

# Social Marketing Technique: A Creative and Innovative Methodology Model for Poverty Intervention; Perspective from Young People and Community Organisations in Bayelsa State of Nigeria and Beyond

Ebikinei Stanley Eguruze

\*Corresponding author email id: [seguruze@yahoo.co.uk](mailto:seguruze@yahoo.co.uk)

Date of publication (dd/mm/yyyy): 25/03/2017

**Abstract** — There have been few studies that examine the *Theory of Support Need in tackling cumulative poverty*. This insight is virtually unnoticed. Very little is known. This paper investigates social marketing technique as a creative and innovative methodology model for poverty intervention, from the perspective of young people and community organizations. This comes as a result of drawing heavily from a mixed-methods research data and literature documentary evidence. It then used descriptive analysis to isolate business support strategies and start-up finance opportunities identified in the main empirical research. The paper argues that a multidimensional support network is critical and can significantly improve poverty eradication effort, which policy-makers ought to embed into the whole tackling poverty tackling discourse.

**Keyword** — Bayelsa Nigeria, Methodology Model, Poverty Elimination, Social Marketing, Support Need, Young People, Community Organisations.

## I. INTRODUCTION

The premise of this paper is that young people and community organizations do need support. Youth unemployment and absence of support safety-nets are common challenges and experiences amongst segments within young people and community organisations in Bayelsa State of Nigeria. Young people are amongst the most vulnerable in society and they need help. They relied on policy-makers and policy-implementers that are often rich and powerful. Importantly, young people are the future (generational) leaders. As such, they should be guided and nurtured properly towards future tasks and purpose. It is critical that they learn the right ethics, morals, attitude, and exhibit the right behaviour. They should be provided with the right opportunities: skills, competency, and support to enable them manage their future resources. Thus, the Theory of Support Need is being suggested.

This paper advocates that the author's 'Support Need Theory' can be a valuable tool for ending extreme poverty through employment opportunities. Support network is critical including, business-support, start-up finance, capacity building and infrastructural support in promoting employment opportunities for young people and community organisations' in Bayelsa State of Nigeria and beyond. It is believed that Support Need theory offers positive step towards ending cumulative poverty in developing countries. This insight is virtually unnoticed and under-utilised. This paper provides empirical account which highlights linkages between business support and s-

-tart up finance with poverty elimination processes.

This finding would prove useful not just for young people and community organisations' in Bayelsa State of Nigeria, but beyond. It represents a positive revolutionary step towards ending cumulative poverty in developing countries. This paper advocates the Support Need Theory that policy-determination and policy-implementation efforts should do more to provide support for young people and community organisations. Successful business support and start-up finance will probably inspire significant impetus for change amongst young people and community organisations in the poverty elimination discourse. This may influence behavioural changes, attitudes and value systems, including perceptions may come under critical re-evaluations.

## II. SOCIAL MARKETING

The relevance of social marketing is that, it creates value, for the benefit/wellbeing of society. This is often achieved through behavioural or attitude changes [3, 4]; [22, 23, 24, 25, 26, 27,29]; [43]; [13]. Ending cumulative poverty in society is a valuable cause [22, 23, 24, 25, 26, 27, 29]. However, the absence of business support and start-up finance is hindrance to this noble-cause. This militates against poverty elimination efforts. The premise of this conceptual paper, thus, is how valuable would it be for social marketers in overcoming by embedding new creative ideas and adapting new innovative ways through constructive social changes? In fact, this was the significance of the powerful question triggered by [77] in which he asked "Why can't we market 'Brotherhood' used commercial television as the 'Soaps'?" [41, 3-12];[77]. In responding to this, the needs of young people and community organisations from Bayelsa state of Nigeria as well as all those other vulnerable segments of peoples in the wider global society fundamentally remain the focus.

Social marketing is 'an approach to social change' or "design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, communications and marketing research" (41, 3-12). Also 'concerned with the application of marketing knowledge, concepts and techniques, to enhance social as well as economic ends, or 'concerned with the analysis of the social consequences of marketing policies, decisions and activities' [42]. And 'planning and implementing of a programme designed to bring about social change using concepts from commercial marketing [69].

### **III. POVERTY**

Poverty is multidimensional in nature and is always a debateable subject [22, 23, 24, 25, 26, 28, 29]. As definitions of poverty have been elaborately presented in previous literature paper, this conceptual paper provides a summary only. The main types of poverty include absolute and relative. Within the absolute poverty narratives there are several sub-divisions (extreme poverty, acute poverty, chronic poverty, persistent poverty, urban poverty, rural poverty, food poverty, in-work poverty, etc., [22, 23, 24, 25, 26, 28, 29];[54]. In this paper, the researcher sees extreme poverty as a situation in which a victim is in a state of requiring “cumulative support-needs”, which means “cumulative poverty” [22, 23, 24, 25, 26, 29]. Whereby there is lack of ‘everything’ with respect to ‘day-to-day needs’ of an average Bayelsan person, in which the victim is in desperate condition of living and thereby needing multidimensional support over time, without which he or she cannot function such as like a vicious circle [22, 23, 24, 25, 26, 28, 29].

### **IV. RESEARCH PROBLEM IN THE CONTEXT OF BAYELSA STATE OF NIGERIA**

How can Bayelsa State end poverty through employment opportunities? The research problem focused on reasons Bayelsa State a leading oil and gas producing state of Nigeria and its people (particularly young people and community organisations) still experience extreme poverty? [52]; [71]; [7]; [40]; [5]; [66] ; [22, 23, 24, 25, 26, 28, 29]. It is disappointing that the people and the communities that produce over 99% of the Nigerian oil revenue should remain impoverished [8] ; [63] ; [37] ; [66] ; [21] ; [27]. The implications of this poverty have led to high unemployment rate or absence of real jobs and self employment opportunities, low wages, lack of access to free quality education, affordable decent low-cost housing, poor infrastructural facilities such as electricity, roads, transportations system, clean portable drinking water, etc.

The paradox is that as things currently are, Bayelsan young people and community organisations have rather taken a pessimistic view that cumulative poverty might never be defeated in the foreseeable future. (Unless serious and drastic measures are taken to combat extreme poverty acute poverty will continue to develop a transient to a chronic and in fact, cumulative state, and that is what is already happening (cumulative poverty).

Disappointingly Bayelsa State is undergoing such a severe state of impoverishment, especially given the abundance of oil/gas resources. Bayelsa State would need a robust, aggressive and ‘pro-poor’ policies [57] ; [73] ; [78] ; [70], if it is serious about about combating persistent poverty [64, 65];[28], so as to avoid cumulative poverty [22, 23, 24, 25, 26, 29]. However, unfortunately, the problem of poverty persists and has had severe effects on young people and community organisations. The researcher, therefore, believes that a new approach is necessary.

### **V. LIMITATIONS**

This conceptual paper does not seek to discuss the broader theory of poverty. This paper is being designed to deepen understanding of the influence of Support Need Theory, in particular, multidimensional support network, policy support, infrastructural support, capacity building, business support and start-up finance, etc., in relation to the poverty discourse, as outlined in table 1 below.

### **VI. REVIEW OF LITERATURE**

#### ***Theory of Support-Need in Relation to Poverty***

In other to understand poverty, it is imperative to clarify what counts as ‘need’ and ‘support’. The concept originated from the theory of needs and wants are plenty, whilst resources are scarce and limited (Smith 1772). Therefore, critical choices have to be made (Ricardo, 1819). Support is an all-inclusive term. Therefore, support and need are synonymous with poverty. It covers a broad range of help including familial, ecclesiastical, public, private and voluntary sector organisations that support and improve opportunities and quality of services for young people and community organisations, as in [30]. These go to enhance social, economic, mental, physical, psychological, educational, spiritual, cultural, intellectual development of skills, capabilities, competencies, potentials and life chances for young people [30]; [53]; [28]. It is believed to be a worthwhile approach to ‘investing in young people’ and community organisations so that ultimately young people are ‘better able to live more active and fulfilling lives’, and thus invariably, a better, more enriching, cohesive and competitive society [58, 59]; [6]. In comparison, reflecting on wider parental relationships with young people, [33] identified support needs such as financial, emotional, childcare, finding employment, setting up personal contacts, housework, do-it-yourself, gardening. This is about an analysis of other ways in which parents might continue to provide support for their children and/or young people progress to establish their homes.

Likewise, there are different views about ‘need’. [10] ; also cited in [11] in his welfare reforms agenda, argues that ‘want’ is only one of ‘five giant evils’ of poverty, along with ‘disease, ignorance, squalor and idleness’. Poverty, he feels is more likely to get eradicated. This is a courageous step. Like Sen, Beveridge also related the need for poverty eradication as ‘freedom away from want’ through redistribution of income and state insurance contribution. However, [15], sees needs as basic day-to-day support-systems; whatever ‘makes life worth living’ or ‘facilitates human well-being’. These requirements include essential social infrastructure: healthcare, education, housing; and means of livelihood, such as jobs and money; and vital but sometimes intangible, thin such as physical and emotional security. Needs are absolute necessities, where as wants may include luxuries. However, the overall nature of the characteristics of these concepts is that one person’s need is another person’s want. So these concepts are relative, not absolute concepts.

However, the fundamental “difference between needs and wants becomes, at least, blurred and at most no more than a socially constructed artefact” [16, 17]. The government could not provide for every need. Inevitably, stakeholders such as businesses, community organisations, neighbours, families and social groups are expected to make their contributions. It is the corporate social responsibility of social policy-makers to understand and balance these elements to improve human well-being. From such a perspective, identifying ‘who should take responsibility for providing the support that young people and community organisations need’ becomes fundamental.

46  
Drawing heavily from humanists Hegel and Marx, Frazer (1998, 2006; Gates, 2016) presented ‘need’ as an instrument of ‘freeing’ humans from labour, through the intervention of technology. This allows humans to satisfy their needs more productively and/or constructively. They assumed that technological processes were a crucial foundation that enables human labour to become free. So, need here is used as a non-personal developmental tool for humans. That way, Hegel’s work on *The System of Ethical Life*, portrays need as taking ‘universal and particular forms of life’. Whereas ‘universal or natural needs’ include such basics as food and drink that individuals must satisfy to exist, ‘Forms’ represent particular strategies that humans take to achieve their needs. These forms emerge through different stages of need-satisfaction, ranging from immediate through to the ultimate. It is believed that such transition from labour to technology through the process of negotiation justifies a classic demonstration of the success of the ‘System of Need’. This belief has been shared by [32] of the Gates Foundation. In a recent interview, a similar critical point was advocated by [32], and illustrated by [75, 76]. Which is what has driven Gates or so inspired to free the world’s poor and most vulnerable from the slavery of want and need, thus spending billions for the liberation of humanity?

Also, [31] assumes that Hegel’s work on *The Philosophy of Life*, further identifies need as a ‘tyranny of natural necessity’. Unavoidably, the need to escape from such domination as Frazer advocates is the ongoing need for humanity to satisfy ‘legitimate needs.’ Invariably, the fundamental desire for humans is to be free from labour, again, as articulated also by [32], and illustrated by [75, 76].

Conversely, the need for humanity to achieve and sustain freedom from labour is the ‘technological development’ that allows machines to replace humans in the production process. So, while need helps technology to free humans to tackle their other needs that ensure ‘human-progress,’ as well as, ‘increased-productivity’, needs equally sustains ‘poverty, domination and control’ by the wealthy which resulted from unequal-functioning of the capitalist free market system. Which is the dangerous aspect of capitalism: the failure to liberate the needs of the weak or most vulnerable in society? This way, [31] highlighted several contradictions in the need debate: the necessity to satisfy natural, human, and spiritual needs - is

to free labour, as much as the need of technology is crucial, and distinguishes [35] from contemporary need thoughts. In fact, this is a concern for most scholars who believed in the liberation of the weak and vulnerable in society.

The lesson for Bayelsan young people and community organisations is that if they are so bullied and subdued by the unfortunate burden of poverty and/or social deprivation, they too could work hard, and create new or alternative ground-breaking ways of freeing themselves from such poverty in a constructive manner [22,23,24,25,26,29]. Poverty is a challenge and, therefore, a call for self-re-awakening, self-reappraisal, self-reassessment, such as the poor strategic in post-war Vietnam rather than seeing it as an instrument of oppression and/or state of helplessness or hopelessness, as the pro-poor strategies in post-war Vietnam [57]; [73]; [70]; [22,23,24,25,26,28,29].

[45,46] ‘Hierarchy of Needs Model’ sees need as a personal social and psychological development tool, unlike [35] whose need theory is that it is a non-personal social developmental tool. ‘The Hierarchy of Needs’ also provides a sense of ‘direction and growth’. It postulates that humanity is motivated by five categories of needs that are inborn: physiological and safety, affiliation, esteem and self-actualisation, all of which will need to be systematically). However, this has been impossible in all cases and in different environmental contests. So, it all depends on context and environment. To this end, if young people and community organisations in Bayelsa State are unmet and not provided with opportunities to take new responsibilities and new challenges and to develop skills, how can they fulfil their potential? Unless lower-level needs are satisfied, it is impossible to tackle higher-level cognitive needs. If survival needs are unmet or ignored, it is impossible to achieve higher level needs of development. This suggests survival needs are most important: they needed to be fulfilled before the higher-level needs. Maslow’s needs model is so basic, universal and spontaneous, but not without shortcomings. So, while needs are important developmental tools, they may be difficult to implement due to social and cultural diversities or micro and macro environmental constraints prevalent in societies.

With their objective approach based on their Theory of Human Need, or (The Satisfaction of Human Need Theory, [16,17] highlighted a contrast between ‘human needs’ and ‘non-human animal’s needs’: pointing out that human needs are different from those of non-human animals’ regarding biologically driven needs, each of which requires both ‘physical health and personal autonomy’. Doyal and Gough assert that ‘drives’ generate behaviour such as hunger and thirst, which requires satisfaction, while need ‘justifies’ it, which is the reason to find food to eat or water to drink. For Doyal and Gough, the socio-psychological arguments ‘miss the point’ that humans, unlike non-human animals, can forgo (or override) their biological ‘need’ This way, [16, 17] placed human needs as higher than non-human needs. Thus, is the reason for justifying support for the weak and vulnerable?

[16, 17] argued that each has personal objectives to fulfil in his or her communities, and will do everything possible to attain such targets regardless of obstacles. A person who cannot achieve (or has been denied such) goal is a 'needy person.' Such a needy person is a deprived person and, therefore, lacks certain capabilities to function effectively. A needy person could be less competitive than their counterparts as the satisfaction of such needs requires individuals to be mental, physically and cognitively fit to make effective personal choices and/or participate in societal affairs.

By comparison, Sen and Nussbaum's Theory of Capabilities share similarities with the Doyal and Gough is to a large extent. Both identified/advocated that people with more 'capabilities' ('internal assets') have more propensity to achieve their needs than those with fewer capabilities. Conversely, individuals with fewer capabilities are more vulnerable to poverty. Earlier, [64] had argued along similar lines linking poverty and need and the need to free the poor: by referring to need in freedom. Sen's concern was - how to free the un-free - 'Third World poor' with help from the 'rich Developed World'. Which is why the researcher's SMT model should offer a feasible solution: by introducing an implementable programme of actions to end poverty, we should be able to free vulnerable people vis-à-vis poor people from the danger of being in perpetual need and/or poverty.

Similarly, as classical economists already advocated: to empower the poor there is a 'need' to promote economic freedom through wealth creation and advancement of trade: "to address the social basis of individual well-being and freedom" [68]; [61]; [38]. Free trade should benefit all nations, rich or poor, through concepts such as the 'principle of comparative advantage' that pioneered the basis for the exchange of goods and services by which the concept of international specialisation was formulated [61], as much as [59]Diamond theory of trade, following [68]. The need to improve welfare and well-being of workers is fundamentally critical so as to encourage economic growth and prosperity for all [38]. So, is the work of social markers in society?

Conversely, the poor workers could benefit from corporations' policy of maximizing profit, at same time, corporations' should endeavour to spend/invest in the people (workers) who helped to create the profit by way of paying them decent wages/associated benefits or requisite entitlements to live a decent life [38]. They (workers) could spend and save and by so doing, it could trickle down the economy for the benefit all citizens. This way everyone in the society benefits, and that also means the government must try to stimulate the economy through investment spending. This was consistent also with the theory of the pro-poor [57]; [73]; [70]. Although contemporary corporate culture does not seem to operate in such a spirit of helping to eradicate poverty, ending poverty should benefit everyone and society as a whole and should be a reasonable corporate responsibility.

To a large extent, [47, 48] 'Human Scale Development' Model also differs from Maslow's approach [45, 47]. They contend that needs are 'finite', limited, thus different from

wants that are plentiful, 'infinite and insatiable' [68]. Which means, while needs and wants do not change over time, strategies employed by governments and other organisations by which needs are satisfied, change due to the dynamic interplay of the micro and the macro environment forces, which are beyond the control of mankind, particularly that of young people and community organisations, as well as other vulnerable people. Such methods as power, technology and globalisation in satisfying stakeholders' needs and/or their social responsibilities are the primary causes of the destruction of nature and communities' need to be self-reliant. Needs are inter-related and interactive systems, and may operate conjunctively and/or simultaneously rather than hierarchically and/or in isolationistic stages.

According to the humanists, [16, 17] Theory of Human Need (The Satisfaction of Human Needs Theory) appears also to have a strong linkage with the behaviourists' theory of learning and communication which seems significant and relevant to this setting or context of need analysis. Like behaviourists, the researcher also believes that through positive learning from being in a state of need or the experience of a state of lack of everything, motivation could bring about a positive situational change. [60], for instance, clarified this further. They believed that "learning is about change: the change brought about by developing new skills, understanding something new, changing an attitude. The change is not merely incidental learning, (which) is relative, usually brought about intentionally and purposefully." In this setting of tackling poverty, the desperation of poverty should be enough to trigger an opportunity for change, as the researcher sees poverty as a source of stimulant or motivation to strive even harder to succeed in life, rather than not.

Based on the concept of learning, behaviourists have found that different ways of tackling the need for hunger are possible. Their resourcefulness in tackling hunger by using varieties of ways to feed animals (humans, rats, dogs, cats) over the years provided useful practical learning point. [76] pioneered the behaviourist school of thought, found that behaviour should reflect how we respond to our environment (stimuli and feedback it receives in return). This is a self-assessing approach by looking inward to tackle one's problems. [56] advanced behaviourism theory further. Unlike his predecessors, he experimented with dogs salivating for food. He [56] found that a dog's peculiar way of responding to stimuli is by instantly salivating, when hungry. That means hunger is the stimuli (i.e. the need for food), not necessarily the smell or taste of food. [72] used cats instead to explain the same theory. He found that a cat would escape from a cage-trap to get food kept outside the cage-trap. The study also found that a cat improves this routine technique by repetitively doing it over and over. [67] experimented with rats instead. Rats were also found to have mastered their routine techniques of getting themselves food by trial and error. So, by continuously doing things over and over despite the complexity of the sets of tasks it takes to complete them, there should be positive results. This range of repetitive efforts, doing it by trial and error, and

continuously, led to the school of thought called “Behaviourism”: meaning “a psychological perspective that focuses on the study of observable behaviour” [9]. The principle then follows that if one needs something, it can be achieved through trial and error: no matter how long it takes, so long as one does it repetitively, there will certainly be some result coming out of the effort. If not, it can be forgotten. So Bayelsan young people and community organisations could learn from how the behaviourists have tried to tackle the need for food. There is no need to stay idle, as ‘idleness’ itself is an evil on its own, which help perpetuates poverty [10]. To Beverage, staying idle is probably the worst form of evil, as compared to poverty and unemployment.

This aligns with the findings of [1] in his Maturity and Immaturity Personality Developmental Model, in which he found that seven changes should take place in the personality of an individual if he/she is to develop into a fully mature person. Agyris’ seven changes which young people and community organisations were expected to go through include: passive to increased activity; dependence to independence; behaviour in limited ways to capable of behaving in several ways; being erratic and shallow to deeper thinking and stronger person; short-term perspective to long time perspective; subordinate position to equal or superior coordinator position; lack of awareness of self to awareness and control of self. Then these changes may help build stronger personality development and/or establish a positive image through improved self-confidence and self-esteem. So, the SMT model could offer a useful way forward. This would be helpful also in understanding social class measurements. Ultimately, it could provide a strong basis for and/or be useful for social marketing activities in the process of attempting to change behaviours.

## VII. METHODOLOGY

In the author’s original empirical research [22, 23, 24, 25, 26, 27, 29], a mixed-methods survey design was adopted engaging a quantitative approach in which 300 young people were surveyed using self-completion questionnaires. Furthermore, a qualitative study was also utilized in which policy-makers, young people and community organisations were interviewed involving discussion-groups. Following the data-analysis, a strategy conference was organized in Nigeria, in which the major findings were presented/debated.

As previously stated, this conceptual paper draws heavily from the above empirical data and literature documentary evidence. It then adopted the proposed Bayelsa State Integrated Job Creation Programme aimed at reducing poverty (in table 1). It shows linkages between possible job creation opportunities and strategies to place/extent of coverage, targets or who benefits, costs or who pays, duration or time scale and modes of access.

## VIII. STUDY POPULATION AND SAMPLING

This study relates to Bayelsa State 1.9million. Of this,

children and young people are estimated to constitute 1million, whereas young people aged between 18-25 years constitute 300, 000. The sample-size used is 300 (which is 0.1% of the target study population (of 300, 000). Nigeria is 182 million [51];[78].

## IX. DATA ANALYSIS

**Table 1.** Bayelsa State Integrated Job Creation Programme Aimed At Reducing Poverty

Job Creation Opportunities & Support Strategies	Process & Coverage	Target: Who Benefits?	Cost: Who Pays?	Access: Mode
01 Jobs & Skills Need Assessment	Hand Book	YP & Cos	Free	Open Apply
02 Work Placement	Any Company	YP & Cos	Same as above	Same as above
03 Mentoring	Schools	Same	Same	Same
04 Enterprise Week	Bayelsa State	Same	Same	Same
05 Employment Fair	Same as above	Same	Same	Same
06 Graduate Employment Fair (Job Fair)	Same	YP & Cos SMEs	Same	Same
07 Capacity building	Same	Same	Same	Same
08 Tax Holidays	Bayelsa	SMEs	Same	Same
09 Conferences, Seminars, Workshops, Exhibitions	AnyWhere	YP & Cos SMEs	Same	Same
10 Export Guarantee Schemes	Same	Same	Same	Same
11 Training Schemes: work-force /employees & Development, Systems development & Organisational development	AnyWhere	Same	Same	Same
12 Bayelsa Overseas Trade Grants- Scheme	Same	Same	Same	Same
13 Guarantee Small Loans Scheme	Bayelsa	Same	Same	Same
14 Industrial Estates	Same	Same	Same	Same
15 Employment Fairs	Same	Same	Same	Same
16 Work Experience	Any where	Same	Same	Same
17 Duty Free Zone	Bayelsa	Same	Same	Same
18 Marketing Support: Research & Development & Promotional Support	Any Where	Same	Same	Same
19 Allow Part Time Working	Bayelsa	Same	Same	Same
20 Allow Two Jobs	Same	Same	Same	Same
21 Allow both Couples Working	Same	Same	Same	Same
22 Flexible Working Hours or Working from Home	Same	Same	Same	Same
23 Encourage Apparent Overstaffing (Note1)	Same	Same	Same	Same
24 Allow Job Sharing	Same	Same	Same	Same
25 Even the Recognition of Unpaid or Voluntary Work	Same	YP & Cos	Wages & Awards	Same
26 Recognition of the Role of Housewives as Important Source of Work/Pay	Same	All House wives	Wages & Salary	Same
27 Bayelsa Jobs Newsletter (BJN)	Same	Bayelsa	Free	Same
28 Employment Vouchers (EV)	Same	YP & Cos	Same	Same
29 Job Seekers Allowance (JSA)	Same	YP & Cos	Same	Open
30 Business Expansion Support Scheme	Same	YP & Cos SMEs	Same	Same



31 Business Loan Guarantee Support Scheme	Same	Same	Same	Same
32 SMEs Business Consultancy Support (SMEB-CONSULTANCY)	Same	Same	Same	Same
33 Regional-Enterprise Grants Schemes (Note 2)	Niger Delta	Same	Same	Same
34 Reparation of all \$380 billion-stolen-oil-money (Note 3)	From Any Where	FECC	EFCC	EFCC
35 Developing A Community Organisations' Empowerment Network (Note4)	Bayelsa	YP & Cos & SMEs	Same	Same
36 Crowding Funding	Any Where	Same	Same	Same
37 Familial Support	Bayelsa	Same	Same	Same
38 Peer Support	Same	Same	Same	Same
39 Agricultural Support	Same	Same	Same	Same

Note 1 to 23: Allow, permit or encourage apparent Overstaffing these should be seen as effective means of social integration (Japanese model) Social Justice: seen as he right of the people to have work as matter of must, This may be against those who believe in efficiency or inefficiency debate or labour market participation or social exclusion as opposing argument etc Levitas – social exclusion or Durkheim social and economic exclusion or social integration & solidarity. They believe that social integration or social viability depends upon building a society based on social inclusion as opposed to the vicious circle of social exclusion and division.

Note 2 to 33 Regional-Enterprise-Grants: This is cash grants given-to-small-man Manufacturing and services businesses(with-under-25 employees) which are-prepared-to undertake-new investment in areas designated-as-‘development-areas’ under-UK-Regional Policy

Note 3 to 34 Repatriation of \$380 Recovered Stolen-Oil-Money in Nigeria: This relates to the need to repatriate all stolen money from d previous leaders and their third party collaborators overseas, etc. [12].

Note 4 to 35 Developing a Community Organisations’ Empowerment Network: This will act as an agency (consultancy organization working in collaboration with the government to assist capacity building of Bayelsa Community Organisations to develop Infrastructure and capacity

Note to YP = Young people; Cos= Community organisations; EFCC = Economic and Financial Crime Commission; Same = same as above.

(Sources: [44]; [55]; [11]; [18]; [68]; [61]; [38]; [10]; [22, 23, 24, 25, 26, 27, 28, 29].

**X. DISCUSSION**

These scholars (above/below) and this table 1, is suggesting the followings. Allow part-time working; two jobs; couples earnings; flexible working hours or working from home; permit or encourage apparent overstaffing etc. These wide range of options should be seen as effective means of social integration (Japanese model) Social Justice; seen as he right of the people to have work as matter of must. Although, this may be against those who believe in efficiency or inefficiency debate or labour

market participation or social exclusion as opposing argument to Levitas - social exclusion or Durkheim social and economic exclusion or social integration/ solidarity.

They believe that social integration or social viability depends upon building a society based on social inclusion as opposed to the vicious circle of social exclusion and division. Even the mere recognition of unpaid or voluntary work should be seen positive step forward. Recognition of the role housewives play in the domestic environment as an important source of work/pay would be fundamentally critical to eliminating extreme poverty. In fact, if house wives are going to be paid, then, it will have freed-up quite a few other jobs opportunities [44];[55];[11];[18];[68]; [61];[38];[10];[22,23,24,25,26,27,28,29].

**XI. INTERPRETATION**

Summary of the above is that, it is fundamentally critical to keep up with changing nature of poverty. The wider society would need to change or adapt to ideas and new ways of dealing with emerging poverty challenges. This implies assimilation of new knowledge to be able address the increasingly changing global market environment [22, 23, 24, 25, 26, 27, 28, 29]. More specifically, as [32], quoted by [74, 75], “Robots are mostly good. Farming became more efficient through mechanism. People realised ‘OK, now we have Disneyland, massage parlours and psychotherapists, there are plenty of more fulfilling jobs.’ Robots just mean we can make stuff with less human labour, so we can reduce class sizes, take care of the elderly, kids with special need.” Multidimensional support network is critical. It would energise and inspire.

Importantly, to eradicate cumulative poverty, the analyses emphasises that creativity and innovation from the grass roots levels may be encouraged, promoted and developed either singularly or collaboratively [34; [2];[14].

This Theory of Support Need [22, 23, 24, 25, 26, 27, 28, 29]. advocates that an ideal effort to eliminate cumulative or extreme poverty may flourish best under an enabling conducive environment or under can-do attitude and behaviour, etc. Policy support for innovation is paramount or absolutely necessary [14];[34].

Ultimately, the greatest irony about poverty is that, inevitably every one, rich-person or poor-person and rich-country or poor-country, all are in the same boat, whilst the poor is affected the most. Which is why eradicating extreme poverty is essential [39];[62].

**XII. CONCLUSION**

To eliminate extreme poverty, it is fundamentally critical that young people’s and community organisations’ need are adequately supported, if current policy makers are committed to saving lives without endangering the future. Tackling poverty is saving lives. And saving lives is always a win-win situation for all stakeholders. Ultimately, if this is the desirable goal, it is important to

explore and exploit opportunities offered by the author's methodology model for poverty intervention, as a positive way forward.

REFERENCES

[1] Agyris, C. (1964) *Theory in practice: increasing professional effectiveness*, Oxford: Jossey-Bass

[2] Al-Roubale, A., and Alvi, S (2014) "Knowledge transfer for sustainable development: East-West Collaboration In the World Sustainable Development Outlook 2014, West meet East: Sharing the Past and Current Experience to Benefit the Future. Edited by Ahmed, A. (2014) pp18-33.

[3] Andreansen, A. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy and Marketing*, 21 (1), 3-13.

[4] Andreansen, A. (2004). Social marketing: its definition and dormain, *Journal of Public Policy and Marketing*, 13 (1), 104-108

[5] Appah, E., John, M.S. and Soreh, W. (2012) An analysis of analysis of microfinance and poverty reduction in Bayelsa State of Nigeria. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 1 (7), 38-57

[6] Armstrong, M(2006) *Handbook of human resource management practice*. 11<sup>th</sup> edition. London: Kogan Page

[7] Bayelsa State Government (2011) Bayelsa State produce over 30% of Nigeria's oil. Available at <http://www.bayelsagov.nh/about-us.html>. Accessed on 13 Jun3 2011

[8] Boro, I.J.A. (1982) *The twelfth day revolution*, edited by Tony Tebekaemi. Benin City: Idofo Umeh Publishers (Nig.) Ltd

[9] Buchanan, D. and Huczynski, A. (2004). *Organisational behaviour an introductory text* (5th ed.) Harlow: Pearson Educational Ltd

[10] Beveridge Report (1942) Social insurance and allied services committee report by Sir William Beveridge presented to Parliament by Command of His Majesty, Nov 1942. *HMSO*.

[11] Bradford, S. (1999) 'Youth work: young people and transitions to adulthood', in Hill, M., (ed.), effective ways of working with children and their families, London: Jessica Kingsley.

[12] Chairman-EFCC (2011) Repatriation of all \$380 billion stolen-oil-money. Punch Newspaper Saturday, 28 May, p

[13] Cugelman, B. (2010). Online social marketing: website factors in behavioural change, PhD thesis. University of Wolverhampton, Wolverhampton.

[14] Daniels, C.U. (2015) Policy Support for Innovation in Developing Countries Sudanese Diaspora 2015 SPRU, University Sussex, Brighton June 11-12

[15] Dean, H. (2006) *Sociology policy*. Cambridge: Polity Press

[16] Doyal, L., & Gough, I., (1991). *A theory of human needs*, N.Y.; The Guilford.

[17] Doyal, L., & Gough, I., (1993). Thinking about human needs, Journal article by Len Doyal; *New Left Review*, (Vol. a).

[18] Drucker, P.F (1989). *Innovation and entrepreneurship*, Oxford: Butterworth – Heinemann

[19] Durkheim, E. (1938). *The rules of sociological method*, New York: Free Press

[20] Durkheim, E. (1947). *The division of Labour in Society*, New York: Free Press

[21] Egbe, O. (2015) External Stakeholders' involvement and sustainable peace in GMOU communities: The case of Gbarain/Ekpetiama cluster communities in Bayelsa State.. *NDRD* 9 (2) December

[22] Eguruze, E.S (2017) *Strategy for tackling poverty in Nigeria: an evaluation of what the National Youth Service Corps (NYSC) members' community perceives as their support needs in "tackling poverty" and "how to sway policy-makers, using social marketing techniques*. Bloomington, IN: Author House

[23] Eguruze, E.S. (2016) *Tackling poverty: a study of what young people and community organisations perceive as their support needs in Bayelsa State of Nigeria in tackling poverty and how to sway policy makers, using social marketing techniques*. Bloomington, IN: Author House.

[24] Eguruze, E.S. (2016) A study of what young people and community organisations perceive as their support needs in Bayelsa State of Nigeria in "tackling poverty" and "how to sway policy makers, using social marketing techniques", PhD thesis. Cardiff Metropolitan University. Wales, UK

[25] Eguruze, E.S. (2015). Social marketing techniques: methodology framework for poverty intervention in Bayelsa State of Nigeria. *Niger Delta Research Digest (NDRD)*, 9 (2), 81-136

[26] Eguruze, E.S. (2014). Social marketing techniques: a tool for poverty reduction in Bayelsa State of Nigeria. *NDRD*, 8 (1), 1-36

[27] Eguruze, S.E. (2011). A study of what young people and community organisations see as their support needs in Bayelsa State of Nigeria in "tackling poverty", M.A. dissertation, Brunel University School of Health Sciences and Social Care Centre for Youth Work Studies, London.

[28] Eguruze, E.S. (2016) Paradoxes and Contradictions: Barriers affecting poverty elimination processes in Bayelsa State of Nigeria. Perspectives from young people and community organisations, Using Social Marketing Techniques. *International Journal of Social and Economic Research*, 1 (11), 1864-1898

[29] Eguruze, E.S, Bruce, L, and Bennison, M. (forthcoming, accepted for publishing) SMT a literature review on poverty and advocacy for a new definition cumulative poverty (ie in-cumulative support) ; perspectives from young people and community organizations in Bayelsa State of Nigeria, sub-Sahara Africa.

[30] Fabian Society Report(2010) The recipe for inequality. *Fabian Commission on Food Poverty* Available at [http://www.fabians.org.uk/wpotent/uploads.2015/03/arecipeforinequality\\_WEB.pdf](http://www.fabians.org.uk/wpotent/uploads.2015/03/arecipeforinequality_WEB.pdf) Accessed on 2 May 2015

[31] Frank, P(1998) *Hegel's philosophy of freedom*. New Haven: Yale University

[32] Gates, B. (2016) "Just like my friend Mark Zuckerberg, I'm not here to create a dynasty "Evening Standard Wednesday 26 October, pp21-22

[33] Gibbs, G.R. and Taylor, C.(2005) How and what to code. University of Hudderst field. Availbale at [http://onlineqda.hud.ac.uk/intro\\_QDA/how\\_what\\_to\\_code.php](http://onlineqda.hud.ac.uk/intro_QDA/how_what_to_code.php) Accessed on 14 January 2010

[34] Gupta, A.K. (2012) "Innovations for the poor by the poor", *International Journal of Technological Learning, Innovation and Development*, 5, 28-39

[35] Hengel, and Mark, F. (1998) The need to belong: desire for interpersonal attachments as a fundamental human motivation. *Psychological bulletin*, 117(3), 497-529

[36] Hill, C.W.L. and Jones, G.R. (2009). *Strategic management theory an integrated approach*. (9th edn.) South West College Publication

[37] Ijaw Youth Council (IYC), 1998) *The Kaiama declaration*, 11th November. Kaiama: Ijaw Youth Council

[38] Keynes (1935) Corporations ultimate responsibility to maximize profit and invest/spend on staff and society see google available from <http://www.google.co.uk> Accessed Thursday 24.01.13

[39] Ki-moon, B (2016) To curd deaths from disasters, end poverty – U.N. Chief Available at <https://uk.news.yahoo.com/curb-deaths-disasters-end-poverty-u-n-chief-000813756.html> Accessed on Thursday 13.10.16

[40] Kingdom, T.. and Alfred-Ockiya, J.F. (2009) Achieving the millennium development goals through fisheries in Bayelsa State, Niger Delta, Nigeria (review article). *Asian Journal of Agricultural Sciences*, 1 (2), 43-47

[41] Kotler, P, and Zaltman, G. (1971) Social Marketing an approach to planned social change. *The Journal of Marketing, American Marketing Association* 33 (July), 3-12

[42] Lazer and Kelly (1973) Published social marketing: perspective s and viewpoints cited in Eguruze, 2016;2017 as above.

[43] Lefebvre, R.C.; & June, F.A. (1988). Social marketing and public health prevention (portable document format). *Health education quarterly*, 15 (3), 300-301.

[44] Lockwood, J. (1996). *The Marketing jobseekers' handbook a practical guide for marketing jobseekers*. London:

[45] Maslow, A.H. (1943) A theory of human motivation. *Psychological Review*, (50), 370

[46] Maslow, A.H. (1954;1970) *Motivation and personality*. New York, Harper & Row Maslow, A.H. (1970) Motivation and personality. 2nd ed., New York, Harper & Row

[47] Max-Neef, M.; Anotion, E., and Hopenhayn (1991) Human scale development: conception, application and further reflection:

- Chapter 2: Development Human Needs, 18. New York: Apex.
- [48] Max-Neef, M.; Anotonio, E, and Hopenhayn, M, (1989) with the Cooperation of Felipe, ; Zememlman, H, ; Jatola, Jorge; and Weinstein, L., (1989) “Human scale development dialogue. A Journal of International Development Cooperation, (1), 7-80
- [49] McNeish, D., Downie A., Newman, T., Webster, A., and Brading, J., (2000) “*The participation of children and young people*. London: Lambeth, Southwark and Lewisham Health Action Zone.
- [50] McNeish, D., Newman, T., and Roberts, H. (2002) “What works for children” in involving children and young people
- [51] National population census (2015). Available at <http://www.nigeriamasterweb.com/Nigeria06CensusFigs.html>. Accessed 05/03/15
- [52] Okoko, K. (2011) *Crisis and development in the Niger Delta: selected works of Kimse Okoko* (edited by Nna, J.N. and Ibaba, S.I.). Port Harcourt: University of Port Harcourt.
- [53] Oxford dictionary (2005). Oxford: Oxford University Press
- [54] Oxford University Poverty and Human Development Initiative (OPHDI) (2010). In Alkire, S. and Foster, J. (2007). Counting and multidimensional poverty Measu res. Working Paper Series 7. Oxford University. Available from <http://www.ophi.org.uk> Accessed on 13 February 2015.
- [55] Pass, C., Lowes, B., Pendleton, A., and Chadwick, L, (1991). *Collins dictionary of business*. Glasgow : Harper Collins Publishers
- [56] Pavlov, I.P. (1927) *Conditonal reflexes*. New York: Dover Publications.
- [57] Pernia, E (2003), The pro-poor growth: strategies in Viet- Nam: what is it and how is it important?, *Economic research development policy brief* No 17, Manila: Asian Development Bank
- [58] Porter, M.E. (2008) *Michael Porter on Competition updated and expanded version*. A Harvard business review. Boston, MA: Havard Business Press.
- [59] Porter, M.E. (1990) *The competitive advantages of nations*. New York: Free Press.
- [60] Reece, I, and Walker, S(2003) *Teaching, training and learning: a practical guide* 5<sup>th</sup> ed. Sunderland: Business Education Publishers
- [61] Ricardo, D (1819) *Comparative advantages* see google available from <http://www.google.co.uk> Accessed on Thursday 24/01/13
- [62] Rowling, M (2016) To curd deaths from disasters, end poverty U.N. Chief. Available at <http://www.reuters.com/to-curb-deaths-from-disasters-end-poverty-un-chief> Accessed on Thursday 13/10/16
- [63] Saro-wiwa, K. (1995) *Genocide in Nigeria: The Ogoni tragedy*. Port Harcourt: Soros International
- [64] Sen, A. (1999). *Development as freedom*. Oxford, Oxford University Press.
- [65] Sen, A. (1982). *Poverty and famines: an essay on entitlements and deprivation*: Oxford, Clarendon Press.
- [66] Sibiri, E.A. (2015). Poverty and Child abuse: a study of the child hawker in Yenagoa City (Bayelsa State) *Niger Delta Researcher Digest* 7 (1)
- [67] Skinner, B.F.(1953) *The possibility of a science of human behaviour*. New York: Free Press.
- [68] Smith, A. (1776) *The Wealth of Nations (an inquiry into the nature and causes of the wealth of nations)*. 1974 edn., London: Harmonds worth Penguin
- [69] Social Marketing Institute (2007) What is social marketing? Available at <http://www.social-marketing.org/sm.html> First Accessed on Monday on 24.09.07
- [70] Steer, L. and Sen, K.(2010) Formal and informal institutions in a transitional economy: the case for Vietnam. *World Development* 38(11), 1603-1615.
- [71] Tamuno, N.T. (2011) *Oil wars in the Niger Delta (1849-2009)*. Ibadan: Stirling-Horden Publishers (Nig.) Ltd
- [72] Thorndike, R.M. (1997). *Measurement and evaluation in psychology and education* (6th ed.). Upper Saddle River, NJ: Prentice- Hall
- [73] Tran, Q. (2013). A study of chief executive officer (CEO) turnover in Vietnam: the link between firm performance and (CEO) turnover, PhD thesis. London School of Commerce/Cardiff Metropolitan University, London.
- [74] Urwin, R (2016) “Bill Gates has donated over \$36.7 billion – and he’s not stopping there. He tells Rosamund Urwin About the future of philanthropy, his cheeseburger diet and what to buy a billionaire for hi birthday” Evening Standard Wednesday 26 October, pp20-21
- [75] Urwin, R (2016) “British innovation is helping to make the world safer for us all” Evening Standard Wednesday 26 October, p14
- [76] Watson, J.B. (1925) *Behavioursim*. New York: People’s Institute Publishing Co.,
- [77] Wiebe, G.D. (1951) Merchandising commodities and citizenship of television. *Public Opinion Quarterly*, 15 (4), 679-691.
- [78] World Youth Report (2005) : Chapter 2: Young people in poverty: dimensions and policy implications (Part 1; youth in a global economy) ; World Youth Report.
- [79] World Bank (2015) Population ranking, population 2015 world data bank Available at <http://www.databank.worldbank.org/download/POP.pdf> Accessed on Friday 17/03/17

## AUTHOR’S PROFILE



**Dr Ebikinei Stanley Eguruze**, School of Marketing, Niger Delta University, Bayelsa State of Nigeria. His PhD research was in the area of Tackling Poverty, using Social Marketing Techniques (SMT). He is also an Adjunct Associate Professor in Marketing/PhD Supervisor at the London-based American University for Leaders (AUL). In addition, to a number of articles he has authored two books - “Tackling Poverty” (April 2016), while “Strategy for Tackling Poverty in Nigeria” (February 2017).  
Email: [seguruze@yahoo.co.uk](mailto:seguruze@yahoo.co.uk) ; Tel+44(0) 7438 320 415