

Factors influencing politicians' and government officials' choice for corruption mitigating against quality of poverty elimination services; perspective from young people and NYSC members-community organization in Nigeria, using social marketing techniques

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Abstract

Purpose: This paper examines the extent to which factors that is influencing politicians' and top government officials' choices for corruption is affecting quality of services. It also investigates how these mitigate against poverty eradication efforts. It also highlights the linkages between the choice that they make on the behalf of citizens does impact on quality of services and customer satisfaction.

Methodology/design/approach: The paper adopted data from previous empirical research papers. Drawing heavily also from literature evidence, this paper uses descriptive analysis to isolate factors influencing their choice, which were identified.

Findings: The finding reveals that a combination of factors is interacting to sustain corruption in Nigeria, which enables politicians' and government officials' choice for corruption as governance tool. The paper argues these unethical choices are militating against the poverty

reduction efforts and economic growth of the country. Corruption-driven policy has failed to make the country develop. This is a concern. A policy clarity and change of direction is needed.

Value: This new insight could lead to deeper understanding of poverty elimination processes, governance and ethics. Importantly, it offers opportunities to save lives. Ultimately, saving lives will improve conditions of living, better quality of life and societal well-being. This paper may acts as an important and powerful reminder for social justice and refection of vices such as bribery and corruption, inequality, social exclusion, abuse of power and unethical conducts and behaviours in public offices, as fundamental moral challenge with respect to Nigeria.

Originality: Although the phenomenon itself is not new, these insights have been virtually unnoticed. We know very little of the long term risks to the country and young people. Successful elimination of corruption will probably inspire significant impetus for change in poverty elimination discourse. This may influence behavioural changes, attitudes and value systems, including perceptions may come under critical re-evaluations.

Keywords: Corruption and Choices; Politicians and Government Officials; Quality of Services, Customer Satisfaction, Poverty elimination; Policy-makers; Young people; NYSC members-Community Organisations; Nigeria.

Introduction

This is a conceptual and empirical paper. It is based on two recent empirical research papers, based on the perceptions of young people in general and Nigerian Youth Service Corpse (NYSC) member-community organisation in general. Noting that how people see things differ in real life differs, perception is “the process by which people select, organize and interpret information to form a meaningful picture of the word”(Kotler et al., 2012 and also cited in Eguruz, 2017:1). This paper focuses on youth perspective because that is a country’s most powerful future asset. Getting it right with children and young people at the earliest possible time is far more lucrative than not or doing it later(Sen, 1993, 1998; World Bank, 2000:7-8; Joshi2013:336). Crucially early intervention will save millions especially with respect to poverty, unemployment, crime, violence, and inequality, etc (Young et al., 2007:2;Joshi, 2013:335). Details of these papers are explained more deeply at the methodological section. Factors influencing politicians’ and top

government officials' choice for corruption as a governance tool is affecting quality of (public) services, particularly militating against poverty elimination processes. This depicts corruption as having an inextricable linkage with poverty elimination systems. Corruption reflects a manifestation of poor quality of services and customer satisfaction. So, it is interest to Social marketing scholars. Better understanding of this relationship is therefore a critical issue in this paper. As the impact of corruption on society has soared so has the young peoples' concerns, and consequently the demand for policy clarity and better results required.

Research Problem

Corruption in Nigeria is escalating at a very quick pace. Additional players including individuals and organisations are joining in this global phenomenon. Competition among LGAs, States and Federal levels has also intensified as they compete for which level of governance should lead and dominate the corruption league table. This trend is impacting on Nigeria politicians' and government officials' continuing choice for corruption a governance tool, whilst well-meaning interventionists' efforts were being made. In spite of all of these unethical developments, specific scholarly research targeted at this niche area highlighting factors affecting politicians' and top government officials' choice for corruption inter alia is very weak. So, also is the public knowledge in this discourse and conceptualization about this linkages between choice for corruption as it impacts on of quality of services within the country and customer satisfaction) is equally weak.

The significance of the problem

Nigerian young people and NYSC member-community organisation in particular, has perceived corruption as generating unethical trends in governance, leadership and corporate social responsibility. This constitutes a major risk and costs to Nigeria's strategic interests and economic growth, productivity and development. Corruption is also seen as the driver to youth unemployment, low wages and increasing crime rate. This suggests there is significant correlation between corruption and poverty amongst young people and NYSC member-community organization evidenced by the increasing rate of youth unemployment and working-poor, arising from low wages.

The Gap

Despite well-meaning previous efforts (Economic Commission for Financial and Economic Crime(EFCC), Independent Corrupt Practices Commission(ICPC), the Socio-Economic Rights and Accountability (SERA), Human rights Writers Association of Nigeria(HURIWA), as well as Transparency International consistent low perceptual rating of Nigerian's integrity in the global corruption league table(1999-2016), and even involving high-profile leaders(Umari-Dikko, 1980s; Abacha, 1998; Alamiyeseigha, 2005, Dariye, 2009; Ibori, 2015, and so on) under virtually every administration in Nigeria, yet the influence of corruption is not subsiding. An alternative approach is needed.

Nigeria

Nigeria is a former British colony and had independence on 1st October 1960. Nigeria is also Africa's most populous country and the world's most populous black nation. Nigeria is Africa's leading oil producer and exporter; but it is also by far Africa's largest economy with an estimated Gross Domestic (GDP) of \$510 billion (2013 figures) compared to South Africa's \$370 billion”(The Economist, 2014; ThisDay Newspaper, 2014;Eguruze, 2017:3). Although the recent economic recession and global oil prices fluctuations and volatility has temporarily impacted on this statistics as regards Nigeria's strategic position as a threat (Sanusi,2012). Nigeria is also the world's 12th producer of petroleum and has the 10th largest petroleum reserves and petroleum accounting for 40% of her GDP and over 80% of Nigeria's Federal Government revenue (World Bank, 2011; Eguruze, 2017:4). Also, Nigeria runs a robust mixed economy emerging with a lower income status”(World Bank, 2011;Eguruze, 2017:4), with a constitutional federal government, including 36 states and newly-built federal capital territory (Abuja). Unfortunately despite all of these positive indicators, “the country may be a giant, but it is still considered poor, a country with one of the largest number of people experiencing cumulative poverty(extreme poverty). Regrettably, this is a negative consequence of corruption. As a result, Nigeria failed to utilize these oil-rich wealth for the benefit of her people and communities (Eguruze, 2011, 2013,2014, 2015, 2016, 2017:4; Uddin and Uddin, 2013). According to extensive empirical study (Khan, 2001; Alagoa, 1999, 2000; Anyanwu, 1997;Eguruze, 2011,2014,2015,2016,2017; Uddin & Uddin, 2013), inevitably the impact of

rural-urban poverty in Nigeria is widespread. This is reflected in the massive rural-urban migration(ibid). The main attribute to this is corruption.

NYSC Members-Community National Organisation

National Youth Service Corps (NYSC) is a national service experience (opportunity) for all Nigerian young people after their higher and further education. NYSC was established in 1973 under the Head of State Gen Gowon's military regime. The aim was to inculcate in the Nigerian youth the spirit of selfless service, ones. Self reliance and dignity in labour, as well as to bring about togetherness of all Nigerians irrespective of cultural or social differences (NYSC Orientation Programme & Service Guide, 2016:5; Ekeocha, 2016:5). In this paper the broader term community organisation or NYSC members-community organisation in a broader sense towards groups whose activities are aimed at achieving public good or for public benefit(Annan, 2004; Wandsworth Voluntary Sector Fact File, 2006; Elson, 2010; Charity Commission, 2011; 2014;Reach Skills, 2015). Alternative view is that "organisation is a coordinated unit or group consisting of two or more persons who function to achieve a common goal or set of goals" or "entities that enable society to pursue accomplishments that can't be achieved by individual acting alone"(Gidson et al., 2010;4; Pugh, 1990). Other scholars described voluntary organizations as consisting of the Third Sector, or the non-profit making or not-for profit organizations sector (Kotler and Zaltman, 1971;3-12). "Young people" or "youth" refers to persons aged up to and include, 26-35 years (Nigerian Constitution, 1999; UNCRC, 2014;) compared others for example, in India "youth" is 18-35 (Joshi, 2013, Goi, 2008).

Limitations

This paper does not seek to discuss the broader theory of poverty and social marketing as these have already been previously covered. This conceptual paper is being designed to deepen understanding of the factors influencing politicians' and top government officials' choice for corruption as a governance tool in relation to the poverty discourse with respect to Nigeria. These factors may have some impact elsewhere, although they may need to be contextualized. This automatically opens up opportunity for further research.

Literature

Bribery and Corruption - The Choice of Politicians & Government Official

The international phenomena “bribery” and “corruption” is not new in Nigeria, as in most countries but largely affecting developing countries such as Nigeria (Busler, 2013:64). What is strange is that the country has allowed herself consumed by it and enabled it expand rather than end it. As result corruption sector in Nigeria is developing as very fast pace. As noted, the competition among the 774 LGAs, 36 States, and the Federal Apparatus (Executive, Legislators 109 Senators and the 360 House of Representatives, and the Judiciary, etc(Constitution, 1999) in their efforts to maintain the lead or dominate in the corruption league table is equally noticeable with impunity with the presence of the Immunity clause is also evident (Nigerian Constitution, 1999; Transparency International, 2017, 2018). There is huge global impact of bribery and corruption. As noted whilst corruption is striving within the country, it is also important to note that corruption in Nigeria would not thrive without the involvement and participation of party players within and outside the country as conspirators (Anderson, 2013: 122); Eguruze,2016, 2017; Busler 2013:64; Uddin & Uddin, 2013; Okafor, 2012;). Foreign banks such as HSBC etc and Tax Heavens etc, this aspect of corruption are often done under money laundry through their party collaborators and conspirators. Money Laundering “is the process of covering up the origin, ownership or destination of illegally or dishonestly obtained money by hiding it within legitimate economic activities to make them appear legal” (Transparency International, 2018).

Corruption is also known to be associated with activities of presidents, politicians, bureaucratic and other public officials over time(Sikka, 2007; Busler, 2013; 64). Lets share how some world leaders perceive Nigeria as regards corruption. While some characterized Nigeria’s level of corruption as having reached an “endemic” proportion or being “fantastically endemic”(Cameron, 2015; Buhari, 2015), or even a “shit-hole”(Trump, 2018). Others leaders perceived corruption as a threat to Nigeria’s survival as nation (Jonathan, 2010; Babaginda, 1990s), and Buhari, (2016;) himself gave a public statement acknowledging corruption has become a “way of life” in Nigeria, and so on. In fact, some went as far suggesting the ultimate “corrupt politicians must pay for their sins”(Rawlings, 2013) whilst being interviewed by Omaru, (2013). Additionally, as noted by Otusanya(2012) corruption has often played a major role which caused every serious damage to the social and economic landscape in developing countries(Busler, 2013; 64). Implication is that corruption tends to reduce the investment in

public services and undermines social welfare, which eventually erodes the quality of life and slows the development process (Amundsen, 2006; Busler, 2013:64).

Unfortunately, successive governments in developing due primarily to poor reduction regulations and ineffective sanction Bakre 2007 Busler, 64 Since some of the factors leading to successful public services such as PPP include open communication and trust, willingness to compromise, respect, community outreach and political support, corruption can destroy all of those factors (Busler, 2013:64) This is the most serious problem facing developing countries when implementing public service such as PPPs in Nigeria (Busler, 2013:64) “Strength of legal rights is also found to be significantly correlated with corruption Index and the GINI Index. It is positively associated with the corruption Index, indicating that the stronger the legal rights enforcement, the less corrupt the country”(Anderson(2013:122). In addition, the negative correlation with the GINI Index shows that stronger legal rights and enforcement tends to be associated with more equality (Anderson, 2013:122). So, there is strong relationship between poverty and corruption and economic growth appeared to be linked (Anderson, 2013: 122); Eguruzo2016, 2017; Busler 2013:64).

As noted by other scholars, corruption, has permeated the entire social structure of Nigeria, and has robbed the country of developing a vibrant economic base (Uddin & Uddin, 2013). As a consequence, funds meant for development projects have been misappropriated, diverted, or embezzled and stashed away in foreign banks, while some incompetent and corrupt bureaucrats and administrators in the public enterprise and parastatal have liquidated these organizations (Okafor, 2010; Otusanya, 2012; Uddin & Uddin (2013). The point being made here is that the collaboration of the political elites, local and foreign contractors in the inflation of contract fees have robbed Nigeria of the chances of using more than \$500 billion estimated revenue from the oil sale in the last 50 years to develop a vibrant economy that would have created jobs for the youths in various sectors of the economy. The ruling (political) class failed because they replaced the vision, policy and strategy, which should be the thrust of every leadership with transactions (contract award and other mundane money-related activities), as each successive government took turns to prey on the nation’s wealth, by using public power, resources, good will, utilities, instrument of abuse, and personal gains (Okafor, 2005; Uddin & Uddin, 2013).

Thus, crippling the economy and engendering and exacerbating unemployment which creates abject poverty, hunger and frustration (Uddin & Uddin, 2013). In addition, Uddin & Uddin (2013) highlighted some of the effects of corruption as follows: unemployment in Nigeria which include: inequality of Income: Inequality of income is one of the effects of unemployment in Nigeria. The National Bureau of statistics(2010) found that 65% of Nigeria's wealth is owned by 20% of the population, which manifest itself in so many dimensions such as concentration of wealth on the hands of few individual while many are in abject poverty. Inequality of income, poverty and unemployment has led to increase in violent crimes in Nigeria. Hallary (2012) asserts that the crisis in Nigeria was a result of failure of governance to address socio-economic issues facing the nation.

In addition, politicians' and government officials' choice for corruption is seizing opportunities by exploiting religious and socio-cultural differences in the country. The impact of fanatical, personal, subgroup influence, feeling of cultural dominance and cultural allegiances or influences that militate against genuine poverty reduction efforts were suggested (Jekayinfa, 2002:1; Mezieobi, 1994; Eguruze, 2016, 2017). Failure in harnessing these positive aspects of diversity towards human development has continued to sustain poverty (Jekayinfa, 2002:1; Mezieobi, 1994). These barriers have pervaded all works of life in Nigerian, regardless of occupation (Jekayinfa,2002:1; Eguruze, 2016, 2017). So, the impact of corruption on Nigeria young people and NYSC members-community organisations is compelling and potentially detrimental to the future of Nigeria society(Eguruze, 2014,2015,2016, 2017).

This re-forces the fact corruption as a paradoxes and contradictions, as these variables are not altogether irrelevant(Langbridge and Taylor, 2007;Eguruze, 2016). In fact, to be different is deemed to be part of fundamental human rights (UDHR, 1948). More so, difference also implies the theory of "inevitability of conflicts" (Langbridge and Taylor, 2007:142) and/or the theory of "intention into action" or "reasoned action" (Ajzen, 1985). Similarly, "subjective norms or normative beliefs" is also seen as an attribute. This is referred to how a person's belief, or reference point (or peer group) can impact on a person's behaviour, such as indulging bribery and corrupt conduct. Specific individuals or subgroups may approve or disapprove of performing certain expected behavior such as bribery and corruption. These potentially powerful

and respected individuals and subgroups are known as referents: parents, spouse, close friends, co-workers, or peer groups, doctors, tax accountants, legal representative, etc., (Langbridge and Taylor, 2007:52; Fiske and Browne,2008). Scholars also utilised the “theory of groupthink” as an attribute to reasoned action. “Groupthink” is the “process by which a group makes catastrophic decisions because it is concerned to maintain itself as a cohesive in-group while being under pressure to important decisions”(Phoenix, 2007:105). So, groupthink is a dynamic and powerful tool capable of influencing behaviour and attitudes with such ‘irresistible power to suppress dissensions and maintain high levels of conformity’(Janis, 1972 in Langdridge and Taylor, 2007: 113).

Consequently, groupthink as a tool of corruption does have devastating impact on policy-makers and policy implementers in the course of policy determination. This can influence them to make certain “catastrophic decisions”, such as ‘bribery and corruption; involving hundreds or even billions at the expense of the general tax paying public, which often cause extreme and cumulative poverty. This is because members are usually committed to sticking-together as a cohesive force, no matter the counter pressure against them or potential consequences (Phoenix, 2007:104; Janis,1972; Eguruze, 2016, 2017).

Service Quality, Service Provision & Customer Satisfaction

The fundamental aims of providing services or service marketing is to create substance or add value to life, aimed at facilitating and improving quality of life, conditions of living and well being. So, the phenomenon of value creation itself becomes critical when it comes to marketing of services. Unfortunately in Nigeria, there is doubt whether that essence is fulfilled or even fulfill able, as most of public infrastructural facilities are not adding value but deemed deterioration in value remains to be seen(Equruze, 1996, 2016; Palmer, 2004,Kotler, 2012).

Quality is a widely datable concept: and difficult to define there is diversity of views. That is why it has to be contextualized. Some scholars may defined it as a “**fitness of use**” or “**Fit for (the) purpose**” (Juran, 1982; Palmer, 2004:320. This implies does the product/service meets customer expectations, needs, wants etc, for the purpose for which it was meant? For the purpose seems to meet most definition from consumer or customer perspective, even legal. It also conveys the **inseparability** element, this implies that the linkage between the consumer and

provider (producer) is so close that it is difficult to notice where responsibility ends. Therefore consumers themselves must be readily or obliged to take some blame or responsibility for poor services. The reason being they should not accept when service are (so) poor. They should reject bad public services, poor public infrastructure, etc. If they are accepting it as they are in the context of Nigeria, then they the customers, the consumers, the citizens, the electorates, etc are themselves also to blame, Not just the corrupt politicians or top government officials are have responsibility. They have the consumer power to reject or challenge the poor state of affairs but they done. The other important as part of quality of service is the **intangibility**. Which means that customers, consumers, citizens or electorates are unable to see or touch it before certain services are provided, or while services are being provided. This also makes it complex and difficult to challenge or measure the quality. The analysis of service quality is also made complicated by the presence of, or linkage between production and consumption are happening conjunctively or simultaneously (**simultaneity**) and ofcourse **variability**, the fact that no two services are provided in exactly same or similar format, as there must or will be differences, etc, with the process of service delivery resulting in a series of unique or special buyer-seller exchanges experiences with different outcomes, with no services being provided in exactly the same way (Palmer, 2004:321; Kotler, 2012; Eguruze, 1996;2016, 2017). So with these three variables intangibility, Inseparability and simultaneity as well as the use of 7Ps instead of the 4P's makes marketing of service unique (Eguruze, 1996, 2016; Palmer, 2004, Kotler, 2012).

As noted in the context of marketing or economics, the Choice of politicians' and top government officials for corruption is not an empty shell. Choice is a derivative concept (demand). It goes with demand for something as well as a cost of getting or not getting it. It means there is market for bribery and corruption that is allowing it to flourish no matter what effort done or what steps are being taken to stop it, and hence the challenges f not being to contain it. So it is this choice and demand that the phenomenon of bribery and corruption (). Equally noted corruption begets quality of (public) services, as well as negatively affecting customer satisfaction in regard to quality of (public services that the country gets. In this contexts bribery and corruption is also function of barrier to tackling poverty (Eguruze, 2016)

Customer satisfaction offers a leading and definitive indicator of citizens' support and content. Are Nigerian still willingness to commit themselves to Nigeria? Are Nigerian young people in general and NYSC members-community organisation felt and reacted when they saw Nigerian president stated outside of the Nigeria, they are not ready to work hard for their money but waiting for hand-outs from oil money(Buhari, 2018). In fact, are Nigerian young people and NYSC members still willing to commit themselves to Nigeria, when they lack support and guidance from the Leaders? Are Nigerian Young people and NYSC still to be loyal citizens when they need jobs and the leadership is incapable or unwilling to provide jobs and proper wages? Are Nigerian young people and NYSC members still loyal to a country in which the leadership is incapable or unwilling to provide free quality access to education? If these answers to these questions are no, no, no, then this is an important indicator of poor Customer Satisfaction. This paper calls for a situation where Nigerian elites rich and powerful the leadership of Nigerian would like to accept or even appreciate the outcome of the empirical survey in which young people in general and NYSC member-community organization have expressed their own perceptions and concerns through those surveys in which they participated. There could be any better voice coming from Nigerian young people and NYSC members than through the feedback such as empirical survey. Their overwhelming results in each of the empirical research undertaken over approximately past 10 years period was that corruption of politicians and top government officials, unemployment, low wages and poor education are the main causes of poverty in Nigeria. When it comes to measuring Customer Satisfaction, it can be assumed that results can be the leading indicator of Customer Satisfaction. From marketing perspective (John, 2003; Johnson et al., 2006; Farris et al., 2010; Kotler 2012). When a citizen is happy with his or her government one can see the exuberant in support and offer patriotism.

Social Marketing

Tackling corruption obstacle is a noble cause. Social marketing is about creating value, and value creation adds towards towards social benefits, welfare and wellbeing of society. This is often achieved through behavioural or attitude changes (Andreansen, 2004;2006 Eguruze, 2014, 2015; Lefebvre,2012; Cugelman, 2010). This paper argues that ending corruption in society is a valuable cause and value adding opportunity. In engaging social marketing the needs of

Nigerian young people and NYSC member-community organizations in Nigeria, as well as those other vulnerable peoples in society and beyond, remain paramount.

Methodology

As summarised on the table below, the methodology adopted is highlighting factors influencing politicians and top government officials choices for corruption based on empirical and literature data. The paper adopted data from three previous empirical papers: “Tackling poverty”(2016), “Strategies for tackling poverty in Nigeria”(2017) and “Uddin and Uddin”(2013).

Table1 An Outline of Factors Influencing Politician & Top government officials’ Choice for Corruption

S/No	Factors Influencing politician & top government officials’ Choice for Corruption	Comments of Implications - based on perspectives from young people and MYCS members-community organizations backed up by Literature evidence
1.	Poor state of affairs/failures in governance	Paralysis of power; government is failing in its fundamental duties and social responsibilities for the citizens: jobs/employment, decent wages, basic infrastructure, lack of free quality education, healthcare, lack of social welfare, care for the children and young people as well as the disabled, electricity, roads, portable water, transportation systems, lack of micro-finance for SMEs start ups/expansion, etc. Instead, politicians and top governments officials are sharing and stealing the public funds for their own private use overseas. So, failure of governance in addressing the socio-economic issues facing the nation point to failure in governance/poor state of affairs in leadership(Hallary, 2012;Uddin & Uddin, 2013;Eguruze, 2011, 2014.2015,216,2017). As a results wasteful public funds being used in court in bribery and corruption cases without substantial successes.
2.	Demand for corruption and/or Opportunities for	Availability of market for bribery and corruption both domestic and overseas. According to empirical evidence

	bribery and corruption	“there are some former corrupt (Nigerian) governors who have companies in other African countries are employers of school leavers but their States children are coming out of schools with bleak or no future at all (in regard to job opportunities).” Respondent OR . The atmosphere may be said to have been ripe for opportunities such as scammers, fraudsters, etc.
3.	Popular support - elitists/grass roots levels	Corruption does have a popular support amongst the political elites and top government official. However, at the grass roots levels, particularly amongst the young people and NYSC members-community organisation there appears to be a different perception, which is anti-corruption. This based on empirical evidence, supported with literature,(Eguruze, 2011, 2014,2015,216,2017).
4.	Inequality of income and poverty	Unequal and unfair distribution of wealth. As at 2010 65% of Nigerian wealth was controlled by only 20% of the population. Unemployment and Low wages have contributed heavily towards corruption choices(Uddin & Uddin, 2013). Given her huge resources and diverse people, if only we cared a little more , low wages and cumulative poverty (extreme poverty) wouldn't exist in Nigeria (Bloodworth, 2018;The Guardian, 2018:9)
5.	Norm /value(system); our culture, (National culture)	Is bribery and corruption now Nigerians' “ way of life”(Buhari, 2016); “fantastically endemic (Cameron, 2015), or a “pattern of shared values and beliefs which produce behavioural norms that are adopted in solving problems?”(Shein, 1985) or now our “Culture – which is believed to be a collection of beliefs shared by a collection of people of community at large Hofested, 1991), or have we advanced to a state “pattern of shred basic assumptions learned by a group as it solved its problem of external and internal interaction, which has worked well enough to be

		considered valid therefore, to be taught to new members as the correct way to perceive, thank and feel in relation to those problems”(Shein, 2010:17).
6.	Leadership styles (Caring less for people and productivity - greed – greedocracy.	Does Nigerian leadership have interest in/preference for anything to progress the country forward such as favouring economic growth through increase in productivity/ improve happiness, welfare and well being of people, that could have motivated all aspects of the economy for the benefit and well-being of the wider society, as found in most advanced economies would? Instead, Nigerian leadership appears to manly engaged in and focused on personal gains and allow influencing factors driven mainly by religious and ethnicity dimensions. So, unable to maximize the wealth of diversity of resources and including the huge population. It is important to appreciate, value, mobilize, engage all diverse skills and resources (Wentling, 2004; Kreitz, 2007). So, justifiable to argue Nigerian Leadership has lost credibility, thrust, Vision since it appears Nigerian Leadership is neither for high productivity/high for people. Which is her main target is low productivity/low economic growth, as well as low concern for people, etc(Blake and Mouton,1985), based on Theory & X assumptions McGregor(1961). Nigerian leadership style appears to be pointing to caring less for people, care less; greed, etc If only Nigerian leadership cared more for people and productivity, low wages and unemployment and cumulative poverty (extreme poverty) wouldn't exit”(Bloodworth, 2018;The Guardian, 2018:9); (Caring less for people and productivity - greed – greedocracy (Senator Melayo, 2018).
7	Conspiracy Attitude	Nigerians are willing and ready to collaborate with foreigners and sabotage their own country. Arguably, Transparency

		<p>International Perception Index (1999-2016) consistency ranked Nigeria as low as 136 out of 168-178 countries, given a negative perception against the integrity of Nigerian leadership. Meaning Nigeria is a leading corrupt country. Money laundering is another aspects several top Nigerian leaders/collaborators have been found “in the process of covering up the origin, ownership r destination of illegally or dishonestly obtained money but hiding it within legitimate economic activities to make them appear legal”, that is (Transparency International, 2018) view of money laundering. Without foreign involvement it corruption/money laundering would be almost impossible. If Nigerian leadership is found to be compromising their leadership commitments duties and social responsibilities and instead recruiting non-Nigerian citizens against anti-bribery and corruption campaign and that suggests Nigeria is country in which her citizens are vulnerable and unsafe. “Some British Banks including HSBC, NatWest, Barclays, RBS, UBS, were allegedly got implicated for taking or handling stolen money from corrupt Nigerian leaders between 1999-2005(Niger Delta Standard. 11/10/10);Eguruze, 2017:50), Swiss Banks, etc</p>
8	<p>Medical Tourism & Education tourism</p>	<p>There are two related phenomena. They arise from the lack of access to a high quality free quality medical care, healthcare facilities and educational facilities in Nigeria, whilst politicians and top government officials use public funds to fund their self-interest abroad. So, there is increasingly growing calls for a ban on Nigerian politicians and top government officials from seeking and engaging medical treatment(), as well as Public Officers should be banned from sending their children to foreign schools(Okoro, 2018; Punch, 2018:27)</p>

9	Lack access to a free quality education	Similarly, this is arising from lack of access to a high quality free quality education. Equally, So there is increasingly growing calls for a ban on Nigerian Politicians and top government official from sending their children seek and acquire education abroad.
10	Wrong priorities	Wrong priorities convey the wrong choices amongst alternative course of action. This could have been overcome by engaging strategic approach; strategic analysis/evaluation: analysis of vision, core capabilities and resources, strengths & weaknesses, set out the goals/objectives, then strategic choices by analysing the alternative course of actions/strategies & tactics, and then go ahead with strategic implementations – to know take actions, examine, review, and contingencies, etc You are more likely to avoid the costs with a strategic approach(Armstrong, 2006, 2019, 2012;Porter, 2008; Kotler, 2012)Eguruze, 2016, 2017)
11	The Immunity Clause	According to the Nigerian, surviving politicians and top government officials are covered by the immunity Constitution(1999). So, this is empowering tool, which is emboldened them to do and undo - power corrupts power.
12	Vote-buying The list is by no means exhaustive.	Nigerians are victimized by vote buying because their level of poverty makes them susceptible to material inducement an offer of basic commodities. Thus, vote buying is linked to deception by politician and government officials and their agents, including poverty and ignorance, etc (ICPC Act, 2000). The Summary of Finding reveals that Nigerian Leadership over these years, has been failing to make the country grow (develop) so as to take up its rightful global position, although with some impressive efforts in between. This is a concern.

Source: author's construction (Eguruze, 2018)

As noted in Table 1 brings together and highlights some of the important variables that are potentially capable of misleading politicians and top government officials with respect to Nigeria. This is by no means an exhaustive list of factors.

Discussion

Value of public services in Nigeria - Choices, Opportunity Costs and Risks

Strategically speaking, the main focus is the future interest of Nigeria. The author refers to choices that Nigerian leadership engage on behalf of her citizens, particularly children, young people and the NYSC members-community organizations. As noted any choices made runs the risk of producing harmful consequences, if not effectively counter-counter balanced with a reciprocated services or contingencies (Ricardo, 1889; Hall, 2008) The ultimate price is increasing level of high youth unemployment rate linked with low wages driven bribery and corruption. It is important to note that the choices leaders and parents and adults make do affect children and young people and NYSC members-community organisation. So, we should avoid any negative costs that would militate against them achieving their potentials or develop to the maximum possibilities - socially, physically, mentally, cognitively, culturally, and otherwise, (Maslow, 1948, 1954, 1970, Eguruze, 2016, 2017). Failing in doing this implies underperformances and underutilization of the countries' diverse potentials, capabilities, core competences and resource(Wetling, 2004; Armstrong, 2006, 2009;Porter, 2008; 2011)

Instead of progress, Nigerian Leaders by their choice of engaging bribery and creating which posing as operations costs and risks to children and young people in particular and to the country at large, which is detrimental(Lam 2,000; Razak et al., 2013:249), or making the country less competitive and less strategic(Porter, 2008). Costs and risks amount to poor leadership and management performance, poor productivity and economic growth(ibid). Instead of destructive development (Schumpeter,1934) , Nigerian leaders should be aiming at building progress the country further by way of performance economic growth development and/or increase in productivity or otherwise.

Earlier resources and core competences were mentioned. By that the author means the core competences and resources that specific to the country like Nigeria such as factors of production natural resources, capital, land, entrepreneurial capabilities, human resources (capabilities) a

huge population with a larger youth population of over 65% youth population(Nigerian Population census, 2015) their special technological knowhow (knowledge), creativity/innovation that is unique to the country, etc. Huge population in itself is no use, unless it is maximally exploited to the advantage of the country (Oshimhole, 2015; Sen 1993). Failing to optimally utilize the know and knowhow of the huge population is no good. Thus, the arguably popular saying Nigeria is big for nothing(Gaddafi(???); or some “Shit-hole”(Trump, 2018). Knowledge as embedded in human beings (“as human capital”) and in technology, has always been perceived as central of economic growth(OECD, 1996, or facilitates economic development)World Bank, 2011). The progress among OECD countries may justify such assumptions. Nigerian leaders must note that it when leader maximally utilize these diverse resources and factors that unique to the country that do enhance the level of performance that drive the potential to increase (engender) economic growth or development or increase in productivity (Galbreath, 2005,Razak et al:252;Drucker, 1998). Performance is driven by internal factors which leaders could control, not external factors, but external are beyond control but at same time could position gain a country strategic competitive advantages, as Porters(1990) diamond’s model suggests, as well as Drucker, 1998). Importantly, all these resources and factors all have potential to make important contributions to better performance and further into economic growth and/or development provided constructive leadership techniques are engaged in the interest of the country above personal or ethnic or sectional micro interest(Barney, 1991, Rasak eta al 2013: 252).

Value of public services in Nigeria - Quality of services and customer satisfaction

Quality of services and custom are satisfaction are always implied in public services arguments by politicians we experiences this when numerous positions were takes it comes to the minimum wages discourse “Republican Presidential Candidate Donald Trump(now the President) took numerous positions in which he sometime suggesting although wages were too low but concerned that raising them might endanger US international competitive or puts US at risk of competitive disadvantages. By contrast, the Democratic Presidential candidate Hillary Clinton had always appeared to support raising wages that presently too low for workers in regard to workers welfare and wellbeing but she was also concerned with the US competitiveness (Yahoonews.com, 2016). Comparatively, in Nigerian such quality debate amongst politician are

absent, in fact, Nigerian politicians do not run based on ideology and philosophy, rather on personalities and harassments and hate.

The question Nigerians should be asking with regard to quality of public services and customer satisfaction are the following tests:

How would young people in general and NYSC members feel, if Nigerian politicians and top government officials would neglect, abandon Nigerian medical services and/or healthcare facilities and rather choose to spend millions of naira and spends months abroad in utilizing healthcare, welfare and housing services, whilst Nigerian medical system is being run down to ashes, and the associated consequences, what does that suggest in regard to quality of public services and customer satisfaction?

Similarly, how would young people in general and NYSC members feel, if Nigerian politicians and top government officials would prefer to send their children abroad to attend foreign schools colleges and universities in neglect, abandonment and deprivation, whilst Nigerian schools are being left to ruts and teachers and lecturers are always on strike as a result, and imagine the long term implications for Nigeria children and young people, what does that tell us in relation to quality of public services and customer satisfaction?

Additionally, in Nigerian whereas politicians and top government officials are enjoying free facilities including free servants(cooks, house maids), water, electricity and housing, transport facilities vehicles and free fuels, etc, facilities which) are provided for them by the government at federal, state and local government levels, yet there no affordable or low cost or free housing and accommodation, portable water and electricity etc offered to the ordinary Nigerian, the grass roots levels, the masses, etc and what could make of this inequality and social exclusion in terms of quality of public services and customer satisfaction in relation to governance performances? And so on.

Further, if Nigerian politicians and top government officials are happy to pay NYSC members merely N19. 800 and Nigerian workers as little as N18,000 minimum wage (which translates to

merely \$60 or £32 equivalent) per month, compared to what Senators are being paid a salary of N750,000 plus allowances of N14,2million per month)(ie approximately \$128,000 or £60,000) per month(Nigerian Constituion, 1999; NLC. 2012), then where is the humanity, justice(ICESCR, 1996,2006) and in fact value and quality of public services and customer satisfaction, and so on?,

In the context of this study, how do Nigerian young people in general and NYSC members-community organsiaitions perceive: see, select, organize and interpret information relating to their choices in the process of governance to form meaningful picture of quality of services and assess levels of satisfaction with respect to the broader public services that have been provided by their politicians and top government officials?

Are Nigerian young people in general and NYSC member-community organisation really satisfied with what they get or received from their politicians and top government officlas? Conversely, are they ready and willing to recommend Nigerian politician and top government officials in a comparative international situation in with respect to trust and integrity of public services, when Nigerian struggle to see electricity or portable water and decent affordable houses or decent free quality schools or decent free quality healthcare facilities etc.,? By contrast are they ready and willing to return same politicians based on credible result oriented quantifiable and qualifiable records and outcomes? These are what this paper is talking about quality of services and customer satisfaction levels that can be quantifiable and qualify statistically speaking.

These socio-economic issues are always subject to debate. What really matters is for Nigerians and top government officials to be able assess and evaluate what works for them in their own contextualized situation in Nigeria, and not necessarily following other countries. What works for one country may neither nor necessarily works for another country. Each and every economy is unique and will need some experiment to get it right and resolve the question - what is right and appropriate in that particular socio-economic and cultural context. So, there is always this ideological dichotomy that Nigerian politicians should undermine.

In summary is that allocating appropriate resources towards the early (short term) as well as later (long term) development of children and young people, including community organizations in general should be seen as “ a *sine qua non* for a country’s development and competitiveness”(Heckman, 2007; Joshi, 2013:341). Nigerian leaders must realize that “it is the development of human capabilities in nation’s population that makes it prosper, and that is more important than economic growth or productivity(Sen, 1993; Joshi, 338).

Interpretations

Arguably, any country that is unable to optimally utilize her resources to develop effectively and allowing her citizens suffer illiteracy, suffer a range of sicknesses, subject her citizens to malnutrition, starvation, undernourishment, subjected to unemployment and pay their workers or employees very little or low wages in which they have less than \$1 or even \$2 per day, or have no self-respect, and allow insecurity and less freedom in the context of broader human rights privileges, lack of access to a decent affordable public housing and thereby subjecting her citizens to homelessness and full of *kpako* houses, slums and now portable water, road or roads full of potholes, no transport systems, no access to a free quality education, lack of access to no electricity and properly if people are illiterate, suffer from illnesses due to lack of access to free quality medicare or healthcare facilities, and there are difficulty in eating one meal per day or even struggling to eat 2 items meal per day, etc., then that country is undergoing some of extreme poverty(Sen, 1993; Joshi, 2013; Broadberry, 2014;Eguruze, 2016, 2017). Worse still, if that scenario continues for over a long period on a consistent basis and include being passed to generations from generations on a recyclable manner, then what the country is undergoing may be now be empirically describe as cumulative poverty – a phenomenon which is an intersection between extreme poverty and zero tolerance levels of poverty(Eguruze, 2014, 2015, 2016, 2017). Ending cumulative poverty (extreme poverty) in society is a valuable cause. Tackling bribery and corruption is step towards direction through behavioral and attitudinal changes. This is a crucial aspect of social marketing. To save lives. Saving life is good and this always results in win-win situation for all stakeholders (Eguruze, 2014, 2015, 2016, 2017) This is often achieved through behavioural or attitude changes (Andreansen, 2004;2006; Lefebvre,2012; Cugelman, 2010).

Failing to utilize the youth capabilities and opportunities for young people and community organizations effectively would amount to increase in crimes rates such as hostage takings for ransom payments (Tamunu, 2011; Ibaba and Nguru, 2013), militancy(Ibaba and Nguru,2013; Tamunu, 2011); risky sexual behaviours such as prostitution for money(Uddin & Uddin, 2013:Eguruze, 2016, 20017) or early teenage pregnancy(Uddin & Uddin, 2013:Eguruze, 2016, 20017), child labour and children hocking on the streets, aggressive begging on the streets(Sebiri, 2013;Egbe, 2013: Eguruze, 2016) or homelessness and kpakpo poverty (Eguruze, 2016, 2017). Other risky social aspects such as increase in school drop out rates, poor youth behaviours, reduction in economic growth, and even wasteful public money being spent in court later , poor labour market inputs, social exclusion, (Joshi, 2013:335; Evans et al., 2000 Sen, 1993; McKinney, 2004, 2014). In addition, weaker future academic performances, low adult economic outcomes, poor cognitive and social activities and social developments, Miliband, 2018; World Bank, 2006:133) and so on. Hence early intervention is absolutely necessary in order to avoid massive poverty, unemployment, inequality and cumulative poverty(World Bank, 2006; Eguruze, 2016, 2017). There are two fundamental lessons to learn from literature in investing in child or children: (i) investing on a child care and development is not wasted at all, as it offers extraordinary opportunities to avoid development challenges and can ensure lasting benefits to individual and the wider society at large(Joshi:336); (ii) investing in the primary stages of a child stimulates and facilitates economic growth and productivity over the child's life time, enhances employment prospects for them and society as well as saves social costs (World Bank, 2000:7-8;Miliband, 2018). So, we avoid child poverty through adopting such methodologies(McKinney(2004, 2014:223-216.

Findings/Conclusion

The finding reveals that Nigerian politicians and top government officials are increasingly pressured by numerous factors to engage in bribery and corruption. It was also found that a combination of factors is interacting to sustain bribery and corruption alive in Nigeria, which enables politicians and top government officials' choice for corruption as tool in governance. It was also observed that bribery and corruption is perceived by Nigerian young people and NYSC member-community organization as a major risk and costs to Nigeria's strategic interests and economic growth (productivity or development). It was also noted that Nigerian young people

and NYSC member-community organisation perceived the ultimate price in all of these is increasing level of high youth unemployment rate linked with low wages driven bribery and corruption. There suggest there is significant correlation between corruption and poverty amongst young people and NYSC member-community organization evidenced by the higher youth unemployment rate and low wages amongst those who may be working.



It was noted that major factors that influencing Nigerian politicians include but not exhaustive, include, poor state of affairs/failures in governance; Inequality of income and poverty, Norm /value(system); our culture, (National culture), Popular support - elitists/grass roots levels; Leadership styles (caring less for people and productivity - greed – greedocracy, Conspiracy Attitude, Medical tourism, Lack access to a free quality education, Wrong priorities. It was noted that these are certainly not exhausted variables. These findings suggest that factors may have some impact elsewhere, although they need to be contextualised in the wider macro factor context. This opens up opportunity for further research.

In addition, young people and NYSC member-community organisation observed that despite some meaningful efforts under various administrations, Nigerian Leadership over these years, has failed to make the country grow (develop) so as to take up its rightful global position, although with some impressive efforts have been achieved by the various administrations in between. This is a concern. More is needed. There some solutions that have been suggested. Certain bold and aggressive but constructive leadership is needed to carry the country to the next level of development to be at par with OECD country(organization for economic cooperation and development), as some countries have done recently - China, Singapore, Malaysia, India, Cuba (with specific regard to their near excellence medicare and healthcare facilities), etc . Nigerian and government officials must be able to determine how their choices can be more ethically and socially responsible. That is where the relevance of social marketing becomes pertinent, which is, ultimately is to save lives, through engaging in good causes. Tackling bribery and corruption is certainly a good cause in the interest of the wider public, particularly for the future generational leaders, specifically young people in general and NYSC member - community organization with respect to Nigeria. Social marketing techniques always tending to offer contingencies that would mitigate against harmful consequences. This is a huge value

humanity. It was found that according to literature it is possible to market public services to the maximum satisfaction of the public(Walsh, 1994) at the sametime promoting trade and maximize profit(Smith,1776)and enjoy comparative advantages(Ricardo, 1889) and (Porter, 2008, 2011). Furthermore, poverty variables such as unemployment (idleness), low wages, homelessness, etc all of the challenges could be maximally tacked or minimized through humane public services governance (Beveridge, 1942). Whereas both the welfare and wellbeing of workers as well as maximum profit for corporations is possible and best for economic growth, productivity and development(Keynes,1934,1935,1936).

In fact, given the long term future implications for young people in general and NYSC member-community organisation in particular, the stakes and choice for all Nigerians t make Nigerian great again , is not just for politicians and government officials.

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