

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Social Marketing Practice and Threats of Sex Commercialization in Nigeria: A Survey of Government Participation

Dr. Komene Goodnews Loanyie

Senior Lecturer, Department of Marketing,

Ignatius Ajuru University of Education Port Harcourt Rivers State, Nigeria

Koomene Kaadinebari Henry

Student, Department of Measurement and Evaluation,

Ebonyi State University Abakaliki, Ebonyi State, Nigeria

Abstract:

This study examined the extent to which government participation in social marketing practice on sex commercialization has reduced the risk of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories caused by sex-commercialization in Nigeria. A descriptive survey research method was adopted in the study. A population of 193,392,500 Nigerians was determined, using Taro Yamene sample size formula. A sample of 400 persons obtained was served with questionnaire comprising fifteen (15) item questions. The reliability co-efficient of 'r' .83, from a test-retest reliability method was obtained. The data was analyzed with simple percentage and mean score test. Result showed that 'the government participation in social marketing practice on sex commercialization has to a 'very low extent', reduced the risk of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories caused by sex-commercialization in Nigeria'. It was therefore, advisable that the government should proactively embark on consistent, pragmatic social marketing campaign with the use of one thousand youths from each local government areas to sensitize the public against the risk of related sexual diseases, the danger of ripping practice and the menace of baby trafficking factories in the country.

Keywords: Social marketing practice, sex commercialization threats, and government participation

1. Introduction

In 1971, Kotler and Zaltman in their studies of 'Nonprofit Oriented Business Intention', focused on social marketing practice being a nonprofit oriented type of marketing that creates and delivers responsible marketing values through creation of responsible behaviors and attitudes in the society (David and Johnson, 2016). The drive intent of this decision was associated with the reduction of unethical, indecent and violence behaviors that fails to agree with societal norms and values of the society. This was not out of context in consideration of the threats of sex-commercialization resulting from irresponsible and unethical behaviors in the society. In view of this, several research reports on the danger of sex-commercialization has been traced to ripping, child trafficking, mass spread of HIV/AIDS, secret and willful sex donation of gonococcus, syphilis and gonorrhea that caused barrenness; kidnapping, baby production factory and baby trafficking practices associated with cons-pirated armed robbery practice that resulted in social threats to the society (Banune, 2010) and (Donu and Babara, 2015). To confirm this, David and Johnson (2016), established that irregularities of sex-commercialization have been responsible for the barrenness and death of many unfaithful men and women in the society.

This adds meaning to the fast growing increase in the hazardous impact of sex-commercialization that demands for more government attention now than ever. This calls for the need to practice more proactive social marketing practice in the society. Hamilton and David (2016) defined social marketing as an act of using social devices to correct an existing bad or negative social behaviors, attitudes or unethical practices of individuals or group of people into more positive result oriented behavior by means of guiding, advising and persuading them to refrain from such negative social behaviors in the society. On the other hand, Bonalo (2016) opined that social marketing is defined as the techniques of using social campaign to create and promote responsible behaviors that enhance the social wellbeing of the individual or group and the society as a whole.

In line with this, it was observed that Nigeria government participation in social marketing practice seems to have lack social marketing value in the correction of unwanted social behavior in the society. Deekor and Lenton (2016) identifies that Nigeria government has not been engaging in a wide spread public campaign against the dangers of sex commercialization and its related social hazards because of the personal interest of the top political leaders in the practice. This is connected with the recent fast growing rate of unhealthy and unacceptable social behaviors in the society. The threats resulting from sex commercialization therefore seem to lack merit of social marketing correction mechanism.

According to Bonalo (2015), sex commercialization is the act of engaging in sexual practice for money making purposes. Banune (2010) described it as sex commodification by viewing sex as a commodity in trade for sell. In this vein, some men pay their fellow men for engaging in homosexual practice with them. Also, some good-looking wealthy women (popularly called sugar mummies) usually engage in similar sexual practice with young boys whom they pay some money to sex them to gain sexual satisfaction. However, the practice of sex commercialization among men and women is a common practice in Nigeria where sex is viewed as a valued commodity to be sold and bought with money. On the other hand, woman to woman sex for payment is also a form of sex-commercialization. This situation calls for the rhetoric question, asking 'To what extent, does Nigeria government participation in social marketing on sex commercialization reduce sex related dangers caused by sex commercialization in the society?'

The conventional content of this question, forms the background of this study upon which its research thrust is built to examine the extent to which government participation in social marketing practice on sex commercialization has reduced the risk of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories caused by sex-commercialization in Nigeria.

2. Statement of the Problem

The fast growing rate of unacceptable social behavior that threatens the wellbeing of the society in the recent time was traced to sex commercialization in Nigeria environment. Conventionally, it is evident that sex commercialization cannot be absolutely separated from the current health hazards of social vices associated with baby production factories and baby trafficking practice, kidnapping, child trafficking, female commercial sexual trafficking practices, armed robbery practice, spreading of harmful sexual diseases; and other forms of socio-economic criminal practices going on in Nigeria. Fundamentally, it remains apparent that social marketing practice produces positive values, which its result orienting impact on human behavior is helpful; but sex commercialization contributions negatively to the wellbeing of the society and to people that practice it.

To a large extent, the increasing hazards of sex commercialization have not only put the citizens into serious social threats but it has extensively caused endless production of troublesome children who are irritants and terrors to the wellbeing of the society (Donu and Babara, 2015). This is traceable to the fast growing rate of unemployment, economic hardship, and poverty in the country that forced thousands of men and women, boys and girls into irresponsible social practices of sex commercialization in the country. Social marketers, societal elites, public health practitioners, and social human right crusaders therefore, asked: 'Whether Nigeria government is actually participating in social campaign, seminar, publicity, social work and media appeal against the dangers of sex commercialization in the country as done in the persuasion of people to use mosquitoes net, use car seat-belt, stop smoking, stop casual sex for HIV/AIDS' prevention, and avoid drunkenness and reckless driving (Okon, 2013)'. Benee (2017) established that Nigeria government has given little or no attention to effective social marketing practice, which curtailing the social menace of sex commercialization in the society.

Having noticed the negative impacts of sex commercialization and the seeming inactive government participation in social marketing practice, it becomes expedient for this study to examine the extent to which government participation in social marketing practice on sex commercialization has reduced the risk of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories caused by sex-commercialization in Nigeria.

3. Purpose of the Study

The main purpose of this study is to examine the impact of government participation in social marketing practice on the threats of sex commercialization in Nigeria. To achieve this purpose, the study specifically considers it useful to examine:

- Whether the government participation in social marketing practice on sex commercialization has reduced the threats of sex related diseases in Nigeria.
- Whether the government participation in social marketing practice on sex-commercialization has reduced the dangers of ripping practice in Nigeria. whether the government involvements in social marketing practice on sex commercialization
- Has reduced the menace of baby trafficking factories in Nigeria.

4. Research Questions

The following research questions are used as guide in this study.

- To what extent does the government participation in social marketing practice on sex commercialization reduced the threats of sex related diseases in Nigeria?
- To what extent does the government participation in social marketing practice on sex-commercialization reduced the dangers of ripping practice in Nigeria?
- To what extent does the government involvements in social marketing practice on sex commercialization reduced the menace of baby trafficking factories in Nigeria?

5. Significance of the Study

The significance of this study will be traced to the benefit of social marketing practice as provided by the government to members of the society to enable them understand how social marketing practice improves the social wellbeing of individuals and the society as a whole. Firstly, it will help the government reduced the rate of social vices and

unethical behaviors in the society. Secondly, members of the society will afford the opportunity to understand the negative implications of sex-commercialization if not corrected with the use of social marketing practice. Significantly, the study will provide new knowledge that will enhance the wellbeing of the individuals, students, scholars, researchers, and the society by helping to reshape the social image and values of the citizens. Furthermore, the study will afford the government and individuals the opportunity to adopt more proactive social marketing protection approach that will add value to the standard of living in the society if, the recommendations of the study are considered useful. Indeed, the study will assist and enable students, scholars and researchers to understand more about the relevance of social marketing on sex-commercialization concerning the social wellbeing of individuals and the society. Thus, students and scholars will also stand the chance use the referenced literatures cited in the study for related academic works in the future.

6. Review of Related Literature

6.1. Concept of Social Marketing

Social marketing is a nonprofit oriented type of marketing practice designed to provide sustainable social instruction, advice or guide against terrible, immoral and negative social behaviors of individuals or group of people in the society (Dumadi and Koateh, 2015). On the other hand, social marketing is the application of marketing strategies and tactics that alter or create behaviors that provide positive effects on the targeted individuals and/or the society as a whole (Hawkins, Best and Coney, 2000). A conceptual design of social marketing practice suggested in Donu and Banaba (2015) was traceable to the submissions of this study in the diagram presented as follows:

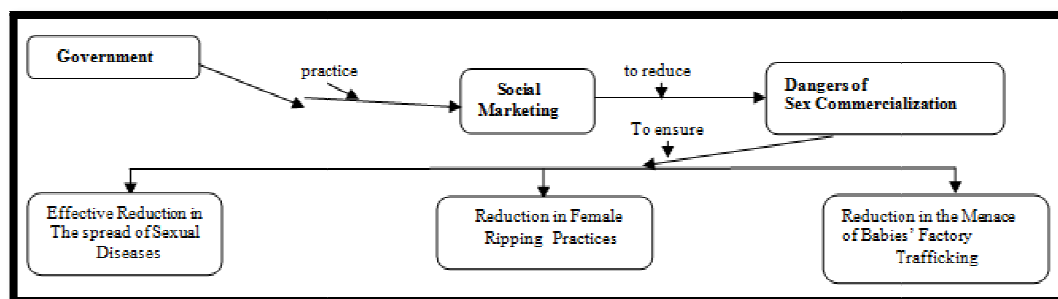


Figure 1: Social Marketing Components of Government Concern for Sex-Commercialization in the Society

The diagram above seeks to explain why and how the governments practiced social marketing flows with focus on the reduction of the dangers of sex commercialization that resulted in sex hazards, menace of babies' factory trafficking, and ripping practices. Alema and Jomiraf (2017) relates that the social wellbeing of the society may be questionable if sex related commercial behaviors in the society is associated with armed robbery, kidnapping, conspired brutal killing for ritual, assassin ripping and, child trafficking among other social vices. Fundamentally, the belief that social marketing practice is guided by ethical and moral principles, demonstrate proactive efforts used to discourage socially unethical behaviors that promote social vices in the society. Sindabole (2017), opined that the absence of social marketing practice in a society is conventionally harmful to the social wellbeing of the residents. Chanyi (2016) adds that social marketing practice start from the family where the parents create positive values, morals and norms in the children that make up the society. Deekor (2016) asserts that the act of creating responsible character is a social activity that creates reputable behaviors that anchors on traditional norms, values and ethical culture of the society. The relationship between effective practice of social marketing and sex commercialization is a function of *ethical and moral orientation* that aimed at correcting wrong behaviors of individuals or group of people in from a negative end to a positive result oriented end. This tends to explain that when there is a gap between the outcome of sex commercialization and social marketing practice, negative tendencies becomes the outcome. Alema and Jomiraf (2017) confirms that the value of social marketing is the judicious function of creating social awareness on the usefulness of ethical and moral behavior in the society.

7. Theoretical Framework

This study anchored on 'Teleology theory' to explain the act of human behavior which focuses on morally right and acceptable practice that produce the desire result. The result may be anything desire by the individual to satisfy his or her interest. This includes the desire for pleasure, personal growth, knowledge or other self-interest. The key criterion of the theory is 'The consequences of an act or behavior'. Hence, teleology is some time referred to as consequentialism. In this vein, teleology is expressed in egoism and utilitarianism. Egoism therefore defines the acceptable behavior as that which maximizes consequences for an individual. This relates that the focus of moral philosophy is defined by egoism as the act or behavior that promotes the greatest good for one self. This can also be called ethical egoism.

It is therefore, obvious to note in this study that the expression of 'teleology theory' in egoism and utilitarianism justifies that the wellbeing of the individual and the society stands to be secured if or when every person embark upon behavior that its consequences yields the greatest benefit. Utilitarianism component of the theory seeks the greatest good for the greatest number of people and further insisting on actions that are considered to be right when they fall in proportion to behavior that promote happiness; and promote sadness when they practice wrong behavior. In this study, the application of the theory to social marketing practice relates that individual behavior or action ought to be morally

right and acceptable, for the greatest benefit of individual and the society as a whole. Therefore, sex commercialization in practice resulted to sorrow and sadness at the end; because it produces greater negatives impact as the consequences.

The basic intend of social marketing in the philosophy of teleology theory is thus, focused on the consequences of actions that affect the individual or group of people by their decision and the society as a whole. Such actions and consequences are corrected not only by correcting behaviors that will lead to happiness of the individual that perform the action; but to various group of people in the society that will be affected the action. Deekor (2016) affirms that social marketing practice and its positive result oriented consequences caused by individual behavior cannot therefore be absolutely separated from the basic intend of teleology theory. This implies that social marketing practice is positive result oriented. Chanyi (2016), affirms that social marketing is viewed as behavior guiding device, designed to creating positive behaviors in an environment to produce the greatest benefit and happiness desire for a successful society.

On this note, the theory as contain in egoism and utilitarianism justifies the primary intention of social marketing practice that aimed at ensuring the social wellbeing of individuals and the society by promoting positive results oriented consequences of an action or behavior. In this study, it will not be out of context to assert that the relationship between teleology theory and social marketing practice is significant enough to produce the greatest benefit and happiness expected or desire in the society. Thus, Sindabole (2017), adds that social marketing practice is a social activity that reshape, redirect or guide against the wrong behaviors of individuals or group of people into a more responsible social manner that enhance the wellbeing of the society. The limitation of teleology theory, by being silence about how the negative consequences of an action can be corrected, establishes theoretical gap which the study of social marketing seeks to correct by turning the negative consequences of an action into a more positive one to yield the greatest benefit.

8. Empirical Review

The empirical review of this study considers the review of related studies in the following order.

The World Health Organization (2016), in an experimental survey research, reported evidence of greater and deeper effects of HIV related sexual hazards discovered to have caused the death of thousands of people in Africa because of ineffective health communication approach. A 76% increase in HIV/AIDS spread among the rural residents was known to harm the future work force in Africa. The result affirms that 'Social marketing on health communication impact has been very low'. It was advisable that more sustainable health information on the negative impact of HIV/AIDS should be adequately provided in the rural areas. The relevance of this study was traced to its concern for the health wellbeing of people in Africa where Nigeria is one.

Ogbugu and Cajietan (2016), carry out a study of environmental health education on sexual violence in Rivers State. The objective of the study was to examine the impact of sexual violence on the sustainable health protection in Rivers State; using a survey research method with which 22 question items was served on a sample of 400 respondents. Data collected and analyzed were tested using Pearson moment correlation and t-test statistics. Result obtained revealed that the relationship between environmental health education and sexual violence in Rivers State was not positive enough to produce sustainable health impact on human health protection. Hence, it was recommended that Rivers State should develop robust national policy on environmental sexual violence and health education. The implication of this finding is that since poor health education and sexual violence was harmful,

Dumka (2010) studied 'Ripping Practices and Social Threats in Nigeria'. The objective of the study was to find out whether there is a significant relationship between ripping practices and social threats in Nigeria. The study adopted 20 questions, administered on 350 respondents from community duelers in Kaduna State. Data collected were analyzed with the use of Pearson product moment correlated coefficient. Result obtain reveals that there is a significant relationship between ripping practices and social threats in Nigeria.

Kemnu and Yuogon (2017) carried out a study of the Menace of Sex Co-modification and Child Trafficking Industry on the social wellbeing residents in South Africa. The study seeks to investigate whether the Menace of Sex Co-modification and Child Trafficking Industry has negatively affected the social wellbeing of residents in South Africa. Data obtained with the use of 24-item test questions was administered to a sample of 350 respondents in the cities. The data were analyzed with the use of Z-score statistics. Result obtained revealed that: 'There is a negative impact of Sex Co-modification Menace and Child Trafficking Industry on the social wellbeing of residents in South Africa'. It was advisable that the government should employ more proactive health care and life security attention to the social wellbeing of residents on the sex co-modification menace and child trafficking industry in South Africa. The study of social marketing and its objectives was not examine in the review, thus, establishing empirical gap upon which the research thrust of this study is built.

9. Methodology

The descriptive survey method of co-relational research design was adopted to provide detail investigation of the procedure used to establish the relationship between social marketing practice and threats of sex commercialization with preference to government participation in the practice. The study used the descriptive mean score statistics and simple percentage test method for analysis of data obtain for the study. Aset of questionnaires containing 15 item questions was structured and administered on respondents drawn from Eastern, Southern, Western, and Northern Nigeria. A modified 4-point Likert scale format cited in (Uzuaguru, 2002), was used in designing questionnaire needed to generate data for analytical computation of the mean score statistics and simple percentage test. The study was carried out in Nigerian where the citizens were randomly drawn from Eastern, Western, Southern, and Northern part of the country. The population of this study was 193,392,500 Nigerians (See Nigeria National Population Commission Census Web-site). A sample size of 400 persons was obtained for the study, using Taro Yamene's sample size techniques at 0.5 percent level of

significant cited in Ani (2012). Purposive sampling technique was adopted, using equal percentage approach of 25% of the sample size (400), to ensure adequate representation and distribution of the questionnaire among the different strata of the population. The primary source of data was used with a structured questionnaire to elicit relevant responses from 400 respondents. With the aid of five research assistants, out of the four hundred (400) questionnaires administered to respondents, only three hundred and sixty eight (368) copies being 92% was returned, while thirty two (32) copies being 8% was not returned.

The variables investigated in this study were operationalized, using 'Social Marketing Practice and Threats of Sex Commercialization' to measure the impact of government participation in the practice to reduce harmful sexual diseases, ripping practices, and the menace of baby trafficking factories that are promoted by sex commercialization. The validation of the research instrument was confirmed by three research experts (two from marketing department and one from measurement and evaluation department), whose observations, modifications, views, suggestions and recommendations of the instrument confirmed its face and content validities. The reliability of the instrument with the use of 185 copies of a structured questionnaire administered; shows the computed reliability test result of $R=0.83$. This indicated considerable evident of reliability in the relationship between the two set of reliability test of the instrument.

10. Method of Data Analysis

Out of the 400 questionnaire administered on the respondent, 368 copies of the questionnaire were retrieved successfully and used for analysis. The responses obtained were organized, processed and tallied together to get their frequencies, and data generated was analyzed. Research questions in the study were tested with the use of descriptive statistics, specifically with the mean scores and simple percentage test method. In order to interpret the mean and percentage result, the benches used in this study are interpreted as follows: 1.00- 1.99(10%-29%) stands for very low, 2.00 – 2.99(30%-49%) shows low extent, 3.00 – 3.99 (50%-69%) stands for moderate extent, 4.00 & above(70%-100%) stands for high extent, were employed in the study for interpretation and decision making.

11. Data Presentation, Analysis and Results

The data generated for the study are therefore presented, analyzed and interpreted as follows:

11.1. Number of Questionnaires Distributed

The total numbers of questionnaire that was distributed and returned.

Categories of Respondents	Number Distributed	Number Returned	Number Not Returned
Males	162(40%)	148(37%)	14(3%)
Females	238(60%)	220(55%)	18(5%)
Total	400(100%)	368 (92%)	32 (8%)

Table 1: Total Number of Questionnaire Distributed and Returned

Source: Field Survey Data 2020

11.2. Social Demographic Data of Respondents

Social demographic information concerning respondents used for this study is presented on Table 2 and 5 below.

Age Bracket	Frequency	Percentage
18 -25	63	16%
26 -35	132	33%
36 -45	120	30%
46 -55	85	21%
Total:	400	100%

Table 2: Distributions of Respondents by Age

Source: Survey Data 2020

The table above shows the analysis of the various age brackets within the age bracket of 18-25, 26-35, 36-45, 36-45 and 46 – 55; which have the frequency distribution values of 63(16%), 132(33%), 1120(30%) and 85(21%) respectively; in confirmation of 400 copies of questionnaire administered at 100% distribution rate to the respondents.

11.3. Distribution of Questionnaire by Gender Respondents' Categories

The analysis of how copies of questionnaires were distributed to select the different categories of respondents used for the study.

Respondents Categories	Students	Workers	Traders	Businessmen	Total
Males	97(24%)	- 52(13%)	78(20%)	6(2%)	233(58%)
Female	97(24%)	45(11%)	20(4%)	5(1%)	167(42%)
Total	194(48%)	97(24%)	98(24%)	11(3%)	400(100%)

Table 3: Distribution of Questionnaire by Gender to Selected Categories of Respondents
Source: Field Survey Data 2020

The table above shows how the questionnaires were distributed to male and female respondents in the categories of students 194(48%), workers, 97(24%), Traders 98(24%), and businessmen 11(3%) respectively; to confirm a total distribution of 400(100%) questionnaires.

	Item	SA	A	D	SD	TOTAL	X	DEC
1.	The absence of government widespread campaign against sex commercialization and its related sexual diseases has increased the rate of barrenness among men and women in the society.	102/408 (28%) (A+SA) = 232	130/190 (35%) (D+SD) = 136	64/128 (17%)	72/72 (20%)	798/368 100%	2.16	-V
2	The absence of government widespread campaign against sex commercialization has promote extensive spread of HIV/AIDS among men and women in the society.	82/328 (22%) (A+SA) = 204	122/366 (33%) (D+SD) = 164	48/96 (14%)	116/116 (32%)	906/368 100%	2.46	-V
3	Widespread harmful sexual diseases resulting from sex Commercialization has attracted regular preventive attention of the government in a widespread campaign.	70/280 (19%) (A+SA) = 143	73/219 (20%) (D+SD) = 225	113/226 (31%)	112/112 (30%)	837/368 100%	2.27	-V
4	Regular public condemnation of sex commercialization related health and hazards has been publicly condemned by the government in the society.	52/208 (14%) (A+SA) = 138	86/258 (23%) (D+SD) = 130	131/262 (36%)	99/99 (27%)	827/368 100%	2.24	-V
5	Social marketing practice aimed at mass reduction in sex commercialization by the government has extensively attracted public attention in the society.	81/324 (22%) (A+SA) = 126	45/135 (12%) (D+SD) = 245	137/274 (37%)	108/108 (29%)	841/368 100%	2.28	-V
Total Percent		46%		54%		=	100%	
Grand Mean		2.28 - V						

Table 4: To What Extent Does the Government Participation in Social Marketing Practice on Sex? Commercialization Reduced the Threats of Sex Related Diseases in Nigeria?
Source: Field Survey Data 2020

The descriptive content of the question presented on the table above, clearly shows the total grand mean value of 2.28 that fall within 2.5 - 3.00(30%-49%) showing a 'low extent' in confirmation of the 54% disagreed responses obtained in support of the opinion that: 'The government participation in social marketing practice on sex commercialization has to a 'low extent', reduced the social threats of sexual diseases caused by sex commercialization in Nigeria'. However, 46% of the response obtained was low and it was considered contrary to the opinion or answer obtained.

S/n	Item	SA	A	D	SD	TOTAL	X	DEC
1.	The government has extensively promoted widespread information against ripping practices caused by sex commercialization in the society.	100/400 (27%) (A+SA) = 229	129/387 (35%) (D+SD)= 139	72/144 (20%)	67/67 (18%)	998/368 100%	2.71	- V
2	The government frequent condemnation of sex commercialization impelled-ripping practice has reduce the growing trend of sex commercialization in the Socie	134/536 (36%) (A+SA) = 234	100/300 (27%) (D+SD) = 134	62/124 (17%)	72/72 (20%)	1032/368 100%	2.80	- V
3	The trend in government regular efforts in the widespre of information against sex-commercialization has create great reduction in incessant cases of ripping in the socie	103/412 (28%) (A+SA) = 224	121/363 (33%) (D+SD) = 144	74/148 (20%)	70/70 (19%)	993/368 100%	2.69	- V
4	Ripping of females in the society is highly connected w the government uncontrolled effort on female sex involvement in sex commercialization	122/488 (33%) (A+SA) = 235	113/339 (31%) (D+SD) = 133	49/98 (13%)	84/84 (23%)	995/368 100%	2.70	- V
5	The current increasing trend of sex related ripping pract in Nigeria today is caused by un-influenced sex -commercialization violent practices not properly guide against by the government.	107/428 (29%) (A+SA) = 245	138/414 (38%) (D+SD)= 123	72/144 (20%)	51/51 (14%)	1037/368 100%	2.81	- V
Total	Percent	63%		37%	=	100%		
Grand	Mean	2.74 +V						

Table 5: To What Extent Does the Government Participation in Social Marketing Practice on Sex? Commercialization Reduced the Degree of Social Dangers of Ripping Practice in Nigeria?
Source: Field Survey Data 2020

Based on the descriptive content of the question presented on the above table, the total grand mean value of 2.74 confirms the 63% agreed responses that fall within 2.5 - 3.00(30%-49%), indicating a 'low extent' in favour of the view that 'the government participation in the practice of social marketing on sex-commercialization has to a low extent, reduced the level of dangers in ripping practice in Nigeria'. However, 37% of the response generated was low and it was considered contrary to the opinion or answer obtained.

S/n	Item	SA	A	D	SD	TOTAL	X	DEC
1.	The menace of baby trafficking caused by sex commercialization has extensively increased because of the government low influential impact on the public attention.	60/240 (16%) (A+SA) = 117	57/171 (16%)	110/220 (30%) (D+SD) = 251	140/140 (38%)	368/771 100%	2.09	+V
2	The low level of government social campaign against sex-commercialization has expansively contributed to the menace of new born babies' trafficking, organized from the in-baby factories.	62/248 (16%) (A+SA) = 112	50/150 (14%)	129/258 (35%) (D+SD) = 256	127/127 (35%)	368/783 100%	2.12	+V
3	The practice of trafficking new born babies resulting from sex-commercialization has not been constantly guided against by the government in its widespread public campaigns.	47/188 (13%) (A+SA) = 100	53/159 (14%)	137/274 (37%) (D+SD) = 268	131/131 (36%)	368/752 100%	2.04	+V
4	The government discouraging influence against the practice of sex-commercialization as connected with baby trafficking has been low enough to generate positive response From members of the society.	54/216 (15%) (A+SA) = 110	56/168 (15%)	121/242 (33%) (D+SD) = 258	137/137 (37%)	368/763 100%	2.07	+V
5	The guide against sex-commercialization practices and the menace of new born babies' trafficking by Nigeria government lacks expansively merits in the society.	141/564 (38%) (A+SA) = 268	127/381 (35%)	51/102 (14%) (D+SD) = 100	49/49 (13%)	368/1096 100%	2.97	+V
Total Percent		62%		38%		= 100%		
Grand Mean		2.26 +V						

Table 6: To What Extent Does the Government Involvements in Social Marketing Practice on Sex Commercialization Reduced the Menace of Baby Trafficking Factories in Nigeria?

Source: Field Survey Data 2020

In line with the descriptive content of the question shown on the table above, 62% of the respondents agree was in confirmation of the total grand mean value of 2.26 that fall within 2.5 - 3.00(30%-49%), indicating a 'low extent' which authenticate the result that 'the government involvements in the practice of social marketing on sex commercialization has to a 'low extent' reduced the menace of baby trafficking factories in Nigeria. However, 38% of the response generated was low and it was considered contrary to the opinion or answer obtained.

12. Discussion of Results

Based on the computed grand mean result of 2.28 in Table 4, 2.74 in Table 5, and 2.26 in Table 6; and its related supporting total percentage result of 54% in Table 4, 63% in Table 5, and 62% in Table 6 respectively, reveals 'The extent of government participation in social marketing practice on sex commercialization is low, and the degree of the low participation was not fruitful or better to reduced the threats of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories in Nigeria'. Also, this result was separately confirms based on the empirical findings and/or observations deduced from the review of related literature in Ogbugu and Cajietan (2016); Dumka (2010); Donu and Babara (2013); Dumadi and Koateh (2015); Kemnu and Yuogon (2017); and Danhagu (2018); who confirmed the content validity this result in the view that: 'The extent of government participation in social marketing practice on sex commercialization was not only discovered to be low by the result of this study, but it also revealed that the government lack positive social marketing merits by its inactive participation to reduced the threats of sex related diseases, the danger of ripping practices, and the menace of baby trafficking factories in social marketing practice in the country'.

13. Conclusion

Based on the analysis of the data collected, analyzed and interpreted, the study reveals that 'The government participation in the practice of social marketing on sex-commercialization has to a low extent, reduced the threats of sex related diseases, the danger of ripping practice and the menace of baby trafficking factories in Nigeria'. In line with this, the study concludes that the increase in the rate of sex commercialization associated with sexual violence is caused by the government inability to participate effectively in consistent social marketing practice, linked with inconsistent public education on the risk of sex commercialization, and the implication of punitive measures on related sexual abuses. This conclusively relates that the threats of sex related diseases, the danger of ripping practice, and the menace of baby trafficking factories in Nigeria is on the increase based on the government low involvement in the practice of social marketing in the country.

14. Recommendations

Based on the conclusions drawn from the study, the following recommendations are made:

- The government should proactively embark on consistent social marketing campaign on the threats of sex commercialization and the risk of related diseases by employing service one thousand youths in each local government through ministry of information. This will help to control the risk of sex commercialization.
- The government participation in social marketing practices on sex commercialization should be proactively regularized with more unique social marketing campaign technique to reduce the health danger of ripping practices in the country. This will help to create more social awareness on the health risk of ripping practice and its legal punitive implications.
- The government should formulate Sustainable Social Control Policy (SSCP) on the reduction of sex commercialization by creating and financing social campaign groups that will sensitize the public against the menace of baby trafficking factories and the legal implications.

15. References

- i. Alema, O. and Jomiraf, E.S. (2017). Societal Marketing and Offensive Behaviors: The Position of RiversState Government in Niger Delta, *Journal of Environmental Marketing*, 3(2), 30-32.
- ii. Bonalo, D.G. (2016). Social Marketing Functions and Responsibility Theory: The Place of Nigeria Government, *Journal of National Standard* 2 (19); 32-43.
- iii. Banune, J. (2010). Government Social Responsibilities and Sustainable Societal Values in Niger Delta, *Journal of Marketing and Public Policy*, (1)1; 84-89.
- iv. Chanyi, C.F. (2016). *Principle of Marketing*, Lagos: Balogun Publishers.
- v. Deekor, J. and Lenton, N. (2016). Some Stating Facts About Moral Behaviour and Nigeria Society,
- vi. *Index and Censorship*, 26(4); 42-47.
- vii. Deekor, J. (2016), *Social Marketing and Health Seeking Behavior in Nigeria*, Calabar: Hendon Publishers.
- viii. Donu, S. I. and Babara, W. (2015). Social Marketing Concept and the Society: The Position of Nigeria Government, *Journal of Consumer Behavior*, 2(4); 43-46.
- ix. David, S. and Johnson, P. (2016). Ethical Marketing and the Society's Interest: A Focus on Niger Delta, *Journal of Marketing* 53(2); 34-40.
- x. Dumadi, B.I. and Koateh, S. (2015). The societal marketing issues and societal ethics in Niger Delta: The Soft Way Out, *Nigerian Journal of Environmental and Economic Research*, 2(1); 10-14.
- xi. Dumka, M. J. (2010). Ripping Practices and Social Threats in Nigeria, *Nigerian Journal of Health Education*, 16(1); 49-53.
- xii. Hamilton, E. and David, A. (2016). *Influence of Social Marketing on Society's Ethics*, Lagos: Bola and Sons Publishers.
- xiii. Hawkins, D. Best R. J. and Coney, K. A. (2001). *Consumers Behaviour: Building Marketing Strategy*, New York: McGraw Hill Companies Inc.
- xiv. Kemnu, C.N. and Yuogon, K. (2017). Menace of Sex Co-modification and Child Trafficking Industry in South Africa, *Nigeria Journal of Environmental and Economic Research*, 1(2); 53-59.
- xv. Okon, G. R. (2013). *Unemployment and Youths Behavior in Nigeria: A Focus on Niger Delta*, Port Harcourt: Benson Publishers.
- xvi. Ogbugu, F. and Cajetan, I. (2016). Environmental Health Education on Sexual Violence in Rivers State, *Nigerian Journal of Health Education*, 16(1); 49-53.
- xvii. Sindabole, G. (2017). *Modern Marketing for Nigeria*, Uyo: Pebons Publications.
- xviii. World Health Organization (2016). HIV/AIDS Related Sexual Hazards, *Independent Health Research in Africa; Journal of National Standard*. 2 (19); 32-43.