that must be given up, and therefore higher prices negatively affect purchase probabilities. However, several researchers have noted that price is a complex stimulus and many consumers perceive price more broadly than strictly in its "negative role" as an outlay of economic resources. For example, numerous studies have provided evidence that many consumers use the price cue as a signal to indicate product quality. To the degree price is perceived in this 'positive role," higher prices positively affect purchase probabilities. Studies have modeled the dual role of the price signal within a single study and found that price-level perceptions had a direct negative effect on purchase intentions and an indirect positive effect on purchase intentions via product quality perceptions.

Perceived value pricing is that value which customers are willing to pay for a particular product or service based on their perception about the product. Perceived value pricing is not based on the cost of the product, but it is the value which the customer thinks that he/she is deriving from consuming a product or a service (Cil Lindre, 2016). Perceived value pricing is an important marketing strategy which helps firms to price a particular product in the markets. Generally, marketers position the product in such a way that it will make the product unique. Customers usually compare the value that they derive after using the product or service and end up paying more. Marketers need to show the customers the true value they would get after using the product. The perceived value of brands relating to quality, price and social dimensions has a positive impact on consumer expectations (Fazal-e-Hasan *et al.,* 2018). The research of Margaretha and Halim (2018) discover the reasons that persuade to create customer value is the cost and image of the company. Shamim *et al*. (2016), show that the Company's Brand Experience plays a vital role in developing attitudes and behaviour customer based on value creation activities. Wu and Li (2018) show that all mixed marketing components have a significant effect on consumer value. In addition, customer value (utilitarian, hedonic and social) positively affects customer loyalty. While research Zhang *et al.* (2010), in the field of consumer packaged goods, find customer loyalty positively related to customer revenue and customer retention, both of which encourage Costumer Lifetime Value. The impact of consumer perceived value depends on the consumer segment (Zboja *et al.,* 2016).

Research on "Value perception" has been widely used in recent years in a variety of contexts. For example, in the context of retail FMCGs business, Calvo-Porral *et al.* (2016) empirically examines the impact of customer benefits by providing comparative analysis for different retail formats, such as supermarkets and hypermarkets. They identify factors that affect customer value, as well as key to understanding customer relationship relationships, customer value, loyalty and buying intent in the context of retail services. Blitz and Beset (2016) found successful retailers focused on using technology to build customer value first and as a result shareholder value ensued. In order to leveraging the full power of technology, retailers must make strategic investments in technologies that enable them to understand who their customers are; determine what their customers need most and offer products and services that address these needs smoothly in stores and online.

Irshad (2016) proves Customer value and further effect of customer value on online repurchase intention in Lahore. Navigation and ease of use show a significant contribution to CV. In addition, it was found that more customers are meant to buy back when they see the high value of an online retail store.

While in the research "*Value perception*" in the context of online marketing, among others done by Simová & Cinkánová (2016) that examines and identifies attributes of perceived customer value in terms of benefits and trade-offs by applying a multi-attribute model. Identified six dimensions of perceived customer value for on-line clothing shopping: three factors (website display, product delivery and presentation) are functional and can be attributed to the benefits customers expect when shopping on-line clothing, the other three factors extracted (aggravation, assurance and trust) are affective and risk-related and can be labeled as a sacrificial attribute.

In the context of marketing of food products, the study was conducted by: Ge *et al.* (2018) which showed the impact of reduced portion sizes on the perceived value of consumers from food depending on perceptions of food quality and consumer purchase intentions, while Perrea *et al.* (2017) affirms that to formulate customer value through: specific search (information), trust (safety) and experience (sense) attributes, perceptions about product quality, favourable and ethical image.

Customer value refers to the value of a new product implementation that underlies a set of relevant product attributes (e.g. quality, image, sustainability, price, convenience, taste, security, etc.). Seegebarth *et al.* (2016) show significant differences in perceptions of value, particularly perceptions of functional and individual values and behavioral recommendations related to organic food to consumers from the United States and Germany. They suggest instead of a country-based segmentation approach, marketers should emphasize different types of consumers across national borders to address differences in consumer value perceptions in the organic food market.

Some researchers suggest ways to increase customer value, among others: by building a store-based marketing strategy (Fu *et al.,* 2017); reshaping delivery and return experience in e-commerce delivery (Vakulenko *et al.,* 2018); enhance the dimensions of economic, functional, emotional and symbolic value, which are related to satisfaction and the effects of word of mouth (Rintamäki & Kirves, 2017); make strategic investments in technologies that enable retailers to understand who their customers are; determine what their customers need most and offer products and services that meet these needs smoothly in stores and online (Blitz, 2016).

The concept of "Value Perception" is also generated through the study of cooperation between Suppliers-Manufacturers-Retailers and Consumers in creating value. For example, research by Lee *et al.* (2017) which aims to identify the driving force of customer value co-creation that occurs through employee positive psychological capital, organizational citizenship behaviour oriented towards employee service and customer brand experiences. The results showed that the employees of positive psychological capital influence customer value co-creation indirectly through the effect of mediation behaviour organizational citizenship. *Luu et al*. (2018), state that when public employees demonstrate agility in serving customers it can enable the value of co-creation customers with public organizations.

Research Xu *et al.* (2018) tested how the degree of co-creation value influenced the evaluation of Chinese customers on new tourism and hospitality services and how the quality of results moderated these relationships under different conditions. Customer engagement that depends on the context in value creation has managerial implications to facilitate the evaluation of new, profitable services. Habicht & Thallmaier (2017) find creative achievement and happy to be an important component of co-design value. Both have a significant impact on product perception. Product perception fully mediates the relationship between the co-design value and the intention to buy as well as the intention to recommend Mass Customization offers to others. Researchers are also interested in researching "*Value Perception*" with relationship marketing. The concept of relationship marketing in services derives new values, through the joint efforts of providers and consumers to create value for consumers (Rădulescu & Rădulescu, 2015). While Taheri *et al*. (2017) suggest customers play a key role in value creation. Finding mood clarity is directly related to the customer's relational value; mood monitoring directly relates to customer participation as well as directly and indirectly to the customer's economic and relational value; and mood improvements are directly related to customer participation and the economic value of customers, as well as indirectly to the customer's economic and relational value.

A good understanding of the results of research on "*Value*" can be used for the planning and implementation of the company's business strategy. For example, Vakulenko *et al.* (2018) suggest identifying new sources of competitive advantage and new ways to improve customer service strategies and experience management. Cambra-Fierro *et al.* (2018) suggests that as the customer relationship stage continues to grow, companies must also develop exciting additional tools to personalize business strategies and tailor marketing investments to specific customer situations.

Fu *et al.* (2017) stated that effective marketing strategies to increase customer value perception if they understand the nature and impact of quantitative data and qualitative information about the factors that influence. Habicht & Thallmaier (2017) propose mass customization as a business strategy that seeks to gain competitive advantage through improvement that offer centred on product with service individualization. They find creative achievement and happy to be an important component of the value of co-design. Both have a significant impact on product perception.

Product perception fully mediates the relationship between the co-design value and the intention to purchase as well as the intention to recommend the mass customization offer to others.

2.1 Theories and Dimensions of Perceived Value

Since the concept of perceived value is related to product benefits, thus it is important to understand how this value is seen or viewed by the customer and what type of value or dimensions that can be created by the company. In this regard, several authors have identified and proposed several dimensions of value based on their own theory. Among those are:

i. Value Hierarchy Model

The Value hierarchy model conceptualize value into three hierarchy levels which are desired attributes, desired consequences, and desired end-states or goal and purposes, in which the lower levels are the means by which the higher level ends are achieved. In this model, Woodruff (1997) defined perceived value as customer's perceived preference for an evaluation of those products attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purpose in use situations.

He suggests that the customer may either use their goal to attach and evaluate the preference attribute and attribute performance (moving down hierarchy), or think the product as a bundle of attributes then form the certain attribute based on their ability to facilitate the desired consequences that help them to achieve their goals and purposes. Woodruff argues that this hierarchy model helps manager to specify exactly what managers should learn about their customer. He argues that this model looks beyond the attribute-based key buying criteria, in which it involves the consequences in use situation that the seller should learn and the goals to which those consequences lead. The dynamic concept of perceived value proposed by Woodruff (1997) is commendable in explaining the complexity of perceived value as well as has successfully helped to explain why customer attach different weights to various benefits in evaluating alternative product / service (Khalifa, 2004).

However this model fails to explain the various components or elements of value (Sanchez-Fernandez and Iniesta-Bonillo, 2007). Besides that, it is difficult to identify what preference attribute that contribute to customer value, and what consequences they want. Since every customer has different taste or preference of attribute on the same product, the manager would find difficulty in finding such specific attribute. As stated by Griffin and Hauser (1993) that the customers may have hundreds of preference attributes and consequences value dimensions, whereby the organization cannot work with so many different values at the same time. Moreover, this model has been considered to neglect the most fundamental concept of perceived value that is the trade-off between benefits and sacrifices. In which it fails to pay sufficient attention on the customer's sacrifices either in pre-purchase stage, in-use stage, or post-use stage (Parasuraman, 1997).

Based on the above arguments, it can be said that value should be viewed in more specific way rather than viewing it as the process of evaluation of preference attribute to achieve desired goal or purposes. Thus there is a need for better conceptualization of value that can enable the researchers or the organizations to delve the specific component or dimension of value, or a framework that enables them to identify their position which can help them to form a better strategic based on the component or dimension of value that they feel their product has not yet fulfilled or lacking of.

ii. Utilitarian and Hedonic Model

Holbrook and Hirschman (1982) had a notion that value should not only viewed from utilitarian perspective in which the product is valued based on its performance or functions, but also include the experiential perspective in which the product is valued based on the experience or the feeling arouse from consumption, including the symbolic and hedonic aspect. Consequently, the utilitarian and hedonic model was proposed and has given big contribution on perceived value concept. By dichotomizing value into utilitarian and hedonic value, it will help the other researchers to view value in better perspective. This dichotomization of value has been considered as the basis conceptualization of value in multi-dimensional approach (Sanchez-Fernandez and Iniesta-Bonillo, 2007) in which many other dimensions of value have been proposed based on this perspective.

However, this model is still too general in depicting the complexity of customer perceived value. It might give confusion of the dimensions of value that can be from other source of value. For instance, the emotional value can be derived either from the product-related source that is through consumption experience or from the personal-related sources through connection between product and personal characteristic. Thus, it is difficult to differentiate these dimensions of value if it is viewed from this perspective, as they are both are part of hedonic value. Moreover, the subsequent study of Babin *et al.* (1994) & Richins (1994) who included the utilitarian and hedonic component in developing the scale to measure the value of shopping experience were related to the possessions people already own, which is in contrast with the study that concerned measuring the perception of value in durable goods in order to understand the process of customer choice behavior (Sweeney & Soutar, 2001). It means, the component of hedonic value used in shopping experience is different from the component used in durable goods as what is focused in this study. Therefore, there will be more different components of hedonic value that can be separated and grouped into different single dimensions of value rather than describe it as "hedonic value" to explain all the feeling arouse when using the product.

iii. Consumption Value Theory

Underlying from the utilitarian and hedonic perspective, the broader theoretical framework of perceived value has been developed by Sheth et al. (1991a; 1991b) in their theory of consumption value which is based on the customer decision or choice whether to buy or not to buy, to choose between two products or to choose one particular brand over another. They suggested five dimensions of value namely functional value which is related to the utilitarian or functional purpose of the product, social value which is related to the image obtained from the society, emotional value which is related to the feeling arouse from using the product, epistemic value which is related to the curiosity or desire for knowledge or novelty seeking, and conditional value which is derived due to specific situation or circumstances that faced by the consumers. This model surely helps to understand the value in much easier than other concepts proposed as the organization can easily delve the component of value by referring to its source or dimensions. Compared to the utilitarian and hedonic value, the dimension suggested in consumption value theory was more complex which include the variety of fields such as social, economic, and clinical aspect (Sweeney & Soutar, 2001).

Sanchez-Fernandez & Iniesta Bonillo (2007) stated that this model is the most important contribution to the study of perceived value, however it ignores some sources of value such as ethic value and spiritual value (Holbrook, 1996). Regarding to this matter, Sanchez-Fernandez and Iniesta-Bonillo (2007) suggested that Holbrook‟s typology of consumer value has been considered as the most comprehensive model to date compared to other models due to it includes more components such as social, economic, hedonic, and altruistic aspect.

iv. Holbrook Typology of Consumer Value

According to Holbrook (1996) perceived value can be defined as "an interactive relativistic preference experience." By interactive he meant that value entails the relationship between the customer and the product, it is comparative, subjective, and specific to the context. He claimed that the customer perceived the value not in the purchase stage however during the consumption stage. He developed a framework that produces the dimension of value based on three dichotomies or three key dimension of value which are 1) extrinsic versus intrinsic, 2) self-oriented versus other-oriented and 3) active versus reactive.

Based on these dichotomization he proposed eight dimensions of consumer value namely efficiency value, play value, excellence value, aesthetic value, status value, ethics value, esteem value, and spirituality value. He argued that each dimensions are interrelated to each other. Despite the fact that the model has been perceived as comprehensive and more complex than others, however, SanchezFernandez and Iniesta-Bonillo (2007) stated that some critics from other researchers have been addressed for its complexity in which the operationalization for certain dimensions of value is difficult.

Based on several concepts discussed above, it can be said that the compartmentation of value into several dimensions or sources is the best way to explain the various types of consumption utilities. It is a much simpler model to be adopted or applied for other researchers in conducting their related studies or for the marketers in developing and forming a better strategy for their business, and it is also comprehensive enough in depicting the complexity of value. As stated by Sanchez-Fernandez and Iniesta-Bonillo (2007) that this model can be considered to be very helpful as well as interesting, yet challenging.

In attempts to improve the previous proposed models, it may help the task easier to identify the dimension of value that has clear distinction from one to another if the value is viewed from the perspective of customer needs. Through observation on the multi-dimensional research stream models discussed earlier, defining perceived value only from one type of need is insufficient to describe the complex nature of value. For example, several authors have argued that viewing perceived value as the trade-off between only quality and price (product related need) is too simple concept in depicting the comprehensiveness of value (Mathwick et al., 2001). Regarding to this matter, some authors suggest that value should be viewed with broader concept rather than merely based on product performance and price. The appearance of new perspective of value has brought to the consideration of affective components of value (e.g. (Sheth *et al*., 1991a; Babin *et al*.

Methodology

The descriptive survey research design was adopted for the study since it involves collection of raw data from respondents and test of hypotheses to examine the relationships among the active variables. The target population comprised 648,720 consumers of household items/products in Ikeja Local Government Area of Lagos State (Lagos State Bureau of Statistics, 2012). But the study adopted the Taro Yamane (1943) sample size determination formular and with the stratified sampling method, 156 literate individuals presumed to be consumers of household items/products in Ikeja Local Government Area of Lagos State were selected as sample for the study. The main instrument for data collection was a self-structured questionnaire with two parts A and B. Part A contains the demographic data while Part B contains the items for the measurement of the two active variables: Penetration Product Pricing (Independent Variable) and Consumer Value Perception (Dependable Variable). The questionnaire items were measured on a 5-Point Likert-Type Scale as follows: Strongly Disagree (SD) = 1; Disagree (D) = 2; Indecisive (I) = 3; Agree (A) = 4; Strongly Agree (SA) = 5. The data collected were analyzed using descriptive and inferential statistical techniques of Percentiles, Correlation and Regression to determine the extent and magnitude of relationship between the active variables.

Results and Analysis

H_{01}: Penetration product pricing has no significant relationship with buyer expectation in FMCGs markets in Lagos State, Nigeria.

Table 1: Showing the relationship between penetration product pricing and buyer expectation.

		Penetration Product Pricing	Buyer Expectation
Penetration	Pearson Correlation	1	.380*
	Sig. (2-tailed)		.000
	N	152	152
Buyer Expectation	Pearson Correlation	.380*	1
	Sig. (2-tailed)	.000	
	N	152	152

Source: Researcher's Field Survey, 2022

In reference to the table above (table 1) showing the relationship between penetration product pricing and buyer expectation, correlation analysis was used. The correlation coefficient is 0.380 with p-value of 0.000, which indicates that the test is significant because the p-value is less than the significance value of 5%. However, the alternative hypothesis is accepted and we conclude that there is significant relationship between penetration product pricing and buyer expectation.

H_{02}: Penetration product pricing does not significantly affect brand trust in FMCGs in Lagos State, Nigeria.

Table 2: *Coefficient of determination of penetration product pricing and brand trust*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485[a]	.235	.227	1.52366

Source: Researcher's Field Survey, 2022

The result of the analysis as presented in table 2 shows that there exists weak positive relationship between the independent variable (Penetration product pricing) and the dependent variable (Brand trust) with correlation coefficient of 0.485 and coefficient of determination of 0.235 which indicates that about23.5% variation in band trust could be attributed to the independent variables. The adjusted R-square is 0.227 and the standard error of the estimate is 1.52366.

Table 3: ANOVA table of brand trust

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69.317	1	69.317	29.858	.000[b]
	Residual	225.188	150	2.322		
	Total	294.505	151			

Source: Researcher's Field Survey, 2022

Moreover, the result of the ANOVA test is presented in table 3 shows the sum of squares regression of 69.317 and sun of squares residual of 225.188 with respectful mean squares of 69.317 and 2.322. The F-value is 29.858 and the p-value is 0.000.
The p-value is less than 5% significance value which is an indication that the model is adequate and sufficient in relating the dependent variable and the independent variable under study.

Table 4: Contribution of the independent variable to brand trust

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.248	1.662		4.962	.000
	Penetration product pricing	.330	.060	.485	5.464	.000

Source: Researcher's Field Survey, 2022

In addition, on the contribution of the independent variable as presented in table 4, the result shows that the brand trust stands at 24% unit increase in the absence of penetration of product pricing and it is significant with the p-value (0.000) < 0.05. Furthermore, every unit increase in Penetration product pricing will results in about 33% unit increase in brand trust. The p-value for penetration product pricing stands at 0.000 < 0.05 significance level.

Table 5: Coefficient of determination of penetration product pricing and brand image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815ᵃ	.664	.661	2.21454

Source: Researcher's Field Survey, 2022.

The table above (table 5) shows the result of the analysis for penetration of product pricing and brand image. It was concluded from the table that there exists strong positive relationship between the independent variable (Penetration product pricing) and the dependent variable (Brand image) with correlation coefficient of 0.815 and coefficient of determination of 0.664 which indicates that about 66.4% variation in brand image could be attributed to the independent variable penetration of product pricing.

Table 6: ANOVA table of brand image

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	951.499	1	951.499	194.018	.000^b
1	Residual	480.611	150	4.904		
	Total	1432.110	152			

Source: Researcher's Field Survey, 2022.

Also, the result of the ANOVA test is presented in table 6 shows the sum of squares regression of 951.499 and sum of square residual of 480.611 with respectful mean squares of 951.1499 and 4.904. The F-value is 194.018 with p-value less than the significance value which is an indication that the model is adequate and sufficient in relating the dependent variable and the independent variable under study.

Table 7: Regression coefficient table of penetration product pricing and brand image

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.321	1.809		6.810	.000
	Penetration	1.314	.094	.815	13.929	.000

Source: Researcher's Field Survey, 2022

However, on the contribution of the independent variable as shown in table 7 above, the result shows that the brand image stands at 32% in the absence of penetration of product pricing and it is significant with the p-value (0.000) < 0.05. Moreover, every unit increase in penetration product pricing will results in 31.4% unit increase in brand image with regression coefficient of 1.314. The p-value for penetration product pricing stands at 0.000 < 0.05 significance level.

Summary of Results

The result of the analysis shows that the independent variables for all hypotheses are significant with p-values less than the significance level of 5%.

Hence, the alternative hypotheses were accepted for the research study;

- There is significant relationship between penetration product pricing and buyer expectation in FMCGs in Lagos State, Nigeria ® =0.380, $p<0.05$).
- Penetration product pricing significantly affect brand trust in FMCGs in Lagos State, Nigeria ($r = 0.485$, $p<0.05$).
- Penetration product pricing significantly influence brand image in FMCGs in Lagos State, Nigeria ($r = 0.815$, $p<0.05$).

5.0 Conclusion

Marketng practitioners and managers need to understand the important role of involvement, perceived product quality and satisfaction in order to be able to predict purchase intentions and consequently purchase behaviour. All the above variables provide several managerial implications and are important issues in the development and implementation of marketing share. Marketing communication strategies (promotional activities and advertising messages) should be designed so that they emphasize product attributes and cues that will enhance consumers' perceived product quality. Indeed literatures confirm it that understanding the different consumers' behaviour is a critical success factor in the global business environment. Consumer values and needs always influence the shaping of consumers' reaction towards marketing

stimuli based on social culture (Yuan et al., 2011).
They however recommend that Marketing Practitioners must design strategies that will enhance capturing and effective management of consumer expectations of their market offerings; develop capacity to enhance consumer trust and involvement in their products; design appropriate pricing strategies that is not at variance with the perceived product values hence guarantee brand equity among consumers and that the marketing environment should be constantly monitored to enhance brand survival especially in highly competitive consumer goods markets.

References

Andrews, L., J. Drennan & Russell-Bennett, R. (2012). Linking perceived value of mobile marketing with the experiential consumption of mobile phones. European Journal of Marketing, 46(3/4): 357-386. *Asian Journal of Social Sciences and Management Studies,* 2016, 3(2): 150-162.

Ariff, M.S.B.M., Fen, H.S., Zakuan, N., Ishak, N. & Ismail, K. (2012). Relationship between customers‟perceived values, satisfaction and loyalty of mobile phone users. *Review of Integrative Business and Economics Research*, 1(1): 126-135.

Baker, W.L, Marn, M.V., & Zawada, C.C. (2010). Building a better pricing infrastructure, McKinsey quarterly, 1-6.

Bakon, K.A. & Hassan, Z. 2013. Perceived value of smartphone and its impact on deviant behaviour: An investigation on higher education students in Malaysia. *International Journal of Information System and Engineering,* 1(1), 1-17.

Burkert, M., Ivens, B.S., Henneberg, S. & Schradi, P. (2017). Organizing for value appropriation: Configurations and performance outcomes of price management, *Industrial Marketing Management*, 61, 194-209.

Burns, R.B. (1979). The self-concept theory measurement, development and behaviour. London & New York, Longman. 6(2),73-140.

Callarisa, F.L.J.,Moliner, T.M.A & Sánchez, G.J. (2011). Multidimensional perspective of perceived value in industrial clusters. *Journal of Business & Industrial Marketing,* 26(2),132-145.

Cannon, H. & Morgan, F. (1990). A strategic pricing framework, *The Journal of Services Marketing,* 44, (2), 19-30.

Carricano, M., Trinquecoste, J.F. & Mondejar, J.A. (2010). The rise of the pricing function: Orgins and perspectives, *Journal of Product and Brand Management,* 19, 7, 468-476.

Caruana, A. & Fenech, N. (2005). The effect of perceived value and overall satisfaction on loyalty: A study among dental patients. *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing,* 5(3): 245-255.

Chahal, H. & Kumari, N. (2012). Consumer perceived value: The development of a multiple item scale in hospitals in the Indian context. *International Journal of Pharmaceutical and Healthcare Marketing,* 6(2): 167-190.

Chang, H.H. & Wang, H.W. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Online Information Review*, 35(3), 333-359.

Chapperlow, J. & Scott, G. (2020). Fundamental analysis tools for fundamental analysis. Investopedia.

Cheltenham, U.K, Edward, E., Dahlander, L., & Gann, D. M. (2010). How open is innovation? *Research Policy,* 39(6), 699– 709.

Cheltenham, U.K., Edward, E., Guiltinan, J. P. & Gundlach, G. T. (1996). Aggressive and predatory pricing: A framework for analysis. *Journal of Marketing*, 60(3), 87–102.

Chou, T.-J., & Chen, F.-T. (2004). Retail pricing strategies in recession economies: The case of Taiwan. *Journal of International Marketing*, 12(1), 82–102

Cressman, G. E. (2012). Value-based pricing: A state-of-the-art review. In G. L. Lilien & R. Grewal (Eds.), *Handbook of Business-to-Business Marketing*, 246–274.

Creusen, M.E.,Veryzer, R.W. & Schoormans, J.P. (2010). Product value importance and consumer preference for visual complexity and symmetry. *European Journal of Marketing,* 44(9/10): 1437-1452.

Creusen, M.E.H. & Schoormans, J.P.L. (2005). The different roles of product appearance in consumer choice. *Journal of Product Innovation Management,* 22(1): 63-81.

Crouch, M. and Hunsicker, G. (2013). The Journey to Pricing Excellence", in Hinterhuber, A. and Liozu, S. (ed.). Innovation in pricing: contemporary theories and best practices. Routledge, pp. 178-182.

Danziger, S., Hadar, L., & Morwitz, V. G. (2014). Retailer pricing strategy and consumer choice under price uncertainty. *Journal of Consumer Research,* 41(3), 761–774.

Diamantopoulos, D. (1991). Pricing: Theory and evidence—a literature review. In M. J. Baker (Ed.), *Perspectives on Marketing Management,* 61–193.

Dodds, W.B., Kent, M.B. & Dhruv, G. (1991). Effects of price, brand, and store information on buyers product evaluations. *Journal of Marketing Research*, 28, 307-319.

Dutta, S., Bergen, M., Levy, D., Ritson, M. & Zbaracki, M. (2002). Pricing as a strategic capability", *MIT Sloan Management Review,* Spring 2002, pp. 61-66.

Gijsbrechts, E. (1993). Prices and pricing research in consumer marketing: Some recent developments. *International Journal of Research in Marketing*, 10(2), 115–151.

Habicht, H. & Thallmaier, S.R. (2017). Understanding the customer value of co-designing individualized products. International Journal of Technology Management.

Hinterhuber A, and Bertini, M. (2011). "Profiting when customers choose value over price", *Business strategy review*, 22, (1), 46-49.

Hinterhuber, A. (2004). Towards value-based pricing – An integrative framework for decision making, *Industrial Marketing Management*, 33, 765-778.

Hinterhuber, A. (2008). Customer value-based pricing strategies:

why companies resist., *Journal of Business Strategy,* 29, (4), 41-50.

Hinterhuber, A. and Liozu, S. (2013). Innovation in pricing: contemporary theories and best practices. Routledge.

Holbrook, M.B., (1996). Customer value – a framework for analysis and research. (Advances in Consumer Research), 23(1), 138–142.

Hunt, J. M., & Forman, H. (2006). The role of perceived risk in pricing strategy for industrial products: A point-of-view perspective. Journal of Product and Brand Management, 15(6), 386–393.

Indounas, K. (2006). Making effective pricing decisions", *Business Horizons*, 49, 415-424.

Johansson, M. (2013). Pricing processes in fast paces business-to-business settings, in Hinterhuber, A. and Liozu, S. (ed.). Innovation in pricing: contemporary theories and best practices. Routledge, 183-196.

Kim, J.-Y., Natter, M., & Spann, M. (2009). Pay what you want: A new participative pricing mechanism. *Journal of Marketing*, 73(1), 44–58.

Lai, A.W. (1995). Consumer values, product benefits and customer value: A consumption behavior approach. *Advances in Consumer Research*, 22(1) 381-388.

Lancioni, R. (2005b). A strategic approach to industrial product design: The pricing plan, *Industrial Marketing Management*, 34, 177-183.

Lancioni, R., Schau, H. J., & Smith, M. F. (2005). Intraorganizational influences on business-tobusiness pricing strategies: A political economy perspective. *Industrial Marketing Management*, 34(2), 123–131.

Langer, E.J., (1999). Self-esteem vs. self-respect. Psychologytoday. Sussex, 1 Nov. 1999. Web. 22 Dec. 2015. Available from https://www.psychologytoday.com/articles/199911/self-esteem-vs-self-respect.

Lapierre, J., 2000. Customer-perceived value in industrial contexts. Journal of Business & Industrial Marketing, 15(2/3): 122-145.

Lee, K., Choi, J., & Li, Y. J. (2014). Regulatory focus as a predictor of attitudes toward partitioned and combined pricing. *Journal of Consumer Psychology*, 24(3), 355–362.

Leone, R. P., Robinson, L. M., Bragge, J., & Somervuori, O. (2012). A citation and profiling analysis of pricing research from 1980 to 2010. *Journal of Business Research*, 65(7), 1010–1024.

Liozu, S. (2015). The Pricing Journey: The Organizational Transformation Toward Pricing Excellence. Stanford University Press.

Liozu, S. (2016b). Pricing and Human Capital: A Guide to Developing a Pricing Career, Managing Pricing Teams, and Developing Pricing Skills. Routledge.

Liozu, S. M, Hinterhuber, A., Boland, R., & Perelli, S. (2012). The conceptualization of value– based pricing in industrial firms. *Journal of Revenue and Pricing Management,* 11(1), 12– 34.

Liozu, S., & Ecker, K. (2013). The organizational design of the pricing function in firms, in Hinterhuber, A. and Liozu, S. (ed.). Innovation in pricing: contemporary theories and best practices. Routledge, 28-45.

Liozu, S., Hinterhuber, A., Boland, R., & Perelli, S. (2012). The conceptualization of value-based pricing in industrial firms, *Journal of Revenue and Pricing Management,* 11, (1), 12-34.

Lowengart, O. and Mizrahi, S. (2000). Applying international reference price. Marketing structure, information seeking and consumer welfare, *International Marketing Review,* 17, 525-533.

Luo, L., Kannan, P. K., & Ratchford, B. T. (2007). New product development under channel acceptance. *Marketing Science,* 26(2), 149–163.

Nagle, T and Holden, R. 2002. The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making. Prentice Hall.

Nagle, T., Hogan, J. and Zale,J. 2014. The Strategy and Tactics of Pricing: A Guide to Growing More Profitably. Pearson Education Limited.

Noble, P. M., & Gruca, T. S. (1999). Industrial pricing: Theory and managerial practice. *Marketing Science*, 18(3), 435–454.

Parasuraman, A., 1997. Reflections on gaining competitive advantage through customer value. *Journal of the Academy of Marketing Science,* 25(2), 154-161.

Pura & Gummerus (2007). Discovering perceived value of mobile services. Journal of Information Technology Theory and Application (JITTA), 9(1),3.

Rao, V. R. (1984). Review of pricing research in marketing: The state of the art. *Journal of Business,* 57(1), 39–60.

Ray. S, Wood, C. A., & Messinger, P. R. (2012). Multicomponent systems pricing: Rational inattention and downward rigidities. *Journal of Marketing*, 76(5), 1–17.

Schindler, R. (2012). Pricing Strategies: A Marketing Approach. SAGE Publications Inc. Shipley D.D and Jobber, D. (2011). Integrative pricing via the pricing wheel, *Industrial Marketing Management,* 30, 301-314.

Sharma, A., & Iyer, G. R. (2011). Are pricing policies an impediment to the success of customer solutions? *Industrial Marketing Management*, 40(5), 723–729.

Shipley, D., & Jobber, D. (2001). Integrative pricing via the pricing wheel. *Industrial Marketing Management,* 30(3), 301–314.

Somervuori, O. (2014). Profiling behavioral pricing research in marketing. *Journal of Product & Brand Management,* 23(6), 462–474.

Sweeney, J.C. & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77, 203-22.

Tellis, G. J. (1986). Beyond the many faces of price: An integration of pricing strategies. *Journal of Marketing,* 50(4), 146–160.

Thompson, H., (1998). Marketing strategies: What do your customers really want? Journal of Business Strategy, 19(4): 16-21.

Töytäri, P., Keränen, J., and Rajala, R. (2017). Barriers to implementing value-based pricing in industrial markets: A micro foundations perspective", Journal of Business Research, 76, 237-246.

Tsiotsou, R. (2006). The role of perceived product quality and satisfaction on purchase intentions. International IJC,30(2),207-217.

Tung, F.C., (2010). Customer satisfaction, perceived value and customer loyalty: The mobile services industry in China. *African Journal of Business Management,* 7(18): 1730-1737.

Voss, G. B., & Seiders, K. (2003). Exploring the effect of retail sector and firm characteristics on retail price promotion strategy. Journal of Retailing, 79(1), 37–52.

Wiedmann, K.P. Behrens, S, C. Klarman, C. & Hennigs, N. (2014). Customer value perception: Cross-generational preferences for wine. *British Food Journal,* 116(7), 1128-1142.

Yu, H.S., Zhang, J.J. Kim, D.H., Chen, K.K., Henderson, C, Min, S.D & Huang, H. (2014). Service quality, perceived value, customer satisfaction, and behavioral intention among fitness center members aged 60 years and over. *Social Behavior and Personality: An International Journal,* 42(5), 757-767.

Zboja, J.J.,Laird, M.D. & Bouchet, A.(2016). Service quality and satisfaction relationship: The moderating role of consumer entitlements. Proceedings of the Academy of Marketing Science, Springer. Cham.

Zeithaml, V.A., (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing,* 52(3): 2-22.

Chapter 6

Celebrity Product-Endorsement And Customer Brand Loyalty In Foods Industry In Ogun State, Nigeria

Olalekan Rasheed Kesinro
Department of Administration and Management,
Crawford University,
Faith City, Igbesa, Ogun State, Nigeria.
romarke07@yahoo.com,
olalekankesinro@crawforduniversity.edu.ng

Abstract

The study examines celebrity product-endorsement and customer brand loyalty in foods industry in Ogun State, Nigeria. The population of the study was 2,500 from where a sample of 150 individuals, who are consumers of household products and items produced by Nestle Nigeria Plc in Agbara Industrial Estate in Ado-Odo/Ota Local Government Area of Ogun State, Nigeria. The research design used was the survey design while a self-structured questionnaire was the main instrument for data collection. Data analysis tools are Percentages, Correlation and Regression statistical techniques for data analysis. The study revealed that there is a weak positive relationship between celebrity product-endorsement and consumer brand appeal (r =0.206, p<0.05), that there is a very weak positive relationship between celebrity over-shadowing and consumer purchase intention (r = 0.060, p<0.05) and that there is a weak positive relationship between celebrity-trap and consumer brand trust (r = 0.076, p<0.05) among consumers of household products and items produced in the foods industry. The study recommends that marketing practitioners should come up with celebrity product-endorsement strategies and develop capacity to benefit from celebrity-endorsed product campaigns to influence purchase decisions. Also design use of appropriate celebrities to avoid celebrity-trap that will guarantee brand trust in the consumer goods markets. Again, that marketing environment should be constantly monitored to enhance brand survival especially in highly competitive consumer goods markets that will enhance customer brand loyalty in foods industry.

Keywords: Brand appeal, purchase intention, brand trust, celebrity over-shadowing, celebrity product-endorsement, celebrity-trap,

Introduction

The use of celebrity endorsement is not a new innovation in the advertising industry, an industry involving massive money investments. Marketers do certainly expect returns from their investments, not only by increasing sales revenues but by offering something even more important in the long run - brand loyalty. Till (1998) mentioned that celebrity endorsement can provide a great value in building strong brand equity, but also improving a brand's market position if the endorsers are used wisely. This marketing strategy is a swift and valuable way to build up instant brand recognition. It saves marketers a lot of time when trying to attain consumers' awareness and draw attention to the brand.

A variety of instruments are used in order to capture consumers' attention, interests and loyalty. As Trout (2001) stated, "Marketing battles take place in the mind of a consumer or prospect. That is where you win. That is where you lose." Therefore, brand loyalty makes consumers deeply committed to a specific brand. This is something marketers are constantly searching for by running a vast amount of different marketing campaigns. This leads us to the question of what brand loyalty really is and how it is constituted. Many researchers have suggested that brand loyalty is a conscious reflection of a repetitive purchasing behaviour of the same brand.

If there is an inherent fit or consistency between a celebrity and a product, the endorsement is in fact perfectly matched with the purpose of celebrity endorsement (Till & Busler, 1998). However, there is no evidence proving that the usage of celebrity endorsement will achieve stronger brand loyalty in comparison to endorsement by an ordinary person. In fact, consumers might pay more attention to celebrities in advertisements than the actual product endorsed, which is not the marketers intention. For instance, in most cosmetics advertisements, physically attractive celebrities are especially-recognized. They might exert a magnetic power to consumers resulting in a behavioural purchase instead of true brand commitment. But whether or not the purchase behaviour will become repetitive is less clear (Byrne, Whitehead & Breen, 2003).

Heavy use of celebrities in advertisements might create a paradox, because consumers cannot identify whether they like the celebrity in the advertisement or if it is the actual product they like. The ultimate goal of marketers is making consumers focus most of their attention to the products. But whether this goal can be accomplished by using celebrities is unsure. “Attractiveness remains important but the attraction of the celebrity is not the best way to build a positive benefit for the brand (Till & Busler, 1998)”.Celebrities, as a person or as a character, do convey a profound meaning in our life, but to many ordinary people, the celebrity's unreal attractiveness has fewer connections with the situation in reality. Many prior researches have been done regarding celebrity endorsement and brand loyalty separately. However, there is no connection between a celebrity endorser and its effectiveness increasing brand loyalty as yet. Even if it is effective, what kind of loyalty can it create? A brand loyalty should not only be defined by behavioural loyalty, it should also include attitudinal loyalty.Celebrity endorsement, also called celebrity marketing, is a new phenomenon in the world of marketing communication/advertising. In recent times, companies are spending billions of naira per year in endorsing celebrities and repositioning their products in the minds of consumers by creating positive and good awareness of the products and brands. Firms are undergoing re-orientation in their belief, thus, they now believe that the power of a brand lies in the minds of the consumers. According to Sivesan (2014), celebrity endorsement is a type of marketing communication through which a celebrity acts as the brand spokesman and certifies the brands claim and position by extending their personality, popularity and status in the society to the brand.The practice of using celebrities in advertisements to promote products dates back to more than a hundred years globally but its practice in Nigeria can be traced to the early 90s. Shimp (2000) opined that more than 25 percent of the total advertisements aired use celebrities. This scenario is not different in Nigeria. Thus, we see famous Nollywood stars, football stars, basket ball stars, athletes etc signing up with a particular brand by featuring in their advertisements on televisions, newspapers, and billboards. For instance, Veteran actress Genevieve Nnaji was a Lux soap ambassador (Lux is a homecare product by the UNILEVER), Actress Chika Ike is also an ambassador for an energy drink. Actress Funke Akindele popularly known as Jenifa is the face of Jobberman etc. It is also worthy to note that a top celebrity (whether an athlete, movie star or musician) can be signed up to 20 different brands. That is to say, becoming brand ambassador for different brands at the same time. For instance, we see the pop duo Peter and Paul Okoye popularly known as P-Square as dominant GLO ambassadors. Peter Okoye is also the face of Olympic milk at the same time. The Music Lord Don Jazzy is an ambassador for MTN, Loya milk, and Samsung. Female Singer Omawumi is endorsed by GLO, konga.com, Mortein and Malta Guinness. Popular musician Flavour is an ambassador with Etisalat and Life beer. Davido is an ambassador for MTN, and Guinness Nigeria. Firms/Products who do not have brand ambassadors have in one way or the other featured celebrities in their television commercials and other communication materials, for example Diamond Bank, Kanekalon hair fibre, Vitafoam, Klin etc.Every celebrity has a personality of his or her own and through the endorsement deal, a part of his celebrity is supposed to rub off onto the brand. This concept is termed Transfer Meaning Model propounded by McCracken (1989). Not very many studies have been done in this area especially within the Nigerian context. Shimp (2003) defined a celebrity as a well known personality (actor, entertainer or athlete) who is known to the public for his/her accomplishments in areas other than the product class endorsed. Swerdlow (2003) added that celebrities are dynamic individuals with likeable and attractive qualities. These groups of people enjoy public recognition. According to Silvera and Austad (2004), Celebrities are people who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness.An endorsement is an action that shows that you support/approve of something or someone. A product/brand endorsement involves appearing in the advertisement and showing support for the product. McCracken (1989) defined celebrity endorser as any individual who enjoys public recognition and uses this recognition on behalf of a consumer good by appearing in their advertisements. Celebrity endorsement is powerful, and this strength is offered by the instant awareness, knowledge about the brand and easy recall of the beauty and elegance of the celebrity endorser via the endorsement. Also Values and image of the brand is defined, highlighted and refreshed by the celebrity which add new edge and dimension, credibility, trust, association, aspiration and connectivity to brand belief, efficiency and new appearance that will result in at least, trial usage.

1.1 Statement of the Problem

Over the last decade in Nigeria, advertisers or brand owners, because of the need to have a competitive edge in their respective product categories in the market place, have consistently adopted the celebrity endorsement advertising technique to attract the attention of target consumers to their brands` message in a cluttered environment of competing brand. Apart from attracting attention, celebrity advertising campaigns have continued to be sponsored by advertisers in Nigeria in recent years till date with the ulterior motive of persuading target consumers to be positively disposed toward their particular brands as well as positively influencing purchase decision in favour of such brands (Ekeh, 2010).The use of Nigerian celebrities across professions and vocations by virtue of their popularity and status in the society, like in other societies, has been influenced or motivated by advertisers` perception of them as rare personalities with the aura of greatness and ability to ignite excitement in their fans, as well as posses the power to influence consumers to swap loyalty to the endorsed brand and also make such advertisements linger in the minds of target consumers. (Ekeh, 2010). And, as noted by Ekeh (2010) and Okon (2009), the use of Nigerian celebrities to endorse brands through advertisements, exposed especially through the traditional advertising media (i.e. radio, television, newspapers, magazines and outdoor billboards) by advertisers to influence brand acceptance, create brand awareness and patronage in Nigeria, has been gaining popularity each successive year, particularly since 2007.In spite of this huge financial commitment by advertisers, appraisal of the effectiveness of celebrity advertising campaigns in Nigeria by brand analysts and marketing consultants, tend to suggest that such campaigns may not be delivering 100% returns on investment for advertisers in terms of the persuasive impact on target consumers. As noted by Ekeh (2010), the most significant impact of the alignment of products with Nigerian celebrities which are themselves brand-faces, is the ability to create memorability and ultimately build association with the brand. On the premise of the meanings transfer model (McCraken, 1989), this gives advertisers or sponsors of celebrity advertisements a scenario where the popularity of the celebrity is subconsciously transferred to the endorsed products. However, as observed by Ekeh (2010), it becomes a great challenge or a boiling issue whether this branding approach affects the bottom-line or not which is stimulating the admirers of the celebrity endorsers to buy the products woven around the celebrities and, therefore, increase the advertisers` profits.Similarly, Ilori (2010), in her study on the impact of Globacom`s celebrity endorsement on subscribers` perception of the Globacom brand, found that celebrity endorsement attracts target consumers to the advertising messages of the Telecommunication network, but was not sufficient to induce subscribers` preference for the brand. Based on this finding, Ilori (2010) submits that celebrities could be likeable, attract people to advertising messages but may not have the persuasive power to generate an attitude change and motivate target consumers towards purchase. Hence, she concludes that celebrity advertisements should be used as a means to an end and not an end in itself by Nigerian advertisers.Ekeh`s (2010) observation as well as Ilori`s (2010) submission and conclusion suggest that Nigerian celebrity endorsers have the persuasive ability to influence memorability or brand recall as well as brand association or appeal arising from value transfer, but are not likely to significantly influence brand choice or preference and more importantly, purchase intention. There is the challenge of Marketing Practitioners erroneous belief of consumer acceptance of brands advertised by celebrities without consideration for customers' wellbeing. Brands with celebrity endorsement can only receive attention when such brand is perceived as having a good quality by consumers. Most marketers do not seem to care about consumers' wellbeing when producing their products. They seem to be operating in the era of production concept, when, whatever is produced is shifted to the market for consumers, their confidence is that since well celebrated celebrity will endorse the product, it must be given attention, but they seem to forget that consumers are educated and also know that these celebrities are paid huge amount of money to advertise these products. Although celebrities are full of cultural meanings and aura, and they also transfer this aura to the product via endorsement, it is only when a quality product is produced that this great influence can be achieved. This study also seeks to solve the problem of 'celebrity over shadowing.' Most celebrity advertising experience this because of lack of 'fit' between the celebrity, endorsed brand and the target consumers. Celebrity over shadowing occurs when the attention of the advertisement shifts from the brand to the celebrity. Many celebrity endorsements fail because marketers identify celebrities they like in an emotive and un-researched manner, and then create advertisements to force-fit the celebrities into the creative concept. Hawkins et al (2001), insist that using a celebrity unrelated to the product shift the attention of the customers to the celebrity, rather than the brand and this affect the intended message negatively. .In Nigeria, we are gender-sensitive and when a wrong gender is used, especially for advert, it shifts the attention from the brand to the celebrity and also reduces the image of the endorser, the brand and the firm. Another challenge is celebrity-trap where there is inadequate monitoring of the celebrities' activities to know when the celebrities are being over-used, when there is a scandal around any of these celebrities or if the celebrities are actually using the products they are endorsing. Over-use of a particular celebrity causes celebrity-trap, a situation where celebrity becomes an addiction for the marketing team and the task to finding a substitute becomes more difficult, leading to surfeit of celebrity. Again, if a celebrity has a scandal, the integrity of such celebrity is at risk because such scandal can be transferred to the brand, making it difficult to get consumers' attention on such brand. Some celebrities endorse one brand and use another. Adequate monitoring has to be mounted on these celebrities, because a celebrity's use of a competitor's brand means the competitor's brand has a better quality, and that's a breach of contract which can cause brand-switching among consumers of the competitors' brands.

However, it is against this backdrop that the influence which celebrity endorsement has on brand preference became the focus for this study.

Objective of the study

The objective of the study is to examine the effect of celebrity product-endorsement on customer brand loyalty in the Foods Industry in Lagos State Nigeria.

The specific objectives are to:

i. review the effect of celebrity product endorsement on consumer brand appeal in the Foods industry in Lagos State, Nigeria.

ii. investigate the influence of celebrity over-shadowing on consumer purchase intention in the Foods industry in Lagos State, Nigeria.

iii. examine the effect of celebrity-trap on consumer brand trust in the Foods industry in Lagos State, Nigeria.

Research Questions

i. To what extent does celebrity product endorsement affect consumer brand appeal in the Foods industry in Lagos State,

Nigeria.
ii. How does celebrity over-shadowing influence consumer purchase intention in the Foods industry in Lagos State, Nigeria.
iii. What is the effect of celebrity-trap on consumer brand trust in the Foods industry in Lagos State, Nigeria.

Research Hypotheses

i. Celebrity product-endorsement does not significantly affect consumer brand appeal in the Foods industry in Lagos State, Nigeria.
ii. Celebrity over-shadowing have no significant influence on consumer purchase intention in the Foods industry in Lagos State, Nigeria.
iii. Celebrity-trap does not have significant relationship with consumer brand trust in the Foods industry in Lagos State, Nigeria.

Scope of the study

The scope of the study is limited to numerous individuals presumed to be consumers celebrity-advised brands of Nestle Foods Nigeria Plc in Agbara Industrial Estate, in Ado-Odo/Ota Local Government Area of Ogun State, Nigeria. The study will provide credible insights into detailed understanding of the influence of celebrity product endorsement on the behavior of consumers in terms of the way they prefer and choose their brands. The findings of this study will also be of immense benefits to the manufacturing companies and their stakeholders, advertising agencies, government agencies and researchers.The findings will provide foods manufacturing companies and especially advertising agencies, strategies to better position and reposition their products in the minds of their customers. Through this, they will be able to develop effective advert programs that will enhance production of quality products and selection of the most appropriate celebrity for their products. Again, the advertising agencies will be exposed to ample opportunities to understand consumer behavior in terms of their buying patterns and be able to match the appropriate brands with the right celebrity. Marketing practitioners will also be abreast of the right appeal that influences consumers' attitude towards the advertised brands.

More interestingly, scholars and researchers will be able to contribute to the body of existing knowledge in relation to the influence of celebrity endorsement and brand preference by consumers. Researchers will be able to contribute to the field of branding and marketing management. Most importantly, this research can aid marketers to identify a more efficient way to gain brand loyalty and thereby also to keep it.

Literature Review

Celebrity Endorsement

According to Okorie and Aderogba (2011), celebrity endorsement involves the use of any person who enjoys public recognition and usually uses that recognition on behalf of a consumer product or service by appearing with it in an advertisement. For Prieler et al., (2010), celebrity endorsement is a type of channel in brand communication through which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality.

Similarly, Said and Todorov (2011) define celebrity endorsement as individuals who enjoy public recognition and use this recognition on behalf of a consumer good by appearing with it in an advertisement. From the above definitions, it can be seen that the basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand and thus helps in creating an image that can be easily referred to by consumers.

Examples of celebrities include sport athletes, actors, entertainers, models, pop stars and politicians (Arslan and Altuna, 2010; Schiffman, Kanuk & Kumar, 2010).

Moreover, celebrities are known to the general public for their accomplishments. These celebrities usually enjoy high public recognition and do have powerful influence upon endorsing products or services (Knight and Kim, 2007). For instance, the famous footballer David Beckham endorses the sports brand Adidas and American singer Beyoncé endorses Pepsi and the fashion brand H&M (Pandey, 2011). Many celebrities earn much more money from their endorsement contracts than from their usual fields of practice (Lee, Singal & Kang, 2013).

Celebrity endorsement has been used by various manufacturing and retailing companies for a long time in an effort to increase sales (Edlund and Sagarin, 2014; Halliwell, 2013; Temperle & Tangen, 2006). As noted by Tan (2011), companies in both developed and developing countries have been spending millions on celebrity endorsements. For instance, companies such as T-Moble spend $20 million in 2012 to celebrities such as Catherine Zeta-Jones (White et al., 2015). Similarly, Pepsi also paid tens of millions to land numerous stars including Beyoncé, Britney Spears, Puff Daddy, Carson Daily, and Tiger Woods (Rada & ominguez-Alvarez, 2014). Likewise, in India the bulk of advertisements for commercial banks are endorsed by cricketers & Bollywood stars (Kasana & Chaudhary, 2014). These companies go for celebrity endorsement because of its greater benefits and immense possible influence.

There are different dimensions used to evaluate the effectiveness of celebrity endorsement and its effect on customer buying decisions. The dimensions include trustworthiness, expertise, attractiveness and respect (Ahmed *et al.,* 2012). For Temperley & Tangen (2006), trustworthiness can be captured within the background of celebrity endorsement such as honesty, integrity and believability of the celebrity by the consumers. Choi e*t al.* (2005) also postulate that celebrity endorser's credibility has both cognitive and positive effects on customers' intention to purchase. Thus, it is more likely that the targeted audience would perceive the celebrity endorser as more likeable because of their familiarity with the target audience.

Tan (2011) elucidates that consumers are usually persuaded to purchase advertised brands which are endorsed by knowledgeable celebrity or whose profession is closely linked to the brand functions. La Eerie & Sejung (2005) also corroborate that perceived expertise of an endorser is seen as the most significant component for endorsement to be effective. In this regard, expert opinion of the endorser also matters in persuading and influencing the consumers (Kanibir & Nart, 2009).

A study by Akturan (2011) showed that proficiency of the celebrities was a momentous factor explaining customer purchase intentions. These findings are supported by Banytė *et al.* (2011) who concluded that expertise had greatest impact on the consumer's intention to purchase. Hence, it can be concluded that celebrities can be chosen as endorsers because of the perceived link that exists between them and the service or product.

The other dimension of celebrity endorsement is the physical beauty and other beauty embodiments such as sportsmanship, charm, grace and intelligence (Nelson, 2010). Hakimi *et al.* (2011) describe physical attractiveness as informational cues which are pervasive; inescapable, subtle, and transcend culture in its effects. Some Products and services are linked with a person's physical attractiveness or facial looks and these include facial creams, beauty soaps, dresses, hair colours and shampoos are much influenced by physical attractiveness of celebrity (Dix *et al.,* 2010).

According to Fleck *et al.* (2012), celebrity endorser's physical attractiveness can be a source to capture the attention of an audience in both print and electronic media. For instance, meta-analysis study about Razor revealed that attractiveness of celebrity produces significant results as people are themselves conscious about their own attractive looks (Hakimi *et al*., 2011). Another similar study by Jain (2011) on Malaysian commercial banks also showed a positive association between celebrity physical attractions and likeability of a given brand. Additionally, findings from Indonesian hotels by Yusoff & Khan (2013) concluded that an attractive celebrity does have a positive effect on consumer attitudes towards a brand.

Product and celebrity association is another important factor for generating positive feedback because people take it as evidence that product is in reality used or consumed by celebrity. Fortini-Campbell (1992) expounds that people use brands which do have some association with personalities. Thus, the more familiar an endorser, the more likely consumers are to purchase the endorsed products or services. For instance, Michael Jordan endorsed Nike and he used various products of Nike when he trained and played basketball (Seno & Lukas, 2007). As observed by Forbes (2011), the endorsement improved the sales of Nike shoes in the United States and across the world.

There are numerous reasons that have been adduced for the use of celebrities in advertising. Key among them include building credibility, fostering trust and drawing attention and all these can translate into higher organisational brand sales (Dash & Sabat, 2012; Kim *et al.,* 2013; Pughazhendi *et al.,* 2011). As argued by Ashikali & Dittmar (2012), celebrity endorsement not only enhances advertising messages but also encourages brand recognition and creates positive attitudes toward the brand. In concurrence, Martin & Bush (2000) argue celebrity endorsement creates a personality for the product or service being advertised. Accordingly, it is easier to establish a product image with an initial celebrity endorsement than it is to change a product image that is already associated with a celebrity.

Another argument put forward by Sharabi (2012) is that celebrities can influence consumers' feelings, attitudes and buying behavior favorably. Roy *et al.* (2013) also opine that celebrity endorsements contribute to higher consumer awareness and favorable product evaluations. This is also corroborated by Zafar & Rafique (2012) who argue that repeated association of a brand with a celebrity might ultimately lead consumers to think the attractive qualities that are similar to the celebrity's.

Shimp & Andrews (2013), caution that celebrity endorsement is effective only if there are positive links between the brand and the celebrity. In this regard, Manjusha & Segar (2013) & Pedhiwal (2011) suggest that there should be congruence between a celebrity and brand image of the product/service. Furthermore, celebrity image will have a long lasting impact on brand image and this helps marketing managers to introduce new products or reposition the existing ones (Buksa & Mitsis, 2011). In some instances, celebrities also act as ambassadors in promoting products and services (Kotler & Keller, 2009). In agreement, Naz & Siddiqui (2012) believe that famous people achieve higher degree of attention and awareness. Furthermore, Van der Waldt et al. (2009) elucidate that the use of celebrities helps a product to stand out from the crowd. This is because celebrities are professed as more entertaining and trustworthy. For instance, a study by Rengejargan & Sathya (2014) in India found that consumers are likely to take more notice of celebrity advertisements and also improve their level of product recall. Okorie & Aderogba (2011) also note that customers are more likely to choose goods and services endorsed by celebrities than those without such endorsements. In this regard, celebrities help advertisements to carve a niche in a competitive environment thereby re-positioning the brand in the market. Thus, it can be concluded that using popular celebrity can affect consumers' feeling as well as their purchase intentions.

Many scholars argue that celebrity endorsement is effective due to the influential personalities of the celebrities. For instance, Brown (2007) & White, Goddard and Wilbur (2009) suggest that celebrity advertising is effective because of its ability to tap into consumers' symbolic association. Another benefit of using celebrity endorsement is that it can provide testimony for a product or service, particularly when the product has contributed to their celebrity (Brajesh & Gouranga, 2011;

Yusoff & Khan, 2013). Furthermore, celebrities create positive feelings towards brands and are perceived by consumers as more entertaining. Ranjbarian *et al*. (2010) also posit that celebrities succeed in creating an aspiration in the minds of the consumer to acquire what their favourite celebrity endorses. Studies by Ronay & von Hippe (2010) concluded that people selectively integrated the perceived values and behaviours they saw in celebrities they admired and adopted these into their own lives.

Ahmed *et al*. (2012) posit that celebrities are used by organizations because they enhance the brands of the organisation and save resources in creating credibility. This implies that the endorser's qualities must match those that the advertiser tries to link with its brand (Temperley & Tangen, 2006). The other advantages for using celebrities include increasing attention to the product and reaching the target market and giving the same status to a product that is being established in an international market.

At the corporate level, trustworthy celebrity endorsers are an effective means of communicating positive messages to customers about the company and its products, its contribution to society and corporate competency (Schiffman *et al.,* 2010). Secondly, effective endorsement by an attractive celebrity has the potential to enhance corporate image by diluting negative attitudes toward the company including beliefs that the company is environment-oriented, effective for revenue-generation, competent for marketing (Waldt *et al*., 2007). It should be noted that some organisations have suffered financially from the inconsistency in the professional popularity of the use of celebrities in endorsements. As noted by Roozen & Claeys (2010), some celebrities may lose popularity due to some lapse in professional performances. For instance, the 2003 Cricket World Cup threw up the Shane Warne incident, which caught Pepsi off guard when the celebrity was accused of drug abuse (Kulkarni & Gaulkar, 2005). In addition, companies that have their products endorsed by Tiger Woods and Lance Armstrong in advertising their products and services experienced drastic decline in sales as a result of the negative moral questions that hanged over their necks (Forbes, 2011). Indeed, the two personalities were named as the worst celebrity endorsement of year the 2010 (Harrison & Hefner, 2014). Therefore, in choosing a celebrity to endorse a product or service the credibility of the person should be considered since any mishap can affect the buying behaviour of the customers.

Poor judgment in the selection of celebrity endorser can harm not only sales and corporate image but may hasten commercial failure of products in markets where morality and ethical standards are of high essence. According to Edlund & Sagarin (2014), there are many cases of brands failing in the market place despite famous celebrities endorsing them. Another dangerous pitfall in the celebrity endorsement can be the mismatch between a celebrity and the image of the brand whereby celebrities may manifest certain qualities for the audience. Each celebrity portrays a broad range of meanings, involving a specific personality and lifestyle. For example, the personality of Desmond Elliot, a Nigerian movie artist, is best characterized as the perfect gentleman, whereas Omotola Jolade has the image of the 'good girl' (Okorie, 2010). Okorie & Aderogba (2011) also note that the use of Nkem Owoh, a male in the Harpic advert was a mismatch since as a norm in Nigeria men do not clean toilets at home. Hence, the target audience to promote any toilet cleaning products should be women. It is, thus, pivotal that there is an association between the character of the celebrity and the image of the brand.

Another challenge in the use of celebrity endorsement is the issue of multi-brand endorsements by the same celebrity and this may usually lead to overexposure. Consequently, the novelty of a celebrity endorsement gets diluted because of doing too many advertisements. For instance, Sainsbury encountered a problem with Catherina Zeta Jones, whom the company used for its recipe advertisements, yet she was caught shopping in Tesco (Agarwal *et al*., 2013). As noted by Chen & Huddleston (2009) some celebrities will be willing to endorse anything for lots of money. This is also echoed by Edlund & Sagarin (2014) who argue that most celebrities endorse brands due to monetary benefit they get from companies.

Methodology

The study adopted the descriptive survey research design since it involves collection of raw data from respondents and test of hypotheses to examine the relationships among the active variables. The target population consists of 2,500 individuals who are customers of Nestle Nigeria Plc in Agbara Industrial Estate in Ado-Odo/Ota Local Government Area of Ogun State, Nigeria (Nestle Personnel Records, 2019). The simple random sampling technique was used to select 150 individuals from the pool of individuals that consume the household products and items produced by Nestle Nigeria Plc in Agbara Industrial Estate and environs in Ado-Odo/Ota Local Government Area of Ogun State, Nigeria as the sample for the study. The main instrument for data collection was a self-structured questionnaire with two parts A and B. Part A contains the demographic data while Part B contains the items for the measurement of the two active variables: Celebrity Product-Endorsement (Independent Variable) and Customer Brand Loyalty (Dependable Variable). The questionnaire items were measured on a 5-Point Likert-Type Scale as follows: Strongly Disagree (SD) = 1; Disagree (D) = 2; Indecisive (I) = 3; Agree (A)

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.206[a]	.043	.034	7.605

a. Predictors: (Constant), Product Endorsement

The result presented in table 1 shows that there is a very weak relationship between celebrity product-endorsement and consumer brand appeal with correlation coefficient of 0.206 with about 4.3% variation in consumer brand appeal could be attributed to celebrity product-endorsement.

Table 2: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	292.778	1	292.778	5.062	.026[b]
	Residual	6593.049	114	57.834		
	Total	6885.828	115			

a. Dependent Variable: Consumer Brand Appeal

b. Predictors: (Constant), Product Endorsement

Also, the ANOVA (table 2) indicates F-value of 5.062 with p-value of 0.026 which indicates that the model is sufficient and adequate in relating celebrity product-endorsement and consumer brand appeal. The p-value (0.026) < 5% significance level, hence the tests is significant.

Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	54.530	4.184		13.032	.000
	Product Endorsement	.192	.085	.206	2.250	.026

a. Dependent Variable: Consumer Brand Appeal

The result from table 3 is the contribution of celebrity product-endorsement to consumer brand appeal. There coefficient of product endorsement is 0.192 with standard error of 0.085 and the t-value is 2.250. Furthermore, the p-value (0.026) < 5% has a significance level.

This is an indication that for every opportunity at using celebrity for product endorsement, there will be 19.2% increase in consumer brand appeal and it is significant. Hence the alternative hypothesis is accepted and we conclude that celebrity product-endorsement significantly affect consumer brand appeal in the foods industry in Lagos State, Nigeria.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.060[a]	.004	-.005	3.166

a. Predictors: (Constant), Celebrity Over-shadowing

Table 4 indicates there is a very weak relationship between celebrity over-shadowing and consumer purchase intention with correlation coefficient of 0.060 and about 0.4% change in consumer purchase intention could be attributed to celebrity over-shadowing.

Table 5: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.102	1	4.102	.409	.524[b]
	Residual	1143.036	114	10.027		
	Total	1147.138	115			

a. Dependent Variable: Consumer Purchase Intention

Furthermore, the F-value is 0.409 and the p-value is 0.524 which indicates that the model is not sufficient and adequate in relating the consumer purchase intention and celebrity over-shadowing. Hence, the test is not significant because the p-value is greater than 5% significance level.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.411	1.096		18.627	.000
	Celebrity Over-shadowing	.051	.080	.060	.640	.524

a. Dependent Variable: Consumer Purchase Intention

In addition, the regression coefficient for celebrity over-shadowing is 0.051 with standard error of 0.080. The t-value is 0.640 with the p-value (0.524) which is greater than 5% significance level. Hence the test is not significant and the null hypothesis is accepted and we conclude that celebrity over-shadowing has no significant influence on consumer purchase intention in the foods industry in Lagos State, Nigeria.

Hypothesis III

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.076[a]	.006	-.003	3.198

a. Predictors: (Constant), Celebrity-Trap

The result from table 7 indicates that there is a weak positive relationship between celebrity-trap and consumer brand trust with correlation coefficient of 0.076 with about 0.6% variation in consumer brand trust could be attributed to celebrity-trap.

Table 8: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.910	1	6.910	.675	.413[b]
	Residual	1176.389	115	10.229		
	Total	1183.299	116			

a. Dependent Variable: Consumer Brand Trust

b. Predictors: (Constant), Celebrity Trap

The ANOVA table (table 8) indicates F-value of 0.675 and the p-value of 0.413. The result indicates that the model is not adequate in relating consumer brand trust and celebrity trap. Hence the test is not significant

Table 9: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.244	1.167		19.062	.000
	Celebrity Trap	-.062	.076	-.076	-.822	.413

a. Dependent Variable: Consumer Brand Trust

Table 9 shows the regression coefficient for celebrity trap to be -0.062 with standard error of 0.076. Also, the t-value is -0.822 and the p-value is 0.413.

The result shows that every unit increase in celebrity trap will result in about 6.2 decrease in consumer brand trust. However, celebrity trap is not significant and we then accept the null hypothesis and conclude that celebrity-trap does not have significant relationship with consumer brand trust in the food industry in Lagos State, Nigeria.

Discussion of Findings

The result of the findings shows that there is a weak relationship between celebrity product-endorsement and consumer brand appeal. Further findings revealed that celebrity product endorsement have significant effect on consumer brand appeal.

Furthermore, contrary result was obtained with a very weak positive relationship between celebrity over-shadowing and consumer purchase intention and that there is no significant relationship between the variables.

Similarly, weak relationship was observed between celebrity-trap and consumer brand trust and it was further established that celebrity-trap does not have significant effect on consumer brand trust in the food industry in Lagos State, Nigeria.

Conclusion

Nevertheless, managers need to understand the important role of celebrity-endorsed brands and the challenges of celebrity over-shadowing and trap in the foods and general consumer industry. All the above variables provide several managerial implications and are important issues in the development and implementation of marketing share should ensure that their celebrity endorsers are credible, trustworthy and free of scandals and other negative attitude capable of thwarting the trust that customers have in them and the company in general as these from the outcome of the study contribute greatly to the attainment of customer loyalty.

Celebrities for endorsing manufacturers have become a trend for constructing the brands as well as the organization's image. Organizations should make use of the celeb's characteristics and features to set up an equivalent with the product specialties with an intention to put them in the minds of the target consumers.

However, the study recommends that Marketing Practitioners must come up with celebrity product-endorsement strategies that will enhance brand loyalty in foods industry, develop capacity to benefit from celebrity-endorsed product campaigns to influence purchase decisions that will enhance customer brand loyalty and design use of appropriate celebrities to avoid celebrity-trap that will guarantee brand trust in the consumer goods markets and most importantly the marketing environment should be constantly monitored to enhance brand survival especially in highly competitive consumer goods markets.

References

Aggarwal-Gupta, M., & Dang, P. J. (2009). Examining celebrity expertise and advertising effectiveness in India. South Asian Journal of Management, 16(2), 61–75.

Agrawal, J. & Kamakura, W. A., (1995), “The Economic Worth of Celebrity Endorsers: An Event Study Analysis”, Journal of Marketing, 59(3), 56-62.

Arsena, A., Silvera, D. H., & Pandelaere, M. (2014). Brand trait transference: When celebrity endorsers acquire brand personality traits. *Journal of Business Research*, *67*(7), 1537–1543.

Banytė, J., Stonkienė, E., & Piligrimienė, Ž. (2011). Selecting celebrities in advertising: The case of Lithuanian sports celebrity in non-sport product advertisement. Economics & Management, 16, 1215–1224.

Belch, G. E., & Belch, M. A. (2013). A content analysis study of the use of celebrity endorsers in magazine advertising. *International Journal of Advertising*, *32*(3), 369–389.

Bhatt, N., Jayswal, R. M., & Patel, J. D. (2013). Impact of celebrity endorser's source credibility on attitude towards advertisements and brands. South Asian Journal of Management, 20(4), 74–89.

Biswas, D., Biswas, A., & Das, N. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions. The role of consumer knowledge, perceived congruency, and product technology orientation. Journal of Advertising, 35(2), 17–31.

Biswas, S., Hussain, M., & O'Donnell, K. (2009). Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. Journal of Global Marketing, 22(2), 121–137.

Chen, A. C. H., Chang, R. Y. H., Besherat, A., & Baack, D. W. (2013). Who benefits from multiple brand celebrity endorsements? An experimental investigation. Psychology & Marketing, 30(10), 850–860.

Choi, S. M., Lee, W. & Kim, H., (2005), "Lessons from the Rich and Famous: A Cross Cultural Comparison of Celebrity Endorsement in Advertising", Journal of Advertising, 34(2), 85-98.

Cites, D.C. & John, M. (2004). The Role of Media Figures in Adolescent Development: 1elations between Autonomy, Attachment, and Interest in Celebrities. Personality and indivictual Differences, 36, 813-822.

Eisend, M., & Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. International Journal of Advertising, 29(4), 527–546.

Erdogan, B. Z., (1999). "Celebrity Endorsement: A Literature Review", Journal of Marketing Management", 15(4), 291-314.

Erdogan, Z.B. Baker M.J. & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner's Journal of Advertising Research 41, 1-26.

Jin, S. A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. Journal of Advertising, 43(2), 181–195.

Johns, R., & English, R. (2016). Transition of self: Repositioning the celebrity brand through social media—The case of Elizabeth Gilbert. Journal of Business Research, 69(1), 65–72.

Kahie, L. R. & Homer, P. M. (1985), "Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective," Journal of Consumer Research, 11(4), 954-961.

Kahle, L. R. & Homer, P. M., (1985). Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective, *Journal* of Consumer Research, 11(4), 954-961.

Kaikati, J. G. (1987). "Celebrity Advertising: A Review and Synthesis," International Journal of Advertising, 6(2), 93-105.

Kamins, M. A., (1990). An Investigation into the "Match-up" Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep, Journal of Advertising, 19(1), 4-13.

McCracken, G., (1989). "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process

McCutcheon, A; Lange, L. E. R & Houran, J. (2002). Conceptualization and Measurement of Celebrity Worship, British Journal of Psychology. 93, 67-87.

Mowen, J. C., (1980). On Product Endorser Effectiveness: A Balance Model Approach., Current Issues and Research in Advertising, 3(1), 41-57.

Obanian. R. (1991) Construction & Validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. Journal of Advertising, American Academy of Advertising 31(1), 1–13.

Ohanian, R., (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness, Journal of Advertising, 19(3), 39-52.

Pringle, H. (2004). A Multiple Product Endorser can be a credible source. cyber-Journal of Sport Marketing, ISSN, 1327-68 16. Griffith University.

Roy, S., Gammoh, B. S. & Koh, A. C., (2012). Predicting the effectiveness of celebrity endorsements using the balance theory, Journal of Customer Behaviour, 11(1), 33-52.

Silvera, D. H. & Austad, B., (2004). Factors predicting the effectiveness of celebrity endorsement., European Journal of Marketing, 38(11/12), 1509 - 1526.

Silvera, D.H. & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements: European Journal of Marketing 38(11/12) 1509-1526.

Simmers, C. S., Damron-Martinez, D. & Haytko, D. L., (2009). Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum. Journal of Sport Administration & Supervision, 1(1), 52-64.

Spry, A., Pappu, R. & Cornwell, T. B., (2011). Celebrity endorsement, brand credibility and brand equity, European Journal of Marketing, 45(6), 882 - 909.

Till, B. D., & Busler, M. (1998). Matching products with endorsers: Attractiveness versus expertise. Journal of Consumer Marketing, 15(6), 576–586.

Wheeler, R. (2003). Choosing Celebrity endorsers: Tips and traps: Nonprofit Words, 2 1(4), 17-20.

Chapter 7

Democracy and Sustainable Development: Emerging Links for Effective Citizenship Development Strategic Implementations

Samuel Olayinka Idowu
Department of Sociological Studies,
Lagos State University of Education,
Epe Campus, Lagos State.
idnoblelaw@yahoo.com

Abstract

In research literature, though the link between democracy and sustainable development varies and indecisive, yet there is consensus ad idem ultimately that the concepts are equally supportive as improvement in one construct enhances the other due to the process of mutual interaction. Democracy is a catalyst to create constructive milieu for policy subject to citizens' ability to control, sway and hold state's (government) agencies accountable for their implementation shows a stronger tendency towards higher sustainability. Links between the constructs are good governance, participation, inclusivity, citizens' voice, empathy for citizen demands, accountability, and democratic culture; capacity for safety and security, rule of law and access to justice, which contribute directly and indirectly to sustainable development. Indeed, democracy, through its institutions and processes essentially embraces sustainable development and lacks countervailing evidence to show democracy, basically should be forfeited for sustainable development. However, extant research evidence and literature shows deficit on the legal and socio-civic links effect of democracy and sustainability from the curriculum implementation perspectives. Thus, in this paper the researcher discus the links between democracy and sustainability and engagement towards contributing to effective citizenship development using review of literatures based on content analysis and position paper democracy and sustainability. The import of these constructs deserves discussions of them from legal and socio-civic curriculum view. Thus such insight offers curriculum knowledge in form of intellectual and participatory skills as hallmark of effective citizenship development.

Keywords: Democracy Sustainability (Sustainable Development) Effective Citizenship Development

Introduction

Anti-colonialism agitations in the 20th century led to the choice between democracy and despotism among prior colonies and upon attaining independence, democratic patronizing in which United States and other established democratic states became benefactors providing aids in support of democratic system among the less developed nation-states across the globe. Conversely, the 21st century, is experiencing increasing apparent impacts of human right abuse, global warming, climate change poverty, unemployment and other socioeconomic issues. All these constitute salient political and economic agendas of nations evolving global widespread of sustainable development or sustainability as integral part of national interest and external relations issue. Both concepts have a mutual goal of evolving growth and improvement consistent with imposed ecological transformation experienced.

Thus democratic states are instituting policy changes in the effort to boost commitment to sustainable development via democratic norms and practices. It identifies certain measuring indices like participation, equality, free and fair election, among others with the goal of meeting citizens' basic rights involving equitable natural resources maximization. This is based on ecological consciousness focusing on sustainable development along democratic principles and measurement criteria above. Thus, it is argued that democracy and sustainable development are two polygonal concepts having shared intricacies due to the diverse meanings projected by different socio-civic, political (citizenship) and economic scholars. Thus, it is pertinent to have clear conceptual views of democracy, its measuring indices and also, examine the concept of development as innate in sustainable development; the paper further discuss the links between the two concepts and integrative strategies for effective citizenship development through Socio-civic curriculum design and implementation.

Democracy

Conceptual underpinnings of the subject of democracy are based on continual historic status with distinct conflicting nuances and imports in its norm and practice. That's why conceptualizing democracy is a difficult task to do as the construct entails different meaning to philosophers, political thinkers and citizenship scholars resulting in diverse delineations. Democracy was conceived by the ancient Greeks; its prior development was by the Athenians. In the ancient Greece about 2500 years ago, the concept emerged as a governmental pattern from the Greek root meaning of the compound word **δημοκρατία** - (dēmokratía) as ideals exemplified in philo alluding people's innate power evolving from the merger of the phrases **δῆμος** (dêmos), citizenry, and **κράτος** (krátos), power. From the democratic writing of the 4th to the 5th century infers, imprimis- citizens' power publicly shown to make things happen. Prior insight assumes self-governance denoting the polis autonomy opposed for its restriction and prioritizing preference for whole adult (male) citizens' governance participation. Political democracy avers collective governance contract based citizens' free will and expression signifying equality of all citizens. Also, a definition evolved during a debate among seven conspirators in ancient Persia on the merits of different forms of government in the days of Herodotus. Otanes, among the conspirators, described democracy as the citizens' power of decision originating from equality before the law. In the citizens' governance an official is agreed by proportion and deemed accountable for official conduct, while issues are discussed through public, direct and free debate (Reed, 1999; Sanford Lakoff, 1996; Ober, 2007). It is the rule of majority typified by power sharing in which both poor and rich is equal before the law as well possessing popular sovereignty. This definition stricto sensu denote a government in which qualified majority of citizens having popular sovereignty rules to ensure that real voting power agrees with the result. A confined and less constructive view of democracy denote as citizens' opportunity to assent or reject those to be charged with leadership power to govern, manage and administer the state on behalf of the citizens. Moreover, political democracy lacks obligatory precincts on citizen's conducts towards participating; but to just induce citizens to ensure result attainment. Seemingly, these theorizations evolve democratic principles unviable in any political system thus making its imperfect implementation issue to assess (**Bryce 1921; Sartori 1987**; Hadenius 1992; Schumpeter in Hadenius, 1992; Myint & Lambert, 2014). Modern construal of democracy is a governance system which presents steady constitutional prospects of changing elected and appointed public office holders. It is a social mechanism empowering majority of citizens to make decisions among the choice of candidates for political office. In the present day, these definitions shows traditional meanings of democracy is still well articulated as a political structure through which diverse ideological groups are legally eligible to seek political power by popular sovereignty making them accountable to the citizens. Arguably, this same democratic criterion should apply in all states due to man's disposition cutting across all people (Lipset 1960; Dahl 1971; Popper 1977; Sartori 1987; Diamond, Linz, & Lipset 1990).Attempt to keep the difference in democratic practices in its extant model based on established measures is a defective appraisal and instead discusses polyarchy; adopted due to its outlook as a political system similar to democracy, but conversely, distinct in quality from democracy. The traits of polyarchy entails alternative information sourcing, freedom of organization and expression, voting right, public office eligibility, contesting for political office, free and fair elections and voting impact on government policies (Dahl 1971; Coppedge & Reinicke, 1990).

Measuring Democratic Principles

This obliges **measuring democratic principles** due to its dynamic nature with in-depth analysis as strong reasons for the degree of sustainable development. In other words, democratic traits like majority rule, equality, freedom, consensus, pluralism, constitutionalism, fundamental human rights, sovereignty and equal participation and others discussed below are eligible democratic depths which are measuring indices of sustainable development. Existence or lack of democratic measures in a State determine quality of sustainable development that citizens, as the ruled, are entitled to as integral to good governance participation. In contrast, citizen input along with other indices like bureaucratic control; liberty, judicial freedom, and representation are vital to assess sustainable development (Orwel, 1946; Dahl, 1971; Lively, 1975; Held, 1987; Sartori, 1987; Hadenius, 1992; Beetham, 1993; Saward, 1994; Parry & Moyser, 1994: Held, 2006). However, in debating these indices, similarities between democracy and polyarchy evolved measurement based on the meaning of democracy. To this end, various schools of thought constructed diverse measurement indices/criteria.

1. One of such identified four constructs to measure the diverse traits of polyarchy includes: (i) free and fair elections; (ii) free association; (iii) free expression (iv) disposal to other information sourcing. However, these measures are censured for excluding the electoral process, citizens' voting dispositions and participation, as well as the rather restrictive democracy conceptualization (Coppedge & Reinicke 1990; Munck & Verkuilen, 2002).
2. Another school of thought measure democracy through merger of methods focusing on contestation being the major democratic trait; for governance system to be democratic requires directly or indirectly electoral system. In this wise, both executive (president/Prime minister) and legislature are subject to the desire of the electorates (Alvarez et al. 1996). Contestation, in this context entails (i) uncertainty of incumbency power; (ii) irreversibility of election outcome and (iii) repeatability. The contestation issue articulates an innovative initiative accounting for political rights involving free and fair elections as a core

democratic principle. Yet, this criterion ignores participation which is an issue of concern (Alvarez et al. 1996; Munck & Verkuilen 2002).

3. Also, a school of thought initiated competition and electoral participation as a novel measure seen as the easiest democratic facet. This view gives reflective, clear creation and free effective criterion prone to deficits evolving due to diverse populace structures and likely voting structural impacts (Vanhanen 2000; Munck & Verkuilen, 2002).

4. Another measuring dimension initiated by Hadenius school which seems well devised but a complex method was coined from a public policy view called political democracy. This is averred as public policy governance based on citizens' equality status freely expressed. It lacks imposition/restrictions on participation which inspire citizens' acting towards its ends ((Hadenius 1992). From this emerged core criteria to measure political democracy, namely (i) universal suffrage, (ii) fair elections, (iii) elected officials having say in public policy design (iv) freedom of association - political parties, maintain political associations and trade unions; (v) freedom of expression and press; (vi) freedom from political violence and authoritarianism either from government or private factions aimed at stalemating democratic expression. Regrettably, the criteria lacks blending yet depict a thorough and broad outline of democracy that is both **iterative** and effective.

As stated above, measurement criteria of democratic principles among which are equal participatory rights, justice, fairness, accountability and transparency contribute to development evolving wealth expansion, health improvements, and education. Development is recognizes and articulated to entail good governance which is often a measuring principle of the broader concept of democratic input. Indeed, essential sustainable development constituents are core democratic institutions, processes and principles involving citizens' voice, participation, inclusion, among others discussed above to nurture democratic culture. Expectedly, democracy should promote participation not based on theory but articulated citizens' involvement in government workings to fuel development. In this context, participatory democracy implies rulers engaging in consultation and partnership with citizens on policy design and execution to evolve development that is sustainable. Thus, democracy should offer an enabling milieu to guarantee all classes of citizens, be it the needy, deprived, relegated and excluded right to express views to help propose agenda to enhance effective development. Imperatively, democratic practice, in the long term, is realistic when it is tacitly based on inclusive link with sustainable development discussed below.

Development and Sustainable Development Concepts

Development as a Concept

Discussion of sustainable development requires a prior analysis of development as a concept involving the past, present and future. There are contrary views in the arena of politics, Socio-civic and Economics as well as political elites, media and religious leaders on developments. In practice, it is an ubiquitous occurrence seen inversely in extant global discourse making it a diversely argued word over a long period of time by scholars; so it lacks consensus on accepted standards due to broad shift in theorization across countries and groups. Intellectually, history of development is traceable from the early 18th to the middle of 20th centuries European enlightenment in which conceptualization of development was based on colonial objective of the need for social shift obliging aborting aboriginal ancestral culture, norms and values to embrace Eurocentric posture as proviso to gain recognition of development. By the middle of 20th century, development as a concept was refined based on developmental theory initiative setting standards for countries to attain in line with provisos required by European powers. Modern concept of development arose with the establishment of the United Nations (UN) and Bretton Woods Institutions (World Bank and IMF) after the Second World War. These institutions were created to initiate post-war global economic reforms with intent and efforts to evolve progress in citizens' living standards. But, from its sociocultural usage and impacts in the past, it is easy to discern change and continuity in its conceptualizationDevelopment is a polygonal concept which entails institutional reform to boost economic growth, lower inequality and remove poverty among citizens in a country. Also, a holistic structural reform of diverse sectors involving economic, sociopolitical and cultural sectors aimed at invoking basic values of life sustenance, self-worth, and liberty leading to mental, transcendental and resource innovation for self- invention progress spread of potentials serving as tools for State's functional democratic practice (Azikiwe, 1970; Sen, 1971; Offiong, 1980). Development is more than targeting human or material resources accrual or economic growth but transforming citizen outlook via mediating requisite skills, knowledge and attitudes to construct, devise, and implement self-projected initiatives to liberate from all acts foiling realizing potentials. Also, it is reconstructing knowledge, skills, attitudes to boost self-reliance, innovation, creativity based on the right to free participation in line with state's political norms. Based on democratic norms, development goal is, basically, conscious character transformation to tackle oppressions, poverty and exploitations by the governing ruling bourgeoisies on the extant citizens via the governmental system. Embedded in development are citizens, resources, ideological-economic and cultural institutions, processes as currently practiced in a state (Akinpelu, 2002; Freire, 1972). From the above, development is changing as a concept and in scope and by this eluding its initial intent. Development should be discussed in relation to, and equally with democratic norms like freedom of choice, opportunities on all vital issues like healthcare, education, and nutrition, access to basic needs and freedom of expressions and freedom from diverse despotic rule and cultural imperialism based on imposition of manipulative foreign culture (ways of life). Also, development as a concept should project for the future generation rather than be preoccupied with the old and extant approach of transferring democratic values and norms. To this end, any development ideas and methods initiatives for execution should consider the present and future generation. This justifies the need to examine development sustainability via the concept of sustainable development. Since this paper's intent is to discuss both the present and future generations, then sustainable development discussion becomes pertinent.

Sustainable Development Concepts

Having discussed development as a concept in relation to democratic norms and practices, it is pertinent to discuss the sustainability of the two concepts and the nexus among them. Prior to this, it is expedient to give insight on sustainable development concept as a vital global theoretical issue which has grown to guide developmental policies in almost all sectors of a state. In the quest to sustain the world, it has become a potent sign to raise public consciousness and effort to improve the ecological agency. Apparently, this concept was brought about by the various ecological efforts which were ultimately stated in 1987 seminar report on our common future by the World Commission on Environment and Development (Brundtland Commission). Sustainable development was agreed on by the United Nations under agenda 8 programme in 1992 at the Brazil (Rio) Earth Summit. The consensus was the need for countries to underline sustainable plans and policies involving participatory based method to allow people to be part of the planning and implementation as a way of obliterating poverty. It is the developmental programme to sustain the extant desires devoid of conceding the capacity of future generations to meet their own needs. This provides the broad underlining of extant belief and practice, to balance citizens' socioeconomic needs, boost and safeguard natural resources and environments. Conceptual insight depict a set of principles, values, engagement process in form of action plan (blue print) prepared by the UN in 2015. However, conceptualization of sustainable development based on the best practice differs; so also, its understanding changes in line with growing methodical culture of ecological effects, and so the participatory processes which articulate, define and prioritize desired goals. Sustainable development entails processes to boost human and ecological needs, to improve and sustain quality of life on continual (now and future) basis. It is avowed that development can only be sustainable if it persists and such gains subsist constantly. In contrast, sustainability is averred as an innovative concept which offers the sign post to direct efforts on its ideals and channel actions as citizen on the established structures. Sustainable development infers constructive socio-economic transformation to meet the needs of current generations, mostly the less privileged. Alongside, sustainable practices ensure the transfer of ecological and economic resources by which future generations cater for their needs (Viederman, 1995; Munro, 1995; Mason, 1999; Westall, 2015; Ume & Chukwu, 2019).Though, the goal is to maintain resources for future generations use; yet, the task, entails being able to present sustainable development values as part of efforts to abridge intricate and diverse processes in rather simple methods. This concept entails perennial development in the absence of any destructive concerns for the unborn generations. this concept insight is made clearer when it involves mediating industrialization which require electrification project for an area to establish small and medium scale industries intended to raise per capita income as well improve living standard. However, this requires obliterating the natural habitat which creates development problems for future, while meeting the current needs; yet such industrialization project is as unsustainable

development as it exposes and concedes coming generation's ability to meet their needs involving farmland, road construction and other developmental needs. This shows that sustainable development require rational inclusive planning covering ample safety methods to ascertain development project sustainability.
Then, sustainable development is the tendency to expand citizens' actual liberties and the assumption is that development entails removal of poverty, tyranny, lack of opportunities, systematic social deprivation, neglect of public facilities, as well as bias or despotism as obstacles to freedom. Moreover, it allows for rational scarce resources distribution, which covers, not just visible attainment, but also, evolving values of national esteem, personal rights, equality and social justice. Stakeholders' joint efforts involving the state, civil society and private sector designing strategies for sustainable development which entails man's (freedom) rights to participate in decision-making. It requires profound structural transformations and novel operation pattern of economic, social, and mostly political life. Of course sustainable development has political, institutional and capacity for cross-sectorial participatory institutions and integrating mechanisms of involving diverse actors in attaining joint ideas via planning and decision-making (Sen, 1999; Olukayode, 2008; OECD, 2001).Sustainable development has four operational mechanisms involving economic, social/ecology, cultural and political pillars. However these are not always congruent; yet, hardly does it rely on the balance between the four pillars. For this paper purpose, attaining economic sustainability goal entails meaningful control of consumption; industrial expansion within global carrying capacity and knowing that man is the core issue of concerns for sustainable development. The citizens are entitled to healthy and productive life in harmony with nature and this then leads to political (democratic) stability being attained. Economic development a major issue when discussing sustainable development being associated with production, consumption and management of scarce resources, with "resources" applied in the

broad viewed to mean materials, capital, services, workforce, or other assets that are converted to produce benefit and in the process may be consumed or made available. Benefits of resource utilization may include increased wealth, meeting needs or wants, proper functioning of a system, or enhanced wellbeing. Political development is the pillar of practices associated with major issues of popular sovereignty in relation to democratic participation, equality and election to evolve political change as a prerequisite for responding to economic, ecological and cultural challenges

The Nexus between Democracy and Sustainable Development

The links between democracy and sustainable development deserves to be discussed due to the rising concerns about common measuring indices among the two concepts. I aver that democracy is sine qua non to attaining sustainable development outcomes since core democratic principles like participation, inclusivity, awareness to citizen needs, and accountability impact directly and indirectly to sustainable development, when joined with state measures like safety and security, rule of law and access to justice, shows the import of having insight into the links between democracy and sustainable development and its implications on effective citizenship deserve intimate discourse. Indeed, there is a link among the two concepts which is based on the democratic knowledge of citizens' ability to impact governmental actions. To this end, the prospect is that democratic practices promote potent affinity for enhanced sustainable development than dictatorial practices. Extant literature shows the links among eco-politics and democracy, in evolving constructive transformation via sustainable development and also the link of democracy with ecology. The influence of democracy on ecological creativities is of distinct import, considering democratic milieu in line with growing open backing of ecological visions in Nigeria. From the insight on democratic norms and practices, it is obvious that immersing in sustainable development should involve not just government actors but also masses drive (Barry, 1996; Jänicke, 1996; Mason, 1999). However, one of such link is shown when poverty, hunger and disease are developmental barriers which curb citizens' ability to effectively engage in democratic practice such as exercising political and civil rights. Thus, democracy thrive well when sustainable development evolves; the presence of fiscal lack of productivity, obstinate inequalities and/or abysmal poverty leads to waning citizens' trust and belief in democratic process and institutions no matter the degree of solidification and establishment (IDEA, 2013). Actually, it is not in all context that democratic practices links with sustainable development as expected by the citizens; democratic processes like conducting regular free and fair elections are deficient in improving the exitant survival of the poor. So, clearly though, democratic rule may not lead to sustainable development as expected by the citizens, yet it assure citizens' right to (voice) express and clamour for such needs. When such expectations are not realized, citizens exercise rights to vote out due to failure to evolve development as democratic dividend. Core democratic norm like accountability is a condition guiding sustainable development over time.Valuable insight is provided on the mechanisms of democracy in an environmental context by demonstrating the interface among democratic practices and sustainable (ecological activism) development (Mason, 1999). The interaction among democracy and sustainable development is based on the theoretical view of ecological democracy which avers the need for rational process of collective participatory decision making in ecological issues. The focus is on decisions based on continuing concerns aided by open democratic principle of extant equal rights. Ecological activism is explained by the legality of democratic process which partly shows the concern for socio-ecological issues involving present and future generations to broaden the insight as sovereign citizens with duties afar standard governmental limits. The theory establishes a link process between democracy and sustainable development by stressing the import of political activism in election as core democratic principle innate in sustainable development. Though, it is only during elections that ecological issues indirectly emanate; public policy changes ensue during reelection opportunity. Moreover, human rights plays roles in environmental groups quest for global approval of ecological rights, while litigation of transnational public law offers a setting to tackle obstacles to sustainable development. Also, the import of freedoms of the press and association are highlighted (Mason, 1999). Also, the link between sustainable development and democracy is based on the theory of deliberative democratic procedure which offers the best bases to defend the green case. This entails the directness of planned process and freedom to democratically establish, subdues misrepresentations of the liberal democratic process and allows for the emergence of ecological values. Admitting interest in ecological safeties should be argued along other interests. They argue that greening of the institutions of liberal democracy leads to greening of society, insofar as citizenship reinforcement result in realization that sustainability and the reshaping of socio-ecological relations are political rather than moral questions. There is the contrast between methodical knowledge and participatory democracy which is not so much a barrier to ecological decision making built on knowledge to attain which indicates that sustainable development is viable via democratic norms (Arias-Maldonad, 2007).

Strategic Implementations for Effective Citizenship Development

Effective Citizenship Development

Effective citizenship development is a multi/inter disciplinary concept with different construction; however, a mutual insight depict constructing knowledge and developing values of belonging which underlines mutual development of togetherness, collaboration and, cooperation among young learners from immediate localities. Also, it extend to global knowledge construction, value development of democratic norms and practices involving human rights, justice, fairness, equality and diversity as well as acquiring civic (skills) actions to promote a better world today and in future (UNESCO 2016).

Moreover, this concept infers sustainable citizenship development towards meeting the needs of the present devoid of conceding the skill of future generations to cater for their own needs. Thus, effective citizenship requires learners' knowledge of the links between environment, political governance, and socioeconomic development which need not be at the expense of the environment. Effective citizenship development is about balancing the exigencies of the milieu, economy and society. There is the imperative need for effective citizenship development as response to sustainable development issues via tackling extant imminent global contests having adverse effect such as conflicts, tensions among populace, terrorism, religious fundamentalism, climate change, ecological poverty and natural resources equitable management. Thus, effective citizenship aims to benefit from extant links between democracy and sustainable development to evolve fundamental transformation towards mutual coexistence, build peaceful and sustainable societies. Gender equality is not only a human right, but a basic foundation for the creation of sustainable and peaceful societies (Brundtland Commission Report, 1987; UNESCO 2016).

Strategic Implementations

It is the expected knowledge impact which involves revising school curriculum about content, pedagogy and implementation design. These are the intended values arising from building knowledge and insight through curriculum implementation to address the various democratic and sustainable development barriers and this requires credible, coherent, efficient, focused; realizable and enduring curriculum planning and implementation that is well co-ordinated and based on set of continuous participatory guiding reforms (Sharp, 2003; OECD 2001). To this end, developing effective citizenship requires designing and implementing socio-civic curriculum to attain the following:

1. Cognitive Development which entails constructing knowledge, understanding and critical thinking about democratic norms and sustainable development issues as well the interconnectedness (interdependency) between the concepts and practice at local levels.
2. Socio-emotional development for young people to have a feeling of belonging to humanity, with mutual values, duties, compassion, camaraderie and esteem for diversity.
3. Behavioural change with constructive intent and act effectively and conscientiously at local, national and global levels for a more peaceful and sustainable world.
4. Learning content should incorporate critical issues such as climate change, biodiversity, disaster risk reduction (DRR) and sustainable consumption and production (SCP). Also, accountability, transparency in governance; curbing corruption; halting the wave of religious, inter-ethnic crisis; technology adoption; improving basic infrastructure; encouraging civil society participation. It should be noted that developing effective citizenship based on the above learning curriculum content should not be about literacy and numeracy but to help young people acquire intellectual and participatory skills about democracy and sustainable development to assume its essential role in building more just, peaceful and tolerant societies as citizens. This is with intent to promote core intellectual and participatory skills such as critical thinking, collaborative decision-making and being accountable for extant and future generations (Ban Ki-moon, 2012; UNESCO 2016).

5. This empowers young learners within the classroom context to engage in self and group transformation to evolve innovative societies. Young learners are equipped with skills to motivate others to adopt sustainable lifestyles; to be effective citizens that engage and accept active roles locally and globally, to face and resolve tasks via proactive efforts to recreate a more just, peaceful, tolerant, inclusive, secure and sustainable world.
6. Above five strategic implications require relevant and appropriate effective Pedagogy and learning milieus in which curriculum content design and execution will be participatory, relational and interactive. Young learners will be the center of such exploratory action based as well constructivist and transformative learning. Such learning milieus should blend both physical, virtual and online to inspire learners to act for sustainability

Conclusion

This paper discusses the concepts of democracy and sustainable development highlighting the measuring indicators of democracy and the interactions among the two concepts. Strategies for designing and implementing the links between these concepts are pointed out. Unfortunately, Nigeria has not been able to evolve viable practice of democratic norms and sustainable development due to corruption, bad leadership and governance and lacking commitment to quality constructivist-based education curriculum implementation. Indeed, Nigeria has not shown seriousness in implementing sustainable development goals and this is in view of prior strategies employed for development were myopic and unsustainable and thus suffers from improper implementation and also, weak government policies and inadequate resources to back them up. However, I propose above strategic curriculum design and implementation to evolve conscious practice of democratic norm and sustainable development.

References

Akinpelu, J. (2002). Philosophy & Adult Education. Stirling-Horden.

Alvarez, M., Cheibub, J.A., Limongi, F. et al. (1996). Classifying political regimes. Studies in Comparative International Development. Vol. 31(2), 3–36 https://doi.org/10.1007/BF02719326

Arias-Maldonado, M. (2007). An Imaginary Solution? The Green Defense of Deliberative Democracy. Environmental Values, Vol. 16. 233-252.

Ban Ki-moon, B (2012) Global Education First Initiative by the then UN SecretaryGeneral

Barry, J. (1996). 'Democratizing Green Theory: Preconditions and Principles.'. In Doherty, B. & De Geus, M. (Eds.), Democracy and Green Political Thought, 115-132. Routlege.

Beetham, D. (1993): “Auditing Democracy in Britain”. Democratic Audit Paper No. 1, Human Rights Centre, University of Essex, Colchester.

Bryce, V. J. (1921) Modern Democracy. Vol. I, Macmillan

Cohen, C. (1971) Democracy, Free Press.

Coppedge, M. and Wolfgang, R. (1990). “Measuring Polyarchy.” Studies in Comparative International Development. Vol. 25, No. 1. 51-72.

Dahl, R (1971): Polyarchy: Participation and Opposition, Yale University Press

Freire, P. (1972). Pedagogy of the Oppressed. Harmondsworth: Penguin

Galchu, J. (2017). Changes and Continuity in the CConceptualization of Development: A review. International Journal of Peace and Development Studies. Vol. 8(6), 64-68.

Hadenius, A. l (1992). Democracy and development. Cambridge University Press, Held, D. (1987): Models of Democracy, Polity Press

Held, D. (2006): Models of Democracy, Polity Press.

International IDEA, (2013) Democracy and Development: The Role of the UN. Discussion Paper,

Jänicke, M. (1996). "Democracy as a condition for environmental policy success: the importance of non-institutional factors." Democracy and the Environment. Ed. Lafferty, W. and Meadowcraft, J. Edward Elgar 71-85

Lively, J. (1975): Democracy. Blackwell

Mason, M. (1999) Environmental Democracy. Saint Martin's Press.

Munro, D. (1995): "Sustainability: Rhetoric or Reality?" In Thaddeaus, T (ed.) A Sustainable World: Defining And Measuring Sustainable Development, United States of America, International Centre for the Environment and Public Policy, 28.

Munk, G. and Verkuilen, J. (2002) "Conceptualizing and Measuring Democracy: Evaluating Alternative Indices." Comparative Political Studies. Vol. 35, No. 1. 5-34.

Myint, T. & Lambert, B.(2014) Democracy and sustainability: How does the democratic process affect sustainability? A paper presentation at the 2014 WOW5 Conference at The Vincent and ElinorOstrom Workshop in Political Theory and Policy Analysis at Indiana University, Bloomington, U.S.A

Ober, J. (2007). I Besieged That Man:" Democracy's Revolutionary Start. Origins of Democracy in Ancient Greece. In Raaflaub, K A., Ober, J. and Wallace, R. W. (Eds.). 83-104. University of California Press.

Ojoh , A. C. (2008). Democracy and Sustainable Development in Nigeria, Munich, GRIN Verlag, https://www.grin.com/document/191373

OECD (2001): The DAC Guidelines: Strategies for Sustainable Development: Guidance for Development Cooperation, Paris, OECD Publications Service, 23-24.

Olukayode, D. (2008): "Governance and Development in Nigeria." Nigeria, 2-3.

Orwel, G (1946): "Politics and the English Language," Harcourt Brace Jovanovich

Parry, G. & Moyser, G. (1994) More Participation, More Democracy? In Beetham, D (ed.) Defining and Measuring Democracy, Sage

Raven, P. (2002) Science, Sustainability, and the Human Prospect." A paper presented at the Conference of American Association for the Advancement of Science. St. Louis, Missouri.

Rennings, K, & Wiggering, H (1997). Steps towards indicators of sustainable development: Linking economic and ecological concepts. Ecological Economics, Vol. 20, 25-36.

Sanford, L. (1996): Democracy –History, Theory, Practice, Westview Press Diamond.

Sartori, G. (1987a) The Theory of Democracy Revisited, Chatham House Publishers.

Saward, M. (1994). Democratic theory and indices of democratization. In: Beetham, D. (ed.) Defining and Measuring Democracy. Sage, pp. 6–24.

Schumpeter, J. (1947). Capitalism, Socialism and Democracy. Harper and Brothers.

Sharp, G. (2003): There are Realistic Alternatives. United States of America, the Albert Einstein Institution, 17.

Ume, I. S. & Chukwu, C. C. (2019) Democracy and Sustainable Development in Nigeria: Challenges and Prospects in the Niger Delta. Global Scientific Journal, Volume 7, Issue 9. Online: ISSN 2320-9186

UNESCO (2016) Schools in Action: Global Citizens for Sustainable Development- A guide for Teachers. United Nations Educational, Scientific and Cultural Organization. Paris. available in Open Access

Chapter 8

Textual Studies In the 21st Century: Its Relevance And The Response Of Church Leaders

Joshua Adejare
University of Jos
Plateau State

Abstract
Textual study is one of the studies that is making waves in Nigeria and Africa. In historical times, textual study has its roots and origin in some places in Africa such as Egypt, North Africa etc. In contemporary times, Nigeria is one of the outstanding African nations that is training both academic and Christian leaders in religious department of universities and theological institutions in the discipline of textual studies both theoretically and practically. It is the aim of this work with a historical and textual critical approach to examine Textual Study in the 21st Century: Its Relevance and the Response of Church Leaders in Handling Biblical Passages with Textual Issues and Variant Readings. Although some churches are well known to have a strong theological background and training for their leaders and ministers, the churches in this work comprise of the five major arms of the Christian Association of Nigeria (CAN) which include TEKAN and ECWA fellowships, Pentecostal Fellowship of Nigeria (PFN), Christian Council of Nigeria (CCN), African Indigenous Churches (AIC) and Catholic Church. It was observed that having an adequate theological training for leaders that have not been trained, continuous theological and academic research on the crucial and relevant issues of the Bible and a holistic discipleship (including the text of the Bible) of her members and ministers who are called into the ministry among others, goes a long way in helping church leaders in handling and exploring biblical passages with textual issues and variant readings. Christian leaders, academics and biblical students will find this work educative.

Key Words: Textual Studies, Church, Leaders, Manuscripts, Textual and Variant.

Introduction
This paper intends to use historical and textual critical method, to examine Textual Study in the 21st Century: Its Relevance and the Response of Church Leaders. Every field of study has its own

peculiarity, that is, every study is unique in one way or another. A very important academic field that has gotten breakthrough in Nigeria is Textual study which has its root in biblical studies. Textual study is a unique field not holistically treated as a course in our various institutions in Nigeria. Some courses that are taken in the universities in Nigeria and other part of Africa depend heavily on study materials, supposition and findings of scholars in the western and advanced nations. This is good because most of these institutions abroad have what it takes and they have invested a lot in researches and have come out with outstanding findings and discoveries which are still relevant now and will be to future generations.

It is a great commendation to personnel and organizations in the advanced nations when they take the pain and make great sacrifice to see that her fellow African counterpart is trained and developed in areas of their expertise for continuity and expansion. This is one of the highest levels of great successes and exploits that these advanced personnel and organizations have achieved; generations and generations will live to hear these great impacts they have made, giving glory unto God and following the good steps and legacy that have been laid by them. One of the institutions that have been positively influenced by textual studies from which other institutions and members of the society have been a blessing from is the workshop and seminars organized by the University of Jos, Nigeria.

This paper is not an introduction to an academic work but illuminates on the recent happing in textual studies in Nigeria. Nggada and Adejare in their article re-affirms that textual study has been made a reality in our present day as a result of some outstanding and awesome professionals in this field in time past (46). The Centre for the Study of Ancient Religious Scrolls and Manuscripts was inaugurated at the University of Jos on the 21st of October 2013. The workshop and seminar were attended by many young and adult biblical scholars from reputable institutions such as seminaries and religious department of private and government universities. This awesome innovation to train African biblical scholars on ancient religious scrolls and manuscripts was initiated by two outstanding scholars across the world.

The article "*The History of Textual Studies in Africa and Its Role and Contributions to the Development of Biblical Textual Studies in Nigeria"* projects that the Global scholars of the University of Jos is an outstanding Christian Organization that has invested a lot in the development of biblical studies in Nigeria, Africa and many nations of the world. Rev. Prof Danny McCain who is the Director-at-large of the Global Scholars, who is also currently the Director of Centre for Conflict Management and Peace Studies at the University of Jos and also a distinguished Professor of New Testament Theology at the Department of Religion and Philosophy, University of Jos, has been a very key professional missionary, minister of the gospel, researcher, teacher, mentor, and leader of Christian Religious Studies in Nigeria, Africa and all continents of the world through his books, articles, speech, conference/seminars, research and mentoring leadership. He is a missionary for over three decades in Nigeria who has contributed immensely to humanity and education in Nigeria.

The Manuscript Research Group of the United State of America is one of the major institutions that have contributed greatly in the development of Textual studies in Nigeria. The Director and Senior Research Professor of Manuscripts Research Group USA, Prof. Scott Carroll contributed greatly to the on-going success of Textual studies in Nigeria. Prof. Scott Carroll is an international archaeologist, he has travelled and still currently travels round the continents of the world for many decades discovering and examining a lot of biblical manuscripts and biblical literatures manuscripts. He is very current in many biblical and modern languages. He is one of the backbone and pillar of textual discipline and research in Nigeria, Africa and round the world in these modern times. He is one of the contributors to the success of the celebration of the 400 years of the King James Version in Nigeria in 2011 which took place at West Africa Theological Seminary (WATS) in Lagos and in other strategic places in Nigeria such as Enugu, Port-Harcourt, Abuja, and Kaduna; which was anchored by WATS and the Bible Society of Nigeria at 2011. During this celebration there was a lot of display of ancient manuscripts of the Bible and various Bible versions from the early centuries to this dispensation. Many other various biblical materials were also displayed. There was a massive production and distribution of a KJV Bible by these two organizations (WATS and Bible Society) after the event. There has been a great desire in him to train African scholars on biblical Textual and Manuscripts studies. This led to the inauguration of the Centre for the Study of Ancient Religious Scrolls and Manuscript at the University of Jos, Nigeria in October, 2013. He has paid a lot of sacrifice(s) such as, skills, wisdom, experience and his personal hard-earned income to travel on several occasion to Africa, developing biblical scholars in Nigeria and Africa. He is also having a weekly on-line lectures on Coptic language, manuscripts studies and research with Masters and PhD students and lecturers in Old and New Testament from various institutions such as the University of Jos; Federal University, Kashere Gombe State; Theological College of Northern Nigeria (TCNN) Jos; Jos ECWA Theological Seminary (JETS); Lagos Western and Northern Area Theological Seminary (LAWNA) of the Apostolic Church, Jos; Christ College of Theology and Education (CCOTE), Langtang North, Plateau State; Christian Faith Institute, Jos and other interested private and government institutions and individuals. We will forever be grateful for this. There are over twenty workshops and seminars that have taken place at the University of Jos, Department of Religion and Philosophy since its inauguration. The attendants of the workshop and seminar includes professors, provost, researchers, academic doctors, academic clergy and students from seminaries and religious department of some universities in Nigeria.

The Relevance of Textual Study

Textual studies are a crucial and relevant field of study in our contemporary religious and theological education in Nigeria and in Africa. The following can be derived from the author's experience(s) which is embedded in *"Textual Studies and the Ending of Mark's Gospel in Contemporary Scholarship"* provides the relevance of Textual studies to contemporary scholarship.

Textual Study is an Academic discipline whereby the original intent of the authors of either biblical text or other biblical literature are sought for: Textual criticism centres on the text of any given biblical book or passage. Every writer had something in mind for choosing to write. Textual studies is one of the field among others that will go all the way to know what and why the author wrote those things down. The discovery of the intention of the writer is a big deal in these studies because it will help to give a good understanding of the writers thought.

Textual Study is an aspect of Biblical studies that makes use of critical approach(es) in examining any biblical text: In most cases, when dealing with passages with textual issues, critical methods such as text critical method, historical critical methods, conjectural emendation etc. are used because for one to arrive or derive a particular result, a lot of thought and reasoning and at times favourable assumptions would have been arrived at.

Textual Study is a field of study that makes use of both scientific and non-scientific measures to decipher manuscripts in order to discover what was in the mind of the author when he was writing: Metzger portrays Textual criticism as a science because it deals with the following, the production and transfer of primitive scripts, the explanation of the widely acceptable evidence to the text of the New Testament, the process of production of the Greek text in past in connection to the past activities of textual criticism. The use of logical skills in making decision among many manuscripts is the art perspective of Textual criticism (iii).
Textual Study is a course of study that gives a holistic enlightenment to the progressive nature of the production of the Bible and other biblical literatures from the early century

to our present day: Textual studies give the knowledge of how the Bible came into existence with the production of various versions and translations. It reveals the writing materials that were initially produced, how they were produced and used in the early century. Other material that was discovered and used as writing materials including the style of writing before the invention of the printing press was also discovered in these studies.

Textual Study is a tool that is constructively used to evaluate any Biblical text: Textual studies is one of the constructive tools in history over the years and to this present time that has helped in the critical study and understanding of both the Old and New Testaments. This is because it gives students and scholars the avenue to explore the opportunities of studying ancient and recent manuscripts that are in one way or the other connected to the Bible.

Textual Study most especially in the deciphering of biblical manuscripts exposes and establishes one in the knowledge and understanding of biblical languages: In Textual studies, in order to discover what was written in a particular manuscript, a good knowledge of Greek, Hebrew etc. is very important. Most biblical manuscripts are written in biblical languages such as Greek, Hebrew, Coptic, Syriac, Latin etc. A scholar will be able only to decipher or discover what is written down in the manuscripts of the language he/she understands. The number of biblical languages such as Greek, Coptic, Hebrew etc. the student/scholar/scribe knows, will determine the multiplicity of manuscripts him/her will be able to work with. Studying biblical manuscripts strengthens the biblical vocabularies and grammar of the student/scholar/scriber.

Textual Study gives a better understanding of the various ways a biblical text can be studied: There are many ways a biblical text or literature can be approached and studied. This can be derived from the various ways or methods that are available in Textual studies. The use of one or two methods makes it easy for the reader to understand what the author has put down and probably why he put down that information.

Textual Study gives a clear insight and understanding to passages with textual issues in the Bible and how to interpret or make use of these passages when we come across them: Tambiyi in his article *"Alexandrian Papyrologico-Traditional Involvement with Ancient Manuscripts in Hellenistic Egypt"giv*es some ideas on some passages with textual issues in the New Testament

> The results of this long and tedious process called textual criticism is reflected in many modern English versions of the New Testament with critical statements in the text or the footnotes as: "The earliest manuscripts and some other ancient witnesses do not have Mark 16:9-20" (NIV, 721). Another example is in NIV between John 7:52 and 53 with the statement "The earliest manuscripts and other ancient witnesses do not have John 7:53-8:11" (755). Also "Late manuscripts of the Vulgate 'testify in heaven: the Father, the Word and the Holy Spirit, and these are one. And there are three that testify on earth: the' (not found in any Greek manuscripts before the sixteenth century)" (1 John 5:7-8) (NIV, 866). The NIV notes that "Some manuscripts have prayer and fasting" (714) on Mark 9:29 and a different reading as in 1 Corinthians 11:4-7, a result of variants whether it is "long hair" or "head covered" (NIV, 808). In Philippians 1, "Some late manuscripts have verses 16 and 17 in reverse order" (NIV, 829). These explanatory statements cut across different English versions as seen in NLT and NKJV. For examples, "The most ancient Greek manuscripts do not include John 7:53-8:11" (NLT) and the NLT recognizes the longer ending of Mark (Mk 16:9-20)

with special reference to verse 14 at the footnote rather than in the text (NLT; Blomberg, 2003:23)(166).

Textual Study shows the important steps that needs to be taking in the deciphering of biblical manuscripts: Tom Ekpot and Adejare unveils the necessary steps that needs to be taken in the deciphering or discovery of the contents of a biblical manuscripts in their article *"The Significance of Biblical Textual Studies in Deciphering of Ancient Manuscripts for Proper Understanding of the Scriptures"* Most biblical manuscripts are written in biblical languages such as Greek, Hebrew, Coptic, Latin etc. It is only when the laid down steps are duly followed that a positive result can be achieved.

Textual Study helps to build up the faith of the believers: One of the aims of Textual studies is to strengthen the faith of the believers and biblical students/scholars and never to destroy it. Textual Studies is a special tool in biblical studies not for everybody but for few and matured minds who are trained to use the tool accurately and effectively. When the purpose of a tool is not known, abuse and destruction is inevitable. Imagine giving a ten-year-old boy the key to a car or jeep to drive, the probability of fatal accident is very high compared to an 18- or 21-year-old boy who has just undergone a driving school successfully; the tendency of having a fatal accident is minimal if all that which was taught is put efficiently into practice. Only godly and trained individuals in religious unit of universities and theological institutions at the higher level are skilfully trained on how to use textual tool effectively, efficiently, positively and constructively, at the same time, never to destroy one's faith. Biblical Textual Studies has the aim whether for individual, academic, ministerial purpose etc. to build up and strengthen the faith of those involved in it (Deuteronomy 29:29, Psalm 119:105, Proverbs 25:2, Isaiah 28:9-10, Matthew 13:11, Philippians 3:10, 1 Thessalonians 5:21, 2 Timothy 2:15, 4:13, 1 John 4:1-3) (Adejare 4-7).

New Testament Passages with Textual Issues and Findings.
The author in this article *The Impact of New Testament Passages with Textual Issues to Contemporary Biblical Scholarships* discusses the major New Testament passages with textual issues and variant readings

Mark 16:9-20: Among the Synoptic Gospels, the book of Mark 16: 9-20 is one of the major passages with textual issues. Scholars over the years have done an extensive examination on the ending of Mark. While majority of the scholars are of the opinion that it was the intention of the author to end at verse 8, few scholars posit that there is a great connectivity between the so-called short ending and the long ending and the passage is intact. Blomberg, for instance insist that the absence of Mark 16: 9-20 in the well approved manuscripts makes it invalid and false (84). Tenny indicates that Mark 16:9-20 is not present in the Sinaitic Syriac but the debate of the ending of Mark is still on-going (511). From a literary perspective, Green, McKnight and Marshall confirm that the ending of Mark 16:8 corresponds well to the passage (524). On the contrary, there are few scholars who are of the opinion that the Mark 16:9-20 is an accurate ending. Daniel Schenkel and Bernhard Weiss as documented by Croy, insinuate that the ending of Mark is authentic and such speculations of a worn-out ending is not certain (24). Brown adds that the ending of Mark is so relevant and significant because it connects with the words of Jesus as seen in the book of the Acts of the Apostles which is a very crucial assignment in the life of every true believer (214). A close textual study of the last twelve verses of the book of Mark shows that those verses were just added probably by a scribe following the style of writing. The style of writing and vocabulary of the last twelve verses of Mark 16 seems to be different from the first eight verses although its content is familiar and it can be linked to other passages in the New Testament.

John 7:53-8:11: Another passage with textual issue is John 7:53-

8:1-11. The passage talks about the story of the woman caught in the act of adultery. Scholars have come to a conclusion that this passage should not be present there. Andrew Lincoln, the author of *Black's New Testament Commentary: The Gospel According to Saint John* omits the story of the woman caught in Adultery in his commentary and declares that some contemporary versions put this story in parentheses (263). Michael Ramsey in his book *Understanding the Bible Commentary Series John* points out that although this story is real in the life experience of Jesus, it is meant to be absent in this chapter as seen in other reliable ancient translations (146). Morris Leon affirms in the appendix of his commentary that this story is present majorly in some western witnesses up to the fourth century (779), however, Kostenberger Andreas in his book *Encountering John: The Gospel in Historical, Literary and Theological Perspective* mentions nothing about this story (98). A distinguished New Testament scholar, Keener Craig in his commentary, the *Gospel of John* was also completely silent about it probably because of the non-authenticity of that passage (738). The reason of this omissions by the above scholars and others is the discovery that this passage cannot be found in the most reliable and approved manuscripts of the fourth century which are Codex Sinaiticus and Codex Vaticanus. Nevertheless, just as Ramsey has indicated, this sinaro might have occurred in the time of Jesus but for the main fact that it has been rejected by many scholars for a tangible reason, the passage is completely absent or notified in some versions of the Bible.

1 John 5:6-8: A third passage of textual importance is 1 John 5:6-8. A comparison of these two passages will throw more light on it. The New King James Version of 1 John 5: 6-8 reads
This is He who came by water and blood- Jesus Christ; not only by water but by water and blood. And it is the Spirit who bears witness, because the Spirit is truth.[6] For there are three that bears witness in heaven: the Father, the Word and the Holy Spirit; and these three are one.[7] And there are three that bear witness on earth, the spirit, the water and the blood; and this three agree as one.[8]

The New International Version of 1 John 5:6-8 reads
This is the one who came by water and blood-Jesus Christ. He did not come by water only but by water and blood. And it is the Spirit who specifies, because the Spirit is the truth.[6] *For there are three that testify:*[7] *the Spirit, the water and the blood; and the three are in agreement.*[8] The footnote of the NIV states that
Late manuscripts of the Vulgate testify in heaven: the Father, the Word and the Holy Spirit, and these three are one. And there are three that testify on earth: the (not found in any Greek manuscripts before the sixteenth century.

Jackman puts down that verse 7-8 do not appear in RSV and NEB because prior to the fourteenth century, none of the Greek manuscript in 1 John contains it (151). Wiersbe explains that John wrote to oppose false teachings and gives indisputable evidence that Jesus is God by giving three witnesses of the water, the blood and the Spirit (172). Smalley specifies that in oneness, the three testifies how God through His Son and the help of His Spirit testifies to the efficacy of His word both in the life of the believer and in the universe (283).

> Tidball also gives his contribution about the text that
> In these complete words about water, blood and the Spirit, we come to understand how God reinforces our faith through His own testimony. Our faith is not just a matter of hope without basis. It is hope based on the evidence of God's actions. Jesus came to the world and submitted to God through water by being baptised, he gave his blood on the Cross, and the Holy Spirit is the third witness to God's action for Salvation (120) (Tambiyi and Danfulani Ch 29).

The statements above from these notable scholars reflect that there are verses and passages in the New Testament with minimal and serious textual issues and variant readings. These findings have proved that there are still studies undergoing on the text of the New Testament in order to understand the scriptures the more and to know the right approach for each passage. Adejare affirms in his article *"The Significance of New Testament Manuscripts Textual Variants and Its Impact on Religious Experience"* that New Testament textual variant arise as a result of the consistent recopying of the biblical manuscripts by the scribes in the primitive period which has led to the multiplicity of manuscripts (86).

The Response of the Church Leaders in Handling Biblical Passages with Textual Issues and Variant Readings.

The UBS Greek New Testament states that (ekklesia) is the Greek word for Church which means congregation, assembly, gathering (of religious, political or unofficial groups). Throughout the New Testament. The word Church(es) was used 117times in the New Testament (688).

Hawthorne, Martins and Reid affirm that the Church's life and existence has its origin in God. God is the source of the Church. Through the preaching of the gospel of Christ, God draws people to Himself and bring them to His Church. The process of God founding the Church is based on Jesus Christ and the proclamation of the gospel. In the New Testament, the gathering of the believers in Christ belongs to God. God is the owner of the Church 1 Corinthians 1:2, Galatians 1:22, 1 Thessalonians 2:14) (126).

Another school of thought does not see (ekklesia) majorly as Church. The Church is preferable to be seen as Christian community who individually accepts Jesus and became a member of God's family. The communal life of Christ was realized when Christians locally assembled. The Church is also viewed as a regenerated Israel which permits the membership of non-Jews. In the early years, the believers gathered to fellowship at homes (Martin and Davids 195).

Harry Boer profess that the good deeds and ministry of the Lord Jesus is the foundation through which the Church was established and was evangelized to the whole world from the out pouring of the Holy Spirit at Pentecost. He affirms that "The New Testament universal church replaced the strictly Israelite congregation as expressed in temple and synagogue" (17). Roger

Bowen also affirms that “ (ekklesia) was the assembly which God calls into the public market place of the world. It was based on a historical Lord who engaged in missions in order to extend His kingdom and bring to birth the Children of God” (90). According to John Calvin, the visible Church is concrete which can be seen and touched with our eyes and hands respectively. The invisible Church is the gathering of all genuine believers which can only be seen by Christ and God. John Wesley says the universal church which is also known as the Catholic Church constitutes God's called out ones (Palmer 124).

The Contemporary Church

The contemporary Church (from the understanding and biblical studies of the author) is the visible Church which comprises of individuals who believe in the birth, death, resurrection and Parousia of Jesus Christ. The contemporary Church consists of believers and followers of Jesus Christ who profess to worship God in spirit and in truth. They believe in the authority and authenticity of the Word of God. Although the contemporary Church is characterized by numerous denominations with different doctrines, however, irrespective of the diversities of the dogmas, the unifying factor is the common believe in the existence and divinity of Jesus Christ. Jesus Christ is the head of the visible and invisible Church. The contemporary Churches consist of leaders who nurture and guide their members in the truth of the Word of God in line with their doctrines. The five-fold ministry and other ministerial positions prevalent in the Bible are very much in existence in our contemporary times but they are only adopted by those who believe in them. Some of the leadership positions are: Deacon and Deaconesses, Bishops, Elders, Apostles, Prophets, Evangelists, Pastors and Teachers and they operate in different capacities in our contemporary Churches. There are various places of gathering of the Church. Some gather to worship in houses (either rented or owned), some build massive auditorium for their gathering place, open field and some build cathedrals. Many of the present big denominations today began from the home

Church. The Churches are involved in various activities. Fixed days of the week have program for the benefit of their members, some of the activities are studying the Word of God, prayer meetings, preaching and evangelism, crusade and special programs etc.

In the Old Testament, there was an absent of the Church for Israel were God's elected people (Kunhiyop 89). From the time of Christ's ascension to the outpouring of the Holy Spirit in the book of Acts, the gathering of the believers has experienced a remarkable holistic growth (Lere 2). Faith in the life and ministry of Jesus was passed from the first disciples to the believers in the different environment they found themselves (Johnson 77). This faith involves the believers to take positive advantage of the redemptive price paid by Jesus Christ on the cross, to make a personal decision to completely desist from sin and live a committed life that pleases God (Fatokun 51).

A living Church as indicated by Oloruntunde "is a Christian denomination, an assembly of brethren were the Spirit of God dwells. There the Spirit is in operation, actively directing their affairs in all things, whereby the light of God's glory keeps shining in the lives of the members Matthew 5:16" (20). A purposeful Church is one that has a mission otherwise it ceases to exist (Samalia v) and the purpose of the Church is to point everyone to Christ in genuine repentance and salvation (Nihinlola 11). Bowen shows that the four dimension of Church growth are "*Conceptual growth* (Growing up to maturity Acts 2:42-47), *Organic growth* (Growing together in relationship Acts 2:44-46), *Incarnational* growth (Growing out into society Acts 2:43, 47a), *Numerical growth* (growing more in numbers Acts 2:41, 47b) (111-112)."

Lindsell declares that "Christianity is a religion of a book" (29). The Holy book used by the Churches is generally known to be the Bible. Kangfang is of the opinion that the books of the Bible were scrutinized and accepted having been approved by them to be inspired by the Apostolic fathers in the early century (168). However, "We Christians believe that the Bible is an infallible and authoritative guide on everything it addresses. Of course, the Bible is not a complete textbook on all topics in the world but it also has positive and negative examples of the way those issues were addressed" (McCain 196). The Holy Spirit, repentance and pardon from sin was the Kerugma also known as the message of the gospel Acts 2:23-39, 3:21" (Palmer 67-8). Jesus is the main message and initiator of the Church. Pastor F.B Meyer said the Church that is not interested in spreading the Gospel will not be a rapturable Church. By holding the Word of God in high esteem and caring for the brethren, we are playing our part as Jesus is building the Church (Janvier 27-30).

There are many challenges of the contemporary Church. Some challenges peculiar to contemporary Church based on the purpose of this work are poor understanding of the Word of God, poor interpretation of the Word of God, wrong application of the Word of God, little or no theological training of church leaders, little or no quest for new discoveries of biblical literature and materials through theological and academic research and negligence towards theological and academic discoveries directly or indirectly connected to the Bible.

The roles of the Church leaders in proffering solution to her challenges and how they can handle biblical passages with textual issues and variants readings are given below

Adequate Theological Training: Those who have the call of God upon their lives to be in ministry and undergo a good theological training are well prepared and established for the work. Some leaders who do not have a good theological training make some expensive errors while preaching or teaching which in return affects their members and make them not to be rooted in the Word of God and this is not too good for the growth of the Church. Those intending leaders who cannot attend a theological institution for one reason or the other should try to attend other reputable Bible or leadership training in order to make them to be equipped for the work. A good theological training either in the religious department of universities or theological institutions gives a good foundation on the knowledge of the Bible and understanding textual passages Philippians 3:5-6.

Embarking on Continuous Studies on other Biblical Literature and Materials: When church leaders are involved in regular studies of both spiritual and academic biblical materials, it makes them to be strong and well established in Christ. Through their personal studies, balanced teachings with the help of the Holy Spirit, both the leaders and their members will find it difficult to fall for the wind of heresies drawn from the scriptures that makes many followers of Christ to trail away from the truth Colossians 2:6-8.

Continuous Theological and Academic Research on the Crucial and Relevant Issues of the Bible: There are deep insights and revelations of the Bible that can be derived through the help of the Holy Spirit when one involves in a constructive and purposeful biblical research. It makes the leaders and their followers to have an upper-edge over others such as deeper revelations to God's word. Embarking on biblical research (such as textual studies and other biblical field) is never wasteful or in vain but awesomely rewarding. God is interested in those who will go extra mile so that they can rightly divide the word of truth 2 Timothy 2: 15.

Acceptance and Exploration of Current Biblical Findings from Research: Current results and information gotten from biblical research (such as textual studies and other biblical field) should not be mis-underestimated or ignored. Many efforts and resources have been put into place to come out with constructive research. Such findings are to help and improve people and to produce a positive result in their academic and ministerial circle John 8:32.

Participation in useful Biblical Conferences and Seminars: Conferences and seminars are great tools in the hand of God used to upgrade and equip His servants and messengers. Skills are being built and developed through workshops and seminars. There must be a consistent desire in the heart of Church leaders to seek for more relevant knowledge on the text of the Bible which will keep them updated and have a better understanding and approach in carrying out effectively their service(s) and in the revelation and teaching of God's Word Hebrews 10:25.

Church leaders should Acknowledge the Gift of God in Others and Disciple them: Church leaders should desist from oppressing or disregarding the skills and gifts of those God has put under them but rather encourage them to develop such skills for the progress of the kingdom of God. When this is done, instead of competition and hatred among them, growth and progress will be the result of the leaders, their subordinate(s) and the Church at large. A good leader will want his/her subordinates or disciples to be better and greater than him/her John 14:12. A leader is regarded as successful when his subordinate(s) and successor(s) succeed. Their exhibition of the grace and gift of God should not lead to threat or competition but rather it should be appreciated and improved by working hand in hand in humility and the fear of God for the progress of the kingdom of God. This can be achieved by also giving them the opportunity to explore such gifts and grace of God in humility and sponsor them in academic, biblical studies and researches in the field of textual studies or other biblical fields so that they can be well established in the faith, doing exploits for God and being able to meet up to the required standard and expectation in their generation. Dwight Pentecost states that a disciple is an individual who is willing to learn and be trained. Discipleship entails dedication; it is a sacrifice of one's personal vision, dream and cherished desire (19). Discipleship is very key for any church to successfully grow. When members are well discipled and taught, it makes them to be established and fruitful. First, they are to be discipled to have a consistent personal relationship with God, discipled on how to be useful and fruitful for God, discipled on deep teachings and exposure of God's word and discipled on how to withstand heretic and false teachings Acts 18: 24-28.

Biblical passages with textual issues and variant readings are not meant for the Church congregation, they are meant for the Church leaders who are intellectually mature to enable them to be aware of them, interact intellectual and know how to relate with biblical scholars both orally and in written form; it will also help them to be balanced in their teaching and preaching of God's word. Adejare quotes Donald Riddle in this article T*he Emergence and Role of Ancient New Testament Versions in the Development of the Christian Faith* "it must be recognized that every significant variant records a religious experience which brought it into being. This means that there is no 'spurious readings': the various forms of the text are sources for the study of the history of Christianity" (32). Rick Warren an outstanding preacher of the Gospel admonishes leaders that "Our Job as church leaders, like an experienced surfer, is to recognize a wave of God's Spirit and ride it. It is not our responsibility to make waves but to recognize how God is working in the world and join him in the endeavour" (14). The introduction of textual studies both in the academic and ministerial circle is one of the new dimensions or ways God is moving in the lives of His people in this generation to reveal more about Himself.

It is the will of God for Church leaders to be a good example to others in words, speech and action being capable of balancing every area of their lives without one area negatively affecting the other (Andy-Philip and Alabi 223-4). Therefore, according to Galindo, "For Christian education to be meaningful, it must impact positively the lives of the people" (57). This is because God has invested and He is still investing much in the lives of godly leaders and His expectation is high in their understanding and interpretation of His words Luke 12 :48b. Janvier notes that the African Church among other nations of the world has an outstanding meaningful voice (29). Fuller ascertains that the rate at which Africa continent is growing is higher and faster than other continents (110). This connotes that God has raised great leaders in Africa to influence the whole world with the gospel and He is still in the business of raising great leaders in Africa that will do greater exploits in this present and future generation both in the academic and ministerial circle until He comes.

Finally, Cirman confirms that

> This is how the Church can be a solution God has called her to be. God wants a Church filled with active brain. The purpose of Church and Intelligent is to discover the secrets of using our intelligence in the Worship of God, life of the Believer and the entire- earth walk, as encorded in the Scriptures. By merging Biblical precepts and building a bridge of understanding. Believers will comprehend the beauty of our Intelligence as a tool for being spiritual, true, steadfast and mature.(viii).

Conclusion

This paper has examined Textual Studies in the 21st Century: Its Relevance and the Role of the Church Leaders in Handling Biblical Passages with Textual Issues and Variant Readings. God in time past and in the present in Africa is raising great leaders to affect lives positively both in the ministerial and academic circle. Both the theoretical and practical aspect of Textual studies has being a reality in Nigeria and Africa through some outstanding scholars such as Prof. Danny McCain and Prof. Scott Carroll through the inauguration of the Centre for the Studies of Ancient Religious Scrolls and manuscripts at the University of Jos since 2013 till today. Many Church and academic leaders are from different theological institutions and religious department of Universities in Nigeria are consistently trained and learning more skills in the deciphering of biblical manuscripts just like other advanced nations.

Some other minor and major passages with textual issues have been highlighted in this work. These Bible passages with textual issues and variant readings arises as a result of the various manuscripts that we have most especially in the New Testament. This does not in any way questions the authenticity and the efficacy of the Word of God but draws our attention to these passages so that we can efficiently and rightly divide the word of truth. It is important to note that as much as possible, doctrinal issues should not be drawn from those passages but for edification. Therefore, Church leaders can effectively handle Bible passages with textual and variant issues by acquiring adequate theological training, continuous theological and academic research and embark on strong and effective discipleship of her members. Church leaders and her members should also avoid destructive criticism(s) that will negatively affect their faith and the faith of others (1 Timothy 1:3-5) but build up their faith consistently in the Holy Spirit and the studying and obeying of the Word of God Jude 20.

Works Cited

Adejare, Joshua Oluwaseyi. "Families of Texts: Its Importance and the Need for the Introduction of Textual Studies in Theological Institutions and Universities in Nigeria" *The Noun Scholar Journal of Arts and Humanities*. Vol. 2. No 1, June 2022.

Adejare, Joshua Oluwaseyi. “The Impact of New Testament Passages with Textual Issues to Contemporary Biblical Scholarship*”* Gideon Y. Tambiyi and Umar H.D. Danfulani eds., *Repositioning African Theology, Religion and Politics:* Essays in Memory of Je'adayibe Dogara Gwamna. Jos: Tambiyi Research Foundation, 2022.

Adejare, Joshua Oluwaseyi. “The Emergence and Role of Ancient New Testament Versions in the Development of the Christian Faith.*” Jalingo Journal of Christian Religious Studies and Societal Research.* Taraba State University: Vol. 9, February 2023.

Adejare, Joshua Oluwaseyi. “The Significance of New Testament Manuscripts Textual Variants and Its Impact on Religious Experience*” Jalingo Journal of Christian Religious Studies and Societal Research.* Taraba State University: Vol 9, February 2023.

Adejare, Joshua Oluwaseyi. (Unpublished book). Textual Studies and the Ending of Marks' Gospel in Contemporary Scholarship.

Adejare, Joshua Oluwaseyi**.** (Unpublished). “The History of Textual Studies in Africa and Its Role and Contributions to the Development of Biblical Textual Studies in Nigeria.”

Aland, Barbara et' al. *The UBS Greek New Testament: Plus, A Running Greek-English Dictionary. Fourth Edition*. Germany: Deutsche Bible Gesellschaft, 2001.

Andy-Philip, Nesta and Fortunatus Godwin Alabi. “Ethical Implication of Exodus 20: 13-18 and The Integrity of Nigerian Church Leaders*” The Noun Scholar Journal of Arts and Humanities, Maiden Edition*. Vol. 1. Issue 1, July 2021.

Blomberg, Craig. *Jesus and the Gospels: An Introduction and Survey.* Nottingham: Apollos, 2009.

Brown, David. *The Four Gospels.* USA: The Banner of Truth Trust, 1983.

Bowen, Roger. *So I Send You: A Study Guide to Missions*. Britain: SPCK, 1996.

Boer, R. Harry. *A Short History of the Early Church*. Grand Rapids:

Eerdmans Publishing Company, 1976.

Croy, Clayton N. *The Mutilation of Marks Gospels*. Nashville: Abingdon Press, 2003.

Cirman, Daniel. *Church and Intelligence: Biblical Code to Being Spiritually Mature Above Deception*. Jos, Hallel and Partners, 2018.

Dianne, Tidbal. *Discovering God's Letters*. Leicester: Crossway Books Leicester, 2002.

Fuller, L.K .*Going to the Nations: An Introduction to Cross-Cultural Missions*. Africa Christian Textbooks, 2008.

Fatokun, Samson Ayodeji. *Soteriology: An African Outlook, (A Historical Study of the Christian Doctrine of Salvation from African Perspective)*. Ibadan: End-Time Publishing House, 2010.

Green, Joel B, Scot McKnight and Howard Marshall I. *Dictionary of Jesus and the Gospels: A Compendium of Contemporary Biblical Scholarship*. England: Inter Varsity Press, 1992.

Galindo, Israel. *The Craft of Christian Teaching*. Ibadan: Scripture Union Press and Books Limited, 1998.

Hayford, Jack. *Spirit Filled Life Bible, New King James Version*. South Africa: Thomas Nelson Incorporated, 2002.

Hawthosrne, Gerald F, Ralph Martin P. and Daniel Reid G. *Dictionary of Paul and His Letters: A Compendium of Contemporary Biblical Scholarship*. England: Inter Varsity Press, 1993.

Jackman, David. *The Message of John's Letters*. Leicester: Inter-Varsity Press, 1998.

Janvier, George. *Sermon Illustrations and Wise Sayings for Pastors and Teachers*. Bukuru: Africa Christian Textbooks, 2020.

Johnson, Thomas K and Thomas Schirrmacher. “The Trinity in the Bible and Selected Greed of the Church” *In the name of the Father, Son and Holy 'Spirit: Teaching the Trinity from the Creeds to Modern Discussion*. Germany: HCB Verlagsservice Beese, World Theological series 17.

Kafang, Zamani B. *An Introduction to the Intertestamental*

Period. Bukuru: Africa Christian Textbooks, 2009.

Kunihop, Samuel Waje. *Africa Christian Ethics*. Bukuru: Africa Christian Textbooks, 2008.

Kostenberger, Andreas. *Encountering John: The Gospel in Historical, Literary and Theological Perspective*. Grand Rapids: Baker Academy, 1999.

Keener, Craig S. *The Gospel of John: A Commentary.* Grand Rapids: Baker Academic, 2003.

Lincoln, Andrew T. *Black's New Testament Commentary: The Gospel According to Saint John*. New York: Hendrickson Publishers, 2005.

Lindsell, Harold. *The Church's Worldwide Missions*. Texas: Word Books Waco, 1966.

Lere, Pauline. *The Church in West Africa*. Jos: Deka Enterprises, 2008.

Morris, Leon. *The International Commentary of the New Testament: The Gospel According to John.* Grand Rapids: Williams B. Eerdmans Publishing Company, 1995.

Martin, Ralph P. and Peter Davids H. *Dictionary of the Later New Testament and Its Development: A Compendium of Contemporary Biblical Scholarship*. England: Inter Varsity Press, 1997.

Metzger, Bruce M. *The Text of the New Testament: Its Transmission, Corruption and Restoration*. New York: Oxford University Press, 1968.

McCain Danny. “Mission in a Troubled World: Challenging the Church in Africa to Respond” Gideon Y. Tambiyi and Umar H.D. Danfulani eds., *Of Traditions and Traditions: An Essay in Honour of Zamani B. Kafang*. Jos: Ade Printing Press, 2021.

Nggada, Philip Asura and Joshua Oluwaseyi Adejare. “The Relationship between Old Testament and New Testament Textual Criticism and Its Impact on Biblical Scholarship” *The Noun Scholar Journal of Arts and Humanities, Maiden Edition*. Vol. 1. Issue 1, July 2021.

Nihinlola, Emiola. *Building a Contemporary Church*. Oke-Ado; Sceptre Print Ltd, 2008.

Oloruntunde, Folorunsho Oyebode. *God's Model for the Church: One God, One Goal, One Way but many Folds*. Jos; Afab Nigeria Limited, 2020.

Palmer, Timothy. *Christian Theology in an African Context*. Bukuru: Africa Christian Textbook, 2015.

Pentecost, Dwight J. *Decision for Discipleship*. Grand Rapids: Zondervan Publishing House, 1971.

Ramsey, Michael J. *Understanding the Bible Commentary Series John*. Grand Rapids: Baker Books, 1984.

Smalley, Stephen S. *Word Biblical Commentary 1, 2, 3 John.* Waco: *Word Books Publisher*, 1984.

Scott John. *Understanding the Bible*. United Kingdom. Scripture Union, 2003.

Samalia, Nahor Hato. *Contextual Church Planting and Growth in Africa*. Bukuru: Africa Christian Textbooks, 2020.

Tenny, Merrill. *The Zondervan's Pictorial Bible Dictionary*. Grand Rapids: Zondervan, 1967.

Tom, Edet and Joshua Oluwaseyi Adejare**.** "The Significance of Biblical Textual Studies in the Deciphering of Manuscripts for Proper Understanding of the Scriptures." *Rubicon Journal of Religion, Philosophy and Society, Nassarawa State University*, 2023. (To be published)

The Holy Bible. *New International Version*: Grand Rapids: Zondervan International Bible Society, 2001.

Tambiyi, Gideon. "Alexandrian Papyrologico-Traditional Involvement with Ancient Manuscripts in Hellenistic Egypt" Huud Shittu eds., *Humble Vicegerency Khilafa in Perspective: Service to the Ultimate and Humanity*. Zaira: Ahmadu Bello University Press, 2013.

Wiersbe, Warren W. *Be Real, Turning from Hypocrisy to Truth: NT Commentary on 1 John*. Ontario: DavidCCook, 1991.

Warren, Rick. *Purpose Driven Church: Growth without Compromising your Message and Mission.* Grand Rapids:

Chapter 9

Eco-Signage Initiatives of Discarded Plastic Materials (DPM): An Artist's Approach to Environmental Waste Management

Kehinde Hassan Shobukonla
Department of Fine and Applied Arts,
Mountain Top University,
Makogi, Ogun State, Nigeria
khshobukonla@mtu.edu.ng

Toluwani Taiwo David
Department of Fine and Applied Arts
Nnamdi Azikiwe University,
Awka, Anambra State, Nigeria.
td.toluwani@unizik.edu.ng

ABSTRACT

Waste generation and disposal remain an inherent part of any developing or industrial world. Domestic and commercial wastes are escalating significantly in Nigeria daily in unaccountable number. Waste generation either creates grave consequences on human existence when they are neglected or can become means of fortunes if they are properly managed. This paper addresses the ecological and economic values inherent in discarded plastic materials (DPM) when used artistically to produce signage for advertisements of various local brands. It is envisaged that this study will support the efforts of Nigerian communities in managing domestic waste and at the same time, inspire visual artists and outdoor advertising agencies to explore some essential economic advantages of discarded plastic materials otherwise and hereafter referred to as DPM. To achieve this purpose, DPM were collected from dump sites, waste bins of kiosks, entertainment sites and the neighbourhoods. DPM collected are further sorted into shapes, colours and sizes, and finally assembled artistically to produce intended signage for advertising. In essence, the result is that waste generation will no longer be regarded as a menace to the society, but economic potentials for artistic expressions and means of wealth creation.

KEYWORDS: Signage, eco-friendly, plastic materials, environmental waste management, artist.

INTRODUCTION

Waste management is an issue of global concern. It is a systematic strategy to control the disposal, collection, sorting and storage of used items. The World Health Organisation (WHO) (1990) coined it as a process involving “reduce, reuse and recycle” of thrown away as thrash. The volume of wastes generated is not actually the inherent problem because the volume of wastes will continue to escalate in direct proportion to increase in population and industrialisation. The problem rather is the inadequacy of governments, individuals and waste disposal organisations to align with the obligation of managing the wastes. Certainly, an unclean environment affects the standard of living, beauty, health of the people and hence the quality of lives. Inappropriate management of these wastes can constitute threat to the society through the pollution of air, land and water.

In this paper, attention will be focused on how artistic engagement has become an additional strategy to manage domestic waste especially discarded plastic bottles of some local soft drinks. The approach will rather be reusing and recycling procedure. This will be directed to the production of signage that conveys advertising messages. We will not bother to emphasise the problems of waste but rather to explore an artist's approach in tackling the challenge of domestic waste. In all, what is regarded as wastes by some people in the society are viewed as premium and diverse creative raw materials for the visual artists.

Research shows that signage artworks for advertising either for outdoor or indoor purposes, and derivatives of discarded plastic bottles in particular, are exclusive. This idea of transforming DPM into different artistic objects is not novel. Pictures of various artistic productions made from both new and discarded plastic bottles are countless on the internet. While some were made in 2-dimension others were created in 3-dimension ranging from table-size to gigantic creations in the realm of both aesthetic and functional art works. See picture 1 below.

Picture 1: Discarded plastic bottles sculpture
Source: https://goo.gl/qzkPDg

This research attempts to take the artistic exploits further to produce advertising signs of some notable brands using the discarded plastic bottles of the same brands or combination of brands. Significantly, it is the aim and objective of this paper to contribute to the efforts of various organisations locally and internationally to manage the perpetual generation of waste on one hand and also to direct artists' creative mind-eyes to the diverse possibilities of using discarded plastic bottles as locally-sourced materials in the production of signage for advertising.

By coverage, this paper is addressing DPM of soft drinks such as Coca-Cola, Fanta, Seven-up, Pepsi and Teem brands, littered all over the neighbourhoods of the world. See Picture 2 below.

Picture 2: Discarded Plastic Materials DPM
Source: https://goo.gl/nM7KGk

Recycling is a fundamental element of contemporary process of waste reduction. According to Moji and Kuttu (2014:3), recycling is mentioned as the process of converting an inorganic waste material like sachet water bag, glass plastic and aluminium et cetera into valuable material or materials. The United State of Environment Protecting Agency (USEPA) (2014), viewed recycling as the process of collecting and processing material that would otherwise be thrown away as thrash and turning them into new products. In these views, no DPM should be regarded as a waste. It may be that its new purpose has not been defined. Materials to be recycled are either brought to a collection centre or picked up from the dump site, then sorted, cleaned, and reprocessed into new materials for production or manufacturing.

Plastic Recycling

Plastic recycling is the process of recovering scrap or waste plastic and reprocessing the material into useful products, sometimes completely different in form from their original state. For instance, this could mean melting down soft drink bottles and then casting them as plastic chairs and tables. The new definition of recycling provided by USEPA Report 2016, buttresses the point that recycling is the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demands.

Recycling conserves natural resources, strengthens our economy and creates jobs. More productive and less impactful use of materials helps our society remain economically competitive, contributes to our prosperity and protects the environment in a resource-constrained future. By converting waste materials into valuable raw materials, recycling creates jobs, builds more competitive manufacturing industries and significantly contributes to the economy. Recycling has some immense benefits of reducing the amount of waste, conserving natural resources, preventing pollution, saves energy, reduces greenhouse gas emissions that contribute to global climate change, helps sustain the environment for posterity and helps create new job prospects. In essence, Eco-Signage production becomes the additional benefit to the purpose of the global recycling campaign and environmental sanitation.

Eco-Signage Initiative: DPM Inspired Artworks

Recycling is one of the measures to protect and improve our environment. It is a key component of modern waste reduction and is the third component of the "Reduce, Reuse, and Recycle" waste hierarchy according to European Commission (2014). Artistic approach is a veritable and valuable measure of recycling waste. DPM thereby becomes improvised raw materials to produce creative artworks for various redefined purposes which are transformed into amazing new products. An example of such artists is Veronika Richterová. Veronika is a Czech artist who

creates incredible plastic bottle art. She heats, cuts, torches and assembles discarded plastic bottles to make awesome sculptures. Inspired by nature, her artwork includes sculptures of cacti, flowers and animals. Her plastic bottle art is awesomely beautiful and creative. The technique she uses really flaunts the beauty in the plastic bottles and brings her sculptures to life. Judy Rom (2017).
Eco-Signage Initiative is an artist's approach of using DPM to create environmental friendly signs. In plates 3 – 6 shown below, DPM have been repurposed into Eco-Signage designs to advertise some local popular brands. This approach of signage production is cost effective, aesthetic and eco-friendly.

Eco-Signage Advertisements

Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. Signs are any category of visual graphics created for the purpose of displaying information to a targeted audience. This can be typically showcased in the form of way-finding information in places such as streets or on the inside and outside of buildings. Signs are in various forms and size based on location and purpose, ranging from more expansive banners, billboards, and murals, to smaller street signs, street name signs, sandwich boards and lawn signs.

Eco-Signage design is one of several integrated marketing strategy an artist can adopt to advertise products and services. From plates 3-6 below, DPM were used to create logos of Coca Cola, Fanta and Seve-Up to establish the concepts of Eco-Signage Initiative. DPM are produced in different sizes, shape and colours. These are primary and suitable raw materials for various creative expressions.

Picture 3 - Title: Logo of Coca Cola
Material: Discarded plastic bottle covers
Size: 5ft x 3ft   Artist: Kehinde Shobukonla
Photographer: Kehinde Shobukonla, 2017

Picture 4 - Title: Logo of Fanta
Material: Discarded plastic bottle covers
Size: 5ft x 4ft   Artist: Kehinde Shobukonla
Photographer: Kehinde Shobukonla, 2017

Picture 5 - Title: Teem chandelier
Material: Discarded plastic Materials DPM
Size: 3ft x 3ft
Artist: Kehinde Shobukonla
Photographer: Kehinde Shobukonla, 2017

Picture 6 - Title: Seven-up Logo
Material: Discarded plastic bottle covers
Size: 4ft x 3ft
Artist: Kehinde Shobukonla
Photographer: Kehinde Shobukonla, 2017

There are contemporary signs, largely digital or electronic displays which are not covered in this paper. The main intent of the signs is to communicate and disseminate information such that the receiver may take cognitive decisions based on the information provided. In general, signs may be to conveying information about services and facilities, such as maps, directories, or instructional signs; showing the location of services, facilities, functional spaces and key areas, such as sign posts or directional arrows; indicating services and facilities, such as room names and numbers, restroom signs, or floor designations and signs giving warning or safety instructions, such as warning signs, traffic signs, exit signs, or signs conveying rules and regulations.

Production of Eco-Signage Artworks

To address the challenges of environmental waste pollution, there must be a system of collecting the DPM which can be found different categories of sizes, colours and shapes. Where collection facilities are positioned, a close examination of the waste dump sites and collection activities, especially in Nigeria, still shows a great deal of either ignorance or negligence because the waste is being disposed in mixture. We are yet to imbibe the culture of proper sorting out of our wastes. This carefree attitude opens up another challenge in waste management in that the wastes cannot be immediately conveyed to appropriate locations or cannot be readily purchased by those who reuse them.

For DPM to be meaningful and useful, they must be sorted out of the general wastes. Further sorting of the DPM into shapes, colours, sizes and shapes is another step in creating the intended signage. This stage requires a more artistic and creative initiative and imaginative engagements. It is similar to a painter's pre-painting activities where colours are arranged in a wide range of tints and shades on a colour pallet before they are applied to the canvas. After proper sorting of DPM, the artist is presented with an ocean-like space where ideas can easily swim and flow unhindered.

Every completed work of art is usually a process, an endeavour to follow a predetermined sketch. The sketch is a thumbnail to guide and yet flexible which may require some areas of adjustment as the artwork becomes clearer in the process. The physical properties of the DPM have already suggested the appropriate technique of accomplishing the task. In most cases, the technique will require either to arrange or assemble the DPM into intended signage with the aid of suitable adhesive.

The Eco-Signage produced from DPM can serve dual functionality either as an outdoor or indoor design, depending on the intention of the designer. Installation of the signage after production is another creative task because a successful artwork at times, may suffer a failed installation. In his book, Chris Calori spells out the most comprehensive coverage of the environmental design process from research and design development to project execution that will guide in the installation of signage as a global best practice. He further mentions the necessity of mutual utilisation of a cross-disciplinary approach that makes the information relevant to architects, interior designers, landscape architects, graphic designers, and industrial designers alike.

Conclusion

Several successful strategies are being developed in managing environmental pollution and sourcing of raw materials in signage production which gulp huge funds and machines. Since plastic materials are generally not degradable, repurposing them creatively and artistically will be one of the many alternative initiatives.

As long as the use of plastics for consumer products remains increasingly dominant, and their production steadily increases, DPM will likewise become available continuously in parallel proportion. The production and disposal phenomena can transform the concept of “Eco-Signage Initiatives” to become a Craft Centres where job opportunities can be created for DPM merchandising. By so doing, several new skills will emerge and thereby contributing to the government's programmes to address economic recession and environmental waste pollution menace for sustainable development strategy.

References

Calori, C. (2015). Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems, 2nd Edition, Wiley, 2015, ISBN: 978-1-118-69299-8, July 2015

European Commission (2014). "EU Waste Legislation". Retrived on March 12, 2014 from http://ec.europa.eu/environment/waste/legislation/a.htm.

Moji, K.T, & Kuttu, J.C. (2014). Environmental Protection:

Production of candle and seedling (flower) vessel using disposed sachet water bags (pure water sachets). An Exhibition for Budding Engineers, Scientists and Technologist Competition at Federal Ministry of Education Abuja.

Rom, J. (2015). Plastic Bottle Art. UPCYCLE THAT (Upcycling Ideas and inspiration). Retrieved on 20th May, 2017 from https://www.upcyclethat.com/plastic-bottle-art/

USEPA (2014). Reduce, Reuse and Recycle. United States Environmental Protection Agency (USEPA). Retrieved 20th May, 2017 from www2.epa.gov/recycle

USEPA (2016). Recycling Economic Information (REI) Report. United States Environmental Protection Agency. Retrieved 5th May 2017 from https://goo.gl/WnkFXo

World Health Organisation (WHO) (1990). Reduce, Reuse and Recycle. United States Environmental Protection Agency (USEPA). Retrieved 20th May, 2017 from www2.epa.gov/recycle

Chapter 10

Audience Perception of Online Advertising and Product Patronage in three LGAs in Lagos State

Omowale T. Adelabu,
Moyosore O. Alade,
Bernice O. Sanusi,
Department of Mass Communication,
Redeemer's University,
Ede, Osun State, Nigeria.

Binta D. Oloyede,
Department of Mass Communication,
Federal Polytechnic,
Offa, Kwara State, Nigeria.

Abstract

Studies on organisations' use of online media for advertising exist. These studies focus on advanced economies such as USA, UK, and China, among others with few studies examining audience perception of online advertising on product patronage in developing economies like Nigeria. This study explored audience perception of online advertising and product patronage. Hierarchy of Effects theory was adopted while survey research design was the methodology used with questionnaire as data collection instrument. A sample size of 450 respondents was selected using the multi-stage sampling technique. Findings show that 401 (90.4%) respondents were exposed to social media advertisements while 305 (68.7%) respondents had positive perception of social media advertisements. Despite the positive perception of social media advertisements only 99 (22%) responded to advertisements on social media. The study recommends that online advertisements should be frequent and consistent for it to have the desired effect on consumers.

Keywords: Perception, Advertising, Social media, Product, Patronage.

Introduction

Advertising media is constantly expanding as media of communication expands. As consumers moved online, advertisers and marketing communications experts moved along thereby, exploring marketing communication opportunities online. Today, internet technologies have opened tremendous media for advertising messages.

Internet combined the capabilities of audio and video including reaching its target audience online real time to deliver powerful medium for advertising messages. Prior to the coming of internet, advertising depended on print, radio, television and outdoor media to reach its target audience. Today, internet combines the opportunities of these media and *offer* much more than this in one medium. In today's competitive world, brands are fighting for space in the minds of consumers, consequently, manufacturers and advertisers are always looking for a better medium to pass across their advertising messages to their prospects. Social media is one of the newest sources of advertising messages that are now being exploited by them.

When considering platforms to carry advertising messages, it is important to choose the one that best reaches the target audience. One of the major benefits of advertising on a social networking site is that advertisers can take advantage of the users' demographic information and target their adverts appropriately.

As consumers' taste and lifestyle change, their media use also changes. Manufacturers and advertisers have always followed consumer's changing patterns. Hence, from the newspapers to radio, from television to internet, advertisers have always followed the changing media landscape. Despite the dynamism of social media as an advertising medium, the question remains, what is the audience perception of the medium and its influence on product patronage?

The research questions for this study are:

RQ1. Are residents of selected LGA exposed to online advertising?
RQ2. What is the respondents' perception of online advertising?
RQ3. Do the respondents' perceptions of social media advertisements influence their product patronage?
RQ4. To what extent do the research participants respond to online advertisements?

THEORETICAL FRAMEWORK

Lavidge and Steiner's hierarchy of effects model which was propounded in 1961 was, according to Clow and Baack (2004, p.195), to clarify the effects of advertising copies and campaigns. The model postulates that consumers move through four stages; access; exposure; process; and action, by which consumers receive and use information in reaching decisions about what actions they will take. The stages move from cognitively (thinking), affectively (feeling), and lastly conatively (doing). Lavidge and Steiner believed that advertising was an investment in a long-term process that moved consumers over time through a variety of stair-step beginning with product 'unawareness' and moving ultimately to actual purchase. The stages a consumer passes through from the initial exposure to a product or advertisement to the purchase decision are: awareness, knowledge, liking, preference, conviction, and purchase.

The implication of this is that for social media platforms to be effective in online advertisement, the consumers must first be expose to the message either creating the awareness through pop ups/under, banner, interstitial, floating, map, in-stream and mobile adverts; have knowledge of the existence (that information about the price and distribution channels among others vital information) about the product; and developing likeness for the product which will eventually lead to preference of the product over others in the same category.

As postulated by the model, the moment a potential buyer develops preference for a product a conviction has taken place in his/her subconscious state of mind, so much so that when it is time to purchase a product in that category, the one that the buyer has been expose to through advert, have knowledge of, like and prefer will ultimately be the one he/she will purchase of the shelf. This is because, whether the potential buyer is taking action immediately upon exposure to the online advert or he is delaying action to a later date, his awareness of, knowledge, likeness, preference and conviction of the efficacy of the product as relayed in the message will come handy whenever he takes the action to purchase the product.

REVIEW OF RELATED STUDIES

Advertising and Social Media

In the words of Belch and Belch (2009, p. v), the world is experiencing the most dynamic and revolutionary changes of any era in the history of marketing as well as advertising. They went on to say that these changes are being driven by advances in technology and developments that have led to the rapid growth of communication through interactive media, particularly the internet.

Advertising is at the centre of this communication revolution. The purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, as Kotler and Armstrong (2010, p. 454) put it "advertising is a good way to persuade, whether the purpose is to sell Coca-Cola worldwide or to get consumers in a developing nation to use birth control". Consequently, many organizations expend a huge amount of money on advertising and brand management.

Advertising can be defined from various perspectives depending on the angle the individual takes it from. For instance, to Clemente (1992, p. 21), advertising is the process that involves using paid media to communicate persuasive information about a product, service, organization, or idea. But Adediran (1992, p.41) defines advertising as a process consisting of all forms of paid non-personal communication and those activities by which visual or message are addressed to the public at informing them about a product and influencing them to buy the product featured in the advertising. These definitions identified six functions of advertising:

· **To identify a product and differentiate it from others like it in the market;**
· To communicate information about a product and suggest use;
· To stimulate the distribution of a product;
· To build brand preferences and loyalty; and
· To lower the overall cost of sales (Kotler & Kottler, 2006, p.571).

For advertising to perform these functions, it has to pass through media of communication called advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by (Lasune, 2008, p.38). He said that any media that is selected must be capable of accomplishing three main objectives; to reach the largest number of people possible, to attract their attention and to be economical. According to Ekwuazi (2007, p.3), advertising media include but are not limited to the newspaper, magazine, radio, television, outdoor, cinema, internet and direct mail.

Social media according Kaplan and Haenlein (2010, p.59) is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". They went further to say that "social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content". They asserted that it introduces significant and insidious changes to communication between organizations, communities and individuals.

According to Morah (2012, p. 43) social media are media for social interaction and participation in public debates; Web platforms such as Wikipedia, MySpace, Facebook, YouTube, Google, Blogger, Wordpress, Netlog, Orkut etc, typical for this transformation of the internet. Kaplan and Haenlein(2010, p.59) created a classification scheme, with six different types of social media: collaborative projects (Wikipedia), blogs and micro blogs (Twitter), content communities (YouTube and DailyMotion), social networking sites (Facebook), virtual game worlds (World of Warcraft), and virtual social worlds (Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing.

According to Morah (2012, p.12), a common thread running through the definitions of social media is a blending of technology and social interaction for the co-creation of value and communication development. The Web 2.0 platforms lead to the massive provision and storage of personal data that are systematically evaluated, marketed and used for targeting users with advertising.

Social networking sites are the most popularly used type of social media for advertising. It was in 2004 when teenagers began joining the MySpace site en masse that marketers started to consider the huge potential in reaching this elusive market (Boyd and Ellison, 2007, p.56). They also define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

Social networking is one aspect of social media, where individuals are in communities that share ideas, interests, or are looking to meet people with similar ideas and interests (Reuben, 2008). In the words of Sivanath, Karthick, Senthil and Vivek (2011, p.9):

…the success of social networks marks a dynamic shift in how people are using the internet. We've evolved from just searching for information to creating and participating in social spaces with other individuals through the internet. The websites allow you to post what services you require done for you, like posting the adverts where the people whom you will find suitable will help you advertise on their Facebook and twitter accounts.

As advertising media, social media according to Babu, Kumar, Siriam and Sivanath (2011, p. 7), can take advantage of demographic data on your profile and hence target the advertisement directly to you. There are several social media tools available for advertising; however, Stelzner (2012) listed the most frequently used social media tools. According to him, Facebook, twitter, LinkedIn, blogs and YouTube were the top five social media tools used by marketers, with Facebook leading the group.

Rationale for Using Social Networks as Advertising Concepts

Social networking is on the rise for business reasons and also for personal use. With its popularity increasing every day, the need for businesses and companies to go social is essential. Wind and Todi (2008, pp. 6,7) mentioned the reasons why social networks are being used as advertising tools.

Cost Efficiency- placing advertising messages on social networks is relatively cheap compared with other advertising media; it generally has a similar or expanded reach at much lower costs. Also, it is possible for companies to create free publicity through creative advertising techniques. There have been a number of successful advertising campaigns in YouTube and Facebook in recent years. Creating a page for a brand in Facebook is free which is cost efficient and also creates a large number of active followers and potential consumers.

Large Reach- Since social networking websites has millions of active users, it has become more popular and acts as an excellent medium for sharing their social experiences and helps in building relationships. The impact for a social network is the reach of an advertisement on a large scale. With its demand, advertisement is on the rise and displaying an advertisement on such networks is essential for the improvement in potential of businesses. The reach of a social network is greater than any other mass media of its kind. There are many active users on social media sites as it is now the most popular form of entertainment.

Targeted advertising- Advertisers have access to a great deal of information about users and their interests, allowing them to customize and target their advertisements to a degree not yet seen in any other advertising medium. For example, if a user lists shopping as an interest on their Facebook profile, the websites advertising system will generate advertisements based on shopping.

Time spent online- individuals are spending escalating amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This could be as a result of many of the traditional functions like news, television shows of the old advertising media being shifted online to social networks such as DailyMotion and YouTube. As a result, Advertisers are constantly looking for ways to reach out to consumers who are spending more time on a particular media.

Criteria for Successful Social Network Advertising

There are three criteria that advertising campaigns on social networks need to fulfill in order to be successful. Wind and Todi (2008: 25, 26) mentioned factors that determine successful advertising in social networking medium:

It Has to Be Unobtrusive: The inception of the internet saw the first liberation of online advertising in the form of pop-up ads. However, there has been a trend towards online advertising becoming less obtrusive and more integrated with the look of the page. The advent of social networks has seen internet users becoming more and more empowered. They have free reign over how they portray themselves online, aided by the structure of the social networks themselves which allow them to capture their individuality online. Thus, in order to be successful on social networks, future advertising campaigns have to be unobtrusive to ensure that users listen to their messages.

It Has to Be Creative: Calligraphy must be used in an advertisement in a way by which the theme of an advertisement is completely delivered to the customer. Font styles and colours used in advertisements should be attractive and spacious which would attract the customers. Advertising on social networks has to steer clear of traditional forms of online advertising, such as text-based advertisements and banner advertisements, in order to reach out to users. Social network website users are increasingly ignoring these forms of advertising as they repeat similar messages and detract from usage experiences. In order to attract attention, companies need to deliver their message in inventive ways that have never been done before; it is important to think outside the box. They should take advantage of the structure of social networks, such as applications on Facebook and MySpace, and the easy sharing between parties in order to increase awareness among users.

It Has to Engage Users: social network websites have empowered users and allowed them to be creative. The technology behind the websites has enabled its users to fully display their unique personalities online. Companies can harness this expression of creativity by engaging the users in the advertising process themselves through social networks. This will give users a greater sense of involvement with established brands, eventually identifying themselves with the companies. Even if the advertisements do not harness users' creativity, they should encourage user participation and involvement in order to develop a closer relationship.

Seasonal Advertisements: Seasonal applications with its interest in sports, Movies, music etc., with the help of these applications showing in the social networking sites we can stream live scores and information related to the categories mentioned above. Seasonal advertisements include products which will be in demand in various seasons for instance. Advertisements which include, the introduction of gift items in the market during the start of the Christmas vacation, reaches the consumers and increases the sales.

Review of Empirical Studies

The power of an advertising message to persuade an audience member depends on many factors, such as individual characteristics, or likelihood that a message will be thought through carefully. Communication researchers have identified many different individual characteristics of consumers that influence media effects. One theoretical basis for individualized effects is called selective exposure. Each person is motivated by different factors to use particular media and seek different messages. People watch, listen to, and remember media messages that are consistent with their attitudes, interest, or predispositions. A person's motivation to use a particular medium, the person's emotional state at the time of consuming media, and the person's prior experience and knowledge all influence effects (Parag,1999, p.301)

Fanny (2013, p.21) in her study: The forces that drive consumer behavior indicated four factors affecting consumer behavior in relation to online shopping. These factors include cultural factors, social factors, personal factors, and psychological factors.

With respect to cultural factors, an individual's cultural background values and environment, family and friends play a big role in influencing his behavior. According to Fanny (2013, p.12), "it is important for marketers to understand the cultural factors inherent to each market or each situation in order to adapt its product and its marketing strategy. An individual opting for a product may do so out of cultural, conventional or religious standards. A good example will be the use of contraceptive. Some cultures and religion do not permit the use of contraceptives (religions like Judaism, Hinduism, Islam and some Christian denominations such as Roman Catholics tend to regard the use of contraceptive and sex outside marriage as taboo) and so this may in turn influence a customer not to make a purchase of a contraceptive despite marketers' incentives.

Under social factors there are two groups identified by Fanny (2013, p.16) as an influencing factor. These factors are reference groups/ membership groups and family. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, and leisure, among others. The family may be a major influence on an individual when it comes to shopping online. The family acts as an agent of socialization that shapes an individual's personality and values.

An individual's age, way of life, purchasing power, revenue, lifestyle, personality and self-concept are all personal factors identified by Fanny (2013) as affecting consumer behavior in relation to online shopping. She states that it is important for a brand or a retailer to identify, understand, measure and analyze what the criteria and personal factors that influence the shopping behavior of their customers really are in order to effectively meet customers' needs and that the purchasing power, income and capital of an individual would influence on his purchase decision and behavior which to a large extent affects what he can afford to buy.

Lastly, psychological factors include motivation, perception, learning, beliefs and attitudes. An individual's motivation is what will drive his/her purchasing behavior. A consumer needs act as a motivating factor that enforces him/her to make a purchase. Perception on the other hand is the attitude toward and understanding of a product or service which guide his buying decision process.

Also, learning, believes and attitudes are another psychological factor that affect consumer's behavior. Learning is through action. It implies a change in the behavior resulting from the experience. The learning, changes the behavior of an individual as he acquires information and experience. An attitude on the other hand involves the feelings and assessment of an object or idea and the predisposition to act in a certain way towards that object. Attitudes allow the individual to develop a coherent behavior against a class of similar objects or ideas (Fanny, 2013). Albert and Hersinta (2013) in their research study, Shopping on

Social Networking Sites:

Social Media Examiner (2014) gives us insights on their major findings on marketers and their use of social media.

The summary of their primary findings include; that marketer's place very high value on social media: A significant 92% of marketers indicate that social media is important for their business, up from 86% in 2013; that tactics and engagement are top areas marketers want to master: At least 89% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media; and that blogging holds the top spot for future plans: A significant 68% of marketers plan on increasing their use of blogging, making it the top area marketers will invest in for 2014.

Also, the findings indicated that marketers want to learn most about Google+: While 54% of marketers are using Google+, 65% want to learn more about it and 61% plan on increasing Google+ activities in 2014; that only 6% of marketers are involved with podcasting, yet 21% plan on increasing their podcasting activities in 2014 a more than three-fold increase and 28% of marketers want to learn more about it; that Facebook and LinkedIn are the two most important social networks for marketers. When forced to only select one platform, 54% of marketers selected Facebook, followed by LinkedIn at 17%.

Similarly, the findings showed that most marketers aren't sure their Facebook marketing is effective: Only 34% of marketers think that their Facebook efforts are effective; and that original written content is most important for social media marketing: A significant 58% of marketers stated that original written content is the single most important form of content, followed by original visual assets (19%). According to their 2014 Social Media Marketing Industry Report, the top two benefits of social media marketing are increasing exposure and increasing traffic. The report further states that 92% of all marketers indicated that their social media efforts have generated more exposure for their businesses and 80% of marketer indicated positive results as regards increased traffic.

The Screen Media Daily (2015) citing the second edition of Capgemini's latest Digital Shopper Relevancy Survey Report, stated that “the influence of social media on consumer's purchasing decisions is greatly overhyped. The report, surveyed over 18,000 digital shoppers from 18 countries to provide insight into the changing nature of shoppers' online retail habits. Their survey report indicated that, consumers are placing less importance on following retailers on social media channels, such as Twitter and Facebook, as well as blogs and participation in online retail customer communities”, as compared to that of 2012. The survey's responses indicate that not only is there a decline in the influence of social media as compared with two years ago but that also the importance of social media on shopper's decision making has lessened.

Methodology

The survey research method was adopted for this study. A total number of 450 respondents were selected using a multi stage approach whereby the state was divided into three senatorial districts (Lagos West, Lagos Central and Lagos East). The three senatorial districts were further divided into 20 Local Government, with the use of balloting method, `three Local Government Areas (Lagos Island, Mushin and Ojo LGs) were selected. From the three LGAs, three streets (Odunlami, Ojuwoye and Ajangbadi) were purposively selected in the chosen LGAs. This was done because; it was difficult to get the list of all the streets in the chosen LGAs. In order to give each street equal representation in the study, 150 copies of the questionnaire were distributed for each of these streets. The mall intercept procedure was used to pick respondents. Of the 450 copies distributed 443 copies were returned, putting the response rate at 88.6%.

DATA PRESENTATION AND DISCUSSION

Table 1: Frequency and percentage of the respondents' bio-data

Variable	Level	Frequency	Percentage (%)
Gender	Male	221	49.9
	Female	222	50.1
	Total	443	100.0
Age	18-25 years	135	38.4
	26-30 years	105	16.8
	31-35 years	61	21.7
	36-40 years	76	18.9
	41 and above	66	4.2
	Total	443	100.0
Educational Qualification	O Level	76	17
	OND/HND	145	33
	BSC	220	50
	Others	2	0.45
	Total	443	100.0

Source: Field Survey (2018)

The analysis in table 1 above showed that majority (50.1) of the respondents were male, they were between the ages of 18-25 years, and possess B.Sc. (50%).

RQ 1: Are the people exposed to social media advertising?

Table 1: respondents from the three LGAs view on whether they are exposed to social media advertising

Sex	Response		Total
	Yes	No	
Male	44.4% (n=197)	5.4% (n=24)	49.8% (n=221)
Female	46% (n=204)	4.06% (n=18)	50.06% (n=222)
Total	90.4% (n=401)	10% (n=42)	100% (n=443)

Source: field survey 2018

90.4 % of the total respondents say they have been exposed to social media advertising. This shows that social media adverting is steadily growing among respondents.

RQ 2: What is the perception of respondents from the three LGAs to social media advertising?

Table 2: respondents view on their perceptions of social media advertising

Sex	Responses		Total
	positive	Negative	
Male	44.7% (n=198)	5.1% (n=23)	49.8% (n=221)
Female	24% (n=107)	25.9% (n=115)	50.4% (n=222)
Total	68.7% (n=305)	31% (n=138)	100% (n=143)

Source: field survey 2018

The table shows that majority (44.7%) of the total respondents have positive perceptions about social media have advertising. This finding supports Imran's (2011) finding where majority of the respondents considered social media advertising a good thing and responded positively to it.

RQ3: Do the respondents from the three LGAs perceive that social media advertisements influence their product patronage?

Table 3: respondents view on whether their perception of social media advertisements influence their product patronage

Sex	Response		Total
	Yes	No	
Male	21.9% (n=97)	28% (n=124)	49.9% (n=221)
Female	23% (n=102)	27% (n=120)	50% (n=222)
Total	44.9% (n=199)	55% (n=244)	100% (n=443)

Source: field survey 2018

Table 3 shows respondents' view on whether their perceptions of social media advertising influence their patronage of the advertised product. Majority (55.9%) of the total respondents say no that their perception of social media does not influence their patronage of the advertised product, This finding is contrary to Zeng, et al's finding cited in Bond, et al (2010) that responses to advertising on internet (social media) depend on perceptions of advertising relevance and value, as well as being influenced by social identity and group norms.

RQ4: To what extent do people respond to social media advertisements?

Table 4: extent to which respondents respond to social media advertisement

SEX	RESPONSE				TOTAL
	frequently	moderately	Once in a while	Not at all	
MALE	(n=26)5.9%	(n=24)5.4%	(n=76)17.1%	(n=95)21.4%	(n=221)49.8%
FEMALE	(n=24)5.4%	(n=25)5.6%	(n=75)16.9%	(n=98)22.1%	(n=222)50%
Total	(n=50)11%	(n=49)11%	(n=151)34%	(n=193)43.2%	(n=443)100%

Source: field survey 2018

The table above shows respondents view on the extent to which they respond to social media advertisements. Majority (21.4%) of the male respondents say they don't respond at all to social media advertisements,

Research Findings and Discussion

The major finding of this work showed that response to social media advertisement is still very low among the respondents. This finding is consistent with Bond et al (2010) findings which states that some respondents expressed particular concerns regarding spam advertising, which was also deemed to be detrimental to the brand that is sending it. They further said that majority of respondents agreed that in most instances banner advertising and Facebook advertisements were ignored, unless they were specifically relevant to an individual.

However, despite the fact that response to social media advertising is low, the rate in which technology especially Internet is changing the way people live is a pointer that the above finding will not remain the same for too long. Hence, the need marketers and researchers to pay closer attention to the phenomenon that social media advertising portend.

Similarly, the finding also aligns with the Screen Media Daily (2015) citing the second edition of Capgemini's latest Digital Shopper Relevancy Survey ***Report***, stated that the influence of social media on consumer's purchasing decisions is greatly overhyped. The report, surveyed over 18,000 digital shoppers from 18 countries to provide insight into the changing nature of shoppers' online retail habits. Their survey report indicated that, consumers are placing less importance on following retailers on social media channels, such as Twitter and Facebook, as well as blogs and participation in online retail customer communities, as compared to that of 2012. The survey's responses indicate that not only is there a decline in the influence of social media as compared with two years ago but that also the importance of social media on shoppers' decision making has lessened.

Summary, Conclusion and Recommendation

Social media advertisement is fast gaining ground in Nigeria, as more and more people go online, many more will be exposed to social media advertisements. This portends great opportunity for advertisers to explore more media options to reach their target audience.

However, it is important for advertiser to know that social media for now cannot replace traditional media of advertising such as radio, television, newspaper, magazine and other below-the-line media. Rather, social media should be seen as complimentary media for reaching target audience.

It is concluded that even though, social media advertisements is yet to replace traditional media advertisement, nevertheless, social media advertisements are gradually gaining ground among those generation of Internet savvy ones whose constitute substantial target prospects for every organisation. Every serious and forward looking organisations should begin to incorporate social media advertisements into their media buying budget.

In view of this, it is therefore recommended that:

- Since more and more people are embracing social media for communication, it provides potential media opportunity for advertisers to reach their target audience, hence, advertisers should continue to explore its opportunities for message delivery.
- Despite the opportunity provided by social media, advertisers should adopt it as a complimentary media not a standalone media.
- Advertisers should try and understand why people are not responding to social media advertisement the way they ought to and work round the identify problem for their advertisement advantage.

References

Belch, G. and Belch, M. (2004). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw Hill.

Adediran, A. (1992), psychology of advertising and Consumer Behaviour 2nd edition. Lagos: Fola Association Ltd.

Clemente, M. (1992), The Marketing Glossary. London: Amazon Books.

Ekwuazi, H. (2007). *Advertising on Television: The Television Commercial from Premise, Through Concept and Copy to Storyboard and Production*. Ibadan: Stirling-Horden Publishers

Wijaya, B. S. (2012), "The Development of Hierarchy of Effects Model in Advertising" www.researchgate.net/...Hierarchy_of_Effects.../32bfe511a23f010df0.p accessed on 26/11/13 at 6:22PM

Boyd, D. and Ellison, N. (2007). Social network sites: definition, history and scholarship. *Journal of computer mediated* *communication*, 13(1), article 11

Imran, A.M. (2012). Consumer Attitudinal Insights about Social Media Advertising: A South Asian Perspective. *The Romanian Economic Journal.*

Kaplan, A., Haenlein, M., 2010. "Users of the world, unite! The challenges and opportunities of Social Media". *Business Horizons* 53 (1), 59-68.

Morah, D.N. (2012). Web 2.0 and Nigerian Press: Opportunities on Facebook and Twitter. *Journal of Communication and Media Research.* 4(1).

Wind, Y., and Todi, M. (2008). Advertising on Social Networking Websites. Wharton Research Scholars Journal. Retrieved from http://repository.upenn.edu/wharton_research_scholars/52

Babu, K., Kumar, S., Siriam, V., and Sivanath, S. (n.d.). Impacts of ads in social networking sites.

Reuben, R. (n.d.). Social media in higher education. New York: Harper Publishers.

Stelzner, M.A. (2012). "Social Media Marketing Industry Report 2012". Social Media Examiner

ScreenMedia Daily. (2015). "Influence of Social Media in Consumer Purchasing Decisions Overhyped According to Report". Accessed on May 6, 2015 from http://screenmediadaily.com

MOUNTAIN TOP UNIVERSITY

EMPOWERED TO EXCEL

JHUMASS