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Archives of Applied Science Research, 2014, 6 (3):6-10  
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## Social needs of people and the rebranding image of Nigeria in the face of foreign direct investment in Nigeria

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### ABSTRACT

*This research work on the social needs of people and the rebranding image of Nigeria was conducted to find out if the essential social needs of Nigerians in the light of the rebranding project in Nigeria has been met or not. The research was a survey where a five item questionnaire was issued to the population sample of 200 people show their responses on the realization of their basic needs visa vis the rebranding gospel. The Pearson Product Moment coefficient analysis was adopted in the data treatment. The result revealed that there is significant relationship between social needs of people and the rebranding gospel of Nigeria. In conclusion, the more the social needs of people are met, the higher their participation in the rebranding gospel of Nigeria. The study recommended that the government should endeavor to put in place an effective social welfare implementation department to cater for the social needs such as provision of infrastructures, good potable accommodation /housing, and road net-working that would enhance effective investment, travels and tourism.*

**Keywords:** social, need, gospel, rebranding, project, people

### INTRODUCTION

According to TaiwoEdun, (2009) [1] in the Research Journal of International Studies-issue 19 (June,2011:20)[2] Nigeria has a population of over 150 million people which translated to about one quarter of the population of the entire African Continent. Nigeria is not only the largest market in Africa, but also the eight largest market in the whole world. Apart from being the sixth largest producer of crude oil, Nigeria also has an avalanche of numerous mineral and natural resources most of which have remained untapped. In the midst of this abundance the successive image projects in Nigeria have not recorded any significant success in terms of foreign investment and tourism since they began eight years ago. In actual fact, hopelessness, despair and desperation of Nigerians have aggravated since then to make nonsense of the hues and cries about rebranding. According to Maslow (1970) [3] human needs are on the hierarchy ranging from lower order needs- physical and safety to higher order needs-belongingness, self esteem, and self actualization.

Agba, Agba, Ushie & Akwara (2009) [4] told that Nigeria still ranks among the poorest nations of the world in spite of our enormous resources. More than 70% of the population lives below the poverty line and the gap between the rich and the poor is widening daily. The lower order needs are usually more prominent and they must be satisfied before consideration is given to higher order needs. When three quarters of the citizens are still grappling with the

physical needs of food, shelter and clothing in the face of ostentatious life style of government functionaries, it will be difficult to motivate them to be patriotic.

In Article 22 of the Universal Declaration of Human Right (1959) [5] which states that, everyone, as a member of society has the right to social security and is entitled to realization through national effort and international co-operation and in accordance with the organization and resources of each state, of which the economic, social and culture rights indispensable for his dignity and the free development of his personality. In simple terms, the signatories agree that society in which a person lives should help him to develop and to make the most of all the advantages (culture, work, social welfare) which are offered to him in the country.

In December 2010, the then Minister of Water Resources, Obadiah Ando, lamented that no fewer than 70 million people in Nigeria lacked access to safe drinking water. According to United State Department report, Nigeria spent US \$2.1m on water supply and sanitation in 2009, yet the bulk of the people have no potable water to drink. A sizeable number of homes in the big cities have bore holes and the adverse effects of the hazardous smoke and fumes that emanate from generators and from drinking unpurified water? In the fore seeable future, health problems such as asthma, lung diseases and other form of cancer may ravage the Nigerian society.

Peter Eigen, the chairman of Transparency International (cited in Nworah 2006) [6] says “Corruption robs countries of their potentials...and results in major lose of public funds needed for education, health care and poverty alleviation...” Poor health care: Nigeria is one of the few countries in the world that has not eradicated polio. Cholera is busy ravaging many parts of the country during season.

Power supply in Nigeria is very erratic and this has greatly increased the costs of doing business. Manufacturers and other business men have to generate their own power, provide their own water and ensure security for their plants and installations at enormous costs (Research Journal of International Studies-issue 19 ;June, 2011:24). [2]

The railway system is completely paralyzed and the roads are in a miserable state. These conditions have forced many manufacturers in Nigeria to relocate to neighboring West African countries where the costs of doing business are much cheaper.

## MATERIALS AND METHODS

### **Purpose of the study**

The negative picture of Nigeria has so many deteriorating effects on the body politics of the country when viewed from outside the shores of Nigeria; therefore, there is a need to become more proactive, rebranding and restoring the image of the country in other that foreign investors may change their minds and opinion about Nigeria.

### **Hypothesis**

There is no significant relationship between social needs of people and the rebranding gospel in Nigeria

### **The scope of the study**

The scope of this study was delimited to address the effect of social needs on 5 selected public Institutions in Calabar Metropolis of Cross River State, Nigeria.

The parastatals were:

1. Power Holding Company of Nigeria.
2. Cross River State Water Board Ltd.
3. Cross River State Internal Revenue Service.
4. Industrial Training Fund and
5. Cross River State Civil Service Commission.

The scope of the study was delimited to addressing Nigeria’s lack of provision of basic social needs to her citizens in the face of a number of image laundering projects embarked upon by the Government in the last 8 years and why it has not achieved the desired results.

**Theoretical framework**

This section provides a conceptualization of research based on the theory review in order to come up with a frame of references showing how the correlation between Nigeria image and its rebranding processes, has helped in meeting the basic social needs of Nigerians to the internal community.

Wally, Olins (2002) [7] in his paper “Branding the nation”, the historical perspectives warned countries of the risk of ignoring nation branding and predict that country branding will become normal practice in the future. According to him, the lack of interest and believes in a country branding by some is a mere semantics. Nilsson (2000) [8] writes that, “A brand is just a symbol with tremendous potentials, and that this symbol can be expressed in many different ways”. Nworah(2005) [9] sees branding as the marketing and management process that gives a product or organization a unique identity and image such that it is easily and positively identifiable and distinct from other competitors. Branding therefore is about highlighting one’s unique selling point (USP) in a way that it will be difficult to ignore by the prospective customer. In the case of a country branding such unique selling point must be enduring and must be supported by an enabling political, social and economic environment.

Chris Ngwodo (2006) submitted in his paper the task of rebranding Nigeria, that most of the changes has to be internal at first, entailing a shift in the cultural and ethical reorientation of society. A new Nigeria will first of all have new ethics, philosophy and an attitude that will get us believing in ourselves once again.

According to the former Inspector General of police (IGP) Mike Okiro, “There is no way you can rebrand Nigeria effectively and successfully without rebranding sections that make up Nigeria, the various organizations, units, ministries, parastatals and the individuals beginning with the Nigeria police.

**Research Design**

Importantly, this research was concerned with the method that was used for data collection, organization and analyses. This research was however a combination of two approaches namely descriptive and inferential research methods. It is descriptive because certain facts were obtained from the primary and secondary sources which were described on the basis of inferences and results made from analysis. Policy recommendations were proffered by the nature of the research and the data gathered, tables and summary calculations were used in some cases to facilitate the analysis. In planning this research, the researchers made use of two principles sources of data gathering which are primary and secondary sources.

**Sample size**

Sample size used for the study comprised of 200 respondents in the five parastatals listed below.

**Table 1 Sample distribution of cluster and gender**  
Parastatals/cluster sampled

| S / No                            | Male       | Female    | Total | (%)    |
|-----------------------------------|------------|-----------|-------|--------|
| Internal Revenue Service          | 35         | 25        | 60    | 0.00   |
| Industrial Training Fund (ITF)    | 8          | 7         | 15    | 7.50   |
| Power Holding Co.(PHCN)           | 30         | 10        | 40    | 20.00  |
| Civil service Comm. (Main office) | 12         | 8         | 20    | 10.00  |
| CRS Water Board                   | 30         | 3         | 65    | 32.50  |
| Total                             | 115(57.5%) | 85(42.5%) | 200   | 100.00 |

*Source: fieldsurvey2014*

**Procedure for Data Collection**

The questionnaire was administered to workers in their various places of work by the researchers with the aid of some research assistants. The instrument was completed and retrieved by the administrators immediately after completion.

**Method of data collection**

The researchers collected the data and organized them according to the questions formulated for the study. The generated data were then subjected to statistical analysis procedures.

**Hypothesis**

There is no significant relationship between social needs of people and the rebranding gospel in Nigeria.

The dependent variable(y) in this hypothesis was the rebranding gospel, while the independent variable(x) was social needs of the people. To test this hypothesis, data for the independent variable was summarized into means ( $\bar{x}$ ), standard deviations (SD) sum ( $x^2 y^2$ ) and sums of products (xy).

The summarized data was then subjected to analyzing using Pearson product moment correlation statistics. The result of the analysis is represented on Table 2.

**Table 2 Pearson product moment coefficient (r) analysis for the relationship between social needs and the rebranding gospel by Nigeria N=200**

| Variable             | X      | SD    | $\sum x \sum y$ | $\sum x^2 \sum y^2$ | $\sum xy$ | df  | r-cal | p-val |
|----------------------|--------|-------|-----------------|---------------------|-----------|-----|-------|-------|
| Social needs (x)     | 13.624 | 3.100 | 27.25           | 15194               |           |     |       |       |
|                      |        |       |                 |                     | 5624      | 198 | 0.684 | 0.000 |
| Rebranding Gospel(y) | 14.326 | 3.141 | 2865.20         | 16146               |           |     |       |       |

*Result significant at  $p < 0.05, df = 198, crit-r = 0.195(2-tailed)$ ; Source: Field survey 2014*

**Discussion of findings**

The statistical analysis of hypothesis of this study has exposed us to the understanding that there is significant relationship between social needs of people and the rebranding gospel of Nigeria. The more the social needs of the people are met, the higher their participation in the rebranding gospel of Nigeria. That is, when people’s social needs are met, they would be happier and would do all that is required to rebrand Nigeria as a new nation, with a new crop of people/citizens who are ready to change from the old negative ways of doing things and imbibe new ethical values and traditions that would convince visitors/aliens to belief in us, rally around us and then invest in the country with confidence that their investment would yield dividends

**Summary of the study**

This study was conducted to determine the effect of social needs on gospel image of the rebranding Nigeria among Nigerians. To give the study a focus, one research hypothesis was posed based on the identified major independent variable of social needs of people and external/foreign influences.

This research hypothesis was transformed into a null hypothesis, which then directed the entire study. It was therefore recommended among others that to truly corrected the negative image of Nigeria as a nation, the federal government should embrace projects aimed at laundering the image of the country by dealing with brand eroders, including insecurity, corruption, poverty, illiteracy and smeared electoral processes among others.

**Conclusion of the study**

Based on the statistical analysis of the null hypothesis formulated for the study, the following conclusions (which could be regarded as an addition to knowledge bank) were made

There is significant relationship between social needs of people and the rebranding Nigeria gospel. The more the social needs of the people are met or satisfied, the higher people will embrace and embark on the rebranding Nigeria campaign.

**Recommendation**

Based on the statistical revelations of the null hypothesis that guided the study, as well as the conclusion of the study, the following recommendations were made:

On the issue of significant relationship between social needs and the rebranding image, the government should endeavor to put in place an effective social welfare implementation department to cater for the social needs such as provision of infrastructure, good and portable accommodation/ housing, and road net-working that would enhance effective investment, travel and tourism.

**Suggestion**

This same research topic and other issue could further be researched into but involving a wider research area (like senatorial districts, or a whole state) with a larger population and representative sample for a better generalization of results and findings.

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