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Effectiveness of Social Marketing Campaign, & Town Hall Meeting as a Public Relations Strategy for Combating Human Trafficking in Nigeria

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Abstract:

The study investigated the effectiveness of intensified social marketing campaign and intensified town hall meeting as a public relations strategy for combating human trafficking in Nigeria. The rate of human trafficking had intensified in 21st century. The specific objectives were to assess the extent to which intensified social marketing campaign can influence combating human trafficking in Nigeria and to assess the extent of the effect of intensified town hall meeting on combating human trafficking in Nigeria. The population of the study is 9446 drawn from the postgraduate students of University of Nigeria Nsukka. The sample size is 400 using Taro Yamani sample size determination method. For the validity of the instrument, the questionnaire was vetted by research professionals based on face validity in terms of relevance to the subject matter, objective of the study, coverage of the content areas, appropriateness of language usage and clarity of purpose. The value of the test of reliability is 0.840 which was conducted using Cronbach's Alpha. Primary data was adopted for the study. Simple linear regression data analyzing techniques was applied. Hypothesis one revealed that intensified social marketing campaign will significantly influence combating human trafficking in Nigeria ($r = 0.930$; $t = 39.710$; $F = 1.577E3$; $p < 0.05$). It was also revealed that intensified town hall meeting has a significant effect on combating human trafficking in Nigeria ($r = 0.974$; $t = 67.676$; $F = 4.580E3$; $p < 0.05$). The study recommends that the media should conduct social marketing campaign by intensifying message bombardment to expose the negative aspects of human trafficking by airing how culprits have been convicted as well as the pain victims go through in the quest to satisfy their materialistic motives abroad. In similar vein, NAPTIP should heighten the organization of town hall meeting to meet with community members to educate them thoroughly about human trafficking as a crime against humanity.

Keywords: Social Marketing, Public Relations, Town Hall Meeting, Human Trafficking, NAPTIP.

1. Introduction

Human trafficking alongside other social vices like advanced fee fraud, drug trafficking, money laundering, arms smuggling etc. has become a global pandemic (Eniekele and Olutayo, 2011). Thousands of people embark on mass exodus from Nigeria and some other impoverished developing countries in world into Europe and America on yearly basis. Lobasz (2009) opines that security at the borders must be beefed up and that victims of trafficking need to be expatriated as well. This had been very impossible because of the porous nature of borders of many nations across the globe. "While the majority of member states have ratified the Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially women and children, and other international instruments, human trafficking still remains a crime with low risks and high profit (UNO, 2008)." About twenty-one million people had fallen victims of human trafficking. Nevertheless, it is not until few decades that governments around the world started making frantic effort to combat human trafficking instead of allowing it to grow exponentially (Kaja, 2015). Human trafficking is monstrous and as metaphor of modern day slavery had quadrupled in modern times (Ndifon, Apori and Ndifon, 2012).

It is one of the fundamental abuses and violation of human right because ad nauseam, the denial of the right of women, children and men who are coerced into prostitution, forced and unpaid labour, and domestic services had risen dramatically. "Every year since the 1990s, some 500,000 women and girls are shipped to Western Europe from Africa, Latin America, Asia and Eastern Europe for the purpose of prostitution by international mafia groups. At least 60 per cent of foreign prostitutes in Italy are Africans, with the majority being from Nigeria" (Lewu, 2006). Human trafficking is a multi-million-dollar illicit business that is despicably frowned at by different and diverse governments around the world. There are so many reasons why humans are trafficked (Lewu, 2006).

It could be for purposes of sexual prostitution, forced or child labour in war-torn regions as child soldiers, in agriculture, mining, manufacturing, construction etc., organ harvesting, domestic services, scientific investigations, rituals, etc. "The historical antecedent of human trafficking in Nigeria had been examined by scholars and researchers linking the phenomenon of human trafficking to the Structural Adjustment Programme, a prognosis that was conditioned by the World Bank and International Monetary Fund (WB, IMF) for debt ridden countries of Africa to bring economic restoration. There are two different kinds of trafficking that Nigeria is notoriously known for: internal and external trafficking. Internal trafficking is in the form of domestic servitude and street begging, while external trafficking is mostly about sex trafficking and domestic labour (Ndifon et al, 2012)." Internal human trafficking will also include kidnapping, domestic prostitution, ritual killing for organ harvesting, baby factory etc. Eseadi, Achagh, Ikechukwu-Illomuanya and Ogbuabor (2015) find that the real cause of baby factory in Nigeria "includes poverty, childlessness, lack of ethical behaviour on the part of medical professionals, and greed among others. "It is important to note that the dynamics of the trade sometimes differs from one zone to another. For example, Edo and Delta is majorly known for sex trafficking and accounts for 95% of incidence of trafficking in Nigeria. Lagos and Ogun are known for child labour and domestic servitude while Benue and Sokoto for street begging and domestic servitude (Iyanda and Nwogugu, 2016)."

Human trafficking is an obnoxious act according to the United Nations Convention on the right of the child as well as the African Union Charter on the Rights and Welfare of the Child and the 1999 Constitution of the Federal Republic of Nigeria (Lewu, 2006). It is an off-shoot or a function of globalization (Iyanda and Nwogugu, 2016). According to them, millions of people are being trafficked on annually and victims of trafficking are totally subjected and subjugated to inhuman conditions (Owolabi, 2012) and enslavement. The current massive exodus of Syrian, Iraqi, Afghan, Yemeni etc. refugees might lead to vulnerability of women, children and men to human trafficking. "The Iraqi war has turned many Iraqi women to prostitution, with a substantial number of them trafficked into Syria, Jordan, Qatar, the United Arab Emirates and Turkey" (Abdulkadir, 2011). According to him, the US government has offered an enormous financial aid to Nigeria to help cushion the effect of human trafficking.

1.1. Problem Statement

Human trafficking has made sex industry a global village (Rahman, 2011). "The United Nations defined human trafficking as the recruitment, transportation, transfer, harbouring or receipt of persons by means of threat, or use of force or other form of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payment or benefit to achieve the consent of a person having control over another person, for the purpose of exploitation (Onuoha, 2013)." Many Nigerian women and children are daily deceived and as well coercively persuaded to be flown to overseas country to find better job and better life. But ironically, they reach their destinations in Europe and America to discover that they have been deceived by their bosses as they are forced to engage in sexual prostitution or forced labour. The only thing they are told is that life is so easy and that making hard currency is not at all difficult. The traffickers lure them and make them to swear to an oath that they would not run away. They remain subservient and totally indebted to their employer as they are made to pay thousands of dollars which is meant to be the money used to transport them to Europe as well as for accommodation and feeding. They are abused sexually, beaten, starved, and even secluded from the public as there is no means of escape apparently because they have no valid passport of their own as they often come into Europe by impersonating. Onyeizugbo (2011)) describes child trafficking as a form of slavery vis-à-vis ancient slave trade which had Africa as its source and Europe and America as its destination.

Victims of war, terrorism, militancy, broken homes, impoverished background, seek ways of improving their living standard. They take the risk of crossing the Sahara Desert into Libya and to Spain, Italy, Austria and other European countries with the intention of earning a better living. Much to their chagrin, they discover that there is no employment for them other than menial jobs. Some of them are made to work in plantations while some equally over-labour themselves in mine fields. Human trafficking is a crime that can be virtually seen in every part of the world including Nigeria. The insurmountable quest for wealth, materialism, greed, power and better life or a greener pasture abroad has led many Nigerians to perpetrate the ills of human trafficking.

The image of Nigeria has been dented so badly in Europe and America that no Nigerian can hold his or her head high in the streets of most developed countries in the world as a result of Nigeria being a source, transit and destination point for trafficking. Nigerian girls, ladies and middle-aged women are often humiliated in the streets of Italy and Russia because of their indulgence in sex trade. There is no accurately recorded statistics concerning the scourge of human trafficking in Nigeria (Iyanda and Nwogugu, 2016; Lewu, 2006).

The National Agency for Trafficking in Person and other related matters (NAPTIP) was founded in 2003 in Nigeria as an ally national instrument of the Palermo Protocol to prevent, suppress and punish culprits of human trafficking. Despite the acclaimed achievement of NAPTIP, the deadly and perennial monster is becoming more venomous. While researchers have tried to make their valid contributions to this very topic, there still exists a lacuna in which only intensified application of the tenets of social marketing and town hall meeting as a public relations strategy can address. This study intent is to exhaust these avenues by highlighting on how both strategies could be exploited to sway people's attitude to human trafficking.

1.2. Research Objectives

In relation to the problem stated above, the specific objectives of this paper include:

- To assess the extent to which intensified social marketing campaign can influence combating human trafficking in Nigeria.
- To assess the extent of the effect of intensified town hall meeting on combating human trafficking in Nigeria.

1.3. Research Hypotheses

These two hypotheses will be the tentative statement that will guide the researcher towards achieving the above stated objectives of this study.

- Intensified social marketing campaign will not have a considerable influence on combating human trafficking in Nigeria.
- Intensified town hall meeting will not have a significant effect on combating human trafficking in Nigeria.

1.4. The Phenomenon of Human Trafficking in Nigeria

Human beings are supposed to engage in rational, genuine and legal exchange of goods and services to earn their daily living. However, a whole lot of people are too greedy and selfish that they are rather more concerned with exploitation of their fellow human beings and therefore abuse their human rights by transporting them either through persuasion or coercion to other parts of the world and sell them into unending slavery. This act of man's inhumanity to man is what is known as modern day slavery. It is called human trafficking. Human trafficking "is the forceful or deliberate movement of persons to other areas or countries for the purposes of forced labour, rituals or prostitution. It is also referred to as modern-day slavery whereby women and girls are sold and bought for the purpose of providing sexual gratification to fee-paying clients' (Lewu, 2006)." It is "the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, or fraud, of deception, of the abuse of power or of a position of vulnerability or the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation (Iyanda and Nwogugu, 2016)." But the truth remains that while some are forced in forced labour and sex trade by traffickers, others voluntarily give in to it.

Whether coerced or voluntarily, the journey to Europe and America is not an easy one. Those who voluntarily want to travel abroad at all cost never knew that the difficulty of looking for a sponsor and the ritual engagements in Nigeria where the victims swear an oath to an oracle is just a tip of the iceberg. Their hope is that the moment they get abroad, they could easily engage in prostitution and any other domestic job with the notion that in not more than one year, they will be able to pay their debts to their sponsors and then become free to earn their own money after separating from their bosses' apron strings. Lutya and Lanier (2012) make boundary delineation between prostitution and sexual exploitation and describe sexual exploitation thus: "sexual exploitation to include, at a minimum, the exploitation of the prostitution of others (Chibba, 2013) or other forms of sexual exploitation such as forced marriages, sexual slavery or servitude and mail order brides." Their bosses (traffickers) are die-hard criminals who know the rules of the game better than their victims. That is because the debt payment is almost unending and sometimes, the victims are transferred from one boss to the other as they have no right of their own having come into Europe or America under impersonation.

Impersonation issue makes the matter worse for the victims as they have no one and nowhere to run to, to seek redress when their rights are denied. The victims are often made to have sex with multiple partners in a day without condom, they are beaten and brutalized, starved, and even raped at will. Sometimes some of them are diverted into forced labour where they are forced to provide domestic services in people's homes as well as working in large plantations.

Even though men are also victims of human trafficking, majority of the victims of human trafficking are women and children. The victims of human trafficking are forced into slave or forced labour, child labour, underpaid or unpaid labour and the sex slavery. In Nigeria, majority of the victims of trafficking are from Edo and Delta states. Women, men and children from Lagos, Ogun, Akwa Ibom state, Ondo, Anambra, Imo, Enugu, Cross River, Rivers, Katsina, Kano states are equally victims. Their routes are Republic of Benin, Niger Republic, Togo, in the West Africa and Egypt, Morocco, Libya, in the North Africa. It could be by air or through the desert. Their destinations are mainly Italy, Holland, Belgium and USA. Why had human trafficking been allowed to triumph all these while?

Unfortunately, the Nigerian Immigration Services, the Nigerian Custom Services, the police, State Security Services, the military are all involved in human trafficking menace. They are corrupt officials who collect bribe and allow anything to pass through the Nigerian border.

Nonetheless, harsh economic condition is the major cause of poverty (Okafor, 2010) and this is one of the major causes of human trafficking in Nigeria. "It was discovered that poor family background, poverty, large family size, rapid urbanization among others are the major factor why many Nigerian children are vulnerable to trafficking (Omotere, 2011)." A whole lot of Nigerian graduates do roam the streets today after spending between four to six years in the university. Coupled with this universal fact, women seem to be more vulnerable to unemployment in the country in the sense that majority of them were not given the opportunity to enter the university because of the perception of women in the traditional African society as second fiddle to men and should be domiciled in the homes to perform domestic chores and duties. However, there is that strong believe that even when girls do attend the university, they will end up becoming house wives and will definitely end up in the kitchens. That is a kind of discrimination against women at the local or family level. That will not suffice the degree of discrimination meted out on the women folks in larger society.

Women are more susceptible to human trafficking because of feminization of poverty (Osimen, Pedro and Ahmed, 2014). Take a look at both the national and international levels. How many women are presidents and prime ministers? How many are governors, ministers, head of federal parastatals, head of any military organ, members of the National Assembly, members of the state House of

Assembly, local government chairman, counsellors, head of religious organizations, traditional rulers, chief executive officers of corporate organizations, vice chancellors of universities etc. in Nigeria? All these are aspects of marginalization of women in our society. Despite the caveat of the Beijing International Women Conference that advocate for up to 35% of representation of women in the politics of any country, women continue to be indiscriminately marginalized in our society and as a result, make them highly vulnerable to human trafficking (either trafficker or victim of trafficking).

Corruption is an ogre and another element of human trafficking that had ravaged the growth and development of our motherland. Regime after regime had come and gone since independence and each had had their share of the so called 'national cake'. Billions of dollars had been looted, stolen or embezzled from the national treasury living the poor masses to perish and languish in abject poverty. Also, the current depression in the economy where the value of Nigerian Naira has depreciated dramatically such that about two hundred and fifty Nigerian Naira is exchanged for one dollar in the "black market", makes the foreign country highly attractive for our teeming youth and women who perceive it as safe haven where they can make quick and easy money. But that is a great irony even though.

Additionally, the fall in crude oil prices in the world is another economic problem behind this mass exodus of our youth, women and children to overseas. To make matter worse, the federal government of Nigeria has much often hackneyed the topic of economic diversification from a mono-cultural to multi-cultural one to give everybody a level playing ground to operate. That is the provision of the enabling environment to leverage on our economy. Agriculture, tourism and mining are the major areas that are being propagated to help oil in revitalizing our ailing economy. When this diversification takes effect, our teeming youth can engage in small and medium scale enterprises

Furthermore, the socio-cultural backgrounds women find themselves also make them vulnerable to human trafficking. Girls at the early age of twelve are forced to live with a man that is older than her father, just because she has no mouth piece that will advocate for her as long as the parents are behind this. Why is the Nigerian media so adamant, or rather what is the federal government doing even when this obnoxious acts are reported to have been committed?

Sequel to marginalization at the upper level, the traditional 'Igbo' society adds salt to injury in term of discrimination of women. For instance, when a woman loses her husband, people's believe is that she may be responsible for his demise and as a result, force to vacate her husband's home to her parents. When the parents cannot provide for her daily needs, the next option left for her is prostitution. And this may be either in Nigeria or Italy. In addition, the girl child is not a partaker of the property of her diseased father even when he had accumulated much wealth while alive. The men share the property amongst themselves and leaves nothing to the women. Occasions had existed where the diseased had no male children only for the brothers and other male relatives to divide his largesse.

Apart from the above described issues, people for the sake of greed and share materialism embark on the journey of trafficking in humans believing to meet up with the joneses. At our traditional villages, one finds his mates building mansions (Fayomi, 2009) and taking up traditional titles simply because he travelled overseas and made hard currency; the dollar. As far as the onlookers are concerned, they are inquisitive to make it no matter what it takes.

Moreover, natural disaster has also made people to leave Nigeria and become victims of human trafficking. Flooding, fire, erosion, land slide, etc. have equally contributed its quota to the ills of human trafficking. When disaster strikes, people are left with nothing to lay their hands on and therefore become vulnerable to human trafficking. Even when the government wades into the deplorable situation, their assistance is not always early or even enough when it arrives.

The political situations in Nigeria are often dicey and questionable. The stability of Nigeria will go a long way to insulating majority of our vulnerable youth, women and children from the dangers and stigmatization of human trafficking. The current spate of violence in the North Eastern Nigeria is a typical example. The Nigerian civil war also saw a lot of refugees cross the border for a safer place. Ethnic clashes also contribute to why people leave their homes. During such clashes especially land dispute issues, many people are killed while others escape to find new abode elsewhere.

"There are diverse reasons why many Nigerian children are vulnerable to trafficking, including widespread poverty, large family size, rapid urbanization with deteriorating public services, low literacy levels and high school-dropout rates. The demand for cheap commercial sex workers in countries of destination strongly contributes to the growth of this phenomenon and the success of this criminal network. Parents with a large family, often overburdened with the care of too many children, are prone to the trafficker's deceit in giving away some of their children to city residents or even strangers promising a better life for them (UNICEF, 2007).

The federal government is a signatory to the Palermo Protocol which supplemented United Nations Convention against Trans-National Organized Crime 2000. The federal government in 8th August, 2003 established the National Agency for Trafficking in Person and other related matters (NAPTIP) (Egede, nd) to execute the prevention, suppression and punishment of people who are culpable to human trafficking. Since the establishment of NAPTIP, so many cases have been discharged. "Among the cases that the NAPTIP and law enforcement agencies have collaborated to ensure legal prosecution are *Attorney General of the Federation v. Hussaina Ibrahim and Anor* as well as *Attorney General v. Mrs Sarah Okoye*. One in the Kano Judicial division and the other in the Edo Judicial Division (Iyada and Nwogugu, 2016)."

Despite the achievement of NAPTIP, Iyanda and Nwogugu (2016) state that all effort aimed at stemming the tide of human trafficking had been frustrated by the effectiveness of the ICT and social media network which the traffickers find handy and are not restricted from using. Similarly, Gwary (2006) equally notes that in spite of all campaign by NAPTIP towards combating human trafficking, it

still continues to rear its ugly head in Nigeria. The Nigerian government must give NAPTIP the necessary support to ensure a hitch free prosecution of traffickers as well as the rehabilitation of the victims (Fayomi, 2009).

Egede (nd) enumerated the mandate of NAPTIP as follows:

- the enforcement and the due administration of this Act;
- the co-ordination of all laws on Traffic in persons and related offences and the enforcement of those laws;
- adoption of measures to increase the effectiveness of eradication of traffic in persons;
- the facilitation or encouragement of the presence or availability of persons, including persons in custody, who consent to assist in investigations or participate in proceedings relating to traffic in persons and related offences;
- enhancing the effectiveness of law enforcement agents to suppress traffic in persons;
- establishing, maintaining and securing communication to facilitate the rapid exchange of information concerning offences, conduct research and improving international co-operation in the suppression of traffic in persons by road, sea and air;
- reinforcing and supplementing measures in such bilateral and multilateral treaties and conventions on traffic in persons as may be adopted by Nigeria to counter the magnitude and extent of traffic in persons and its grave consequences;
- taking such measures and or in collaboration with other agencies or bodies that may ensure the elimination and prevention of the root causes of the problem of traffic in any person;
- strengthening and enhancing effective legal means for international cooperation in criminal matters for suppressing the international activities of traffic in persons;
- strengthening of co-operation between the office of the Attorney-General of the Federation, the Nigeria Police Force, the Nigeria Immigration Service, the Nigeria Customs Service, the Nigeria Prison Service, welfare officials and other law enforcement agencies in the eradication of traffic in persons; and taking charge, supervising, controlling and coordinating the rehabilitation of trafficked persons and participating in proceedings relating to traffic in persons.

With the above functions of NAPTIP, it is obvious how challenging the assignment had been and would be. NAPTIP needs the cooperation of fellow Nigerians, government, NGOs, international cooperation and collaborations to bring to bring and to human trafficking. United Nations Educational, Scientific and Cultural Organization (UNESCO) aids in fighting human trafficking by investing heavily in research UNESCO (2006; 2007).

1.5. Social Marketing Strategy

Social marketing had been traced through the stages of birth, childhood, adolescence, early maturity and it is getting even older (Andreasen, 2003). According to him, the tenets of social marketing had been widely and generally accepted as an agent of social change. This journey posits the degree of temerity social marketing had been applied to solve world's institution and business issues. Social marketing can be applied to achieve significant results in manifold business situations. It is one of the most strategic tools for transforming people's attitude and ideas concerning actions that are unscrupulous. Through its efficacy, it could shift people's latitude of acceptance of a bad idea into its rejection (Nwosu and Nkamnebe, 2005). That was why Keller (2008) posits that social marketing is the basic solution to all social behavioural problems. Alakali, Alu, Tarnong and Ogbu (2013) discover in their study that many companies have adopted the principle and practice of social marketing to promote its operations. Of course it is a very efficacious non-conventional marketing strategy capable of exposing the truth and therefore channels people's line of thought towards what is pragmatic.

Social marketing had been used at various occasions in developing countries to promote or advance health related causes (Lefebvre, 2011). It is the adoption of commercial marketing channel to elicit social objective through communicating medical products and services (Brisibe, Ordinioha and Gbeneol, 2015). According to Brisibe et al (2015) social marketing is "the application of commercial marketing technologies in the analysis, planning, execution and evaluation of programmes, and products designed to influence the voluntary behaviour of target audience, in order to improve their personal welfare and that of the society." It is this societal well-being that is phenomenal about social marketing and this uniqueness create a wide gulf between it and other marketing principles and applications (Donovan, 2011). For Donovan, except the well-being of the society is advocated, then it is not social marketing. It is the use of "commercial marketing concepts and tools in programs designed to influence individuals' behavior to improve their well-being and that of society (Kotler and Armstrong, 2012)." Social marketing is "the design, implementation, and control of programmes seeking to increase the acceptability of a social idea, cause, or practice among a target group (Kotler and Armstrong, 2001)."

Lattimore, Baskin, Heiman, and Toth (2009) state that "social marketing is a special form of public relations that tries to change public attitude and behaviour on behalf of a social cause whose work benefits society as a whole, rather than on behalf of the sponsoring organization." Kotler and Armstrong (2001) argue that social marketing's preaching and doctrine aligns with the principles of the pursuit of social ideas such as launching a marketing communication campaign to combat certain social vices in the society such as human trafficking, cultism, armed robbery, abortion, kidnapping, alcoholism, over smoking, avoid deforestation, street begging, child labour, gambling, forces labour, pipeline vandalism, terrorism, rape, prostitution, drug abuse, etc. And as well as eliciting public support for such rational social ideas such as breast feeding, woman empowerment or gender equality, racial equality, blood donation, organ donation, keeping the environment clean, catering for the poor and needy etc. This is related to Olujide and Gbadeyan (2006) when they remark that the Nigerian government had equally cut her slice of the social marketing cake having embarked in campaign against Drug Abuse, immunization against yellow fever, polio, measles, combating HIV/AIDS, family planning etc.

The media plays a very vital role in propagating the tenets of social marketing. The social marketing approach through intensified media campaign will definitely enlighten the Nigerian people on the horrifying conditions that victims of human trafficking face in

their various destinations. Okolo, Nebo, Obikeze, Udo, Anuforo, and Nwankwo (2015) state that the trio; traditional, conventional and unconventional media can transform people's mind and play a salient role in fighting human trafficking.

Many of the above mentioned channels of communication will definitely inculcate good and ethical behaviour among our women, children and equally help in changing the attitude of those who already made up their minds to embark on human trafficking to retreat from such unpleasant and dastardly acts.

In addition, the Nigerian government had in many ways acknowledged the relevance of social marketing ad nauseam. And it had been fundamental to the establishment of many different noble agencies of the federal government such as the Citizen Rights Mediation Centre (CRMC), Consumer Protection Council (CPC), National Agency for Food, Drug Administration and Control (NAFDAC), Standard Organization of Nigeria (SON), National Drug Law Enforcement Agency (NDLEA) etc (Izogo and Anumudu, 2013). In relation to human trafficking in Nigeria, an intensified social advertising campaign by government owned media is required to create public awareness on the negative impact of human trafficking, trafficker, the trafficked, and the entire society. The federal government needs to intensify social advertising campaign in different media; social media network, television, radio, magazine, newspaper, internet, billboard, bulletin board, banners, in order to create a consistent and compelling message that will inform, persuade and remind the public about the dangers of human trafficking.

1.6. Public Relations

Public relation simply means establishing relationship with the public (Hendrix, Darrell and Hayes (2010). It is a managerial process through which individuals (as political candidates), organizations and institutions establish a long-term mutually beneficial relationship with the public. This relationship is vital for the existence of the individual or the organization as 'no man is an Island of himself.' The public is so important to the organization because the organization is dependent on it for growth and survival. Public relations are an aspect of marketing communication mix that is quite unique because of its double-edged nature; information and immediate feedback. It is a two-way symmetric means of communication that elicits question and answer session from the public in order to find succour for both the organization and the various public(s) of the organization (Nwosu, 1996). Olumuyiwa (2012) perceives public relations as a means of communicating the objectives and policies of the organisation to the public.

It is "the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance (Belch and Belch, 2003)." Public relations are not a one way means of creating and transferring message like advertising. It is an antithesis to advertising as it transmits information and generates feedback and that makes it distinct from other aspects of marketing communication or promotional tools as well. It usually has the interest of the public in mind and ensures that the needs and aspirations of the public are identified and satisfied. Its prima facie objective is to first of all seek the interest of the public by trying to assess their reactions towards the organization's offering and then packages the policies of the organization to align with the anticipation and expectation of the target audience to foster harmonious relationship, understanding and acceptance of the organization's ideas, products and services. Nwosu (2001) refers to the non-sensical, common-sensical and professional definition of public relations and sums up that public relations is not a chance affair, flimflam, gimmick, window dressing, firefighting, touch and go, hit-and-run but rather a management function that unites or integrates public opinion and interest with organization's policies and corporate culture in order to establish an everlasting rapport, commitment and trust. Applying town hall meeting as a public relation strategy serves as an arrowhead to finding a lasting solution to the malaise of human trafficking in Nigeria. It has been selected to serve as a more efficacious strategy that will inject public relation message on the target audience in the manner that the message will be effective to yielding a significant and substantial result.

1.7. Town Hall Meeting

Senior managers of corporate organizations communicate to employees on the most efficient way of actualizing the dream of the organization (English, 2005). This is a gathering of the people apparently from the same area or community on invitation by the community chief himself for an important discussion or by the chief on behalf of an individual, organization and or government, to discuss issues of socio-political importance with and among them. Town hall meetings are conducted to inform, educate and persuade community member to buy a particular believe and take adequate action towards forming attitudinal change towards the issue on public agenda. A town hall meeting gives the organization's spokesperson an opportunity to deliver a speech to the grassroots through word-of-mouth or face to face communication without trying to reach them through the mass media. This medium of face to face communication is highly effective and rewarding as the spokesperson can be asked to make certain clarifications on the message(s) presented.

This public relation strategy will yield monumental result if it becomes one of the strategic tools National Agency for the Prohibition of Traffic in Persons and other related Matters (NAPTIP), will use to canvass human trafficking credo to the grassroots. This will be effective because majority of the population that fall victim of human trafficking come from the villages and local communities where the rate of poverty is very high. And because this local are inaccessible through the modern media of communication, they become very vulnerable as they are easily brainwashed (parents and children) by the human traffickers. Awareness through this conduit by NAPTIP will benefit the masses as they will acquaint themselves with the basic awareness and knowledge about the reason why they have to travel overseas. Most of them are money conscious and may not even ask some relevant question pertaining to the journey to foreign countries. NAPTIP must be fully equipped to teach them also on other aspect of life that will earn them better livelihood such as academic pursuit, entrepreneurship, farming, artisan works, sports etc. This will make them creative, hardworking and equip them with the talent, skill, and the power of being independent. The token in monetary value which the traffickers or their agents use as a

decoy will therefore become peanuts to them. At the end, NAPTIP must have used one stone to kill two birds. And the traffickers must have failed to succeed and when this failure continues, time shall come soon when the era of human trafficking would have been a bygone issue.

Similarly, through the same town hall meeting, the potential traffickers, the traffickers themselves or their agents would have equally been communicated on the legal implications of the culprits of human trafficking. The message they heard from the seminar or speeches from NAPTIP officials will serve to deter them from engaging in such dastardly and nefarious act and therefore put our society on the track of being a free trafficking zone. Fayomi (2009) refers to the word 'deterrent' when he argued that the Nigerian government needs to do more by initiating excruciating punitive measures to deter trafficking culprits from such inhuman acts.

2. Research Methodology

Survey method was adopted by the research by administering structured questionnaire to gather primary data from postgraduate students of University of Nigeria, Nsukka. The scope was anchored on social marketing campaigns & town hall meeting as a public relations strategy in combating human trafficking in Nigeria. The population of the study was 9446 which represent the population of postgraduate students of the university. A sample size of 400 was determined using Taro Yamane's sample size determination method. Content validity was used to determine the validity of the instrument by giving to research experts who modified and made the necessary correction so that the instrument can measure adequately. The value of the test of reliability is 0.840 which was conducted using Cronbach's Alpha which indicated that there is internal consistency of the instrument. Out of the 400 questionnaires, 250 were correctly filled and returned. Simple linear regression data analyzing techniques was applied with the aid of Statistical Package for Social Sciences.

3. Results and Discussion

Data obtained from the field were presented and analyzed with descriptive statistics to provide solutions to the objectives of study, while the corresponding hypotheses were tested with linear regression at 0.05 alpha levels.

/no	Questionnaire items	S. Agree	Disagree	Undecided	Total (Freq)
		/Agree	/S. Disagree		
		Freq	Freq	Freq	
1	Application of intensified social marketing campaign will reduce human trafficking in Nigeria.	230	12	08	250
2	Human trafficking could be checked through the application of intensified social marketing campaign.	237	09	04	250
TOTAL		467	21	12	500

Table 1: Coded Responses on influence of intensified social marketing campaign on combating human trafficking in Nigeria.

Source: fieldwork 2015

In table 1 above the aggregate response 467 indicates agreement, 21 indicates disagreement while 12 indicates undecided. This implies that intensified social marketing campaign significantly influences combating human trafficking in Nigeria.

3.1. Hypothesis One

- Ho: There is no significant influence of intensified social marketing campaign on combating human trafficking in Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sum of Squares	t	Durbin-Watson
1	0.930 ^a	0.864	0.864	0.31911	1.577E3	160.570	39.710	0.388
						25.254		
a. Predictors: (Constant), Combating human Trafficking								
b. Intensified social Marketing Campaign								

Table 2: Model Summary^b

R = 0.930
 R² = 0.864
 F = 1.577E3
 T = 39.710
 DW = 0.388

➤ Interpretation

In table 2 above, the regression sum of squares (160.570) is greater than the residual sum of squares (25.254), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance.

R, the correlation coefficient which has a value of 0.930, indicates that there is significant influence of intensified social marketing campaign on combating human trafficking in Nigeria. R square, the coefficient of determination, shows that 86.4% of the variation in intensified social marketing campaign is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.31911. The Durbin Watson statistics of 0.388, which is less than 2, indicates there is no autocorrelation.

Combating human trafficking in Nigeria has 0.935 coefficient and this indicates that there is a significant influence of intensified social marketing campaign on combating human trafficking in Nigeria which is statistically significant (t = 39.710). Therefore, the null hypothesis was rejected while the alternate accepted.

no	Questionnaire items	S. Agree /Agree	Disagree /S. Disagree	Undecided	
		Freq	Freq	Freq	Total (Freq)
1	Intensified town hall meeting as public relation strategy will help in combating human trafficking in Nigeria	239	08	03	250
2	The war against human trafficking could be won by adopting intensified town hall meeting.	240	07	03	250
	TOTAL	479	15	06	500

Table 3: Coded Responses on extent of intensified town hall meeting on combating human trafficking in Nigeria.

Source: fieldwork 2015

In table 3 above the aggregate response 479 indicates agreement, 15 indicate disagreement while 06 indicates undecided. This implies that intensified town hall meeting has significantly effects on combating human trafficking in Nigeria.

3.2. Hypothesis Two

- Ho: Intensified town hall meeting will not have any significant effect on combating human trafficking in Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sum of Squares	t	Durbin-Watson
1	0.974 ^a	0.949	0.948	0.17304	4.580E3	137.138	67.676	1.153
						7.426		
a. Predictors: (Constant), Combating Human Trafficking b. Intensified town hall meeting								

Table 4: Model Summary^b

- R = 0.974
- R² = 0.949
- F = 4.580E3
- T = 67.676
- DW = 1.153

➤ Interpretation

In table 4 above, the regression sum of squares (137.138) is greater than the residual sum of squares (7.426), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is due to chance.

R, the correlation coefficient which has a value of 0.974, indicates that intensified town hall meeting has a significant effect on combating human trafficking in Nigeria. R square, the coefficient of determination, shows that 94.9% of the variation in intensified town hall meeting is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.17304. The Durbin Watson statistics of 0.153, which is less than 2, indicates there is no autocorrelation.

Combating human trafficking in Nigeria with coefficient of 0.974 indicates that intensified town hall meeting has a significant effect on combating human trafficking in Nigeria. And this is statistically significant (with t = 67.676). Therefore, the null hypothesis was rejected while the alternate accepted.

4. Summary of Findings

Hypothesis one revealed that intensified social marketing campaign will significantly influence combating human trafficking in Nigeria ($r = 0.930$; $t = 39.710$; $F = 1.577E3$; $p < 0.05$).

Secondly, it was revealed that intensified town hall meeting has a significant effect on combating human trafficking in Nigeria ($r = 0.974$; $t = 67.676$; $F = 4.580E3$; $p < 0.05$).

5. Conclusion

The researcher believes that through heightened intensified social marketing campaign will create awareness and enlightenment that will expose people to the negative impact of human trafficking. And this will assist in combating the spate of human trafficking in Nigeria.

Similarly, intensified town hall meeting as public relations strategy will bring officials of NAPTIP to the masses in one-one seminar where they can collaborate in educating the audience about the causes, consequences and solutions of human trafficking. This will go a long way to making the audience to make an about turn to human trafficking intentions and build them towards becoming hardworking citizenry.

6. Recommendations

The media should conduct social marketing campaign by intensifying message bombardment to expose the negative aspects of human trafficking by airing how culprits have been convicted as well as the pain victims go through in the quest to satisfy their materialistic motives abroad.

In similar vein, NAPTIP should heighten the organization of town hall meeting to meet with community members face to face to educate them thoroughly about human trafficking as a crime against humanity.

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