

Disrupting Social Norms: Leveraging Social Marketing for Behavioural Change in Nigeria

Chibuikwe Basil Nwatu¹, Victor Onyebuchi Okolo², Njoku Princewill Osinachi³, Cyril Anamelechi Chiana⁴, Jecinta Chinyere Nwangwu⁵, Grace Uzoamaka Manafa⁶, Anthony Ikechukwu Ibekwe⁷, Ikpo Kobi Pamela⁸, and Uzodinma Nwakaego P⁹.

¹Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Nigeria.

^{2&8}Department of Marketing, University of Nigeria Enugu Campus, Nigeria.

^{3&4}Department of Marketing, Abia State University, Uturu, Nigeria.

^{5&6}Department of Entrepreneurship Studies, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Nigeria.

⁷Department of Business Administration, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Nigeria.

⁹Department of Accountancy, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Nigeria.

Corresponding Author: Chibuikwe Basil Nwatu

Abstract

This article examines the convergence of social marketing and behavioural change in Nigeria, highlighting the impact of digital disruptions on the transformation of social norms. It explores the intricacies of comprehending social standards in the digital era, emphasising the impact of technology on individual behaviours and societal expectations. The paper presents a thorough analysis of case studies that highlight successful social marketing campaigns utilising digital platforms to promote positive behavioural changes across multiple sectors, including health, gender, environment, and education. Nevertheless, the article also examines the ongoing challenges, including cultural opposition, misinformation, and the digital divide, which may impede the efficacy of social marketing operations. The article delineates prospects for future research and policy ramifications, endorsing a cohesive strategy that harmonises social marketing initiatives with overarching public health and social goals. Utilising the capabilities of digital technologies and comprehending the intricacies of social norms, social marketing can serve as an effective instrument for facilitating significant behavioural change in Nigeria.

Keywords: Social marketing, behavioural change, social norms, digital disruptions, Nigeria, community engagement, public health.

Introduction

Social norms are implicit regulations that dictate behaviour within a group or community, significantly influencing activities in areas such as health, education, gender roles, and environmental conservation (Cialdini & Trost, 1998). In Nigeria, these standards, interwoven with socio-cultural and religious beliefs, significantly influence behaviour. Nevertheless, certain social norms sustain detrimental practices, such as the stigmatisation of mental health, gender-based violence, and environmental degradation (Obadina, 2020). Confronting these detrimental norms is crucial for societal advancement. The 2023 United Nations Development

Programme Gender Social Norms Index (UNDP-GSNI) indicates that over 90% of individuals globally, irrespective of whether they reside in high or low Human Development Index (HDI) countries, possess at least one bias against women.

Social marketing, which utilises marketing concepts to induce behavioural change for societal benefit, has demonstrated efficacy in fostering beneficial transformations, especially in domains such as public health, environmental sustainability, and gender equity (Okolo et al., 2024). In Nigeria, where issues like gender inequality and public health are paramount, social marketing serves as an effective instrument for transforming norms that obstruct growth. The emergence of digital disruptions and technological advances, such as social media and data analytics, has significantly broadened the scope of social marketing initiatives (Kotler et al., 2024). The increase in digital literacy and social media utilisation in Nigeria presents a distinct opportunity to confront detrimental norms and foster progressive behaviours (Statista, 2023). Platforms such as Twitter, Facebook, Instagram, and WhatsApp have emerged as essential media for shaping public opinion and instigating social change (Odufuwa, 2021).

This research examines the potential of digital disruptions in social marketing to confront detrimental social norms and promote positive behavioural change in Nigeria. The sections of the paper encompass: comprehension of social norms in the digital era; utilisation of social marketing for behavioural modification in Nigeria's digital context; analyses of successful social marketing initiatives in Nigeria; obstacles in employing social marketing for behavioural change in Nigeria; prospects for utilising social marketing for behavioural change in Nigeria; and conclusion.

Understanding Social Norms in the Digital Age

Social norms are the unwritten guidelines that direct personal behaviour in society and hence shape people's actions, beliefs, and interactions. The systems influencing social norms in the digital era have grown increasingly dynamic and complicated. Social norms are shared expectations for behaviour within a given group or community. These standards might be explicit—that is, laws and rules—or implicit—that is, cultural expectations and social graces (Cialdini et al., 1991). Norms work as social contracts, guiding people towards what their societies regard as appropriate or inappropriate. Mechanisms of social approval and disapproval help people conform to escape rejection or seek inclusion, therefore reinforcing these behaviours.

Online communities, social media, and digital platforms have generated fresh venues where social conventions are developed, upheld, and questioned. These platforms not only mirror offline standards but can generate whole new ones, perhaps, enhancing current practices or bringing disruptive ideas. Anyone wishing to use digital technologies for social marketing must first understand social conventions in the digital era, particularly in settings where these norms significantly affect group and personal actions. Social norms are especially important in the framework of social marketing since they guide group actions that can be aimed at behavioural transformation. A social marketing effort aimed at lowering smoking, for instance, may aim to question the convention that smoking is socially acceptable and promote the idea that non-smoking is a healthier and more responsible decision (Farrelly et al., 2009). In line with this, Okolo et al. (2024) conducted a study that was focused on the behavioural transformation of campus prostitutes among female students.

The Evolution of Social Norms in the Digital Age

Social norms are now developed, conveyed, and enforced in quite different ways, and this is credited to the digital age. The digital age's primary characteristic is the dispersion of norm creation. In offline environments, institutions, individuals in authority, or cultural customs might shape standards. In digital environments, meanwhile, users themselves have great influence in establishing and spreading standards. New standards can be established using viral trends, memes, and hashtags, as well as other means. Norms can develop and spread in these environments at hitherto unheard-of speed, perhaps surpassing the capacity of conventional offline institutions to react (Kaplan & Haenlein, 2010). Particularly, social media channels help to magnify voices and hasten the spread of fresh ideas and behaviours (Aral, 2020). The “MeToo” movement, for example, rapidly grew worldwide for questioning gender and sexual harassment standards, proving how online platforms may challenge established power relations and redefine acceptable behaviour (Keller et al., 2018). Studies on social media movements have revealed that they not only raise awareness but also influence policy changes and the transformation of societal expectations (Tufekci, 2017).

The digital environment also helps micro-norms, smaller-scale rules applicable to particular online communities, to rapidly evolve. These conventions can be somewhat limited to one platform or subculture. For instance, what is an acceptable behaviour on Reddit might not be on

LinkedIn. Studies show that platform-specific cultures affect user behaviour; platforms like Instagram give visual material top priority, whereas Twitter promotes real-time, text-based interactions (Kaplan & Haenlein, 2010; Lomborg, 2015). Social marketers who create messaging for certain digital audiences have to be aware of these micro-norms. A successful Instagram campaign stressing visual content and aesthetic appeal could not create a strong appeal on Twitter, where users interact more with succinct, frequently politically triggered conversations (Smith & Anderson, 2018).

Furthermore, in the digital age, influencers and user-generated material have become far more important in forming social conventions. Influencers can have a disproportionate effect on the views and actions of their followers, so supporting or contradicting accepted wisdom (Enke & Borchers, 2019). This phenomenon captures the change towards a more participatory society in which consumers actively shape the content and standards they interact with (Jenkins, 2006).

The Role of Social Media Platforms

Modern social norms are shaped in great part by social media channels. These platforms serve as the venues where standards are negotiated, preserved, and challenged by providing places for interaction. The algorithms controlling content visibility on various platforms also affect which conventions become more or less important. material that gets more interaction—likes, shares, and comments—becomes more visible to a bigger audience, therefore reinforcing the behaviours and attitudes that fit that material (Bakshy, Messing, & Adamic, 2015). For instance, social media influencers have been very important in determining political and social conversations in Nigeria. Using their platforms, Nigerian rapper and activist Falz and other influencers have pushed social justice, voter registration, and corruption issues (Odufuwa, 201). These digital influencers show the linked character of online and offline norm development by not only forming online norms but also extending their influence into offline actions.

Leveraging Social Marketing for Behavioural Change in Nigeria's Digital Age

In Nigeria, social media has become a major determinant of popular opinion and behaviour. With more than 100 million internet users and a strong mobile phone penetration rate, Nigeria boasts one of the highest online populations in Africa (Statista, 2023). Key outlets for social marketing are platforms like Facebook, Twitter, Instagram, and TikTok, which Nigerians use extensively for information exchange, entertainment, and conversation. Social media provides an ideal

environment for social marketers to engage with their audience, promote positive behaviours, and challenge harmful norms. One of the key advantages of social media is its ability to facilitate peer-to-peer communication, which is essential for norm reinforcement. When individuals see their peers adopting new behaviours or supporting social causes, they are more likely to conform to those behaviours to gain social acceptance (Bakshy et al., 2015). For example, during the EndSARS movement, Nigerian youth used social media to organize protests, share information about police brutality, and challenge the prevailing norm of silence and inaction regarding human rights abuses.

Social media platforms also enable user-generated content, allowing individuals to create and share messages that resonate with their communities (Okolo et al., 2026). This grassroots approach to social marketing can be highly effective in Nigeria, where trust in individuals with traditional authority and institutions may be low, and people are more likely to rely on their social networks for information and guidance (Odufuwa, 2021). By encouraging users to share their stories, experiences, and support for social causes, social marketers can build a sense of community around the desired behaviour change (0000).

For most individuals in Nigeria, mobile phones are the main way they access the internet, so mobile technology is also important for social marketing. Mobile technology is now a potent platform (Okolo et al., 2024) for reaching vast sectors of the population, especially those in distant or underprivileged places. Credit is given to the broad availability of reasonably priced smartphones and data subscriptions (International Telecommunication Union, 2022). For social marketers, mobile phones provide real-time communication, personalised messaging, and tracking of user involvement among other benefits. One of the most effective ways to leverage mobile technology for behavioural change is through SMS and mobile apps. For instance, apps promoting fitness and healthy eating habits can encourage users to adopt healthier lifestyles by providing personalised recommendations and social support (Kotler et al., 2024).

Data Analytics and Audience Segmentation

The success of digital social marketing efforts depends much on data analytics. Social marketers can learn a great deal about what motivates behaviour modification in many sectors of the population by gathering and evaluating information on user behaviour, preferences, and interactions. By means of more efficient audience segmentation and message customisation

made possible by this data-driven strategy, the correct message is sent to the correct audience at the righttime (Lusch & Vargo, 2014). However, digital platforms provide a variety of information available in Nigeria, where access to reliable and timely data is difficult, which can be used to guide social marketing plans. Social media channels, for instance, give information on user demographics, engagement patterns, and content preferences, therefore enabling social marketers to spot important influencers, trends, and intervention possibilities. Similar data on user responses produced by mobile apps and SMS campaigns will enable real-time campaign monitoring and campaign modification (Huang & Rust, 2020a). This strategy guarantees that the communications are relevant and fit to the particular demands of the audience as well as expands the reach of social marketing efforts (International Telecommunication Union, 2022).

Strategic Partnerships and Collaborations

Social marketing campaigns are most effective when they involve strategic partnerships with other organizations, stakeholders, and influencers. In Nigeria, where trust in government institutions can be low, partnerships with non-governmental organizations (NGOs), community leaders, and influencers can lend credibility to social marketing efforts and increase their impact (Odufuwa, 2021). These partnerships allow social marketers to tap into the existing networks and resources, ensuring that campaigns are grounded in local realities and have the support of trusted voices. The fight for women's rights needed to include financial freedom for women and many changes to the misogynistic laws and norms in Nigeria (Odufuwa, 2021). For example, collaborations with health organizations and local clinics have been instrumental in promoting maternal health services and vaccination campaigns in rural areas of Nigeria (Olugbenga-Bello et al., 2017). By working with local health workers and community leaders, social marketers can ensure that their messages reach the intended audience and are delivered in a culturally appropriate manner.

Apart from working with nearby companies, social marketers might gain from cooperation with foreign companies and sponsors as well. Many multinational companies, such as the World Health Organisation, the International Telecommunication Union, and the United Nations, have a presence in Nigeria and actively support social and economic growth. Social marketers can access more resources, money, and knowledge by matching their campaigns with the objectives of these organisations, therefore raising the possibility of success.

Challenges of Leveraging Social Marketing in Nigeria's Digital Age

Although the internet era offers great chances for social marketing in Nigeria, it also brings certain difficulties. The digital divide—that which separates those with access to digital technology from those without—is one of the major obstacles. Many rural and low-income people still lack access to the digital tools and platforms needed for social marketing initiatives, even as internet and mobile phone coverage in Nigeria is growing (International Telecommunication Union, 2022). Particularly in remote areas, this digital gap can restrict the reach and efficacy of initiatives. The explosion of false information on digital media presents another difficulty. Though a great tool for disseminating good messages, social media can also be used to propagate misleading information, rumours, and damaging standards. Social marketers have to collaborate closely with reliable sources and apply fact-based open messaging to establish credibility and trust in order to counteract false information.

Case Studies of Successful Social Marketing Campaigns in Nigeria

Digital tools and platforms have been used in social marketing initiatives in Nigeria to successfully achieve behavioural change in many spheres, including health, education, and social justice. This part looks at noteworthy case studies showing how well social marketing techniques have been applied in Nigeria. These case studies draw attention to the difficulties encountered, the techniques used, and the results obtained with creative social marketing campaigns.

The "Clean Nigeria: Use the Toilet" Campaign

Launched by the Nigerian government in association with several partners, the "Clean Nigeria: Use the Toilet" campaign sought to reduce the high frequency of open defecation in the nation. As one of the countries that have the highest rates of open defecation worldwide, Nigeria presents serious public health hazards (Federal Ministry of Water Resources, 2020). The programme aimed to raise awareness of the risks of open defecation, advance hygiene standards, and encourage the use of sanitary toilets.

Campaign Strategies

The campaign utilized a multi-faceted approach, incorporating traditional media, social media, and community engagement to reach diverse audiences. Key strategies included:

Social Media Engagement: The campaign used Facebook, Twitter, and Instagram, among other social media sites, to spread ideas on the need to use toilets and sanitation. A relevant story about

the topic was developed using engaging visuals, videos, and quotes from members of the community.

Community Mobilization: Local leaders and influencers were hired to promote the campaign using their clout to target groups. To teach individuals about sanitation and hygiene, the campaign included planned community activities, seminars, and demonstrations.

Collaborations with NGOs: To increase its credibility and scope, the campaign teamed with non-governmental organisations and foreign agencies, including UNICEF. These alliances guaranteed efficient implementation through extra resources and knowledge.

Outcomes

The "Clean Nigeria: Use the Toilet" campaign effectively promoted knowledge of the need for toilet use and hygienic habits. With an estimated 2 million people gaining access to better sanitation facilities within the first year of the campaign, reports from the Federal Ministry of Water Resources indicate that the campaign significantly reduced open defecation rates in targeted communities.

The "Zika Virus Awareness" Campaign

Nigeria started a social marketing campaign to increase knowledge of the global Zika virus epidemic and support preventative action. The campaign sought to inform the public on the virus's spread and promote actions meant to slow it down, including applying insect repellent, cleaning standing water, and visiting a doctor once one observes some symptoms.

Campaign Strategies

The campaign adopted a comprehensive approach, combining mass media, community outreach, and digital marketing to maximize its impact.

Mass Media Outreach: The campaign conveyed information about the Zika virus using print, radio, and television. Major Nigerian TV stations carried public service announcements (PSA) stressing the important symptoms, modes of transmission, and preventive actions.

Digital Marketing: Videos on the Zika virus, infographics, and instructional materials were posted on social media sites. Created to foster conversations and inspire users to distribute knowledge within their networks, hashtags such #ZikaAwareness and #StopZika were adopted.

Community Engagement: Trained to run seminars and awareness campaigns in their local areas, were local health workers and community leaders. This grassroots strategy built confidence and made tailored communication with the target population possible.

Outcomes

Public understanding of the Zika virus and its spread was much raised by the awareness campaign. Compared to just 30% before the campaign, 70% of respondents in a poll taken following the epidemic know about of the Zika virus and its preventive precautions (Nigerian Centre for Disease Control, 2021). Higher rates of preventative actions, including the use of insect repellent and cleaning up still water, resulted from this growing awareness.

The "Say No to Drug Abuse" Campaign

Particularly among the youth, drug usage is an increasing issue of worry for Nigeria. Initiated by the National Drug Law Enforcement Agency (NDLEA), the "Say No to Drug Abuse" campaign sought to increase awareness of the risks associated with drug usage and encourage good behaviour among young people.

Campaign Strategies

The campaign utilised a range of strategies to effectively engage its target audience:

Educational Workshops: The campaign set up informative seminars on the dangers of drug usage and the need to make wise decisions in community centres and educational institutions.

Social Media Campaigns: The NDLEA used social media to distribute information, post recovered addicts' testimonies, and advance a culture of support and rehabilitation. Young viewers were attracted by interesting graphics and videos.

Partnerships with Influencers: To appeal to a larger audience, the campaign teamed with well-known Nigerian performers, actors, and bloggers. These people used their influence to motivate good conduct by sharing personal experiences and messages on the need to stay drug-free.

Outcomes

The "Say No to Drug Abuse" campaign achieved great success in increasing knowledge among young Nigerians about the risks of drug misuse. 75% of respondents said they know more about drug misuse and its effects, and 60% said they were more likely to oppose peer pressure

connected to drug use (NDLEA, 2021). The campaign also helped to raise community support for efforts meant to solve drug misuse and for recovery programmes.

Challenges in Leveraging Social Marketing for Behavioural Change in Nigeria

While social marketing has shown promise in promoting behavioural change in Nigeria, several challenges hinder the effectiveness and sustainability of these initiatives.

Limited Digital Literacy and Access

One of the primary challenges in leveraging social marketing in Nigeria is the limited digital literacy among some demographic groups. Although internet coverage has surged primarily in urban areas, many people—especially in rural communities—lack the required skills to properly interact with digital material, even if adoption of the internet has skyrocketed. This digital divide limits the possible influence and limits the reach of internet campaigns. Furthermore, access to digital gadgets and a consistent internet connection is still difficult in many areas of Nigeria. A National Bureau of Statistics (2021) estimate shows that 48% of Nigerians, especially in rural areas where infrastructure is sometimes lacking, lack access to the internet. Consequently, social marketing initiatives that are mostly dependent on digital channels may unintentionally exclude large numbers of the public, thereby reducing their capacity to induce behavioural modification.

Cultural Resistance to Change

In Nigeria, attitudes and behaviour are much shaped by cultural norms and beliefs. Many social marketing initiatives run against opposition when they question well-rooted cultural values or habits. Sometimes, conventional wisdom and values can impede the acceptance of fresh ideas and behaviours pushed forward by social marketing efforts (Inglehart et al., 2022). For example, the "Clean Nigeria, Use the Toilet" campaign encountered opposition in some areas where open defecation was considered socially acceptable. Promoting bathroom use was greeted with mistrust, and advertising themes were occasionally seen as an incursion into local customs.

Insufficient Funding and Resources

Restricted resources often limit the extent of campaigns, which results in less outreach, lower-quality content, and fewer chances for participation. For example, budget constraints (NDLEA, 2021) made it difficult for the "Say No to Drug Abuse" campaign to reach more people and carry out follow-up projects. Unfortunately, campaigns without enough resources could not reach their goals and create long-lasting behavioural modification.

Evaluation and Measurement of Impact

Inadequate data collection and analysis can make it challenging to evaluate campaign performance, pinpoint areas needing attention, and show stakeholders the return on investment. Further complicating the matter is a dearth of consistent benchmarks for assessing social marketing initiatives. Different campaigns may evaluate their impact using different strategies, which may produce discrepancies in data reporting and interpretation. Thus, in the framework of social marketing in Nigeria, it becomes difficult to reach significant conclusions regarding what works and what does not (Huang & Rust, 2020b).

Political and Regulatory Challenges

Other major obstacles to the effective execution of social marketing efforts in Nigeria are political and legal ones. Often characterised by instability, corruption, and changing agendas, the political environment in Nigeria might influence the resources and support accessible for social marketing projects. Furthermore, slowing down the quick execution of campaigns is bureaucratic red tape and legal obstacles. For public events and outreach efforts, for example, getting required licenses or approvals can be time-consuming and difficult, thus postponing the start of projects meant to solve pressing social problems (Kotler et al., 2024).

Misinformation and Digital Disruption

The fast dissemination of false information in the internet era seriously challenges Nigerian social marketing initiatives. Social media channels can help to spread misleading information and damaging narratives, even if they present chances for involvement and outreach. Societal marketing strategies can be undermined by false information on societal issues, health practices, and behavioural standards. For instance, incorrect information on the COVID-19 virus and its propagation quickly on social media caused public uncertainty, distrust, and panic during the epidemic. Campaigns meant to support health and safety policies may battle the harmful effects of false information, therefore complicating attempts to inspire adherence to standards (Olugbenga-Bello et al., 2017).

Opportunities for Leveraging Social Marketing for Behavioural Change in Nigeria

The changing scene of social marketing in Nigeria offers several chances to encourage good behavioural modification. Technological developments, rising awareness of social concerns, and the growing importance of stakeholders' cooperative efforts create these possibilities.

Harnessing Digital Technologies

The fast spread of digital technologies presents a special chance for Nigerian social marketing projects. With over 130 million internet users projected for 2023 (Statista, 2023), social marketers can use digital channels to more successfully reach varied audiences than ever before. Furthermore, the growing usage of mobile devices helps social marketers to produce customised material appealing to target markets. By giving users useful information in an easy-to-use manner, mobile apps, interactive websites, and gamified material can increase user engagement and encourage behavioural change. For instance, mobile apps meant to teach consumers about health habits, including appropriate sanitation and hygiene, have shown success in increasing awareness and motivating behaviour among their users.

Collaborations and Partnerships

Another major chance for social marketing in Nigeria comes from the possibility for cooperation among many stakeholders, including government agencies, non-governmental organisations (NGOs), corporate actors, and community groups. Through pooling of resources, knowledge, and networks, cooperative initiatives can improve the reach and effectiveness of social marketing campaigns. Working with private sector businesses also helps to produce creative ideas for social marketing. Many times, companies have great marketing power and resources available for social benefit. For instance, cooperation with telecoms firms can enable outreach efforts using SMS messaging to spread knowledge about social concerns or health habits to millions of users all throughout the nation (Ajiboye et al., 2020).

Increasing Awareness of Social Issues

Nigerians are becoming more conscious of important issues such as gender inequality, health crises, environmental sustainability, and social justice, as social concerns acquire more attention in national and international venues. This increased awareness offers social marketing projects a chance to leverage public enthusiasm and inspire habit modification. Driven in part by social media, social movements and advocacy campaigns covering subjects such as domestic abuse,

sexual health, and environmental protection have acquired momentum recently. Campaigns like End-SARS, which aimed at addressing police violence, for example, energised public support and proved the potency of social marketing in organising groups around social transformation.

Embracing Behavioural Insights

Behavioural economics and understanding of human behaviour offer great chances for social marketing projects to create successful campaigns that encourage good behavioural modification. Knowing the psychological elements influencing behaviour and decision-making can enable marketers to create messages that appeal to people's social settings, motivations, and prejudices. For instance, social marketing efforts might include nudges—small interventions meant to inspire people to make specific decisions—into their operations to induce behavioural change. Reminders, cues, or changes in the way decisions are presented can all help to significantly affect behaviour connected to health, safety, and social conventions (Thaler & Sunstein, 2008).

Utilizing Data-Driven Approaches

For social marketing in Nigeria, the growing data availability offers major prospects. Access to demographic, health, and social data helps marketers to customise their strategies to certain target populations and geographic areas, therefore guiding the design and execution of campaigns. So, data-driven methods enable social marketers to spot patterns, preferences, and behaviours inside local communities, therefore guiding more successful campaign development and implementation. Social marketers can utilise data and gain understanding of the particular traits of many populations by using tools including Geographic Information Systems (GIS) and analytics software.

Conclusion

Using social marketing to encourage behavioural modification in Nigeria calls for a multifarious strategy that takes into account the unique socio-cultural scene of the nation, the influence of digital technology, and the need for community involvement. According to the paper, behaviour is much influenced by social conventions both offline and online. Understanding these standards and using customised social marketing techniques will help stakeholders to initiate and conduct campaigns that question negative behaviours, promote good practices, and handle urgent societal concerns, including health, education, and environmental sustainability.

Still, there are some clear obstacles to overcome, such as poor internet literacy, cultural opposition to change, and the division of social marketing initiatives. These problems highlight the importance of integrated plans stressing sustainable resource allocation, efficient messaging, and education as a priority. Maximising social marketing's possibilities in Nigeria depends on breaking down these obstacles. By means of focused literacy programmes, for instance, addressing the digital gap will help to increase the reach of social marketing projects to underprivileged groups. Social marketing's future in Nigeria rests ultimately in the balance between creativity and local context awareness. Data analytics and mobile platforms, among other digital technologies, offer a means of reaching different audiences and encouraging good behaviour. Still, success depends on social marketers' capacity to grasp the cultural, social, and financial dynamics of Nigerian populations. This will enable them to create interventions that not only question negative standards but also encourage long-term, environmentally friendly conduct.

Thus, ongoing research and policy innovation will be important. While policies should be flexible to assist creative social marketing initiatives, future research should further explore the changing digital terrain and its consequences on behaviour. Nigeria can fully use social marketing to propel significant social transformation by creating an atmosphere that supports cooperation, experimentation, and the integration of digital tools.

Implications for Research

This paper has several implications for future research in the field of social marketing and behavioural change:

Exploration of Local Contexts: Investigating the special social, cultural, and financial settings of different Nigerian communities should be the main emphasis of further studies. Knowing these settings helps one to create more successful social marketing plans catered to local requirements and preferences.

Longitudinal Studies: Longitudinal studies are required to evaluate how social marketing initiatives affect long-term behavioural modification. These kinds of research can offer insightful analysis of the sustainability of initiatives for behaviour modification and the elements influencing their success or failure over time.

Interdisciplinary Approaches: To better grasp the complexity of behaviour modification, researchers should use multidisciplinary approaches, including ideas from public health, communication studies, sociology, and psychology. This all-encompassing viewpoint can help social marketing campaigns be more successful.

Innovation in Measurement: Novel measuring instruments and approaches are needed to assess social marketing campaigns' influence. Creating strong metrics of conduct, attitudes, and social conventions can help to more fairly evaluate the success of campaigns.

Impact of Digital Disruptions: Considering the fast development of digital technology, the next studies should investigate how these disruptions affect social marketing strategies. Adapting to the shifting scene will depend on knowing how digital platforms impact audience involvement and communication techniques.

Role of Influencers: Studies ought to look at how social media influencers shape public opinions and actions. Knowing how best to use influencers in social marketing initiatives can help them to yield more impact.

Implications for Policy

The insights gained from this paper have significant implications for policymakers in Nigeria:

Support for Social Marketing Initiatives: Policymakers ought to see social marketing as a tool for advancing public health and social change. Policymakers can support social marketing projects by means of financing, resources, and infrastructure assistance.

Integration of Social Marketing into Public Health Strategies: Integration of social marketing into more general public health plans will help to improve the success of initiatives for health promotion. More organised and powerful campaigns can result from policies supporting cooperation between social marketers and health organisations.

Policy Frameworks for Digital Engagement: Since digital technologies are becoming more and more significant for social marketing, legislators should create structures that enable the ethical and safe use of digital platforms for public health messages. This covers problems with data privacy, false information, and sensible social media use.

Community Empowerment Policies: Essential policies are those that enable local communities to participate actively in social marketing initiatives and empower themselves. Supporting community-led projects helps habit change programmes to be more relevant and accepted, so producing more environmentally friendly results.

Funding for Research and Evaluation: More money for social marketing research and evaluation will help to offer insightful analysis of successful policies and treatments. Research on creative strategies for behaviour modification and evaluations of current programmes should be given top priority by policymakers.

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