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SOCIAL MARKETING: A PANACEA TO REBRANDING NIGERIA'S CORPORATE IMAGE

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ABSTRACT

This study covered the potentials of Facebook and Twitter as social marketing channels for effective rebranding of Nigeria's corporate image. Aimed at determining the relationship between Facebook and rebranding Nigeria's image and, the relationship between Twitter and rebranding Nigeria's image, the population of study were graduate citizens from five states in South-eastern Nigeria. Sample size of 382 was determined using Freund and William's method. 5-points Likert questionnaire was used in collecting data. Out of the 382 copies distributed through research assistants, 370 were returned. Data collected were arranged in frequency tables and hypotheses tested with Pearson's product-moment correlation coefficient. The results revealed a significant positive relationship between Facebook and rebranding Nigeria's corporate image. Similarly, it showed that there is a significant positive relationship between Twitter and rebranding Nigeria's corporate image. It was then concluded that both Facebook and Twitter as social marketing tools have the capability of repositioning the image of Nigeria on the national and global stage as good people and great nation. Recommendation therefore is that both state and federal government in Nigeria should create a strategic and special Facebook page and Twitter account to open crucial dialogue with the citizens of this country on how best to move Nigeria forward, polish her image and expunging her name from the record of Transparency International (TI) as one of the most corrupt nations in the world.

Keywords: Social marketing, facebook, twitter, rebranding Nigeria, corporate image, media richness theory

1.0 INTRODUCTION

Today, Nigeria and her citizens have been portrayed by both national and international media as a pariah state and corrupt people due to what we do, think or say about ourselves. The bad image both at home and abroad largely emanate from the misdemeanor of our leaders much as some of our youths have not been good ambassadors outside the shores of this country (Anuforo & Obikeze, 2012). Nigeria had a good image dating back to the pre-colonial era (Aboluwodi, 2014), and image crisis in Nigeria came as a result of the rejection of the moral

values bequeathed to us by our founding fathers like Dr. Nnamdi Azikiwe, Sir Ahmadu Bello, Chief Obafemi Awolowo, etc. Those values have lost their importance leading to loss of ethics in social relations in Nigeria. Such values included contentment, respect for constituted authority, humility, hard work, and selflessness. With rejection of those values by Nigerians, greed, selfishness and over accumulation of personal wealth inevitably led to fraudulent and corrupt practices in all sectors which consequently degenerated Nigeria's image both at home and abroad. Corruption had taken its toll on the socio-economic development of Nigeria as a sovereign nation; this is the focal point of Nigeria's deleterious image abroad. Nigerians are perceived as evil and as such, many of innocent Nigerians are denied visas, some get arrested indiscriminately at airports, some are deported without any proven criminality just because of the wrong and stereotypic perception that Nigerians are bad people (Amadi, 2017).

Certain programmes have been initiated in a bid to rebrand Nigeria even before the former Minister of Information, Professor Dora Akunyili came on board with the rebranding Nigeria project in 2008 which could not cleanse the dirt off Nigeria's image. War Against Indiscipline (WAI) by the Muhammad Buhari/Idiagbo's administration in 1984, Ethical Revolution, Mass Mobilization for Self Reliance, Social Justice and Economic Recovery (MAMSER) by Ibrahim Babangida's regime in 1987 and Heart of Africa (HOA) by Olusegun Obasanjo's administration in 2004, failed because the tempo of those rallies, consultations and mobilizations, TV and radio jingles, articles in newspapers and magazines and other communications could not be sustained (Aboluwodi, 2014).

To the international community, Nigeria's image has nothing to write home about (Afolabi & Oyero, 2017) because of high level of corruption in every sector of the Nigerian economy: politics, education, religion, commerce and industry, etc. Nigerians engage in obnoxious and unlawful acts such as drug abuse and drug trafficking, kidnapping, terrorism, occultism, pogrom, advance fee fraud (419 and Yahoo Boys business), armed robbery, vandalization of oil pipelines and power installations, human trafficking and baby factory business, drunk-driving, cultism, rape, bribery and corruption in both low and high places, etc. Social marketing adopts marketing concepts to wage war against the behaviour of private and corporate persons

towards changing it to accepting a better, moral and standard way of behaviour as against unscrupulous behavior (Okolo, Nebo, Obikeze, Anuforo & Nwankwo 2015). In their study, it was revealed that the use of social marketing campaign will be effective in resolving Boko Haram crisis in Nigeria. Social marketing includes the creation and implementation of programmes seeking to increase the acceptability of a social idea, cause, or practice within targeted groups (Kotler and Armstrong, 2012). Social marketing is strategic marketing weapon for transforming, changing and translating individual and group attitudes, perception and preferences from latitude of acceptance to latitude of rejection of a negatively perceived behaviour.

Social marketing uses both traditional media such as TV, radio, billboard, newspaper and magazine, and the social media to communicate with its target audience. Some of the social media networks include Facebook, Twitter, WhatsApp, Youtube, Pinterest, LinkedIn, Instagram, Google+, Tumblr and Ozone (Ghoshal, 2019; Icha & Agwu, 2016; Akar & Madikyan, 2014). The social media unlike the traditional media, is characterized by the cheapness, targeting specific audience, fastness, wider reach and interactiveness (Okolo, Obikeze, Mmamel, Nmere, Nduka, & Oranusi, 2018; Okolo et al., 2018b). On the cost effectiveness of the social media, Iblasi, Bader and Al-Qreini (2016) pointed out that Facebook and Twitter advertisements are cheap relatively. This study adopted the use of Facebook and Twitter as major social media networks. Social media is chosen over the traditional media consequent upon their capability as online platforms to allow individuals and groups to communicate their messages and experiences to various target audiences via text, photo, audio and video (Akar & Mardikyan, 2014). Optimistically, the social media presents a robust platform to transmit messages leading to the rebranding Nigeria project owing to the fact that a huge number of Nigerian youths and other citizens have keyed into these platforms to actualize their communication engagements (Icha & Agwu, 2016).

The world media have negative reportage about Nigeria due to all-dimension corruption, and the need to rebrand Nigeria had arisen since, yet, nothing seem to have changed for better. Fortunately, the application of social marketing techniques through the use of Facebook and Twitter is imperative in conveying to the masses on the need to change these ugly attitude and trend so that a better image of Nigeria would be projected before the

international community. However, no study had been conducted on the use of Facebook and Twitter with focus on rebranding the corporate image of nation. It is on this backdrop that this study investigated the potentials of Facebook and Twitter as social marketing tools for effective rebranding of Nigeria's corporate image. The effect of radio and TV as social marketing tools is highly effective (Afolabi & Oyero, 2017).

LITERATURE REVIEW

A brand according to Kotler & Keller (2006), is anything that companies use to differentiate their product (goods or services) from competitors. It is a symbol, name, term, sign, design, or a combination of them which a marketer uses to differentiate his goods and services from other competing ones in the market (Kotler, Armstrong & Opresnik, 2018). Nigeria, Ghana, USA, Russia, India and Brazil on one hand, Coca Cola, Star, MTN, Toyota, Volkswagen, Mercedes, Mr Bigg's, British Airways, FIFA, University of Nigeria, Harvard University, President Obama, Marriott, PDP, APC, etcetera on the other hand are brand prototypes. Branding is the process of naming a commodity and service, granting the power of attorney of a brand to products and services (Okolo, Ugonna, Obikeze, Anuforo, Mamman & Enyi, 2015). It helps consumers in identifying competing goods and services and therefore aids them in making rational choices (Ijewere & Imhanlahimi, 2010). Therefore, rebranding becomes the modification, innovating, renaming and total repackaging of a product (goods, services, persons, ideas, places, etc) to reposition them in the minds of the potential and loyal consumers or outside public. This is re-lunching of low performing product in the market.

Nigeria's long military dictatorship was a major factor that downplayed on her image abroad as a result of the high level of looting and pillage of national treasury in the past. Nonetheless, lots of social vices such as drug trafficking, kidnapping, prostitution, armed robbery, smuggling, sale of fake and adulterated drugs and other consumer products, Boko Haram terrorism, banditry, Fulani herdsmen terrorism, rape, human trafficking, advance fee fraud; popularly known as "419," internet scammers, internet hackers and fraudsters called "Yahoo Boys," bribery and corruption, etc also contributed immensely to image disaster which still ravages Nigeria. There is really an urgent need to reposition the image of Nigeria from bad to good so that a

Nigerian at home or abroad could be seen as a scrupulous person. Rebranding is a systematic, planned and sustained effort towards establishing and sustaining good image and reputation of all Nigerians so that none will be perceived as corrupt.

Study by Ijewere & Imhanlahimi, (2010) and Okolo et al (2015) showed that Nigeria is presumed to be one of the most corrupt nations in the world and that effort towards rebranding Nigeria in the past have been very futile. They recommended that the federal government have to tackle corruption, money laundering, human and drug trafficking, guarantee security of lives and properties, develop its infrastructure, eschew from human right abuse, develop her tourism sector and encourage national and international investment. Above named researchers observed that Nigeria is ranked 9th amongst 192 countries in the global corruption index. To them, corruption robs countries of their potential - a daunting obstacles to sustainable development, and resulting in major loss of public funds needed for education, health care and poverty alleviation especially in developing countries like Nigeria. With the realization of Vision 20: 2020 (Olaoye, 2013) in Nigeria, many countries would have been overtaken by Nigeria in the Human Development Index (HDI) ranking in which Nigeria ranks 158th. Vision 20: 2020 is expected to spur Nigeria into being among the 20 most developed economy in the world. And achieving this feat is one of the major aspects of rebranding the image of Nigeria (Aleyomi, 2017).

Social Marketing (SM) Concept

Social marketing has been noted to transcend many boarders; from adopting the same marketing principles and practices used to offer products (goods and services) to the public, to the marketing ideas, values, attitudes and behaviours (Alakali, Alu, Tarnong & Ogbu, 2013). As a marketing strategy, social marketing addresses product benefits. It is the adoption of commercial marketing technologies to programmes designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of the society of which they are part of. This means that SM is very relevant in trying to weave and sway the attitude of the target audience towards the adoption of certain idea, norm, value and lifestyle that is compelling and enduring and seeks to address people's doubts by transforming their state of mind to believe or accept a social cause. It is aimed at influencing the attitude and behaviour of the target audience to brace a social change that will be beneficial to the individual's personal

and social welfare and guide him/her towards delivering required virtue and value in the society. Simply put, its credo is attitudinal change - positive change in behaviour that fosters the acceptability of a social idea through the application of marketing principles and approaches. Lefebvre (2011) believed SM as encouraging and enforcing a change in attitude by a consumer out of his or her own volition.

Kotler, Armstrong & Opresnik (2018) submitted that social marketing (SM) is an extension of social course marketing which aims at reducing people's intention to embark on social vices such as prostitution, child trafficking, sexual harassment/rape, drug abuse/trafficking, smoking, alcoholism, armed robbery, corruption of all sorts, terrorism, child labour, child soldier and slave trade. Addition to these vices are advance fee fraud (419), money laundering, kidnapping, ritual killing, banditry, herdsmanism, etcetera. SM have impacted colossally on the marketing programmes of many industries - small scale and giant corporations the world over (Alakali, Alu, Tarnong & Ogbu 2013) and have existed for more than past four decades as a creative and efficacious dimension to social change. It is still an evolving phenomenon in Nigeria and other African countries (Obikeze, 2012). Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research. Mayasari (2012) in a nutshell argued that SM emphasizes a change of behaviour by both final consumers as individuals and other larger stakeholder groups. SM is unequivocally the actualization of a firm's social objectives not really for profit through the application of commercial marketing strategies in communicating health services and products (Brisibe, Ordinioha & Gbeneol, 2015).

Social marketing (SM), according to Anuforo & Obikeze (2012), is actualization of social goals through the application of commercial marketing strategies. It is for the achievement of a socially desirable goal; not for profit or other organizational benefits, but rather for the social welfare of consumers through the deployment of marketing strategies and tactics. This emphasis on social welfare differentiates SM from other aspects of marketing. In other words, SM is unique from other marketing approaches because of its interest in changing behaviour. For Brisibe, Ordinioha & Gbeneol (2015), it is formally defined as the application of commercial marketing technologies in the analysis, planning, execution and evaluation of programs, and products designed to influence

the voluntary behaviour of target audience, in order to improve their personal welfare and that of the society.

Izogo and Anumudu (2013) collaborated this view when they stated that social marketing had been used to encourage social behavioural changes in Nigeria with such social campaign such as "rebranding Nigeria" by former and diseased Minister of Information, Professor Dora Akunyeli, public health campaign against smoking, family planning, drug abuse, campaign against HIV/AIDS, kidnapping, immunization campaign, terrorism, etc. In a bid to enforce and instill better attitude and behaviour on Nigerians, such agencies like Economic and Financial Crime Commission (EFCC), National Drug Law Enforcement Agencies (NDLEA), National Agency for Food and Drug Administration and Control (NAFDAC), Federal Environmental Protection Agency (FEPA), Consumer protection Council (CPC) now Federal Competition and Consumer Protection Commission (FCCPC), Independent and Corrupt Practices Commission (ICPC), etcetrera were established. With one-to-one communications and community-based initiatives, SM leads to change in behaviour through circumventing hindrances to change (Amanda, 2010). She submitted that through the adoption of behavioural change techniques, the community-based SM groups preached for a robust program aimed at removing change hurdles.

Social Marketing Channels/Tools

Social marketing (SM) channels which users choose for their strategies really depend on the target audience and goal set to be accomplished. The options available on social marketing platforms include facebook, instagram, youtube, linkedln, printerest, twitter, tumblr, snapchat, tiktok, flickr, vimeo, skype, reedit, slide share, yelp, nextdoor, quora, xing, whatsapp, wechat, viber, foursquare, scribd, meetup, mix, deviantart, sound cloud, revelry, goodreads, behance, bloglovin, bizsugar, best to mention a few of the ubiquitous tools being launched everyday. Hunt, Lin & Atkin (2014) hinted that there are social media channels like facebook and twitter with the reach to nearly half of the earth's population. Marketing managers, office executives, students and almost everybody are currently adopting the usage of social networks, spending much more time with online communications than with any other channel (Abu-Shanab, 2015).

Facebook

With more than 2.7 billion users worldwide, Facebook is a must when it comes to social marketing channels (Tzavara, Clarke & Misopoulos (2019). The interactive nature of the social media such as the Facebook and Twitter and WhatsApp have made communications purely interactive (Xhema, 2019). Indeed, the social media has become the mainstream media (Zubiaga, Spina, Martinez & Fresno, 2013) overtaking the traditional media channels like the radio and TV. In line with this assertion, Atefeh and Khreich (2013) opined that it has tremendously influenced our social existence. The social media is according to the media richness theory propounded by Richard L. Draft and Robert H. Lengel in 1986 (Eja, Inah, Ushie, & Itu, 2020; Liu, Liao & Pratt, 2009) is the third richest media after face to face communication and telephone conversation (Ishii, Lyons & Carr, 2019). The Facebook which is a typical and pathfinder social media has replaced face to face oral communication as well as telephone calls owing to its ability to reach billions of users in seconds and at a very cheap rate. In other words, the Facebook 'viralism' has made it possible for billions of people to form virtual and sustainable community platforms (Alghamdi, Mackay & Lawson, 2013) which allow them to communicate effectively and efficiently. Contrarily, the fact remains that reaching millions of people via radio or television would have cost several governments millions and billions of dollars in execute a communication campaign. Interestingly, about 2.5 billion people using the internet have already adopted the use of the social media in 2013 (Hayta, 2013). Facebook is the most popular social media having more than 1.28 billion users (Altinay, Gucer & Bag, 2017; Hu, Kim, Siwek & Wilder, 2017; Chheda, 2014). In line with this position, Ho (2014) pointed that Facebook as at 2013 has got 751 monthly active users. Balan (2014) supported this view on Facebook popularity in Romania: people between the ages of 15-55 use Facebook more than any other social media network in the last six months. Similarly, Barnes (2015) explained that among the millennials, the Facebook is more popular than the Twitter and Pinterest having recorded one billion users above them. In the destination marketing, the Facebook was recorded as being more effective than other social media (Altinay et al., 2017).

Facebook allows individuals and businesses to connect with as many people and associates as possible better than they could be reached through phone calls, formal letter writing and emails (Edosomwan, Prakasan, Kouame,

Watson & Seymour, 2011; Ghoshal (2019). It gives organizations the comfort and convenience of acquiring new customers and retaining older ones (Basilisco & Cha, 2015). Study conducted by Ho (2014) revealed that brand trust and community identification have been strongly impacted by Facebook messages. This means that Facebook influences the attitude and behaviour of consumers as members of the larger society (Tzavara, Clarke & Misopoulos, 2019), in fact, the evolution of Faebook is believed to have widened the marketing opportunities of firms (Reto, Rauschnabel & Hinsch, 2016; Tzavara et al., 2019). Public health institutions encourage attitudinal change through Facebook and its efficacy have yielded tremendous results (Adewuyi & Adefemi, 2016). Whatever the marketer intends to communicate, Facebook can influence attitudinal change as consumers have the capability to make their purchase decisions and encourage their friends to do so through word-of-mouth – referrals which re very contagious and venomous (Duffet, 2015; Ur-Rehman, Llyas, Nawaz & Hyder, 2014).

Further, Facebook as a very powerful social media allows people the freedom to see and make logical comments concerning other people's posts without prior invitation or interaction from them (Abbas, Aman, Nurunnabi & Bano, 2019). In essence, individuals and groups distribute to showcase their videos, articles, comments, photographs and recordings online using Facebook notwithstanding its disadvantages such as hacking of people's credentials (identity theft), sexual abuse, blackmailing resulting in suicide, financial fraud, etc in many different countries in the world (Abhijit, 2017). However, Facebook and Instagram had earlier on January 7, 2021 banned President D. Trump on the same matter (Fung, 2021). In contrast with this, the Ugandan president Yovere Museveni have on Tuesday January 12, 2021 banned all social media in Uganda after accusing Facebook for supporting opposition in the upcoming presidential election (Lapin, 2021). This study therefore hypothesizes on the capability of Facebook to initiate positive behavioural change of Nigerians towards rebranding Nigeria's corporate image.

Twitter

Twitter is a microblogging social media platform that allows users to post short messages, photos links, etc and it is the most popular and fastest growing social media network presently (Atefeh & Khreich, 2013). Tang and Hew (2016) found in their research that students' attitude toward using Twitter in

class was positive. The politicians, journalists, the media, citizens and businesses use Twitter as a social platform for conveying their ideas and attitudes (Guerrero-Sole, 2018). Underscoring this assertion, Soedarsono, Mohamed, Akanmu and Khoirunnisa (2020) explained that politicians have adopted Twitter as a viable platform to sell their political ideology to the electorates in order to win elections. The general elections in Spain in December, 2015 and June, 2016 showcased the effectiveness of using Twitter messages to change people's attitude within the shortest period of time. Although President Donald Trump immensely adopted Twitter in winning the 2016 US presidential election, his Twitter account on January 8, 2021 have unfortunately been permanently suspended for using Twitter to incite violence in Washington DC; US Capitol Hill on January 6, 2021 (Fung, 2021). Even the present Nigerian president had in 2021 blocked/banned the use of Twitter social platform in the country. Interestingly, seventy eight percent of companies in Fortune 500 are very active with Twitter (Gong, Zhang, Zhao & Jiang, 2017).

With Twitter as a social media network there have been a paradigm shift in the way individuals and groups communicate and do business, firms are consequently finding it bizarre to understand people's culture and lifestyle (Xhema, 2019). It's spectrum of communication is highly personable, interactive allowing consumer complaint and feedback (Iblasi et al., 2016) that may warrant a company to make necessary adjustment in it product development and services production process. Atefeh and Khreich (2013) stated that it provides timely and relevant information about events requiring personal perspectives on issues of public domain. The two fundamental features of Twitter according to Zubiaga et al. (2013) are that tweets which are short messages not exceeding 140 characters aids the creation and sharing of quick and timely messages; while also allowing those messages to go viral within a few seconds to a substantial number of audiences who have Twitter account. Twitter boasts 650 million active registered users, allowing users to communicate messages via tweets and the chance to post and read tweets which are short messages (Williams et al., 2013; Alhabash & Ma, 2017; Barnes, 2015; Wikipedia, 2021). Marketing and political activities can be improved via Twitter messages and can be adopted to improve critical thinking and communication development (Ghoshal, 2019; Okolo et al., 2017). A study by Alhabash and Ma (2017) concluded that in 2013, Twitter was used by

one-third of online young adults between the ages of 18 and 29 years compared to 37% in 2014 and 32% in 2015.

Some extant researchers viewed Twitter as a speedy means of communication, very robust in obtaining real-time information and making breaking news available to its loyal audience (Zubiaga et al., 2013; Domizi, 2013; Amer-Yahia et al. 2012). Twitter is increasingly being adopted to advertise and recommend products, services, brands, as well as used to build and restore company image and reputations, make referrals, offer customer feedback in relation to customer satisfaction or dissatisfaction with products (goods and services) and recover services by responding to customer complaints, to win competitive advantage and make informed decision on customers' contribution regarding product development (Farzindar 2012). Excitedly, Twitter gives users ample opportunity to connect and offer one another relevant news about products and brands (Read, Robertson, McQuilken & Ferdous, 2019; Islam & Rahman, 2017). US fast food giant, Wendy was noted to have an "A" presence on Twitter which it engaged her customer at all time Elmas (2018). Hence the capability of sharing one-to-one messages to a specific individual makes it possible for Twitter to influence the attitude of individuals to adopt a social change.

Obviously, those who communicate via Twitter influence each other as they discuss and share their views on issues on public agenda. On the issue with corruption in every spectrum of the Nigerian society involving government leadership and officers, religious leaders, the academia, financial institutions, security agencies and agents, etc, every Nigerian connected via Twitter can make his/her contributions on the negative impact and ways of suppressing it. Examples can be cited about those who are honest and how their honesty paid off handsomely. Thus, when word-of-mouth about good behaviour about an individual or corporate body is shared amongst members of Twitter communities, the "virality" will go a long way to changing people's attitude towards corruption. Twitter provides a credible word-of-mouth (Ghoshal, 2019; Bulearca & Bulearca, 2010) that can instigate a wave of social change for the rebranding Nigeria project like End SARS. Study by Read et al (2019) revealed that Twitter has been significantly and positively influenced by brand intimacy and brand customer service. So, this study hypothesizes that there exists a relationship between Twitter

messages as social marketing tool and rebranding Nigeria's corporate image.

Nigeria's Corporate Image

Advance English dictionary describes image as an iconic mental or visible representation, standard set of values and general impression that a product (person, organization, nation, etc) present to the public. It is a cumulative perception and impression of people about a product: goods, service, idea, and an organization (Obeta & Onah, 2013). Similarly, an image represents a medley of impression, feeling, beliefs, attitude and behaviour of an individual or group of people concerning the offering of an organization or institution. Corporate image is the manner in which a corporation or an entity presents itself to the public and it is typically visualized by branding. A company's corporate image is the impression an organization has in the minds of its various stakeholders. It is the perception an individual or a group of people or an organization possess about a country, community, company and other organizations including nonprofit organizations (Anuforo & Obikeze, 2012). Metaphorically, Nigeria's corporate image is despicable and deleterious as Nigerian men and women especially the youth have got a very bad image both at home and abroad as a result of their engagement in the illicit activities and social vices such as child, drug and human trafficking; cultism; kidnapping; advanced fee fraud (419); vandalization of oil pipelines and power installations; and other acts of felony (Otugo, Uzuegbunam & Obikeze, 2015). Nnabuko, Nwaizugbo & Odigbo (2013) specifically dealt with drug trafficking as one of the major social menaces destroying the image of Nigerians.

Types of Image: Image typology covers current image, mirror image, multiple image, stereotypic image, wish image, spacial image, temporal image and personal image (Nadeau, Helop, O'Reilly &Luk, 2008; okolo et al, 2015; Ijewere & Imhanlahimi, 2010). **Current Image** is the immediate, present, and the "now" perception of the organization by its various stakeholders. It can be called as it is now image or the status quo image. It is the true external image. It means what the organization judiciously represents in the public. Is it a socially viable, credible and responsible candidate? Is it a corporate citizen? Does it pay taxes to the government? Or is the organization a fraud? Does the organization shortchange the members of the public in the course of doing business? Does it manufacture fake, adulterated and substandard products? These are all unethical business practices when they fail to do it right. This current image of an

organization is a vote of confidence passed on the organization for being a good corporate entity, but if on the contrary the organization is perceived to be socially irresponsible, then, the public will pass a vote of no confidence on it. This judicious move by the public ensues from its knowledge, experience and one-on-one contact with the organization. **Mirror Image** is a deceptive and wrong perception about an organization from the offing. Management is deceived in their minds that the public perceive them in positive and profitable light. But this is not true at all. The organization performs little or no research and embarks on a two-way asymmetrical means of communication. A feedback is desired from the public but they are not sagaciously utilized by the organization to project a high trajectory in their business endeavor. This leads to negative publicity for the organization as it is an incorrect management views of how the outsiders see them.

Multiple Image is simply varied and wrong impressions the publics bear on the organization. Nwosu (1996) called it balkanized impression. The organization's stakeholders instead of having a single good or bad impression and perception about the organization; would rather have different and divergent stories about it. That is, public A is saying one thing about the organization, while public B is saying another thing all together. This is very appalling as the organization finds it very difficult to wriggle itself out of a bad situation when it erupts. In their research work, Obeta and Onah (2013) referred to the multiplicity of images that Nigeria depicts to different people. They narrate that Nigeria's image in the minds of her international audience is highly regrettable.

Stereotypic Image represent a misunderstanding, misrepresentation, and misimpression which members of the public use to pass judgment on the organization because of ignorance about the operations of the organization. They may offer prejudgments on the organization based on how other similar organizations treated them without knowing that two similar organizations can never metaphorically be the same. The publics may say "we know this type of organization for this, for that …" and it may all be wrong. **Wish Image** showcase a genuine company striving to succeed and survive will cherish to be a leader in the market instead of being a follower. It is often said that if wishes were horses, beggars would ride. Organizations need to assiduously strive to package superior values to their customers to be seen as a solution provider.

They have to embark on diligent business and marketing practices to overtake other competing companies. The above represent organizational image typology.

Individual image levels Nwosu (1996) highlighted are the spacial, temporal and personal. **Special Image** guarantees individuals self-esteem that he belongs in an environment or community where an organization is located. The individual wants to be recognized as one of those who in one way or the other influence the organization personally. He may even work for the organization or help in taking critical decisions that could change the life of the organization for better or for worse. The individual wants to perceive himself as part and parcel of the organization's existence. **Temporal Image** relates with time. It has to do with the individual's perception of the past, present and future relationship with the organizations. How had the organization impacted on his life before, now and in the near future, favorable or unfavorable? If the individual can tell good stories about the organization's past, current and also can make astute projection about what the future holds for him in the life of the organization, then the organization will be seen as a cherished one. But if on the contrary, the story will definitely be different and negative with its attendant liabilities. **Personal Image** concerns how the individual fits in with other members of the public influencing the organization's behaviour. The individual would want to be seen to be a good team player. He creates, maintains and sustains good rapport and camaraderie with other stakeholders in order to move the organization and the entire society forward.

Media Richness Theory

Media richness was propounded in 1986 by Daft and Lengel (Eja, Inah, Ushie, & Itu, 2020). Media richness is defined as the power of the media to process effective and credible information (Lan, Hung & Hsu, 2011). This theory expresses that the acceptance of the media as a conduit for communication is a function of the relationship between the uses and gratification which the individual enjoys, based on the media's ability to transform the individual's line of thought and the character of the media itself (Brunelle, 2010). It assumes the capability of the media to portray and X-ray communication cues and symbols such as body languages, voice inflections and graphic symbols in a way that messages conveyed to individuals and groups become highly interactive through feedback (Lee & Lee,

2020). For them, the adoption of richer media is more effective for increasing job performance in an organization with regards to higher task equivocality, than the leaner media that is more effective in boosting job performance in an organization when task equivocality is low. The theory portrays the degree to which media richness enhances the user understanding, concentration, believability and trust. The power of the media to convey multiple cues, transport variety of language, focus on target audience, and generate feedback are the major criteria that depict the richness of the media (Lan et al., 2011). Thus, websites, e-mail, voice messaging, telephone, and face to face are ranked on the continuum based on their leanest and richest (Brunelle, 2010).

Media richness theory projects the media that expunges doubt in all business environments (Lui, Liao & Pratt, 2009). While under the condition of certainty and unequivocality, the lean media communicated effectively; the richer media does same under equivocal and uncertain situations (Liu et al., 2009). Eja et al (2020) showcased how the media richness theory was adopted in X-raying the impact of media communications on the performance of hotels in Port-Harcourt. Facebook and Twitter as social media tools have the capacity of transmitting believable messages to Nigerians and other countries in the world about the changed image of Nigerians. This is reposed on the feedback process, high interactivity, personal, immediate, cost effective, and wider reach; and its ability to transmit information via text, photo, audio and video (Okolo et al., 2018). Most Nigerian youths have adopted the use of Facebook and Twitter as a very rich media (Idowu, Oladejo, Balogun & Sarumi, 2019; Uzuegbunam, 2015). This study therefore assessed facebook and twitter as social marketing tools and Nigeria's image as Nigerians mostly youths will be eager to engage the government on their Facebook page and Twitter account on how best to combat corruption at all levels in order to restore Nigeria's corporate image.

3.0 METHODOLOGY

Descriptive survey method was used with structured questionnaires to generate primary data. The scope covered potentials of Facebook and Twitter as social marketing tools for effective rebranding of Nigeria's corporate image. Graduate citizens in South-Eastern Nigeria constituted the population of the study, and Enugu, Anambra, Abia, Ebonyi and Imo states were selected with convenience sampling technique. Face and content validity of research instrument were used to ensure the

validity of the instrument by giving questionnaires to marketing and management experts who vetted it so that the instrument can measure the constructs accurately. The reliability of the study is 0.874 determined using Cronbach's alpha. The sample size was 384 determined using Freund and William's method of determining an unknown population. Thus, from the 384, 380 were correctly filled and validated. Analysis of data was done using Pearson's product-moment correlation coefficient with the aid of statistical package for social sciences (SPSS) software version 22.

4.0 RESULTS AND DISCUSSION

Data gathered from field study were arranged in frequency tables and analyzed with descriptive statistics to provide answers to the research questions. The corresponding hypotheses were tested with Pearson's product moment correlation coefficient and simple linear regression at 0.05 alpha levels.

Table 1. Responses on the relationship between Facebook and rebranding Nigeria's corporate image.

S/ No	Questionnaire Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	Facebook serves as an effective means of communicating Nigeria's corporate image	178	176	11	10	05	380
2	Facebook can help to establish corporate communications and mutual relationships between government and citizens towards enhancing repositioning Nigeria' image	170	178	19	08	05	380
3	The use of Facebook can aid faster 24/7 communication among friends on rebranding Nigeria's corporate image	176	163	21	10	10	380
4	Facebook can make rebranding Nigeria's corporate image discussion more interesting and interactive as texts, photos, audios and videos can be used among discussants	179	165	18	11	07	380
5	In ones comfort zone, Facebook can be used to conveniently promote the rebranding Nigeria's corporate image project	183	159	23	11	04	380

6	Using Facebook to share ideas and opinions about rebranding Nigeria's corporate image is cheap and carries all stakeholders along	185	160	20	08	07	380
TOTAL		**1111**	**1021**	**112**	**58**	**38**	**2280**

Source: Fieldwork 2022

From table 1 above, aggregate response is shown. A total of 1111 indicated strongly agree, 1021 indicated agree,112 indicated neutrality, 58 indicated disagree, while 38 indicated strongly disagree respectively. This implies that Facebook has a significant and positive relationship with rebranding Nigeria's corporate image.

Hypothesis One

Ho_1: Facebook has a significant positive relationship with rebranding Nigeria's corporate image.

Table 2: Descriptive Statistics

Variables	Mean	Std. Deviation	N
Rebranding Nigeria's Image	4.2636	0.82392	1070
Facebook	4.2682	0.82070	1070

Table 3: Correlations

Variables		Rebranding Nigeria's Image	Facebook
Rebranding Nigeria's Image	Pearson Correlation	1	0.990**
	Sig. (2-tailed)		.000
	N	1070	1070
Facebook	Pearson Correlation	0.990**	1
	Sig. (2-tailed)	.000	
	N	1070	1070

**. Correlation is significant at the 0.01 level (2-tailed).

The above table 2 displayed descriptive statistic of the extent to which Facebook relates with rebranding Nigeria's corporate image. Here the mean value of Facebook is 4.2682, while the standard deviation is 0.82070. Also, the mean value of rebranding Nigeria's corporate image is 4.2636 while the standard deviation is 0.82392. it could be carefully observed of standard deviation value to be about the same variability of data points amongst dependent and independent variables. This implies that Facebook have a significant positive relationship with rebranding Nigeria's corporate image.

From table 3 above, Pearson correlation coefficient for Facebook and rebranding Nigeria's corporate image indicated coefficient of 0.990. This value revealed that correlation coefficient is significant at 0.05 level (2 tailed), implying that there is a significant and positive relationship between Facebook and rebranding Nigeria's corporate image (r = 0.990). The computed correlation coefficient is greater than the table value of r = 0.195 with 228 degree of freedom (df n-2) at alpha level for a two tailed test (r = 0.990, p < 0.05).

Table 4: Responses on the relationship between Twitter and rebranding Nigeria's corporate image.

S/ No	Questionnaire Items	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	Twitter serves as an effective means of communicating Nigeria's corporate image	184	150	21	15	10	380
2	Twitter can help to establish corporate communications and mutual relationships between government and citizens towards enhancing repositioning Nigeria' image	179	144	27	17	13	380
3	The use of Twitter can aid faster 24/7 communication among friends on rebranding Nigeria's corporate image	180	155	18	12	15	380
4	Facebook can make rebranding Nigeria's corporate image discussion more interesting and interactive as texts, photos, audios and videos can be used among discussants	180	162	19	14	05	380
5	In ones comfort zone, Twitter can be used to conveniently promote the rebranding Nigeria's corporate image project	195	139	21	15	10	380
6	Using Twitter to share ideas and opinions about rebranding Nigeria's corporate image is cheap and carries all stakeholders along	181	170	14	10	05	380
TOTAL		**1149**	**930**	**120**	**83**	**58**	**2280**

Source: Fieldwork 2022

Table 4 above revealed the aggregate response as follows: a total of 1149 strongly agreed, 930 indicated agree, 120 were undecided, and 83 indicated disagree, while 58 showed strongly disagree

respectively. The implication of this is that Facebook communications have a significant and positive relationship with rebranding Nigeria's corporate image.

Hypothesis Two

Ho_2: Twitter have a significant and positive relationship with rebranding Nigeria's corporate image.

Table 5: Descriptive Statistics

Variables	Mean	Std. Deviation	N
Rebranding Nigeria's Image	4.2748	0.86249	1070
Twitter	4.1822	0.97272	1070

Table 6: Correlations

Variables		Rebranding Nigeria's Image	Twitter
Rebranding Nigeria's Image	Pearson Correlation	1	0.957**
	Sig. (2-tailed)		.000
	N	1070	1070
Twitter	Pearson Correlation	0.957**	1
	Sig. (2-tailed)	.000	
	N	1070	1070

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5 showed descriptive statistic on how Twitter relates with rebranding Nigeria's corporate image. The mean value of Twitter is 4.1822, while the standard deviation is 0.97272. Also, the mean value of rebranding Nigeria's corporate image is 4.2748 while the standard deviation is 0.86249. Careful observation of standard deviation value revealed that there is about the same variability of data points amongst dependent and independent variables. This implies that Twitter have a significant and positive relationship with rebranding Nigeria's corporate image.

Also, table 6 showed Pearson correlation coefficient for Twitter and rebranding Nigeria's corporate image. Correlation coefficient is 0.957 indicating that correlation coefficient is significant at 0.05 level (2 tailed) and his implied that there is a significant and positive relationship between Twitter and rebranding Nigeria's corporate image given r = 0.957. The computed correlation coefficient is greater than the tary cheap rble value of r = 0.195 with 228 degree of freedom (df n-2) at alpha level for a two tailed test (r =ate 0.957, $p < 0.05$).

Hypothesis one revealed that Facebook have a significant positive relationship with rebranding Nigeria's corporate image. This aligned with the conclusion of Tzavara, Clark & Misopoulos (2019) that influences the attitudes and behavior of people in the larger society. Additionally, Basilisco & Cha (2015) confirmed that Facebook owns the ability to reach billions of users in seconds and at a very cheap rate.

Hypothesis two showed that Twitter have a significant positive relationship with rebranding Nigeria's corporate image. Xheme, (2019) and Iblasi et al (2016) supported this revelation by observing that Twitter is a spectrum of communications which is highly, interactive allowing consumer complaint and feedback that may warrant making necessary adjustments.

5.0 CONCLUSION

In this study, it was revealed that both Facebook and Twitter have significant positive relationships with rebranding Nigeria's corporate image. With Facebook and Twitter channels of communication individuals and groups can design and customize messages to suit different recipients including Nigerian government. Facebook and Twitter are interactive, they possess speed of message delivery, they are cost-effective, they have wider reach and they are target audience oriented (Soedarsono et al, 2020; Okolo et al., 2018). One of the most important aspects of these media is the word-of-mouth referral of ideas and information. It is therefore recommended that the local, state and federal governments should open Facebook and Twitter channels for dialogue with Nigerian citizens on how best to turn away from corrupt practices thus repositioning Nigeria's corporate image nationally and internationally. Other social marketing channels should be studied towards the discovery of their efficacies in rebranding Nigeria's corporate image.

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