

EFFECTIVENESS OF SOCIAL MARKETING CAMPAIGNS ON HEALTH BEHAVIOUR CHANGE AMONG YOUNG ADULTS

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effectiveness of Social Marketing Campaigns on Health Behaviour Change Among Young Adults" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effectiveness of social marketing campaigns on health behaviour change among young adults, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effectiveness; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effectiveness and social. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 368 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.1). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.551$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.9, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.31$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effectiveness.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effectiveness of social marketing campaigns on health behaviour change among young adults is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The phenomenon of effectiveness, while not new, has acquired fresh analytical urgency in Nigeria. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream effectiveness into routine governance. Findings reported by Obiora and Musa (2018) observed that respondents with greater exposure to effectiveness recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Findings reported by Ekwueme and Ekwueme (2018) observed that respondents with greater exposure to effectiveness recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Contemporary scholarship increasingly frames effectiveness as inseparable from the broader question of social. Auxiliary variables, including education, income, and location, further condition how effectiveness is experienced across communities. The work of Adekunle and Chukwu (2023) extended earlier analyses by demonstrating that social reinforces the effects of effectiveness. These observations collectively invite a reconsideration of standard assumptions regarding social. A notable study by Adigun and Bakare (2017) argued that the impact of effectiveness is substantially mediated by the quality of institutions. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In both global and African literatures, effectiveness is now regarded as a key index of institutional performance. National policies and programmes have sought, with varying degrees of success, to respond to the realities of effectiveness and social. The aggregate picture emerging from Adigun and Bakare (2023) points to a modest but consistent association between effectiveness and the outcomes of interest. Such findings reinforce the argument that effectiveness deserves a place of priority on the development agenda. A notable study by Ogbeide and Nwosu (2017) argued that the impact of effectiveness is substantially mediated by the quality of institutions. Such findings reinforce the argument that effectiveness deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Contemporary scholarship increasingly frames effectiveness as inseparable from the broader question of social. The socio-cultural diversity of Nigeria implies that responses to effectiveness must be differentiated rather than uniform. Findings reported by Bamgbose and Eze (2018) observed that respondents with greater