

The Impact of People Related TQM and CSR on Employees Job Satisfaction

Dalia Khalid Faeq ^{1,2,a,*}, Bayad Jamal Ali ^{2,b}, Shwana Akoi ^{3,c}

¹ Department of Administration and Accounting, Faculty of Humanities and Social Science, Koya University, Koya, Kurdistan Region, Iraq

² Department of Business Administration, College of Business, Komar University of Science and Technology, Sulaymaniyah, Kurdistan Region, Iraq

³ Department of Accounting, College of Business, Komar University of Science and Technology, Sulaymaniyah, Kurdistan Region, Iraq

^a dalia.khalid@koyauniversity.org, ^b bayad.jamal@komar.edu.iq, ^c shwana.akoi@komar.edu.iq

Access this article online		
Received on: 27 July 2021	Accepted on: 25 December 2021	Published on: 30 June 2022
DOI: 10.25079/ukhjs.v6n1y2022.pp1-9	E-ISSN: 2520-7806	
Copyright © 2022 Faeq et al. This is an open access article with Creative Commons Attribution Non-Commercial No Derivatives License 4.0 (CC BY-NC-ND 4.0)		

Abstract

This study aims to examine the impact of People related TQM which consist of (management commitment, employee empowerment, involvement, training, and teamwork) and Corporate Social Responsibility CSR (economical, ethical, legal, and philanthropic) on employee job satisfaction. In conducting this study data is collected through primary source using a random survey questionnaire employee in the construction companies located in Sulaymaniyah City/ Kurdistan Region- Iraq. At the time of conducting this study, there were (40) construction companies registered with the Board of Investment of Kurdistan-Iraq and had permission to operate in Sulaymaniyah City. 200 questionnaires were distributed among 25 companies out of which a total of 130 were usable. The data obtained was analyzed quantitatively using SPSS program. The result of this study reveals that there is a positive significant impact of TQM and CSR individually and simultaneously on employee job satisfaction. The proposed model showed an acceptable fit.

Keywords: People Related TQM, TQM, Corporate Social Responsibility, Employee Job Satisfaction, Construction Companies.

1. Introduction

Total Quality Management (TQM) is recognized as a management approach that involves commitment of all employees to the continuous improvement of work processes in order to satisfy customer need and expectation (Lee and Chang, 2006). As well as those employees are the most important asset to deliver an excellent quality product and achieve hierarchical execution, because eventually it's "people that make quality happen" (Prajogo and Cooper, 2010) and without them advance technology and up to date management system will be reduced to nothing (Yue et al., 2011). Companies are motivated by their employees and other stakeholders to behave in a socially responsible way to adjust business practices to reduce the firm's negative outcome (Faeq et al., 2021), such as environment-polluting activities, corrupt practices, health and safety damage (Moodly et al, 2008) to a positive contribution to the community where their business operate. (Benavides-Velasco et al, 2017). Companies adopted CSR as a strategic management approach that concern about non-profit activities of corporations implemented for the welfare of communities beyond their economic interest (Carroll and Shabana, 2010). The employees that recognised as primary internal (Greenwood, 2007) and high

power-influencer stakeholders (Mitchell et al, 1997) demand the organizations for CSR (McWilliams and Siegel, 2001). Also recognizing them as a score of organization that have adopted TQM (Yue et al., 2011).

There are some studies that analyse TQM in the manufacturing industry, particularly the influence of TQM on employee outcomes. In electronic, manufacture sector, none of those studies conducted in the construction sector. There is an ambiguity in the interest of these construction companies to recognize the importance of Total Quality Management outputs (Faeq et al, 2021).

Furthermore, most of the current studies in the relevant literature on CSR practice focus on customers, shareholders little is known about the employee's response to CSR perceptions (Ilikhanizadeh and Karatepe, 2017).

In spite of the benefits of adopting TQM and CSR to deal with the current challenges in the manufacturing industry, there are no contributions that simultaneously analyse both management philosophies to explain their impact on the employee job satisfaction as internal stakeholder in the construction sector (Benavides-Velasco et al., 2014).

The contribution of this study is to fill these gaps in the literature by examining the commitment to both People related TQM and CSR practices influence the employee job satisfaction in the construction sector in Sulaymaniyah city- Kurdistan region – Iraq as a developing country. Therefore, the study problem can be determined by the following question: Do People Related Total Quality Management and Corporate Social Responsibility have impact on Employees Job Satisfaction in the construction companies in Sulaymaniyah city- Kurdistan Region – Iraq?

The importance of this study links between three important subjects, which are people related Total Quality Management, Corporate social responsibility and employee job satisfaction in the construction sector. The findings of this study will provide insightful knowledge about TQM and CSR from the perspective of the employees in the construction sector. This can help academics and quality practitioners who want to support and promote People related TQM and CSR in the construction sector.

2. Literature Reviews

2.1. Total Quality Management

The synergy between HRM and TQM practices generate positive, tangible and intangible outcome to the organization (Jimenez and Costa, 2009), and TQM practices are critical conduits for encouraging employee motivation, retention and performance (Farj et al, 2021). Thus, organizations that acquire soft TQM can outperform competitors (Powell, 1995). Still, there is a lack in the literature of agreement as to what are the People related TQM elements therefore, there are various TQM elements have investigated by researchers (Prajogo and Cooper, 2010; Arunachalam and Palanichamy, 2017; Boon Ooi et al., 2007; Chang et al., 2010 and Yue et al., 2011). And they are (top management commitment, top management- leadership, employee empowerment, employee involvement, teamwork, appraisal systems, customer focus, continuous improvement, organizational trust, reward and recognition, organizational culture, and training). In relation to employees' work-related attitude in TQM literature, employee involvement, empowerment, and top management commitment and leadership are identified as critical elements of a successful TQM programme (Bowen, et al., 1989). Teamwork and employee training (Hackman and Wageman, 1995).

2.1.1. People related TQM dimensions:

2.1.1.1. Management commitment: is considered as the first step which organisations need to secure before they embark on putting TQM in place (Prajogo and Cooper, 2010). Beside a critical ingredient in creating and maintaining an effective and positive service orientation.

2.1.1.2. Employee empowerment: “Empowerment provides an environment where workers can unleash, develop and utilise their skills and knowledge to their fullest potential for the welfare of the organisation as well as for themselves”(Ripley and Ripley 1992 , p. 21). While defined by (Conger and Kanungo, 1988, p. 747) ‘a process of enhancing feelings of self-efficacy among organisational members through the identification of conditions that foster powerlessness, and through their removal by both formal organisational practices and informal techniques of providing efficacy information’. empowerment provides employees with the freedom to take responsibility for their ideas, decisions and outcomes, hence releasing them from rigid and bureaucratic controls, which is similar to job enrichment (Prajogo and Cooper, 2010). When people are empowered, they can control and influence the environment they work or they can change the results (Vu, 2020).

2.1.1.3. Employee involvement: This involves developing both top-down and bottom-up communication channels, providing mechanisms for employees to voice their concerns or suggestion on quality issues (Al- Jaf et al, 2020), and direct participation in decision-making processes (Prajogo and Cooper, 2010). Employee involvement connote the idea of allowing employees to participate in decisions that affect them, increasing their autonomy and control of their work, delegating more authority and responsibility to them, in other to make than more committed, motivated and satisfied with their jobs in an organization (Obiekwe et al., 2019).

2.1.1.4. Training: Training provides employees with skills and confidence in achieving high-quality outcomes from their work (Prajogo and Cooper, 2010). would provide opportunities to the employees to have a better career life and get better position in the organization (Ahmed and Faeq, 2020)

2.1.1.5. Teamwork: Teamwork was defined as an essential occupational skill that is necessary to accomplish and achieve the visions, goals, plans and objectives of the organization and to activate and enhance the performances of the workers there (Sanyal and Hisam, 2018). Teamwork is a process that describes interactions among team members who combine collective resources to resolve task demands (Schmutz et al., 2019).

2.2. Corporate Social Responsibility

CSR is a new management approach; therefore, the universal definition of CSR is not yet well developed and still remains elusive (Skudiene and Auruskeviciene, 2012). Davis (1973) assertions that “CSR refers to the firm’s consideration of, and response to, issues beyond the narrowly economic, technical, and legal requirements of the firm”. Enable the organizations for “contributing to sustainable development by working to improve the quality of life with employees, their families, the local community and stakeholders up and down the supply chain” (Garavan and McGuire, 2010). According to Carroll (1979), there are four indicators of CSR: economic, legal, ethical, and philanthropic.

Organizations engaged in CSR activities are more constructive in comparing to those organizations with no CSR or less visible CSR programs (Bhattacharya et al, 2008).

2.2.1. The economic indicator: refers to the economic activities in terms of competitive position, profitability, and operational efficiency.

2.2.2. Legal indicator: refers to the obligation to follow the rules and regulations of place that under it operate their business.

2.2.3. Ethical indicator: refers to the activities that over the social expectation beyond legal obligation that required by law.

2.2.4. Philanthropic: refers to activities to be at the level of social expectation to be good corporate citizens (e.g., promotion of human welfare).

2.3. Employee Job Satisfaction

People need a job to build their lives and filling their needs on the other hand, they have to spend most of their life time in the job so it’s not surprising that they seek satisfaction in their job and change it if they feel their job not fit their expectations. Job satisfaction refers to “the pleasurable emotional state resulting from the appraisal of one’s job as achieving or facilitating the achievement of one’s job values” (Locke, 1969, p. 316). That is basically recognised as a multidimensional construct (Yue et al, 2011) which reflect employees’ feelings of satisfaction with a various job element that are related to the job content in a direct or indirect way (Chang and Chang, 2007). According to (Irvine and Evans, 1995) there are three main factors affect employee job satisfaction:

- 1- Economical factor: belongs to financial factors (pay, compensation and career opportunities),
- 2- Social factor: related to the nature of the work, working conditions, work environment)
- 3- Psychological: factors concern about demographic variables like (age, work experience).

The organization’s ability to participate their employees in different activities and decision-making process enhances employees’ job satisfaction (Kim, 2002). Job satisfaction is an essential goal for organizations of its well-established association with organizational outcome in both individual and organizational levels (Yue et al, 2011).

2.4. Study Framework

The researchers developed the study framework scheme on the theoretical basis of the literature on the main dimensions of the study, which is People related TQM (Total Quality Management), CSR (Corporate Social Responsibility) and Employee job satisfaction. Figure 1 shows the study scheme for these relationships.

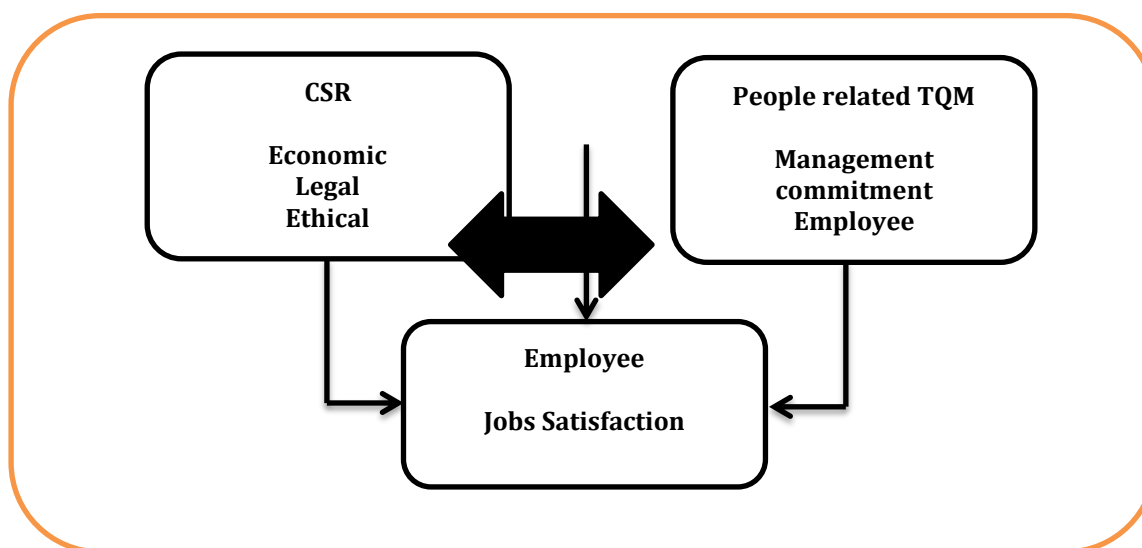


Figure 1. Theoretical Framework.

2.5. Study Hypotheses

H1: There is a significant positive correlation between People related TQM and CSR.

H2: People related TQM practice (top management commitment, employee empowerment, involvement, training, and teamwork) has a significant positive impact on employee job satisfaction.

H3: CSR implementation (economical, ethical, legal and philanthropic.) has a significant positive impact on the employee job satisfaction.

H4: Simultaneous implementation of People related TQM and CSR have a significant positive impact on the employee job satisfaction.

3. Methodology

The target population of the current study consists of employees work at the construction companies located in Sulaymaniyah City/ Kurdistan Region- Iraq. At the time of conducting this study, there were (40) construction companies registered with the Board of Investment of Kurdistan-Iraq and had permission to operate in Sulaymaniyah City. 200 questionnaires were distributed among 25 companies out of which a total of 130 were usable. using five-point Likert scale (1strongly disagree to 5 strongly agree). The data were analysed using descriptive and inferential statistics SPSS program. In order to measure People related TQM a (23) item questionnaire was adapted from (Prajogo and Cooper, 2010) the aspects included top management commitment six items, employee empowerment (four items), employee involvement (five items), training (three items), and teamwork (five items) and. As well as (24) items were used to assess CSR adapted from (Lee et al., 2012) economic CSR and the legal CSR each consisted of seven items, while the ethical CSR and the philanthropic CSR each consisted of five items. The job satisfaction variable item that consists of three questions adapted from (Karatepeand Karadas, 2015).

4. Results and Outcomes

4.1. Reliability of the questionnaire:

Cronbach Alpha analysis was used for the purpose of verifying the reliability coefficient of the questionnaire. The value of the Cronbach Alpha is acceptable when these values are greater than 0.60 (Sekaran, 2005). The total value of the questionnaire' questions is (. 90), TQM (.90), CSR (.90), Employee job satisfaction (.90). These results show that the reliability of the questionnaire has a high degree of reliability as shown in Table 1.

Table 1. Results of Cronbach Alpha Value.

Variables	No of questions	Cronbach Alpha value
Whole questionnaire	50	0.90
TQM	23	0.90
CSR	24	0.90

Employee job satisfaction	3	0.90
---------------------------	---	------

4.2. Descriptive Analysis of the Variables

A descriptive analysis was then conducted to describe the general employee perception of the TQM, CSR, and employee job satisfaction in construction companies in Iraq context. As can be seen in Table 2,3, and 4 the mean and standard deviation of the constructs were reported. For ease of interpretation of the five-point Likert scale anchored by 1 (strongly disagree) to 5 (strongly agree).

4.2.1. Total Quality Management

Table 2 shows the general average means of TQM that reached (4.44). As shown, there is a high level in the general averages of all TQM dimensions. Its six questions of management commitment mean are (4.49), employee empowerment mean is (4.28) employee involvement mean is (4.63) training mean is (4.38) and teamwork mean is (4.44). These results indicate that the TQM dimensions receive a high level of attention at the construction companies in Sulaymaniyah city.

Table 2. Means and Standard Deviations of People Related TQM Questions.

TQM	Mean	SD
Managers assume responsibility for quality performance.	4.62	0.725
Managers actively participate in the continuous improvement programmes.	4.58	0.758
Importance is attached to quality by top-level managers in relation to cost objectives	4.62	0.725
Quality issues are reviewed in the company's top management meetings.	4.60	0.728
Managers have objectives for quality performance.	4.28	0.728
The goal-setting process for quality within the company is comprehensive	4.28	1.05
General average of Management commitment	4.49	0.785
Employees are encouraged to fix problems they find.	4.28	1.05
Employees are given the resources necessary to correct quality problems they find.	4.28	1.05
Employees have technical assistance available to them to help them solve quality problems.	4.28	1.05
A problem-solving network is available to employees in solving quality related problems	4.28	1.05
General average employee empowerment	4.28	1.05
Resources are available for quality-related training in the company	4.64	0.66
Quality-related training is given to all supervisors and managers in the company.	4.62	0.66
Quality-related training is given to all employees in the company.	4.64	0.66
Training is given in the 'total quality and continuous improvement' concepts throughout the company.	4.64	0.66
Training is given in the basic statistical techniques (e.g. histogram and control chart) throughout the company	4.64	0.66
General average of involvement	4.63	0.66
Employees are involved in quality improvement teams	4.38	0.87
Cross-functional teams are established for solving quality problems	4.38	0.87
Resources are available for supporting quality-related teams	4.38	0.87
General average of Training	4.38	0.87
Resources are available for quality-related training in the company	4.40	0.880
Quality-related training is given to all supervisors and managers in the company.	4.40	0.880
Quality-related training is given to all employees in the company	4.44	0.884
Training is given in the 'total quality and continuous improvement' concepts throughout the company	4.48	0.814

Training is given in the basic statistical techniques (e.g., histogram and control chart) throughout the company	4.48	0.814
General average of teamwork	4.44	0.854
General average of TQM	4.44	0.843

4.2.2. Corporate Social Responsibility

Table 3 shows the general average means of CSR trust that reach a value of (4.54). As shown, there is a high level in the general averages of CSR dimensions. It is each seven questions of economic and legal questions from the employee's view which reflect a general high mean of (4.7) and (4.47) respectively, and each five questions of ethical and philanthropic questions shows a mean of (4.48) and (4.51) respectively. These results indicate that the CSR dimensions receive a high level of attention at the construction companies.

Table 3. Means and Standard Deviations of CSR Questions.

CSR	Mean	SD
Our business has a procedure in place to respond to every customer complaint.	4.80	0.814
We continually improve the quality of our products business.	4.80	0.814
We use customer satisfaction as an indicator of our business performance.	4.50	0.814
We have been successful at maximizing our profits.	4.48	0.814
We strive to lower our operating costed	4.48	0.814
We closely monitor employee's productivity	4.46	0.813
Top management establishes long-term strategies for our	4.46	0.813
General average of economic	4.7	0.813
Managers are informed about relevant environmental laws.	4.46	0.813
All our products meet legal standards.	4.48	0.814
Our contractual obligations are always honoured.	4.50	0.814
The managers of this organization try to comply with the law.	4.48	0.814
Our company seeks to comply with all laws regulating hiring and employee benefits	4.48	0.949
We have programs that encourage the diversity of our workplace (in terms of age, gender, or race)	4.42	0.814
Internal policies prevent discrimination in employees' compensation and promotion	4.48	0.814
General average of legal	4.47	0.833
Our business has a comprehensive code of conduct to all customer.	4.48	0.814
Members of our organization follow professional standards.	4.48	0.814
Top managers monitor the potential negative impacts of our activities on our community.	4.50	0.814
We are recognized as a trustworthy company. Fairness toward co-workers and business partners is an integral part of our employee evaluation process.	4.50	0.814
A confidential procedure is in place for employees to report any misconduct at work (such as stealing or sexual harassment).	4.48	0.814
General average of ethical	4.48	0.814
The corporation tries to improve the image of its product.	4.50	0.814
The corporation tries to improve perception of its business conduct.	4.48	0.814
The corporation tries to improve its corporate image.	4.48	0.812
The corporation tries to help the poo.	4.56	0.812
The corporation tries to contribute toward bettering the local community.	4.56	0.812
General average of philanthropic	4.51	0.812
General average of CSR	4.54	0.818

4.2.3. Employee Job Satisfaction

Table 4 shows the general average means of employee job satisfaction that reached (4.48). As shown, there is a high level in the general averages of employee job satisfaction, questions from respondents' view. Each of the three questions reflects a general high mean of (4.44), (4.46), and (4.54) respectively. These results indicate that the employee job satisfaction dimensions receive a high level of attention at the construction companies.

Table 4. Means and Standard Deviations of Employee Job Satisfaction Questions.

Employee job satisfaction	Mean	SD
I feel fairly well satisfied with my present line of work	4.44	0.812
I feel a great sense of satisfaction from my line of work	4.46	0.813
All things considered (i.e., pay, promotion, supervisors, co-workers, etc.	4.54	0.734
General average of employee job satisfaction	4.48	0.784

4.3. Testing Study Hypotheses

4.3.1. Examining the Correlation between the Study Variables

The first hypothesis states that there is a significant positive correlation between People related TQM and CSR. Pearson Correlation was used in order to examine this hypothesis which indicates a significant and medium correlation ($r = .575$) between People related TQM and CSR at the significant value of (0.000). Nevertheless, the existence of a positive correlation exists between CSR and People related TQM dimensions (management commitment, employee empowerment, involvement, training, and teamwork ($r = .387$), ($r = .487$), ($r = .413$), (.445), and (.376) respectively.

4.3.2. Examining the Impact between the Study Variables

The regression analysis as it shown in Table 5 illustrates that People related TQM and CSR separately have a significant impact on employee job satisfaction. The constant value reveals that if people related TQM and CSR is at zero level, employee job satisfaction has to be in 0.85% and 0.88%. These predictions were significant at p-value of (0.05). Furthermore, 0.73% and 0.79% of employee job satisfaction can be explained by people related TQM and CSR as represented by R^2 value. In addition, F calculation is equal to (132. 52) and (180.39) respectively, which are statistically significant. These results confirm the second and third hypothesis. Table 5 shows that the calculated R^2 is 0.73, meaning of the variance in employee job satisfaction can be predicted by the simultaneous implementation of human related TQM and CSR. Moreover, Table 5 illustrates that F calculated is 120.68 with the significant value of 0.00 and is statistically significant.

Table 5. Regression Analysis between Study Variables

Variable					
	β	t	F value	R^2	sig
Human related TQM	0.656	18.679	132. 52	0.73	0.00
CSR	0.787	19.312	180.39	0.79	0.00
Human related TQM and CSR	0.632	17.847	120.68	0.73	0.00

5. Conclusion

Using data gathered from employees in construction sector in Sulaymaniyah city- Kurdistan region – Iraq, the current study proposed a research model and tested four hypotheses. The results denote that the research hypotheses support, i.e. The findings of the current study indicates that people related TQM encompasses the employee job satisfaction through the principles of (top management commitment, employee empowerment, involvement, training and teamwork) this finding is a line with other empirical studies in literature like (Prajogo and Cooper, 2010; Yue et al., 2011; Faeq et al., 2021; Faraj et al., 2021).

Conversely, the findings show that Kurdistan region - Iraq as a political, economic and social instability can optimize CSR overall achievement by creating best synergy between organizational resource and the need employees satisfied with the job can be increased through practicing CSR. This finding is in agreement with relevant studies (Lee et al., 2013; Faraj et al., 2021).

Moreover, the results denote that the research hypotheses support that there is a significant and positive impact of people related TQM and CSR simultaneously on employee job satisfaction this finding is in a line with the study of (Benavides-Velasco et al., 2014;).

The finding of current study encourages the decision makers in the construction sector to invest more in People related TQM, initiates and adopt CSR activities to attract employees, enhance morale, quality of work and relations, increase productivity, improve performance and obtain a competitive edge.

6. Recommendation, Limitation, and Future Study

Management in the construction sector should invest in current employees with continuous training, empowerment, involvement and teamwork that would develop their technical, behavioural and communication skills that enable the organization to retain a pool of satisfied employees who can deal with customer requests properly.

During the employment process, candidates should be reminded about the company's CSR initiative. This sends a clear message to these individuals that the construction company is serious about CSR in order to achieve long-term growth and development.

Management in the construction sector should emphasize to establish an environment and culture to support a moral and ethical values that reflect the organization's adaptation of CSR. It's recommended the organization to give more responsibility and privilege to hard workers who are in progress in their career, according to the organization's commitment to both TQM and CSR strategies.

Several limitations of our study that highlight a need for future research should be reported. First, we limited our focus on employee job satisfaction as a dependent variable, Future empirical studies may take into account other critical variables like voice behaviour, employee green behaviour. Second, future research may collect data from other sectors and cities in the Kurdistan region - Iraq specifically or Iraq in general – to expand the data base for generalization and comparison.

References

- Ahmed, Y. A. and Faeq, D. K. (2020). An economic Evaluation of training and its Effect on employee performance in Building Construction Directory of Sulaimani province–Kurdistan region. *Qalaai Zanist Scientific Journal*, 5(2), 1048-1068.
- Al-jaf, W., Ahmed, Y., and Faeq, D. (2020). Impact of Hotel Service Quality on Attracting Tourist and Achieving their Loyalty: A Case Study of Hotel Industry in Kurdistan Region. *Arab Journal of Administration*, 40(4), 323-336.
- Arunachalam, T. and Palanichamy, Y. (2017). Does the soft aspects of TQM influence job satisfaction and commitment? An empirical analysis. *The TQM Journal*, 29(2), 385-402.
- Bowen, D. E., Siehl, C., and Schneider, B. (1989). A framework for analyzing customer service orientations in manufacturing. *Academy of Management review*, 14(1), 75-95.
- Benavides-Velasco, C. A., Quintana-García, C., and Marchante-Lara, M. (2014). Total quality management, corporate social responsibility and performance in the hotel industry. *International Journal of Hospitality Management*, 41, 77-87.
- Bhattacharya, C., Sen, S., and Korschun, D. (2008). Using corporate social responsibility to win the war for talent. *MIT Sloan Manag. Rev.*, 49(2), 37-44.
- Boon Ooi, K., Abu Bakar, N., Arumugam, V., Vellapan, L., and Kim Yin Loke, A. (2007). Does TQM influence employees' job satisfaction? An empirical case analysis. *International Journal of Quality & Reliability Management*, 24(1), 62-77.
- Conger, J. A. and Kanungo, R. N. (1988). The empowerment process: Integrating theory and practice. *Academy of management review*, 13(3), 471-482.
- Carroll, A. (1979). A three-dimensional conceptual model of corporate performance. *Academy of management review*, 4(4), 497-505.
- Carroll, A. B. and Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International journal of management reviews*, 12(1), 85-105.
- Chang, C. C., Chiu, C. M., and Chen, C. A. (2010). The effect of TQM practices on employee satisfaction and loyalty in government. *Total Quality Management*, 21(12), 1299-1314
- Davis, K. (1973). The case for and against business assumption of social responsibilities. *Academy of Management journal*, 16(2), 312-322.
- Faeq, D. K., Garanti, Z., and Sadq, Z. M. (2021). The Effect of Total Quality Management on Organizational Performance: Empirical Evidence from the Construction Sector in Sulaymaniyah City, Kurdistan Region–Iraq. *UKH Journal of Social Sciences*, 5(1), 29-41.
- Faraj, KM, Faeq,DK, Othman, BA, Sadq, ZM, Ali, BJ (2021). The Role of Social Responsibility in Enhancing Job Commitment: An Analytical Study of the Opinions of a Sample of Employees in Government Banks in the

- City of Koya. *Polytechnic Journal of Humanities and Social Sciences*, 2(1), 102-111. <https://doi.org/10.25156/ptjhss.v2n1y2021.pp102-111>
- Garavan, T. N. and McGuire, D. (2010). Human resource development and society: Human resource development's role in embedding corporate social responsibility, sustainability, and ethics in organizations. *Advances in Developing Human Resources*, 12(5), 487-507.
- Greenwood, M. (2007). Stakeholder engagement: Beyond the myth of corporate responsibility. *Journal of Business Ethics*, 74(4), 315-327.
- Hackman, J. R. and Wageman, R. (1995). Total quality management: Empirical, conceptual, and practical issues. *Administrative science quarterly*, 309-342
- Ilkhanizadeh, S. and Karatepe, O. M. (2017). An examination of the consequences of corporate social responsibility in the airline industry: Work engagement, career satisfaction, and voice behavior. *Journal of Air Transport Management*, 59, 8-17.
- Irvine, D. M. and Evans, M. G. (1995). Job satisfaction and turnover among nurses: integrating research findings across studies. *Nursing research*, 44(4), 246-253.
- Jiménez-Jiménez, D. and Martínez-Costa, M. (1266-1289). The performance effect of HRM and TQM: a study in Spanish organizations. *International Journal of Operations & Production Management*, 29(12), 2009.
- Kim, S. (2002). Participative management and job satisfaction: Lessons for management leadership. *Public administration review*, 62(2), 231-241.
- Lee, M. C. and Chang, T. (2006). Applying TQM, CMM and ISO 9001 in knowledge management for software development process improvement. *International Journal of Services and Standards*, 2(1), 101-115.
- Lee, C. K., Song, H. J., Lee, H. M., Lee, S., and Bernhard, B. J. (2013). The impact of CSR on casino employees' organizational trust, job satisfaction, and customer orientation: An empirical examination of responsible gambling strategies. *International Journal of Hospitality Management*, 33, 406-415.
- Locke, E. (1969). "What is job satisfaction?". *Organizational Behavior and Human Performance*, 4(4), 309-336.
- McWilliams, A., Siegel, D. S., and Wright, P. M. (2006). Corporate social responsibility: Strategic implications. *Journal of management studies*, 43(1), 1-18.
- Mitchell, R. K., Agle, B. R., and Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of management review*, 22(4), 853-886.
- Moodley, K., Smith, N., and Preece, C. N. (2008). Stakeholder matrix for ethical relationships in the construction industry. *Construction Management and Economics*, 26(6), 625-632.
- Obiekwe, O., Zeb-Obipi, I., and Ejo-Orusa, H. (2019). Employee Involvement in Organizations: Benefits, Challenges and Implications. *Management and Human Resource Research Journal*, 8(8), 1-10.
- Powell, T. C. (1995). Total quality management as competitive advantage: a review and empirical study. *Strategic management journal*, 16(1), 15-37.
- Prajogo, D. I. and Cooper, B. K. (2010). The effect of people-related TQM practices on job satisfaction: a hierarchical model. *Production Planning and Control*, 21(1), 26-35.
- Ripley, R. E. and Ripley, M. J. (1992). Empowerment, the cornerstone of quality: Empowering management in innovative organizations in the 1990s. *Management decision*.
- Sanyal, S. and Hisam, M. W. (2018). The impact of teamwork on work performance of employees: A study of faculty members in Dhofar University. *IOSR Journal of Business and Management*, 20(3), 15-22.
- Schmutz, J. B., Meier, L. L., and Manser, T. (2019). How effective is teamwork really? The relationship between teamwork and performance in healthcare teams: a systematic review and meta-analysis. *BMJ open*, 9(9), e028280.
- Skudiene, V., and Auruskeviciene, V. (2012). The contribution of corporate social responsibility to internal employee motivation. *Baltic journal of management*, 7(1), 49-67.
- Vu, H. M. (2020). Employee empowerment and empowering leadership: A literature review.
- Yue, J. W., Ooi, K. B., and Keong, C. C. (2011). The relationship between people-related total quality management (TQM) practices, job satisfaction and turnover intention: A literature review and proposed conceptual model. *African Journal of Business Manage.*

User-Generated Content and Firm Generated Content: A Comparative Empirical Study of the Consumer Buying Process

Ghaith Al-Abdallah^{1,2,a,*}, Sarhang Jumaa^{1,b}

¹ School of Management and Economics, University of Kurdistan Hewlêr, Erbil, Kurdistan Region, Iraq

² Management School, University of Liverpool, Liverpool, UK

^a ghaith.abdallah@yahoo.com, ^b sarhang.akraye@gmail.com

Access this article online		
Received on: 05 March 2022	Accepted on: 14 June 2022	Published on: 30 June 2022
DOI: 10.25079/ukhjss.v6n1y2022.pp10-31	E-ISSN: 2520-7806	
Copyright © 2022 Al-Abdallah&Jumaa. This is an open access article with Creative Commons Attribution Non-Commercial No Derivatives License 4.0 (CC BY-NC-ND 4.0)		

Abstract

This research determines the impact of content marketing (user-generated content (UGC) and firm-generated content (FGC)) on the consumer buying process for telecommunication products and services in the Kurdistan Region of Iraq (KRI). The study attempts to compare the impact of UGC and FGC on the consumer buying process. To achieve this aim, the study utilized a descriptive quantitative methodology. The population of interest for this research is all consumers of telecommunication products in the KRI. Primary data was collected from 402 online questionnaires from a convenience, snowball, sample from the main provinces of Kurdistan. The results indicate that all FGC marketing dimensions have a statistically significant positive direct effect on the consumer buying process, while only content valence and information richness of UGC dimensions have a statistically significant positive direct effect. FGC valence has the greatest impact on the consumer buying process, closely followed by FGC trustworthiness, and then FGC information richness. Between the two examined types of content, FGC has a greater impact than UGC on the consumer buying process for telecommunication products and services. Telecommunications marketers and management should thus prioritize the identified FGC dimensions in their marketing strategies for optimum resource allocation efficiency. Further discussion is provided.

Keywords: Content Marketing, Content Information Richness, Content Valence, Content Trustworthiness, Purchase Decision, Telecommunication, Kurdistan Region of Iraq.

1. Introduction

Numerous external and internal elements play a role in firm profitability, and a significant internal contributor to company success is the capability to maintain and attract new customers via marketing techniques (Gupta et al., 2013). Firms must be aware of the relevance of employing digital marketing as a strategy and also comprehend the contributing aspects of a successful content marketing (CM) plan, and the potential ramifications of implementing this approach (Alabdallah, 2013b). Over 4.88 billion people regularly use the internet, comprising over 63% of the world's total population. The ever-increasing need for information and services provided through the Internet has resulted in a rapid surge in consumer need for marketing and informational resources (Al Qeisi and Alabdallah, 2013a).

Consumers have moved from print media to platforms of social media, including Instagram and Facebook, among others. For marketers, the Internet is considered attractive because of its great cost and practical effectiveness in reaching customers. As a medium, the Internet typically provides faster feedback about competition, trends, customer satisfaction, and marketing cost values (Belch and Belch, 2015; Al-Abdallah, 2019; Al-Abdallah et al., 2021a; Barghouth et al., 2021).

The world of social media has emerged during recent decades as a whole new online communication venue where individuals can express themselves, bookmark, share, and form social connections rapidly (Asur and Huberman, 2010; Alabdallah et al., 2014). Customers often regard social media as a reliable source of information, which organizations can utilize using conventional marketing and communications tools (Karakaya and Barnes, 2010). There are almost 5 billion regular users of social media worldwide (Dean, 2021), with a notable increase in the practice of user-generated content (UGC), as well as in the usage of firm-generated content (FGC), relating to the products and services of firms operating in diverse industries (Demba et al., 2019).

The telecommunications sector was traditionally dominated by large national providers, but liberalization in most markets worldwide from the late 20th century onwards led to the proliferation of many local, regional, and global private carriers (Bataineh et al., 2016; Beers, 2019). Former state corporations have lost their monopolies, resulting in a spate of innovation and a plethora of new and recent rivals. Conventional markets have been further perturbed by the rapid growth of mobile services and a decline in landline usage and expansion, and the internet increasingly supplants voice as the primary source of telecommunications revenue. In addition, the structure of the sector has shifted from a highly centralized to a decentralized system, with fewer regulatory challenges and barriers to the market entrance (Al-Abdallah and Chew, 2020). Smaller firms can maintain and sell equipment to enable connections, including infrastructure, routers, and switches, whereas larger public firms continue to function mainly as service providers (Beers, 2019; Al-Abdallah, 2021).

In the Kurdistan Region of Iraq (KRI), the telecommunications industry is one of the fastest-growing businesses and one of the most strategic and vital sections of the Region's continuing growth (Investinggroup, 2013). In 2020 the major operators in Sulaimania City (Asiacell) and Erbil (Korek) in the KRI had about USD 824 million and USD 710 million, compared to only USD 215 million for the Baghdad-based Zain Iraq (Lee, 2020). With increased competition among the three operators, more investment in marketing activities has been noticed in recent years, including digital marketing activities. This paper aims at investigating the impacts of CM, UGC and FGC, on the consumer buying process in the telecommunications sector of the KRI, and at identifying which type of CM (UGC or FGC) has the greatest impact on the buying process.

2. Literature Review

2.1. Consumer Buying Process

The current research adopts the behavioural approach of the consumer buying framework to conceptualize the consumer buying process (CBP), which is commonly used to model and assess consumer purchasing decision-making (Mothersbaugh et al., 2016; Sava and Rakes, 2016). The decision-making in this approach is broken down into five stages: problem recognition or need identification, information search, alternatives evaluation, purchase, and after-purchase evaluation (Ghattas and Al-Abdallah, 2020). Not all customers undergo all these steps or undertake them in the same order, but as a general paradigm, this approach remains one of the most widely adopted in consumer behaviour research. The steps of CBP are summarized below.

2.1.1. Problem Recognition

There has to be a cause for the consumer to feel that they can be somewhere else than where they are and that their current location and how they see themselves in the scenario are not the same. Customers purchase something which they perceive to be distinct from what they have now (Al-Abdallah et al., 2021a).

2.1.2. Search for Information

After recognizing the presence of a problem/need, the process of consumer research starts. The companies are aware of this stage and actively promoting solutions, seeking to advertise their brands as industry leaders or present themselves as experts in a given subject through CM (Aboumoghli and Alabdallah, 2012).

2.1.3. Alternatives Evaluation

After identifying the main options available to them, consumers try to compare and assess each option (Alabdallah, 2015). Moreover, research is more important today than ever since shoppers want to be confident, they have done their research before making a purchase, and they want to examine other possibilities, to guarantee that their selection meets their needs.

2.1.4. Decision to Purchase

At this stage, the customer has looked at several purchasing possibilities and now understands the price and payment details. The next step is determining how to proceed with purchases, but as long as they have alternative options, they may ultimately elect not to acquire the considered goods or services (Jones, 2014).

2.1.5. Post-Purchase Evaluation

After purchasing, consumers can determine the extent to which they are happy with their choice. They explore their purchasing choice at the end of the purchasing process, and this stage is considered essential for future behaviour (e.g., repeat purchase), as if consumers are satisfied with their decision the probability of repeating the purchase will be higher, and vice versa. In addition, during this stage consumers normally share their experiences with others, which is an essential part of word-of-mouth (WOM) marketing (Jones, 2014).

2.2. Social Media and Content Marketing

According to Hudson (2020), social media encompasses a wide range of apps and websites, and the functions of these technologies vary as well. Many social networking platforms, on the other hand, begin with users establishing profiles, which generally entail supplying their names and email addresses. A user may generate and share material after creating a profile (Al-Abdallah et al., 2018). A social media user may identify other users whose material they wish to remark on or follow, in addition to providing materials for their own profiles. According to the type of social media, one user may “follow” another, “subscribe” to their pages, or add them as a “friend”. In general, social media have three common main dimensions: social, media, and discussion networks.

Social networks are designed to connect and exchange thoughts, ideas, and material with others, frequently with individuals who have similar interests and preferences (Al-Abdallah and Bataineh, 2018). Although in practice it has widespread usage, CM is a relatively recent concept in scientific study, particularly about how it is applied in social networks. Few works have considered CM in depth. According to the Institute of Content Marketing (2015), CM is defined as an approach to strategic marketing that concentrates on distributing and creating consistent, relevant, and valuable content for attracting and retaining a well-defined audience – and, finally, for driving profitable action of the customer.

The development of CM is a complex and dynamic process. The establishment of content-based marketing campaigns is more effective for most firms than constructing virtual promotional advertising (Chasser et al., 2010; Alabdallah, 2013a; Gagnon, 2014). This is because consumers are more attentive to content-based commercials, and the CM experience also encourages them to avoid conventional advertising (Chasser et al., 2010). Schuinanii et al. (2014) stress the significance of the quality of content, citing several required quality characteristics to promote customer attention and positive behaviours. These elements may be thought of as a different kind of CM. Intelligence, emotions, informativeness, dependability, value, originality, and relevance are criteria that must be present in high-quality digital material. CM can be generated by consumers or by firms. Accordingly, the following main hypothesis is posited:

H_a: There is a significant positive direct effect of CM on the CBP at $\alpha \leq 0.05$.

2.2.1. User-Generated Content

UGC for marketing has grown significantly in recent years because of social and messaging platforms, whereby people have become voluntary content creators, especially on their mobile devices. Marketers and social agencies have taken notice of this significant trend in innovative ways (Borst, 2019). UGC is defined as material that is publicly accessible, produced with a degree of creativity, and supplied within a professional setting without the expectation of remuneration (Vickery et al., 2007). In a variety of ways, consumers are increasingly seen as co-creators and collaborators in firms' production initiatives. Such a feature of user engagement, in both formation of opinion and the production of content, is a welcome change for firms (Parameswaran et al., 2007). Recent studies have extensively examined the importance of opinion distribution among online consumers, including social identity disclosure of UGC (Forman et al., 2008), consumer-generated media (Dewan et al., 2008), and online/ electronic WOM (e-WOM) (Chevalier et al., 2006), highlighting diverse elements, uses, and operators, as well as articulating a variety of ambitions for individuals, communities, and businesses (Dahlberg, 2011).

UGC is developed “out of a vocation scope and its procedures” (OECD, 2007, p.8). According to Naab et al. (2017), a consistent interpretation of UGC is a vital prerequisite for comprehending shifts in the phenomenon's investigation throughout time and across various study domains, and methodological and theoretical traditions. This wide description enables the study of several distinct elements of UGC across numerous industries, such as hotels (Ghose et al., 2012), restaurants (Luca, 2011), book sales (Chevalier et al., 2006), and electronic products (Al-Rawabdeha et al., 2021). An

abundance of data currently supports a causal relationship between product demand/ CBP and user-generated ratings (Al-Abdallah, 2021).

The number of reviews and quality of reviews can causally determine the influence of UGC on demand and sales for items (Luca, 2011). Huang et al. (2006) found that peer evaluations had a larger effect on product selections than expert evaluations.

Accordingly, the following sub hypothesis can be drafted:

Ha.1 There is a significant positive direct effect of UGC on the CBP (by CBP dimensions) at $\alpha \leq 0.05$.

2.2.2. Firm Egenerated Content

Marketers generate their material on formal brand sites and social media platforms (Stephen et al., 2012; Kumar et al., 2016). Companies prepare information on product offerings and integrate them into comprehensive brand promotions as part of FGC (Alabdallah and Abou-Moghli, 2012). Postings related to sales, bargains, and recent product releases are common examples of FGC on Facebook. FGC mostly appears in conventional media in advertising, whereby a business engages directly with the target audience (Keller, 2016). Social media FGC has changed the nature or process of communication between the firm and consumer due to the interactive nature of associated technologies. Firms' marketing units can directly and responsively tailor or deliver marketing content and messages via social media messages within the same social media playing field as other users (i.e., target consumers).

The amount of cross-buying of the customer represents the breadth of connecting customers with a company, while customer spending is the most fundamental business performance statistic (e.g., the "basket size of customer"), comprising a key performance indicator (KPI) (Kumar et al., 2013; Aboumoghli and Al-Abdallah, 2018). As with traditional forms of advertising and product promotion, companies must know how consumers react to their FGC, and how categories of consumers may benefit from the company's social engagement activities, to achieve successful social media marketing (Bataine et al., 2015). Although brief public remarks about social media may stimulate the activity of transactions, comprehensive postings which elicit a greater degree of customer interaction may have major influences on buying behaviour of consumers. FGC positively and substantially influences consumer cross-buying and spending behaviour, controlling the primary impacts of e-mail marketing and TV advertising, and excluding the problem of consumer self-selection (Kumar et al., 2016).

Unlike traditional media, companies' interactions on social media might be a cornerstone in equity-building initiatives through brand management and fostering consumer connections (Gensler et al., 2013; Mustafa and Al-Abdallah, 2020, Al-Abdallah et al., 2022). Through the messages that businesses post on formal accounts of social media, social media interactivity elements can assist businesses to create one-to-one connections with their consumers (Lea, 2012). Accordingly, the following sub hypothesis is proposed:

Ha.2 There is a significant positive direct effect of FGC on CBP (by its dimensions) at $\alpha \leq 0.05$.

2.3. Content Effectiveness

In social media contexts, consumers look for knowledge in evaluative online content that can persuade them (Chevalier et al., 2006; Goh et al., 2011). Three key textual characteristics are used to assess the effectiveness of content:

- 1) *Content Trustworthiness*: which relates to the believability of the content information and the people behind it, including the credibility of the content creators and the people being quoted and cited (Petty and Wegener, 1998).
- 2) *Content Valence*: which captures the persuasive impact of content. It pertains to the inherent favourable or negative sentiment, emotion, attitude, or appraisal toward a brand or product that may be illustrated via the negative or positive use of terms (Goh et al., 2013).
- 3) *Content Information Richness*: which is essentially a general measurement of communication effectiveness. It indicates the quantity and quality of data (applying features of the brand, product, or experiences) incorporated in the content (Daft and Langel, 1986).

2.4. Present Research Contributions

Although marketers and consumers are extensively using social media, empirical studies of the economic impact of social media and the strategies used in this field by the telecommunication sector are still rare, especially in the KRI. The economic impact of different forms and characteristics of UGC have only tentatively been explored, including readability and subjectivity of review (Ghose et al., 2011; Al-Abdallah et al., 2021b); the volume of review (Liu, 2006; Duan et al., 2008; Chevalier et al., 2006); and on-time purchase of products and items, such as books (Chevalier et al., 2006; Clemons et al., 2006; Liu, 2006; Duan et al., 2008) and movies (Chevalier et al., 2006; Liu, 2006; Duan et al., 2008). Only a limited number of researchers looked at both FGC and UGC within the field of a brand community of social media, including Luca (2011), who investigated UGC and the repeat purchase. Existing research lacks exact

quantification of the recurrent engagement value from marketers and consumers in these communities, notably utilizing measures including elasticities of FGC and UGC in demanding items of recurrent purchase.

Second, past research has shed light on the tension that exists between customers' complicated tasks (UGC) and marketers' complicated obligations (FGC). Few studies have offered experimental data on whether UGC is more effective than FGC on consumers and CBP (Trusov, 2009; Albuquerque et al., 2012). Time, needs, motivations, and levels of scepticism around FGC may be seen as potential conflicts by consumers (Obermiller et al., 1998; Escalas, 2007). On the other hand, because of the possibility of two-sidedness (generally negative and positive aspects) in the UGC and e-WOM, it might not be that easy for consumers to rely on UGC (Godes et al., 2009). It is unclear from previous studies what is considered more effective marketing, UGC or FGC, on the purchasing decisions of consumers. This study compares the possible effects of both in the telecommunications sector in the KRI.

3. Research Methodology

This research is descriptive, aiming to describe and explain what already exists. Its goal is to explain the current situation related to existing situations or connections, prevalent behaviours, held ideas, viewpoints, or perceptions, and ongoing or evolving processes. This research used quantitative survey questionnaires to collect the data and test the hypotheses over a representative sample drafted from a large population, which is one of the best data collection methods in social sciences research (Gabriel, 2013).

3.1. Research Population and Sample

The population of interest for this research is the consumers of telecommunication sector companies (Korek, Asiacell, and Zain-Iraq) in the KRI. The total population of the KRI is around 5.2 million (KRG, 2021), with well over complete market penetration in terms of the number of telecommunication mobile line subscribers (9.75 million) (Jumaa, 2021). The regional firms Asiacell and Korek Telecom have the major shares of the KRI market, with about 4.5 million and 4.25 million subscribers (respectively), followed by the national provider Zain-Iraq, with about 1 million subscribers. The total saturation of the market indicates that most subscribers have multiple mobile lines, either for making calls or for internet bands. The very high number of telecommunication mobile line subscribers could be attributed to cost factors and customers shopping around for preferable tariffs.

When Asiacell was first launched in 1999 people from Sulaimania used to buy Asiacell Mobile lines; subsequently, when Korek was launched in 2000, people from Erbil and Dohuk used to buy Korek Mobile lines. Subsequently, to communicate with each other easier with lower costs, people from Sulaimania started buying additional Korek Mobile lines to easily communicate with their families and friends in Erbil and Dohuk, while the latter reciprocally started buying Asiacell mobile lines, to easily communicate with their friends and friends in Sulaimania. (Ahmed, 2018; Ahmed, 2021). Due to the prohibitively high costs of communicating with users on different networks in the KRI, most users found it cheaper to have subscriptions with both major local providers. Zain-Iraq is used on the same basis by people in Kurdistan who wish to communicate with people living in other areas in Iraq, outside the KRI (Al-Salami et al., 2015).

Data were collected from a non-probability, convenience, snowball sample of all mobile telecommunications subscribers in the KRI because no records about the total number of users along with their contact information could be obtained directly from the local telecommunications firms. The researchers uploaded the questionnaire on Google Forms and shared the link on all social media platforms, the sample started with family, friends, and acquaintances who also shared the link with their social groups and so on. The targeted respondents must have a social media account, follow official telecommunication pages and feeds, and have recently bought any telecommunication products. After 2 weeks, 402 valid and usable questionnaires from the different areas in the KRI were collected and were statistically analysed. A summary of respondents' socio-demographic characteristics is shown in Table 1.

Table 1. Sample Characteristics.

Variable	Category	Count	Per cent
Telecommunication operator	Korek Telecom	236	58.7
	Asiacell	108	26.9
	Zain Iraq	58	14.4
	Total	402	100
Gender	Males	226	56.2
	Females	176	43.8
	Total	402	100

Age	<18	32	8
	18- <24	68	16.9
	24- <30	110	27.4
	30- <40	94	23.4
	40- <50	66	16.4
	50+	32	8
	Total	402	100
Education level	High school or less	32	8
	2-year diploma	72	17.9
	Bachelor's degree	190	47.3
	Postgraduate	108	26.9
	Total	402	100
Marital status	Single	188	46.8
	Engaged	20	5
	Married	184	45.8
	Other	10	2.5
	Total	402	100
No. of household members	≤2	56	13.9
	3-5	180	44.8
	6-8	134	33.3
	9+	32	8
	Total	402	100
The income per month (USD)	≤500	108	26.9
	501-1500	130	32.3
	1501-2500	88	21.9
	2501-3500	48	11.9
	3501-4500	20	5
	4501+	8	2
	Total	402	100
Preferences	User-generated content	316	78.6
	Firm-generated content	86	21.4
	Total	402	100
Time spent daily on social media sites (hours)	<1	18	4.5
	1- <2	104	25.9
	2- <4	138	34.3
	4- <6	76	18.9
	6+	66	16.4
	Total	402	100

3.2. Research Instrument

The questionnaire consists of three main parts, which were developed based on the literature review and previous studies (Appendix I) and the cover letter with a consent form. The questionnaire has two control questions (on having an active social media account and purchasing telecommunication products); the first part, collecting data about the independent variables “UGC (X1) and FGC (X2)”; the second part, collecting data on the dependent variable “CBP(Y)”; and the third part, collecting demographic data. Before distributing the questionnaire, a full-scale pilot study was conducted, and the final questionnaire was amended based on the pilot study results. In addition, the validity of the data was established through Face Validity, Construct Validity, and Discriminant Validity. While the reliability of the data was checked through the Cronbach Alpha test.

4. Testing the Hypotheses

The hypotheses were tested through multiple linear regression analysis, using SPSS version 23. Before testing the hypotheses, two basic assumptions for linear regression must be checked: the normality of the data distribution, and the

level of multicollinearity among the independent variable dimensions, using skewness and kurtosis for normality of distribution and the variance inflation factor (VIF) for multicollinearity. Table 2 presents the VIF, skewness, and kurtosis values. The data is considered normally distributed if the skewness values and the kurtosis values lie between (-3) and (+3) (George and Mallery, 2013). The obtained values in Table 2 are within the above-mentioned range, which proves that the data is normally distributed. According to Maddala (1992), a VIF value that is more than 10 indicates a serious multicollinearity problem that prevents the application of regression analyses; a value between 5 - 10 reflects a moderate problem, and a value less than 5 reflects a low multicollinearity problem. All obtained values were less than 3, which means that there is no significant multicollinearity between the independent variables' dimensions (i.e., there is a very low correlation among the independent variables). Based on these results, regression analyses can be safely applied.

Table 2. Normality Indicator and VIF Test for Multicollinearity.

	Skewness	Kurtosis	VIF
Independent Variables			
Content Information Richness (UGC)	0.514	-0.087	1.084
Content Valence (UGC)	0.241	0.117	1.108
Content Trustworthiness (UGC)	-0.937	-0.204	1.204
Content Information Richness (FGC)	-0.497	-0.466	1.585
Content Valence (FGC)	-0.687	1.671	1.303
Content Trustworthiness (FGC)	-0.583	-0.018	1.676
Dependent Variable: Consumer Buying Process			
Problem Recognition (UGC)	-0.729	2.634	-
Problem Recognition (FGC)	-1.168	1.466	-
Information Search (UGC)	-0.587	2.960	-
Information Search (FGC)	-1.157	1.335	-
Evaluation of Alternatives (UGC)	0.191	0.859	-
Evaluation of Alternatives (FGC)	-0.506	-0.061	-
Purchase Decision (UGC)	0.161	0.884	-
Purchase Decision (FGC)	-0.528	-0.249	-
Post-Purchase Evaluation (UGC)	-0.324	2.165	-
Post-Purchase Evaluation (FGC)	-0.519	0.303	-

4.1. Testing the First Sub Hypothesis

Ha1.1 There is a significant positive direct effect of UGC on the CBP (by its dimensions) at $\alpha \leq 0.05$.

To test this first sub hypothesis directly, multiple linear regressions were performed. The results are presented in Table 3, showing that the value of adjusted R^2 equals (0.306), which represents the amount of variation observed in the CBP explained by the UGC. Higher values of determination coefficient (R^2) indicate a superior model, with a stronger explanation of the dependent variable. The obtained value for this model shows that UGC can explain 30.6% of the change in the CBP, which is a relatively moderate percentage. Table 3 also shows that the F-value (60.065) is significant, as the related Sig. (F) value (0.000) is less than (0.05); accordingly, the alternative hypothesis is accepted, stating that there is a statistically significant positive direct effect of UGC on the CBP (by its dimensions) at $\alpha \leq 0.05$.

As for the final model of UGC, only UGC *Information Richness* and UGC *Valence* have statistically significant positive direct effects on CBP, since Sig. (t) for these dimensions equal to (0.000); both are less than (0.05) and therefore are considered significant. UGC *Trustworthiness* has no statistically significant direct effect on CBP among the other dimensions, as the Sig. (t) value for this dimension equals (0.139), which is greater than (0.05), and is therefore considered insignificant.

The UGC *Valence* dimension has the greatest impact on CBP, as the Beta value equals (0.385), followed by UGC *Information Richness*, with a Beta value equal to (0.127).

Table 3. Multiple Linear Regression for Testing the Effect of UGC on the Consumer Buying Process.

Model	B	t	Sig. (t)
UGC Information Richness	0.127	3.629	0.000
UGC Valence	0.385	11.298	0.000
UGC Trustworthiness	0.021	1.484	0.139
F = 60.065		Sig. (F) = 0.000	
Adjusted R ² =0.306			

4.2. Testing the Second Sub Hypothesis

Ha1.2 There is a significant positive direct effect of FGC on CBP (by its dimensions) at $\alpha \leq 0.05$.

To test the second sub hypothesis directly, multiple linear regressions were performed. Table 4 shows that the value of adjusted R² equals (0.529), which represents the amount of variation observed in the CBP and explained by the FGC. The obtained value for this model shows that FGC can explain 52.9% of the change in the CBP, which is a relatively high percentage. Table 4 also shows that the F-value (150.890) is significant, as the related Sig. (F) value (0.000) is less than (0.05); accordingly, the alternative hypothesis is accepted, stating that there is a statistically significant positive direct effect of FGC on CBP (by its dimensions) at $\alpha \leq 0.05$. As for the final model of FGC, all the dimensions have a statistically significant positive direct effect on CBP, as all Sig. (t) values for these dimensions are (0.000), less than (0.05), and they are therefore considered significant. The FGC *Valence* dimension has the greatest impact on CBP, as the Beta value equals (0.276), closely followed by FGC *Trustworthiness*, with a Beta value of (0.273), and then FGC *Information Richness*, with a Beta value of (0.174).

Table 4. Multiple Linear Regression for Testing the Effect of FGC on the Consumer Buying Process.

Model	B	t	Sig. (t)
FGC Information Richness	0.174	4.957	0.000
FGC Valence	0.276	7.831	0.000
FGC Trustworthiness	0.273	9.046	0.000
F = 150.890		Sig. (F) = 0.000	
Adjusted R ² =0.529			

4.3. Testing the Main Hypothesis

H_{a1}: There is a significant positive direct effect of CM on the CBP at $\alpha \leq 0.05$.

To test this main hypothesis directly, multiple linear regressions were performed. Table 5 shows the value of adjusted R² (0.379), which represents the amount of variation observed in CBP and explained by the CM. The obtained R² value for this model shows that CM can explain 37.9% of the change in CBP, which is a relatively moderate percentage. In addition, the (F) value for this model (123.31) is significant, since the Sig. (F) (0.000) is less than (0.05); accordingly, the alternative hypothesis is accepted, stating that there is a statistically significant positive direct effect of CM on the CBP at $\alpha \leq 0.05$. Table 5 also shows that both UGC and FGC have statistically significant positive direct effects on the CBP, since Sig. (t) for both variables equal to (0.000), less than (0.05), indicating significance. The FGC has the highest effect on CBP followed by UGC, with Beta values of (0.347) and (0.172), respectively.

Table 5. Multiple Linear Regression for Testing the Effect of Content Marketing on the Consumer Buying Process.

Model	β	t	Sig. (t)
User-Generated Content	0.172	4.855	0.000
Firm-Generated Content	0.347	11.858	0.000
F = 123.31		Sig. (F) = 0.000	
Adjusted R ² =0.379			

5. Discussion and Conclusion

Based on the results of this study, there is an important effect of CM (UGC and FGC) on the CBP in the KRI. CM clearly does affect the consumer buying decision process; as CM is convenient in time and form for consumers, it is likely to have a great impact on their decisions, consistent with the findings of previous studies (Al Qeisi and Alabdallah, 2014; Gautam and Sharma, 2017; Prasath and Yoganathen, 2018; Xiao et al, 2019; Junejo, 2020). Both UGC and FGC have statistically significant positive direct effects on the CBP. The identification of both the mechanisms included in

social media communication indicates a substantial positive correlation between FGC and UGC (Krishnamurthy and Dou, 2008; Poulis et al., 2019).

The results also show that only the Valence and Information Richness dimensions of UGC have a statistically significant positive direct effect on the CBP. UGC Valence has the greatest impact on the CBP, followed by UGC Information Richness. This is consistent with previous research outcomes (Bickart et al., 2001; Russo and Chaxel, 2010; Balakrishnan et al., 2014; Severi et al., 2014; Al-Rawabdeha et al., 2021) but contradict the fact that those studies also found Content Trustworthiness to be effective as well. The results indicate that UGC Valence has the greatest effect, this could be because customers like to share their experiences, thoughts, and feelings (Algesheimer et al., 2005), and feel more comfortable interacting with other consumers, trusting their overall impression about a certain product or brand. This could be the reason why UGC Trustworthiness has no significant effect on the CBP; moreover, aside from the opinion leaders and celebrities, it is more difficult to investigate the message source in UGC, making the evaluation of Trustworthiness difficult. On the other hand, CGC Information Richness is also important, as such content seems to explain a product according to real-life situations from the actual consumers' experiences and points of view.

As for the final model of FGC, all the dimensions have a statistically significant positive direct effect on the CBP, consistent with previous studies (Russo and Chaxel, 2010; Lea, 2012; Naylor et al., 2012; Balakrishnan et al., 2014; Kumar et al., 2016). Adopting FGC as a marketing communication method can help increase brand recognition and loyalty, and directly affects consumer buying behaviour (Godes and Mayzlin, 2009; Christodoulides et al., 2011; Hutter et al., 2013; Barreda et al., 2015; Schivinski and Dabrowski's, 2016; Al-Abdallah and Ahmed, 2018). The FGC Valence dimension has the greatest impact on the CBP, closely followed by FGC Trustworthiness, and then FGC Information Richness. This is perhaps because marketing content includes messaging which emphasizes items' positive aspects to improve product evaluation and build a positive emotion in customers. To entice customers to make a purchase, marketers inculcate positive words in FGC to create a good image and reputation of the product. Unlike the case of UGC, FGC Trustworthiness has a significant effect on the CBP, mainly because the message source here can be easily evaluated, coming from an official organization, and consumers are expecting firms to highlight the good aspects of their products and perhaps hide the bad ones. In consumers' minds, firms could manipulate the information provided to them to make it more persuasive (Goh et al., 2013), therefore trusting the source and the content is really important when considering the FGC.

Of the two types of content, FGC has the highest effect on the CBP, which actually contradicts the majority of previous studies in this field. Many researchers found that FGC has a less persuasive impact compared to UGC and that users' recommendations had a greater influence (Gilly et al., 1998; Escalas, 2007; Trusov et al., 2009; Arazy et al., 2010; Goh et al., 2013). Their conclusion was explained in terms of consumers evolving an overall inclination to doubt or be critical of marketing messaging (i.e., FGC) over time. To convince people to buy products, marketers archetypically resort to tactics and gimmicks (e.g., inflating product advantages while downplaying flaws), while consumers are merely passive observers in this process. The common knowledge found in this regard centres around the fact that consumers trust each other more than they trust firms, simply because of the lack of conflict of interest, a consumer will be most likely honest about his opinion as he stands to gain or lose nothing, while firms try to protect their interest in their CM. However, the results of this study show clearly that when it comes to telecommunication products and services, consumers are acutely more affected by FGC than UGC. This could be because of the nature of the products in this sector, whereby the sophisticated technical details are better presented by firms rather than other consumers. Moreover, the lack of a strong model of the UGC in the region may also drive consumers to place more value on FGC than on UGC.

In conclusion, CM impacts the consumer buying process of telecommunication products in KRI, both UGC and FGC have a positive significant impact on this buying process. All FGC dimensions (content Information Richness, Content Valence, Content Trustworthiness) have a positive significant effect on the consumer buying process. While only Content Information Richness and Content Valence have a positive significant effect on the consumer buying process. When comparing the effect of both types of CM, FGC has a higher impact on the buying process than UGC. Which is the main theoretical contribution of this study as discussed above.

5.1. Managerial Implications

Telecommunications firms need to pay attention to their content posted on social media because it directly affects consumers. Since FGC, in general, has a greater impact on the CBP in the telecommunications sector of the KRI, telecommunication operators must pay attention to all the dimensions of FGC (i.e., *Information Richness*, *Valence*, and *Trustworthiness*), especially *Valence*, especially by providing information about their products that prove positive reactions in their generated content. There is also a significant effect of UGC on the CBP in the KRI; while telecommunications firms cannot control UGC directly, they need to work on the negative comments on their posts on social media and try

to produce better content and encourage satisfied users to share and talk about their positive experiences by providing them with incentives. In addition, marketers should reconsider their attitude to UGC; through creative responses, marketers can encourage customers to reply and interact, resulting in a new cycle of communication and increased UGC. Marketers can also consider encouraging UGC based on FGC, whereby consumers might be encouraged to re-share previous firm postings, or they might be encouraged to make fresh comments on older firm posts (e.g., as part of competitions to win prizes).

5.2. Limitations

The researchers faced difficulties in gaining the necessary information and statistics from the telecommunication operators in the KRI, such as basic facts, figures, and numbers. Apparently, local companies consider such information to be confidential, and they declared that it could not be shared with the researchers. It was possible to partially overcome this issue by getting the necessary secondary data by interviewing officials at the Ministry of Transportation and Telecommunication and the Kurdistan Regional Government (KRG). However, this required face to face interviews, as such information is not available in recent official publications or sites. In addition, the questionnaire was distributed online, as the study took place during COVID-19. Moreover, due to time and cost constraints, the study was limited to a sample of 402 respondents.

5.3. Future Research Recommendations

Any research that can overcome this research limitation will help better understand the relationship between UGC and FGC and buying process. The researchers propose conducting a similar study that explores other digital marketing and social activities that might affect the process of customer purchase, such as the effect of social media influencers. In addition, conducting similar research on other sectors in the KRI, other than the telecommunication, could help compare the results and highlight any changes in customer perspectives. Finally, conducting the same research in other markets, including other Iraqi provinces and neighbouring countries, would allow a better understanding of the examined issue.

References

- Al-Abdallah, G, Dandis, A., and Al Haj Eid, M. (2022) "The Impact of Instagram Utilization on Brand Management: An Empirical Study on the Restaurants Sector in Beirut," *Journal of Foodservice Business Research*, Advance online publication.
- Aboumoghli, A. and Al-Abdallah, G. (2018). "Evaluating the association between corporate entrepreneurship and firm performance," *International Journal of Entrepreneurship*, 22(4), 1 – 10.
- Ahmed, K. (2021). "KRG Ministry of Transportation and Telecommunications Statistics," Interviewed by Sarhang Jumaa, 31 March.
- Ahmed, S. (2018). "Success and failure of telecommunications business in Iraq: A case study of Korek Telecom vs. Mobitel," PhD. Thesis, American University of Iraq, Sulaimani, Iraq.
- Al Qeisi, K. and Alabdallah, G. (2013). "Internet banking adoption in Jordan: A behavioral approach," *International Journal of Marketing Studies*, 5(6), 84 – 108.
- Al Qeisi, K. and Alabdallah, G. (2014). "Website design and usage behaviour: An application of the UTAUT model for internet banking in UK," *International Journal of Marketing Studies*, 6(1), 75 – 89. DOI:10.5539/ijms.v6n1p75
- Al-Abdallah, G., Khair, N. and Elmarakby, R (2021a). "The impact of social networking sites on luxury vehicles purchase decision process in Gulf Cooperation Council countries," *Journal of International Consumer Marketing*, 33(4), 1 – 19. DOI: 10.1080/08961530.2020.1867023.
- Al-Abdallah, G.M. (2021). "Can internal marketing activities save small and medium industrial enterprises in a tough economy? Back to the basics approach," *International Journal of Industrial and Systems Engineering*, 38(4), 469 – 483. DOI: 10.1504/IJISE.2020.10027354.
- Al-Abdallah, G.M. Fraser, K.E. and Albarq, A.N. (2021b). "Internet-based entrepreneurial ventures: An empirical investigation of startup business strategies on firm performance from the MENA region," *Global Journal of Flexible Systems Management*, 22, 29 – 41. DOI: 10.1007/s40171-020-00256-4.
- Alabdallah, G. (2013). "Customer relationship management and internet implementation: Empirical study on local Jordanian enterprises," *Interdisciplinary Journal of Contemporary Research in Business*, 5(4), 44 – 56.
- Alabdallah, G. (2013). "The effect of customer-company relationship on internet adoption in Jordanian small and medium enterprises," *Journal of Economics and Behavioral Studies*, 5(4), 192 – 199. <https://doi.org/10.22610/jebbs.v5i4.3>

- Alabdallah, G. (2015). "The impact of internet marketing research on achieving competitive advantage," *International Journal of Arts and Sciences*, 8(1), 619 – 627.
- Al-Abdallah, G. (2019). "Porter's competitive strategies in internet-based entrepreneurial ventures," in *2nd International Conference on Computers in Management and Business*, St Antony's College, Oxford, UK.
- Al-Abdallah, G. and Bataineh, A. (2018). "Social networking sites and fashion e-purchasing process," *Journal of Business and Retail Management Research*, 13(2), 36 – 49. DOI: <https://doi.org/10.24052/JBRMR/V13IS02/ART-04>
- Al-Abdallah, G., Aboumoghli, A. and Al-Thani, A. (2018). "An examination of the e-commerce technology drivers in the real estate industry," *Problems and Perspectives in Management*, 16(4), 1 – 27.
- Alabdallah, G., Al-Khawaldeh, K. and Al-Hadid, A. (2014). "Internet usage and traditional distribution channels: The moderating effect of the firm's size in Jordan," *International Business Research Journal*, 7(3), 81 – 90.
- Alabdallah, G. and Abou-Moghli, A. (2012). "The effect of promotional mix on internet adoption in Jordanian small and medium enterprises," *European Scientific Journal*, 8(12), 96 – 112.
- Al-Abdallah, G. and Ahmed, R. (2018). "The impact of corporate social responsibility on customer loyalty in the Qatari telecommunication sector," *Journal of Business and Retail Management Research*, 13(1), 253 – 268. DOI: <https://doi.org/10.24052/JBRMR/V13IS01/ART-25>
- Albuquerque, P., Pavlidis, P., Chatow, U., Chen, K.Y. and Jamal, Z. (2012). "Evaluating promotional activities in an online two-sided market of user-generated content," *Marketing Science*, 31(3) 406 – 432.
- Algesheime, R., Dholakia, U.M. and Herrmann, A. (2005). "The social influence of brand community: Evidence from European car clubs," *Journal of Marketing*, 69(3) 19 – 34.
- Al-Rawabdeha, H., Ghadira, H. and Al-Abdallah, G. (2021). "The effects of user generated content and traditional reference groups on purchase intentions of young consumers: A comparative study on electronic products," *International Journal of Data and Network Science*, 5(4), 691–702. DOI: 10.5267/j.ijdns.2021.7.012.
- Al-Salami, K.H., Sawadi, Z.T. and Saadi, I.A. (2015). "An empirical study for competition case between Iraqi telecommunication companies using Game Theory," *International Journal of Scientific and Research Publications*, 5(9), 1 – 7.
- Arazy, O., Kumar, N. and Shapira, B. (2010). "A theory-driven design framework for social recommender systems," *Journal of the Association for Information Systems*, 11(9), 455 – 490.
- Asur, S. and Huberman, B.A. (2010). "Predicting the future with social media," in *2010 IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology*, 1, IEEE, pp. 492 – 499.
- Balakrishnan, B.K., Dahnil, M.I. and Yi, W.J. (2014). "The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y," *Procedia Social and Behavioral Sciences*, 148, 177 – 185. DOI: [10.1016/j.sbspro.2014.07.032](https://doi.org/10.1016/j.sbspro.2014.07.032).
- Barghouth, D., Al-Abdallah, G.M. and Abdallah, A.B. (2021). "Pharmacy service factors and pharmacy performance: the role of patient satisfaction in community pharmacies," *International Journal of Pharmaceutical and Healthcare Marketing*. DOI: 10.1108/IJPHM-03-2020-0017.
- Barreda, A.A., Bilgihan, A., Nusair, K. and Okumus, F. (2015). "Generating brand awareness in online social networks," *Computers in Human Behavior*, 50, 600 – 609.
- Bataineh, A., Alabdallah, G. and Alkharabsheh, A. (2015). "Determinants of continuance intention to use social networking sites (SNS): Studying the case of Facebook," *International Journal of Marketing Studies*, 7(4), 121 – 135. DOI:10.5539/ijms.v7n4p121
- Bataineh, A., Alhadid, A., Alabdallah, G. and Alfalah, T. (2016). "The role of information technology capabilities in capitalizing market agility in Jordanian telecommunications sector," *International Journal of Academic Research in Business and Social Sciences*, 5(8), 90 – 101.
- Beers, B. (2019). *What is the telecommunications sector?* [webpage]. Available: <https://www.investopedia.com/ask/answers/070815/what-telecommunications-sector.asp> [Accessed: 1 January 2022].
- Belch, G.E. and Belch, M.S. (2015). *Introduction to Advertising and Promotion*, 10th ed. New York, NY: McGraw Hill.
- Bickart, B. and Schindler, R.M. (2001). "Internet forums as influential sources of consumer information," *Journal of Interactive Marketing*, 15(3), 31 – 40.
- Chasser, A., Wolfe, J. (2010). *Brand Rewired: Connecting Branding, Creativity and Intellectual Property Strategy*. San Francisco, CA: Willey.
- Chevalier, J.A. and Mayzlin, D. (2006). "The effect of word of mouth on sales: Online book reviews," *Journal of Marketing Research*, 43(3), 345 – 354.
- Christodoulides, G., Jevons, C. and Blackshaw, P. (2011). "The voice of the consumer speaks forcefully in brand identity: User-generated content forces smart marketers to listen," *Journal of Advertising Research*, 51(1), 101 – 111.

- Daft, R.L. and Langel, R.H. (1986). "Organizational information requirements, media richness and structural design," *Management Science*, 32(5), 554 – 571.
- Dean, B. (2021). *Social network usage and growth statistics: How many people use social media in 2022?* [webpage]. Available: <https://backlinko.com/social-media-users> [Accessed: 1 January 2022].
- Demba, D., Chilya, N., Chuchu, T. and Ndoro, T. (2019). "How user-generated content advertising influences consumer attitudes, trust and purchase intention of products and services," *Communicare*, 38(1), 136 – 149.
- Dewan, S. and Ramaprasad, J. (2008). *Consumer blogging and music sampling*. Working paper, University of California at Irvine, Irvine.
- Escalas, J.E. (2007). "Self-referencing and persuasion: Narrative transportation versus analytical elaboration," *Journal of Consumer Research*, 33(4) 421 – 429.
- Forman, C., Ghose, A. and Wiesenfeld, B. (2008). "Examining the relationship between reviews and sales: The role of reviewer identity information," *Information Systems Research*, 19(3), 291–313.
- Gabriel, D. (2013). *Inductive and deductive approaches to research* [webpage]. Available: <https://deborahgabriel.com/2013/03/17/inductive-and-deductive-approaches-to-research/> [Accessed: 1 January 2022].
- Gagnon, E. (2014). "Goodbye, B2B brand marketing: Developing content-based marketing programs for the post-marketing era," *International Management Review*, 10(2), 68 – 71.
- Gautam, V. and Sharma, V. (2017). "The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands," *Journal of Promotion Management*, 23(6), 872 – 888.
- Gensler, S., Völkner, F., Liu-Thompkins, Y. and Wiertz, C. (2013). "Managing brands in the social media environment," *Journal of Interactive Marketing*, 27(4), 242–56.
- George, D. and Mallery, P. (2013). *SPSS for Windows Step by Step: A Simple Guide and Reference*, 11.0 update, 4th ed. Boston, MA: Allyn and Bacon.
- Ghattas, D. and Al-Abdallah, G. (2020). "Factors affecting customers' selection of community pharmacies: The mediating effect of branded pharmacies and the moderating effect of demographics," *Management Science Letters*, 10(8), 1 – 12. DOI: 10.5267/j.msl.2019.12.037.
- Ghose, A., Ipeirotis, P., Li, B. (2012). "Designing ranking systems for hotels on travel search engines by mining user-generated and crowdsourced content," *Marketing Science*, 31 (3), 493–520.
- Gilly, M.C., Graham, J.L., Wolfenbarger, M.F. and Yale, L.J. (1998). "A dyadic study of interpersonal information search," *Journal of the Academy of Marketing Science*, 26(2) 83 – 100.
- Global Telecom Industry Statistics 2020 – CAPEX, Mobile Revenue, Infrastructure Market Share and Regional Subscription Data – ResearchAndMarkets.com". [businesswire.com](https://www.businesswire.com). Retrieved 2021 – 05 – 17
- Godes, D. and Mayzlin, D. (2009). "Firm-created word-of-mouth communication: evidence from a field test," *Marketing Science*, 28 No. 4, 721 – 739.
- Goh, K.-Y., Heng, C.-S. and Lin, Z. (2013). "Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content," *Information Systems Research*, 24(1), 88 – 107.
- Goh, K.Y., Hui, K.L. and Png, I. (2011). "Newspaper reports and consumer choice: Evidence from the do not call registry," *Management Science*, 57(9) 1640 – 1654.
- Gupta, P.D., Guha, S. and Krishnaswami, S.S. (2013). "Firm growth and its determinants," *Journal of innovation and entrepreneurship*, 2(1), p.15.
- Huang, J. and Chen, Y. (2006). "Herding in online product choice," *Psychology and Marketing*, 23 (5), 413–428.
- Hutter, K., Hautz, J., Dennhardt, S. and Fuller, J. (2013). "The impact of user interactions in social media on brand awareness and purchase intention: the case of mini on Facebook," *Journal of Product and Brand Management*, 22(5/6), 342 – 351.
- Investinggroup. (2013). *Plugging in: Telecom and internet* [webpage]. Available: <https://investinggroup.org/review/242/plugging-in-telecom-and-internet-kurdistan/#:~:text=The%20Kurdistan%20Region's%20telecom%20industry,Asiacell%2C%20Korek%2C%20and%20Zain.andtext=While%20landline%20and%20Internet%20penetration,estimated%20to%20have%20reached%2090%25> [Accessed: 1 January 2022].
- Jones, S. (2014). *The six stages of the consumer buying process and how to market to them* [webpage]. Available: <https://www.business2community.com/consumer-marketing/six-stages-consumer-buying-process-market-0811565> [Accessed: 1 January 2022].
- Jumaa, A (2021). "Telecommunication Sector in KRI," Interview by Sarhang Jumaa, 5 April.

- Junejo, I., Kazi, A.S., Soomro, M., Siddique, M., Juman, S.N. and Shaikh, S.H. (2020). "Website content and consumer buying behavior: The mediating role of electronic word-of-mouth," *Indian Journal of Science and Technology*, 13(11), 1259 – 1264.
- Karakaya, F. and Barnes, N.G. (2010). "Impact of online reviews of customer care experience on brand or company selection," *Journal of Consumer Marketing*, 27(5), 447 – 457.
- Kurdistan Regional Government (2021). *Kurdistan fact sheet* [webpage]. Available: <https://gov.krd/boi-en/why-kurdistan/region/facts-figures/region-kurdistan-fact-sheet/> [Accessed: 1 January 2022].
- Krishnamurthy, S. and Dou, W. (2008). "Note from special issue editors: advertising with user-generated content: A framework and research agenda," *Journal of Interactive Advertising*, 8(2), 1 – 4.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R. and Kannan, P.K. (2016). "From social to sale: The effects of firm-generated content in social media on customer behavior," *Journal of Marketing*, 80(1), 7 – 25.
- Kumar, V., Bhaskaran, V., Mirchandani, R. and Shah, M. (2013). "Creating a measurable social media marketing strategy: Increasing the value and ROI of intangibles and tangibles for Hokey Pokey," *Marketing Science*, 32(2), 194–212.
- Lea, W. (2012). *The new rules of customer engagement* [webpage]. Available: <http://www.inc.com/wendy-lea/new-rules-of-customer-engagement.html> [Accessed: 1 January 2022].
- Lee, J. (2020). *Corona virus hits Asiaccell revenue* [news]. Available: <https://www.iraq-businessnews.com/2020/10/29/coronavirus-hits-asiaccell-revenue/> [Accessed: 1 January 2022].
- Liu, Y. (2006). "Word of mouth for movies: Its dynamics and impact on box office revenue," *Journal of Marketing*, 70(3), 74 – 89.
- Luca, M. (2011). *Reviews, reputation and revenue: The case of Yelp.com* [working paper]. Available: https://www.hbs.edu/ris/Publication%20Files/12-016_a7e4a5a2-03f9-490d-b093-8f951238dba2.pdf [Accessed: 1 January 2022].
- Maddala, G.S. (1992). *Introduction to Econometrics*, 2nd ed. Englewood Cliffs, NJ: Prentice-Hall.
- Mayzlin, D. (2006). "Promotional chat on the Internet," *Marketing Science*, 25(2) 155 – 163.
- Mothersbaugh, D.L. and Hawkins, D.I. (2016). *Consumer Behavior: Building Marketing Strategy*, 13th ed. New York, NY: McGraw-Hill.
- Mustafa, S. and Al-Abdallah, G. (2020). "The evaluation of traditional communication channels and its impact on purchase decision," *Management Science Letters*, 10(7), 1 – 12. DOI: 10.5267/j.msl.2019.12.014
- Naab, T.K. and Sehl, A. (2017). "Studies of user-generated content: A systematic review," *Journalism*, 18(10), 1256 – 1273.
- Naylor, R.W., Lambertson, C.P. and West, P.M. (2012). "Beyond the 'like' button: The impact of mere virtual presence on brand evaluations and purchase intentions in social media settings," *Journal of Marketing*, 76, 105 – 120
- Obermiller, C. and Spangenberg, E.R. (1998). "Development of a scale to measure consumer skepticism toward advertising," *Journal of Consumer Psychology*, 7(2) 159 – 186.
- Organisation for Economic Co-operation and Development (2007). *Participative web: User-created content* [pdf]. Available: <http://www.oecd.org/sti/38393115.pdf> [Accessed: 1 January 2022].
- Parameswaran, M. and Whinston, A.B. (2007). "Social computing: An overview," *Communications of the Association for Information Systems*, 19, 762–780.
- Petty, R.E. and Wegener, D.T. (1998). *Handbook of Social Psychology*. editors Gilbert DT, Fiske ST, Lindzey G., Oxford Univ Press, New York.
- Poulis, A., Rizomyliotis, I. and Konstantoulaki, K. (2019). "Do firms still need to be social? Firm generated content in social media," *Information Technology and People*, 32(32). DOI: 10.1108/IITP-03-2018-0134.
- Prasath, P. and Yoganathan, A. (2018). "Influence of social media marketing on consumer buying decision making process," *SLIS Student Research Journal* [online]. Available: https://www.researchgate.net/publication/326294733_influence_of_social_media_marketing_on_consumer_buying_decision_making_process [Accessed: 1 January 2022].
- Russo, J.E. and Chaxel, A.S. (2010). "How persuasive messages can influence behavior without awareness," *Journal of Consumer Psychology*, 20(3) 338 – 342.
- Schivinski, B. and Dabrowski, D. (2016). "The effect of social media communication on consumer perceptions of brands," *Journal of Marketing Communications*, 22(2), 189 – 214.
- Schuinanii, J., Wangenheim, F. and Groene, N. (2014). "Targeted online advertising: Using reciprocity appeals to increase acceptance among users of free web services," *Journal of Marketing*, 78, 59 – 75. DOI: 10.1509/jm.11.0316.
- Severi, E., Ling, K.C. and Nasermodeli, A. (2014). "The impacts of electronic word of mouth on brand equity in the context of social media," *International Journal of Business and Management*, 9(8), 84 – 96.

- Stephen, A.T. and Galak, J. (2012). "The effects of traditional and social earned media on sales: A study of a microlending marketplace," *Journal of Marketing Research*, 49(5), 624 – 639.
- Trusov, M., Bucklin, R.E. and Pauwels, K. (2009). "Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site," *Journal of Marketing*, 73(5), 90 – 102.
- Vickery, G. and Wunsch-Vincent, S. (2007). *Participative Web and User-created Content: Web 2.0 Wikis and Social Networking*. Paris, France: Organization for Economic Cooperation and Development.
- Xiao, L., Guo, F., Yu, F. and Liu, S. (2019). "The effects of online shopping context cues on consumers' purchase intention for cross-border E-Commerce sustainability," *Sustainability*, 11(10), 2777.

Appendix I: The Questionnaire

Part One:

User Generated Content							
Question Number	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	I don't know
	Content information richness						
1.	user generated content on social media changes my understanding of products						
2.	I think users would provide full information about their product usage experiences						
3.	I think the user generated content information regarding the products is comprehensive						
	Content valence						
4.	I post my honest personal feedback to help other users in their purchasing decision						
5.	The user generated content reviews are fair						
6.	I think user generated content are unbiased in general						
	Content trustworthiness						
7.	I trust the content generated by other users about products						
8.	I think content generated by other users is reliable						
9.	I think content generated by other users is credible						

Part Two:

Firm Generated Content							
Question Number	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	I don't know
Content information richness							
10.	Firm generated content on social media deepen my understanding of products						
11.	I think firms would provide full information about their products						
12.	I think the firm generated content information regarding their products is comprehensive						
Content valence							
13.	I evaluate the quality of firm generated content about their products						
14.	I do not think that firms delete negative comments on their posts						
15.	I think firms generated content is fair						
Content trustworthiness							
16.	I trust the content generated by firms about their products						
17.	I think content generated by firms is reliable						
18.	I think content generated by firms is credible						

Part Three:

Consumer Buying Process							
Question Number	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	I don't know
Problem recognition (user generated content)							
19.	User generated posts make me recognize my need to purchase a mobile line						
20.	User shares increase my interest in buying a mobile line						
21.	Exposure to user generated posts make me re-evaluate my need for a mobile line						

	Problem recognition (firm generated content)						
22.	Firm generated posts make me recognize my need to purchase a mobile line						
23.	Firm generated posts increase my interest in buying a mobile line						
24.	Exposure to firm generated posts make me re-evaluate my need for a mobile line						
	Information search (user generated content)						
25.	I use user generated posts to search for information regarding mobile lines						
26.	I consider other users experience on social media platforms when looking for information about mobile lines						
27.	I use user generated posts to identify the different purchasing sources of mobile lines						
	Information search (firm generated content)						
28.	I use firm generated posts to search for information regarding mobile lines						
29.	I consider sponsored posts on social media when looking for information about mobile lines						
30.	I use firm generated posts to identify the different purchasing sources of mobile lines						
	Evaluation of alternatives (user generated content)						
31.	I consider user generated posts regarding the comparative information of mobile lines offers						
32.	I think user generated posts are good sources to compare specifications over different mobile lines offers						
33.	I use user generated posts to compare prices over different mobile lines offers						
	Evaluation of alternatives (firm generated content)						

34.	I consider firm generated posts regarding the comparative information of mobile lines offers						
35.	I think firm generated posts are good sources to compare over different mobile lines offers						
36.	I use firm generated posts to compare prices over different mobile lines offers						
	Purchase decision (user generated content)						
37.	Through user generated posts I can decide over which mobile line to buy						
38.	I depend on user generated posts to make a better purchasing decision of the mobile line						
39.	I use user generated posts to increase my certainty towards the mobile line I decide to purchase						
	Purchase decision (firm generated content)						
40.	Through firm generated posts I can decide over which mobile line to buy						
41.	I depend on firm generated posts to make a better purchasing decision of the mobile line						
42.	I use firm generated posts to increase my certainty towards the mobile line I decide to purchase						
	Post-purchase decision (user generated content)						
43.	User generated posts reinforced the decision I made about the mobile line I bought						
44.	My experience in purchasing a mobile line helps me evaluate the quality of user generated posts						
45.	I posted my own opinion on social media sites after purchasing the mobile line						
	Post-purchase decision (firm generated content)						

46.	The firm generated posts reinforced the decision I made about the mobile line I bought						
47.	My experience in purchasing mobile line helps me evaluate the quality of firm generated posts						
48.	I shared my review on the firm generated posts regarding the mobile line I bought						

Part Four:

Demographic

(Please answer the following questions, by marking (x) in the right space)

1. Please select your telecommunication operator:

Korek Telecom Asiacell Zain Iraq Others _____

2. Age:

Less Than 18 18-Less Than 24 24-Less Than 30 30-Less Than 40 40-Less than 50 50 and Older

3. Gender:

Male Female

4. Marital Status:

Single Engaged Married Others

5. Education Level:

High School or Less 2 Years Diploma Bachelor's Degree Higher Education

6. The Number of Family Members:

Two or Less 3-5 6-8 9 and More

7. Income Per Month:

500 USD or Below 501-1500 USD 1501-2500 USD 2501- 3500 SUD 3501-4500 USD 4501 USD and Above

8. Based on your preferences, which one of the followings is the most favorable:

- User generated content
- Firm generated content

9. The time I spent daily on social media sites:

- Less than an hour per day. 1 to less than 2 hours per day.
- From 2 to less than 4 hours per day. From 4 to less than 6 hours per day.
- 6 hours per day and more

Thank you very much for your help!

Appendix II: Pilot Study Results

Part One: Validity

- **Validity Analyses**

The research validity of the instrument is analyzed through the following processes and tests.

- **Face Validity**

The questionnaire is presented by the researcher to a panel of experts with a total of 6 experts from the following universities (UKH, University of Salahaddin, Middle East University, and the University of Jordan) who are specialized in the field of marketing, digital marketing or consumer behaviour. The panel members' information is presented in table (I) below. The panel's thoughts and ideas are taken into consideration, and necessary revisions are made according to their comments and notes.

Table I Panel of Experts Reviewed the Questionnaire

Name of the Reviewer	University Name	The rank of the Reviewer
Kym Edwin Fraser	UKH	Associate Professor
Rebean Ramadhan Al-Silefanee	UKH	Lecturer
Sebar Haji Jumaa	University of Salahaddin	Assistant Lecturer
Dr. Ayman Adbullah	University of Jordan	Full Professor
Dr. Abdullah Batineah	Middle East University	Associate Professor

- **Construct Validity**

Construct validity was analysed through the correlation coefficients among dimensions of the variables and items. The results are illustrated in table (II) below.

Table II. The correlation coefficients among the items and their total for each variable

Dependent Variable					
1	Problem Recognition	Information Search	Evaluation of Alternatives	Purchase Decision	Post-Purchase Evaluation
2	0.595	0.861	0.635	0.745	0.775
3	0.827	0.619	0.624	0.614	0.617
4	0.618	0.629	0.616	0.731	0.599
5	0.747	0.663	0.545	0.775	0.579
6	0.762	0.605	0.537	0.564	0.668
Independent Variables					
User Generated Content			Firm Generated Content		
1	0.662		0.669		
2	0.548		0.700		
3	0.698		0.600		
4	0.780		0.761		
5	0.812		0.600		
6	0.695		0.566		
7	0.804		0.727		
8	0.776		0.721		
9	0.854		0.784		

Table (II) illustrates the correlation which indicates the construct validity between the questionnaire items.

The greatest amount of correlation that could be achieved is (1), the lowest amount of 0.40 is regarded as an acceptable correlation amount (Laher, 2010). Examining the prepared amounts in the table above, all the correlation values are > 0.40 in all variables and dimensions, recommending acceptable construct validity for every dimension illustrated through its items of related.

- **Discriminant Validity**

Discriminant validity indicates the amount to that elements are uncorrelated and distinct.

Before assessing the discriminant validity, KMO and Bartlett's tests were performed, the results are presented in table (III) below.

Table III. Bartlett and KMO's Tests

Kaiser-Meyer-Olkin Measures of Adequacy.		0.856
	Approx. Chi-Square	172.213
Bartlett's Test of Sphericity	Degree of Freedom	38
	Sig.	0.000

The results of Bartlett and KMO's tests (such as Chi-Square) are illustrated in Table (III). KMO's results of the adequacy of measurement are determining to what extent the given responses with the statements are adequate; the accepted KMO amounts are equal or more than 0.50. KMO amounts among 0.5 to 0.7 are regarded as moderate, values among 0.7 to 0.8 are regarded as good, amounts among 0.8 to 0.9 are regarded as very good, and amounts higher than 0.9 are considered excellent. The obtained values are between 0.8-0.9 and therefore are considered very good values, indicating that the data is appropriate to detection of structure (Hair, et al., 2006). The Chi-Square value (172.213), according to Cerny and Kaiser (1977), is higher than the revealed amount at 38 degrees of freedom that equals 49.766 at 0.05, suggesting that the data is eligible for analysis. Furthermore, the correlation matrix fails Bartlett's Test of Sphericity (0.000 less than 0.05), indicating that it is not a matrix of identity.

Part Two: Reliability

• Reliability Analysis

The reliability of the study tool was determined using Cronbach's alpha test. In the questionnaire, the answers of 48 statements are shown in Table (IV), along with how closely connected a collection of items is.

Table (IV) Analysis of Reliability by Results of Cronbach Alpha

	No. of Items	Cronbach's Alpha
Content Marketing		
User-Generated Content	9	0.741
Firm-Generated Content	9	0.778
Independents Variables	18	0.796
Consumer Buying Behavior		
Recognition of Problem	6	0.812
Information Search	6	0.714
Evaluation of Alternatives	6	0.719
Decision of Purchase	6	0.787
Decision of Post-purchase	6	0.720
Dependent Variable	30	0.856
All Variables	48	0.884

Based on Nunnally (1978, P. 245) because the coefficient of reliability of 0.70 and higher is regarded as "acceptable" in the great majority of social science study scenarios, table (IV) above demonstrates that every Cronbach's alpha amount is acceptable. All obtained values are higher than 0.7 and in the questionnaire, the overall amount is (0.884) refereeing to a very great amount of reliability and indicating relatively great internal consistency.

‘No More on Our Streets and Not in Our Neighbourhoods’: Exploring Community Activism Against Sex Work

Habeeb Abdulrauf Salihu ^{1,a,*}, Salihu Zakariya Abdulbaqi ^{2,b}, Aliu Oladimeji Shodunke ^{1,c}

¹ Department of Criminology and Security Studies, University of Ilorin, Ilorin, Nigeria

² Department of Sociology, University of Ilorin, Ilorin, Nigeria

^a salihu.ha@yahoo.com, ^b salbaqii@yahoo.com, ^c khabeebullah.ea@gmail.com

Access this article online		
Received on: 04 February 2021	Accepted on: 20 June 2022	Published on: 30 June 2022
DOI: 10.25079/ukhjss.v6n1y2022.pp32-41	E-ISSN: 2520-7806	
Copyright © 2022 Salihu et al. This is an open access article with Creative Commons Attribution Non-Commercial No Derivatives License 4.0 (CC BY-NC-ND 4.0)		

Abstract

Sex work within the Nigerian context is generally regarded as a crime and shameful behaviour commonly perpetrated by women and/or girls who exchange sexual services with different people usually men for monetary or other benefits. This present study investigates an approach initiated by some communities in Ilorin metropolis of Kwara, Nigeria to eradicate sex work activities. The study adopted a qualitative research method. Three hundred and seven residents from 5 communities where brothel-based and street-based sex workers are predominant participated in the study. A range of sampling methods including criterion, convenience and venue-based sampling methods were used; in-depth interview was the instrument employed in data collection, and data analysis was done using thematic analysis. Results indicate that while the approach is effective in controlling sex workers' activities, it inspires violence and normalises human rights abuses of sex workers in Ilorin metropolis. The paper suggests a need for a public campaign aimed at sensitising members of the communities about the fundamental rights of their fellow citizens which they are obliged to venerate as Nigerians.

Keywords: Sex Work Industry, Sex Workers, Violence, Community Responses, Nigerian Sex Work Policies.

1. Introduction

Commercial sex work is one of the oldest professions which serves as a major source of income for some individuals in most countries (Cook, 2014). It is estimated that more than 45 million adults (and underage children in some cases) are making a living from engaging in sex work across the world (Baratosya & Wendt, 2017; United Nations Programme on HIV/AIDS, 2014). Sex work is a universally known line of work widely characterized by the trading of sexual services or associated activities for money or some other rewards (Salihu & Fawole, 2020). It is a profession that takes different forms ranging from an escort agency to street walking, pornography, erotic performance, institutionalized brothel, freelance, strip clubs, and others (Open Society Foundation, 2019).

Sex workⁱ is essentially practised by young and adult females. Nonetheless, it is not limited by gender this is because young and adult males and transgender also practice it and are typically included in the broad definition of sex workers (Musto, Jackson, & Shih, 2015). Female commercial sex work (FCSW) is the focus of this study. FCSW is a classification of sex work where women basically engage in transactional sex. It is the most common type of sex work widely practised everywhere in the world (Sharpe, 2017). Like other types of sex work, FCSW is a huge commercial and transnational industry with dimensional arrangements (Lever & Deanne, 2010; Osezua, 2011). Nonetheless, it is not always accepted in most societies and female sex workers are not at all times accepted in most communities where they work (Aborisode & Fayemi, 2015; Cunningham & Kendall, 2011).

Accordingly, the regulation of the industry and members' activities became imminent in most countries. For instance, criminalisation (which is administered through an established law/policy purposely targeted at abolishing sex work and punishing associated activities) remains a widely adopted approach to suppressing sex work activities around the world (Saunders & Kirby, 2010). Scholars have repeatedly criticised this approach, particularly in the area of its implementation and the humongous amount of money that goes with it (Muldoon, et al. 2017; Surtees, 2013; Alemayehu, et al. 2015). Besides, most of the extant literature and debates that focused attention on the suppression policies have largely exposed the lapses of the approach, particularly on the issue of human rights abuses that characterised its enforcement, and its failure to curb the pervasive increase in sex workers' activities (Salihu & Fawole, 2020; Aborisade, 2018; Cunningham & Kendall, 2011).

In Nigeria, like other democratic nations where sex work is illegal,ⁱⁱ strict and severe measures are meted against sex workers through the enforcement of sex work policies by the law enforcement agencies. Extortion, arbitrary arrest and detention, harassment, and violation of human rights are among the extrajudicial practices perpetrated against female commercial sex workers across Nigerian cities (Salihu & Fawole, 2020; Aborisade, 2018; Aborisade & Oshileye, 2020). This suggests that the structural crackdown on sex workers is a key element of sex work regulation in Nigeria. Notwithstanding, sex work activities are still widespread and the industry is attracting new members from across the country and neighbouring nations (Ogbeche, 2016; Aborisade, 2018).

The structural pressure, according to Salihu and Fawole (2020), is effective only during an intense crackdown period. However, as the pressure begins to calm down, sex workers continue with their normal daily activities. Since the structural efforts seem ineffectual, some communities (particularly where brothel and street-based sex workers are predominant) have adopted collective strategies aimed at ending the unabated activities of sex workers in recent times. Largely, these collective approaches are in the form of drastic responses to what is generally referred to as undesirable behaviour (such as sex work, indecent dressing, rape, trafficking and abuse of drugs, and theft among others) in these communities (Pratten, 2008). The emergence of these measures, according to some quarters, is attached to the widespread perception against sex work among many indigenous groups (Tyoanande & Samson, 2014), and the religious resilience that defined and chastised such behaviour (Ajayi & Buhari, 2014).

Moreover, there appears to be a general notion that attached the prevalence of criminal activities (such as theft, robbery, and rape) to places where brothels are located. Thus, people tend to believe that any action towards eradicating sex work will automatically address other criminal activities. Further, a more important factor that appears to have fuelled these communal responses to sex work is the lack of seriousness on the part of the Nigerian law enforcement agencies in enforcing sex work policies and prosecuting arrested sex workers. The ineptitude of the police is a strong indication that the system is not capable enough to fulfil the desires of the majority to eradicate sex work (Salihu & Fawole, 2020). Thus, it is imperative for people to come up with measures believed to be more effective. Generally, the failure of the Nigerian criminal justice actor- police to control crime, maintain orderliness, arrest and prosecute criminal suspects has made people lose confidence in the system thereby contributing to the increase in mob justice and other illegitimate manners of handling offenders (Salihu & Gholami 2018).

According to Albert et al. (2013), the various approaches adopted in handling criminal suspects outside the law in most Nigerian communities allow and encourage the use of all forms of suppressive and aggressive methods. For instance, reports indicate that sex workers and other criminal suspects are often subjected to suppressive methods (including the use of physical and harmful objects that cause pain) that promote gross violence and abuse of rights (Aborisade & Fayemi, 2015). While sex work and its regulations have received attention from academia and media, issues concerning violence against sex workers from individuals trying to suppress the sex industry and the enormous effects on the wellbeing of female sex workers have barely received any notable coverage. The media rarely report violence that emanates from such social action. Most of the debates related to sex work are, in most cases, dominated by arguments centred on risk and vulnerability, and sex trafficking among others (Richter et al., 2013; Popoola, 2013; Wahab, & Panichelli, 2013). It is against this background that the present study seeks to fill the gap in the literature by contributing to the scientific body of knowledge that explored collective violence and human rights abuses against marginalised groups in Africa and globally. Its aims include gauging peoples' judgement about sex work and sex workers' activities in some communities in Ilorin metropolis, Kwara State, Nigeria, and exploring the collective efforts that have been made to suppress and eradicate such activities and the factors that have informed the emergence of such measures.

2. Sex Work Industry and the Nigerian Society

Sex work within the Nigerian context has generally been referred to as a dishonourable behaviour commonly perpetrated by women and/or girls who exchange sexual services with different people usually men for monetary or other benefits.ⁱⁱⁱ It is a behaviour widely associated with immoral, abysmal, and criminality (Bamgbose, 2000). Nigeria is a country with more than 60 ethnic groups with diverse cultures. Literature reveals that none of these ethnic groups consents to sex

work as a profession and regards sex workers as social outcasts (Alobor & Ndifon, 2014). Thus, anyone who engages in sex work and other associated behaviour (including sex before and outside marriage) is condemned to severe punishments and the entire perpetrator's lineage is disregarded (Alobor & Ndifon, 2014).

In the northern part of Nigeria, for instance, where more than half of the population is Muslim and Islamic jurisprudence has dominated and shaped the cultural practices, sex work is largely perceived as a corrosive behaviour that portends the moral dignity of the larger society, particularly of the upcoming generations (Pereira, 2005). Religious sensitivity in this zone promotes intense animosity against sex work and makes it difficult for sex workers to operate freely (Fawole & Dagunduro, 2014). Similarly, in the southern part, where high esteem is attached to cultural values and family name and where the majority practice Christianity, sex work is viewed as a socially dangerous act that demoralises the social orientation and fabric of the younger generation and interrupts the conventional family and community value (Aderinto, 2006; Osezua, 2011).

From this lens, sex workers are generally referred to as deviants and are routinely denied certain social entitlements and supports enjoyed by other people. Native derogatory names, such as *ashewo*, *olsho*, *káárùwàci*, *Akwunakwuna*, *oni pansaga*, *aristo*, *ala agbere* among others, are used to describe them in everyday interactions, debates, media reports and even in the academic literature (Gungul & Audu, 2014). This clearly shows collective displeasure and the prevalence of symbols that are genuinely created to humiliate any activities associated with sex work. In this way, there appears to be a dominant sense of stigma against anyone who engages or practices sex work.

Accordingly, people frequently demonstrate their disapproval through violence of various forms (Nigeria Sex Workers Association, 2017). The risks associated with the sex work industry in Nigeria, like many other countries, have been well documented. They include physical risks encountered from their clients ranging from not being paid after work, verbal abuse, beating, and rape (Cunningham & Kendall, 2011; Richter et al., 2013; Popoola, 2013; Wahab & Panichelli, 2013). Additionally, sex workers in most Nigerian communities generally represent one of the most marginalised groups that are widely subjected to stigmatisation. Gungul and Audu (2014) observed that the stigmatisation of sex workers, particularly FCSWs emanate from popular conceptions of the various ways in which sex workers' activities contravene the socially established values attached to sexual intimacy and its purposes (e.g. procreation) and the norms regarding behaviour expected of a woman. Aderinto (2006) noted that the common tradition of virtually all the cultural groups in Nigeria is that any woman who has sexual intercourse with multiple partners either in exchange for money or other benefits is to be dishonoured and her entire family will carry the brunt. This particular stigma, according to Nnabugwu-Otesanya (2005), made many of the sex workers travel far away from their communities.

In addition, the fact that sex workers are at greater risks of contracting and transmitting sexual infections made people portray them as both vectors of HIV/AIDS diseases and as agents of community transmission of such diseases (Fawole et al., 2008; O'Doherty, 2011). In light of this, sex workers are subjected to varying treatments including from health workers when they seek medical help (Scorgie et al., 2013). Salihu and Fawole (2020) noted that by virtue of their unacceptable profession, sex workers are commonly perceived as individuals who have given up their citizenship rights to many things including access to basic amenities. For this reason, once health workers identified a person as a sex worker, they do not accord her with the kind of treatment other citizens enjoy (Scorgie et al., 2013; Wahab & Panichelli, 2013).

Furthermore, the criminalisation of commercial sex and its implementation are reflections of the pervasive stigma that surrounds the sex industry in Nigeria (Salihu & Fawole, 2020). The enforcement of legal regime regulating the industry has been significantly characterised by human rights violations by law enforcement personnel through excessive use of force, invasion and searches of private places, manhandling, verbal harassment, public humiliation, and unjustified arrests and detentions (Salihu & Fawole 2020; Aborishade; 1999). The police in different reported contexts have taken advantage of their powers to exploit and extort sex workers. Salihu and Fawole (2020) reported that police officers do demand for money or bribes from sex workers to avoid being arrested or detained or to be released from custody. Police officers sometimes forced sex workers into unwanted sexual acts. Salihu and Fawole added that police rarely release legitimate items (such as mobile phones and money) confiscated during arrests to the owners when discharged from detention.

3. Material and Methods

3.1. Study Setting

The present study was carried out in the city of Ilorin, the Kwara State capital. Ilorin is an ancient and religious city located in the north-central geopolitical region of Nigeria. According to the National Bureau of Statistics (NBS), Ilorin has about 777,667 inhabitants (NBS, 2016). Ilorin is a city with unique and diverse ethnic groups, consisting of Hausa/Fulani and Yoruba as the indigenous groups and other ethnic groups from other parts of the country. Majority (about 64%) of the inhabitants (both indigenes and immigrants) are Muslims, 28% practice Christianity, while 8%

practice African Traditional Religion (Nolte et al., 2016). The followers of these three faiths and ethnic groups have lived together in Ilorin for decades without any ethnic or religious rancour. The peaceful coexistence has made the city to be known all over the country and also exemplifies the proximity of the various ethnic and religious groups (Abdulsalam, 2012).

Like other urban settlements in Nigeria, sex work activities are prevalent in Ilorin metropolis (Salihu & Fawole, 2020). It is estimated that around 13000 sex workers operate in different locations within the city of Ilorin (Fawole, Ogunkan, & Adegoke, 2011). There are several brothels and guesthouses that provide rooms for commercial sex workers to attend to their clients across the city. Also, a number of sex workers engage in street-based sex work where they line up and/or position themselves in major street corners of the city in the evening and night to solicit the available clients (Salihu & Fawole, 2020).

3.2. Population and Sampling Techniques

The population of this study includes all the residents of communities where brothels and street-based female commercial sex workers are located in Ilorin metropolis. A variety of sampling techniques including criterion, convenience and venue-based methods were adopted in this study. Firstly, the researcher used first-hand available information and previous academic study on sex workers' activities in Ilorin to survey and locate twenty-one places (both in downtown and outskirts) where sex workers operate (Salihu & Fawole, 2020). Afterwards, a selection based on criterion sampling method was done to pick five areas where sex workers experience persistent intimidation in the hands of the community members where they operate. These areas include Adewole area, Agbo-Oba, Ba'aboko Adabata area, Olorunsogo-Gari Alimi area, and Oloje area. The selected areas are neighbouring communities and are within each other's reach. Their proximity might have informed the adoption of a similar method of intimidating sex workers. Additionally, convenience and venue-based sampling method was used to select 225 and 82 participants respectively, for this study. On the whole, a total of 307 residents across the five communities participated in this study.

3.3. Study Instrument

A semi-structured interview that contained open and close-headed questions was the instrument used in data collection. It was developed through a rigorous process with the support of qualitative research expertise, criminologists, psychologists, and other social researchers (Aborisade & Fayemi, 2015; Nelson, 2018). The interview questions covered some topics including the socio-demographic background of the participants, perception of sex work industry and sex workers, perception of the structural approaches to fighting sex work, collective strategies adopted in eradicating sex workers' activities, and the effectiveness of such strategies. Interviews were conducted during the daytime and evening between the hours of 11-1 pm and 4-6 pm. Most of the interviews took place during weekends so as to allow working residents to participate in the research. Majority of the participants who were interviewed during the weekdays were store-keepers, students and elderly people. Each interview lasted for about 35 minutes.

3.4. Analysis

Data collected from the interviews were analysed based on the objectives of this research using thematic analysis to respond to the research questions raised. Thematic analysis is a flexible qualitative research method that codifies and analysis data by identifying various patterns of response in the data gathered (Fereday & Muir-Cochrane, 2006). The electronic transcript gathered during the interviews was carefully read on several occasions and defined to identify the key relevant themes in the data after which codes were assigned to the themes for easy understanding of the similarities and identifying the relationships. This process remarkably allows the researcher to combine related responses and responses from different positions from the data (Braun & Clarke, 2006).

4. Results

The socio-demographic information of the participants elicited that majority (61%) of the participants were male while others (39%) were female. The age range of the participants was between 18 and 65. Majority of them (41.1%) were between the ages of 19 and 25, 35% were between 26 and 32, 16.3% were between 33 and 40, and 7.6% were between 41 and 65. Most of the participants (65%) had tertiary education (such as National Certificate of Education from colleges of education, National Diplomas from polytechnic and university degrees), 23% had at least secondary education while 12% were a student of higher institutions of learning. Moreover, 19% of the participants were civil servants, 18% were employees of private establishments, 36% were self-employed and 27% were unemployed.

4.1. Participants' Opinion of Sex Workers and the Sex Work Industry

The interview information indicates that participants of the study have undesirable views of or against sex workers in their neighbourhoods and the entire sex work industry. Most of them relayed their intense displeasures and detestations towards both sex workers and their clients in different ways. Also, several demeaning names (in local language) such as olosho (prostitute), omo-onise (runs girls), aristo, aja-igboro (public dog) among others were used to debase sex workers and their clients and anyone who aids the profession, particularly those who sell sensitive items such as condoms to them. When asked about the ways sex workers are perceived, one of the participants replied that *'sex workers are aja-igboro (public dogs) with no dignity, shame, and without any meaningful future. They are disgusting fellows and a disgrace to womenfolk. No woman in her right senses will sell her treasure (body) for money'*. Another participant furiously responded by saying that *'is there any other sensible way to describe sex worker than a child born in error? They are poison to our society'*.

The widespread negative perception of sex workers has, to a larger extent, discouraged friendliness between some members of the communities (who are not completely against the sex work profession) and sex workers. The interview information revealed that a small number (8) of the participants, who, though to some extent, disagreed with sex workers and the sex work industry, differ in some aspects, particularly the collective or total disapproval of individuals who engage in sex work. According to responses given by this group of participants, a certain level of friendliness should be encouraged and not total rejection. However, the widespread perception has prevented them from showing such concern towards sex workers in their communities. For instance, while describing his opinion, a participant noted that:

We cannot reject sex workers completely. Many of them are victims of circumstances; as a result, we need to show them love and some affection so that someday they may opt-out of the profession and earn their living from generally accepted means. Unfortunately, the kind of perception my people hold of sex workers would not allow someone like myself to show them such love because people would brand such a person with different names such as 'promoter of indecency'.

Additionally, the widespread stigma against sex workers has prevented some petty item sellers in the area where brothels are located from selling to sex workers and their clients. Some participants (who are shopkeepers in the areas where brothels are located), although vehemently described their rejection of the sex work profession and sex workers' activities, also narrated how the general perception has greatly affected their businesses and relationships with sex workers. A participant noted that *'...most of us who have stores in this area and sell some items to sex workers have been warned by the community members to desist from doing so and that failure to yield would have serious reparation.most of us have no choice but to stop because we don't want to lose our space'*. Another participant said:

.....though I do not support sex work and I always try to encourage some of the ladies who patronise my store to stop selling their bodies for money. At the same time, I am a businesswoman, I have to sell whatever they need to them. But since the community leaders have summoned all the storekeepers to a meeting and served a warning letter to stop selling to these ladies, my relationship with them ceased and this is affecting my businesses.

4.2. Factors Shaping Participants' Responsiveness

Culture and religion: Existing literature have documented the significant roles culture and religion played in the day-to-day activities of Nigerian people and other African societies. In fact, religion and culture are considered inseparable in Africa (Falola & Heaton 2008; O'Neill, 2015). These two elements are a way of life and can never be separated from the public sphere and they largely shape everything including politics, marriage, dress, economics, and death among other things (Na'Allah, 1994). The interview information revealed that the dominant culture and religious groups in Ilorin are the basis for the widespread negative perception of sex workers. Christianity, Islam and the African Traditional religion doctrines that evangelize moral, modesty, decency and righteousness among other things in all facets of human life appear to have largely influenced the socialisation of younger generations and shaped people's way of life.

Failure of the existing structural mechanisms: Consistent with the previous academic investigations on the failure of the state mechanisms instituted to control and/or eradicate sex work industry in Nigerian communities (Salihu and Fawole, 2020; Aborisade, 2018), information gathered from the participants also indicates that all measures put in place by the Nigerian authority to prevent sex work activities have not, to a reasonable extent, deterred sex workers' activities in most neighbourhoods. Such measures include but are not limited to police crackdowns on sex workers, apprehension, detention and prosecution, and conviction (in rare cases) of sex workers and their clients (Salihu and Fawole, 2020). Majority of the participants believed that the law enforcement agents who are supposed to be the primary enforcer of the laws (that prohibit sex work-related crimes and other infractions) are the promoters of wrongdoings and in most cases aid and abet sex workers. For instance, a participant noted that:

...all the measures put in place by the government to eradicate sex work-related activities are fruitless because those who are charged with the responsibility (police personnel) are corrupt. They see the enforcement of anti-sex work policies as an avenue to enrich themselves through bribes from sex workers. Police rarely

arrest or prosecute sex workers. All what sex workers need to do when encountered with the police is to give the officers some money or other valuable things so as not to disturb their activities'.

Sex work and other criminal activities: Based on the information gathered from participants, the existence of brothel-based and street corners sex work in their neighbourhoods is responsible for the increasing criminal activities. In other words, participants strongly attached the activities of sex workers to other criminalities in their communities. Participants' accounts revealed that brothels and street corners are considered hideouts for crooks, gangsters, and drug syndicates. Therefore, wherever sex workers operate, other criminal activities are not far. Hence, the understanding that sex work activities prompt other crimes considerably fuels participants' rejection of sex work. A participant noted that *'sex workers are criminal accomplices; if we want to end or reduce snatching, shoplifting and drug trafficking and other theft in our community, we must first address sex work as we are presently doing'*. Another participant recounted that *'because brothel and street corner sex workers operate in our communities we experience different kinds of troubles from bandits. We must get rid of these sex workers before we can be safe'*.

4.3. Strategies Adopted

For the reason that the enforcement of anti-sex work policies by law enforcement agents have not deterred sex workers' activities in most neighbourhoods and that community members feel unsafe, the interview information disclosed that some communities adopted a radical approach to eradicate sex workers from operating in their neighbourhoods. According to some participants, this radical approach started about 9 years ago. The kinds of strategies described range from collective physical attacks on sex workers and their clients to verbal abuse and invasion of residences used for brothels and locations on the street corners. Participants' recounts indicate that personal attacks on sex workers and their clients usually take the form of ambush, fighting, throwing of pebbles and dangerous objects, that in most cases result in intense beating and severe injuries, verbal abuse which include but not limited to the singing of embarrassing and distressing songs, the use of proverbs, demeaning languages and name-calling. Some of the participants' accounts are as follows:

We would do whatever it takes to stop sex workers and their activities on our streets and in our neighbourhoods. Since the law enforcement agencies have failed to do the needful and curb activities that are demoralising our younger generations, we, as a people, have decided to engage sex workers and their clients with all available means and regardless of the consequences- physical and spiritual attacks. They are no longer wanted in our mixt and the only way to send them packing is to use force.

Enough is enough; all social decadence caused by sex workers on our streets and neighbourhoods should stop. We have adopted a radical approach which includes both confrontation, violence and verbal attacks to put an end to the sex work menace in our communities.

We mobilise ourselves to shame sex workers and their clients using physical and verbal abuse because we cannot continue to tolerate them in this community. All the sex workers must be disgraced and their clients must be discouraged by all means.

Attacks on brothels and street corners (where street-based sex workers wait to solicit clients) range from throwing of pebbles and harmful objects on the roofs of the brothels to the mass invasion of the premises and street corners to disrupt activities, dumping of refuse and injurious objects such metal at the entrance of the brothels and street corners. While strategies adopted to prevent clients from visiting brothels and street corners also include physical and verbal abuse, the arrest of late-night clients by vigilantes and night-watch groups, barricading the street to obstruct clients' access, throwing pebbles and garbage at them. Other methods include deflation of clients' vehicle tyres and putting garbage/rubbish on the vehicle. A participant said that *'we do invade brothels and places where sex workers stay in the night. We put rubbish at the entrance, throw objects at them and their clients and sometimes attack them in their rooms and at the corners'*. Another participant opined that *'we deflate their clients' vehicle tyres and sometimes barricade junctions and streets to brothels to prevent clients from getting access to brothels. If any of them resists, that means he wants to fight then we teach him some lessons'*.

4.4. Effectiveness of the Strategies

Information gathered from participants suggests that the radical approach adopted is effective. Majority of the participants justified their position on the following grounds: - that through the adoption of the approach, a. they have been able to stop some clients (including those they are acquainted with) from visiting the brothels; b. some sex workers have packed out of the community and relocated to somewhere else; c. some spaces used by street-based sex workers have been vacated and houses and shops are now built on those spaces; d. a number of apartments used for brothels have been closed down and some rented out to students and other members of the community; e. Criminal activities that appear to have overwhelmed the communities due to the activities of the sex workers have been put to check.

However, few of the participants claimed that some sex workers still reside and carry out their activities in these communities, while some only reside there but carry out their activities outside or far away from these communities. A Participant recounted that *'even the blind could see that the approach is working and it is very effective considering the extent to which sex workers operate some years back. Although we still have a handful of them in our community but their activities have reduced drastically unlike before'*.

Another participant noted that *'the level of rowdiness (in the evening and during the weekends) and crime that we use to experience, as a result of sex workers activities in our area, have disappeared. This tells us that the method we adopted is working. Sex workers' activities and crimes are minimal compared with what we used to have'*. Moreover, a participant said that *'some of the places used by sex workers have been converted to complexes or shops. Many of the sex workers have either relocated to areas where their activities are tolerated within Ilorin or outskirts of Ilorin'*.

5. Discussion

This study investigates the collective radical approach adopted in eradicating sex workers' activities in some communities in Ilorin the capital city of Kwara State, Nigeria. The results presented indicated participants' dislike for sex work and the negative perception they hold against sex workers. Given that the study area is sensitive to cultural and religious beliefs, these two elements strongly played a significant role in shaping people's perception of sex work as a dishonourable deed and shaming anyone who engages in associated activities. The religious faith(s) and the cultural practices of residents of Ilorin, like residents of other northern cities in Nigeria, strongly prohibit and forbid sex work and other associated activities. Thus, the role of these two variables cannot be overemphasised when discussing matters concerning morality.

Besides, the significance of these two variables in shaping ideologies in Ilorin and other African societies, particularly on the issue of sex work has been extensively demonstrated in the previous academic investigations. For instance, Na'Allah (1994), Ejizu (2016) and Deegan (2008) observed that all government policies (including matters regarding the sex work industry, political affairs, legal issues and family-related problems among others) in Nigeria have largely been shaped by the dominant culture and religious groups. Hence, the presence of these variables clearly demonstrates the reason for peoples' displeasure with sex work and the widespread negative perception of sex workers. It is evident in the various manners used in describing sex workers.

Additionally, the ineptitude of the law enforcement agencies (as the state apparatus charged with the responsibility of enforcing government's sex work policies in Nigeria) which appears to have rather endowed sex workers and thereby giving them a headway in most communities (Salihu & Fawole, 2020), is a significant concern widely mentioned by participants. According to the participants, it is a major reason for the escalation of sex workers' activities in their communities. It thus appears to have single headedly fuelled peoples' resentment towards sex workers (and anyone connected with their activities including their clients). Moreover, the widespread opinion that sex work is closely associated with or induces other criminal activities makes some people develop a sense of disapproval for the sex work profession. Accordingly, sex workers are perceived as a common enemy; and any effort aimed at eradicating sex work is also an attempt at controlling other criminal activities. These factors, on the whole, appear to have consequently informed the collective formation and backing of activism against sex workers at the community level.

Based on the accounts of the participants, the collective approach incorporates various methods including physical and verbal attacks on sex workers and their clients which in most cases have resulted in fighting and injuries. While participants' opinions indicated that the approach is effective in eradicating sex workers' activities in their communities; nonetheless, the approach is apparently violent and abusive and consequently threatens the wellbeing of sex workers and individuals who patronise them. Like the manner in which the law enforcement agencies enforced sex work policies in Nigerian communities, the collective approach adopted by these communities has seemingly normalised the use of force and violence against sex workers and encourages or permits infringement of certain human rights.

It can be inferred from participants' accounts that the approach is an attempt designed not only to disrupt sex work activities and other banditries, but it is also aimed at humiliating, harassing and causing physical and psychological injuries to sex workers and to force them out of the community. It should be noted, however, that the consequences that result from the application of this approach, in some ways, contravene some sections of the laws of the Federation of Nigeria. For instance, the law expressly provided that no one should intimidate, threaten, or violate other peoples' rights (see Chapter IV, Laws of the Federation of Nigeria, 1999). Moreover, an attempt to force a person or group (sex workers) out of their residence and community contravenes the 1999 Constitution of the Federal Republic of Nigeria (as amended) which clearly specified that Nigerians can reside anywhere in the country (see Section 41[1], Laws of the Federation of Nigeria, 1999). In addition, the fear of being labelled (as promoters of indecency) which prevents some members of the community (who are not completely against sex work) from associating with sex workers violates a fundamental right to freedom of association (see Chapter IV, Laws of the Federation of Nigeria, 1999). The implication

of this is that sex workers in these communities are generally being profiled and completely segregated from other members of the community.

6. Conclusion and Recommendations

Violence is a common daily experience in the lives of female commercial sex workers across the globe. In Nigeria, violence against female sex workers is not only common but is also accepted by many and normalised by society. This research examines the collective approach adopted by some communities in Ilorin metropolis, Nigeria in eradicating sex workers' activities and how the approach has intensified violence and other human rights abuses perpetrated against female commercial sex workers. Based on the findings of this research, the authors, concludes that, on the one hand, the collective radical approach is effective in controlling sex workers' activities and other associated criminal activities. On the other hand, the approach inspires violence and normalises human rights abuses of female commercial sex workers in Ilorin metropolis.

The paper, therefore, suggests a need for a public campaign aimed at sensitising members of the communities, about the fundamental rights of their fellow citizens which they are obliged to venerate as Nigerians and to see most of the sex workers as individuals who are victims of circumstance. Moreover, such orientation programs should be extended to sex workers; they should be educated about the potential dangers inherent in continuing with or engaging in such practices. Religious, cultural, and civil society organisations should collaborate to achieve this objective. Finally, as the radical approach adopted is implemented by members of the communities with the sole aim of eradicating sex work, such a drastic approach, though in a manner that complies with the law, should be formed to assist the law enforcement agencies to curb other violent crimes that have ravaged Nigerian societies. This can be done by providing the required intelligence and handing over any arrested suspects to the appropriate agencies.

References

- Abdulsalam, A., A. (2012). Muslims of Kwara State: A Survey. Nigeria Research Network (NRN), Abuja.
- Aborisade, R. and Fayemi, J. (2015). Violence and vulnerability: Exploring the exposure of street-based sex workers in Ibadan, Nigeria. *Ago-Iwoye J. Soc. Behav. Sci.* 4, 134–151.
- Aborisade, R. A. and Oshileye, T. A. (2020). 'Voiceless Victims': Children Living in the Red-Light Areas of Ibadan, Nigeria. *J. Vict. Justice*, 1–19. DOI:10.1177/2516606920950564
- Aborisade, R., A. (2018). Police abuse of sex workers in Nigeria: evidence from a qualitative study. *Police Pract. Res.*, 20, 1–15. DOI:https://doi.org/10.1080/15614263.2018.1500283
- Aderinto, S. (2006). The Girls in Moral Danger?: Child Prostitution and Sexuality in Colonial Lagos, Nigeria, 1930s to 1950. *J. Afr. Hist.*, 46, 115–137.
- Ajayi, A. T. and Buhari, L., O. (2014). Methods of conflict resolution in African traditional society. *African Res. Rev.*, 8, 138–157.
- Albert, I. O., Héroult, G., Awe, T., and Omotoogun, W. (2013). Informal Channels for Conflict Resolution in Ibadan, Nigeria. Institut français de recherche en Afrique, Ibadan, Nigeria.
- Alemayehu, M., Yohannes, G., Damte, A., Fantahun, A., Gebrekirstos, K., Tsegay, R., and Yebyo, H. (2015). Prevalence and predictors of sexual violence among commercial sex workers in Northern Ethiopia. *Reprod. Health* 12, 47. DOI:10.1186/s12978-015-0036-5
- Alobor, E. and Ndifon, R. (2014). Addressing prostitution concerns in Nigeria: Issues, problems and prospects. *Eur. Sci. J.*, 14, 36–47.
- Bamgbose, O. (2000). Teenage prostitution and the future of the female adolescent in Nigeria. *Int. J. Offender Ther. Comp. Criminol.*, 46, 569–585. DOI:https://doi.org/10.1177/030662402236741
- Baratosya, R. and Wendt, S. (2017). Outdated Laws, Outspoken Whores: Exploring sex work in a criminalised setting. *Women's Stud. Int. Forum* 62, 34–42. doi:10.1016/j.wsif.2017.03.002
- Benoit, C., Jansson, S. M., Smith, M., and Flagg, J. (2018). Prostitution stigma and its effect on the working conditions, personal lives, and health of sex workers. *J. Sex Res.*, 55, 457–471. DOI:10.1080/00224499.2017.1393652
- Braun, V. and Clarke, V. (2006). Using thematic analysis in psychology. *Qual. Res. Psychol.*, 3, 77–101. DOI:10.1191/1478088706qp063oa
- Cook, I., R. (2014). Making links between sex work, gender and victimisation: the politics and pedagogies of John Schools. *Gender, Place Cult.*, 22, 817–832.
- Cunningham, S. and Kendall, T., D. (2011). Prostitution 2.0: The changing face of sex work. *J. Urban Econ.*, 69, 273–287. DOI:https://doi.org/10.1016/j.jue.2010.12.001
- Cunningham, S. and Kendall, T. D. (2011). Prostitution 2.0: The changing face of sex work. *J. Urban Econ.*, 69, 273–287.
- Deegan, H. (2008). *Africa today: Culture, economics, religion, security*. Routledge, New York.

- Ejizu, C. I. (2016). *Readings on Religion and Culture in Africa*. M & J Grand Orbit Communications, Port Harcourt, Nigeria.
- Falola, T. and Heaton, M.M. (2008). *A history of Nigeria, History*. Cambridge University Press, Cambridge. DOI: 10.1017/CBO9780511819711
- Fawole, A. O., Ogunkan, D. V., and Adegoke, G. S. (2011). Sexual behaviour and perception of HIV/AIDS in Nigerian tertiary institutions: University of Ilorin, a case study. *Glob. J. Hum. Soc. Sci.*, 11, 64–72.
- Fawole, O. I. and Dagunduro, A., T. (2014). Prevalence and correlates of violence against female sex workers in Abuja, Nigeria. *Afr. Health Sci.*, 14, 299–313. DOI:10.4314/ahs.v14i2.4
- Fawole, A.O., Hunyinbo, K.I., Fawole, O.I. (2008). Prevalence of violence against pregnant women in Abeokuta, Nigeria. *Aust. New Zeal. J. Obstet. Gynaecol.*, 48(4), 405-414. DOI:10.1111/j.1479-828X.2008.00868.x
- Fereday, J. and Muir-Cochrane, E. (2006). Demonstrating rigor using thematic analysis: A hybrid approach of inductive and deductive coding and theme development. *Int. J. Qual. methods*, 5, 80–92. DOI:10.1177/160940690600500107
- Gungul, T. and Audu, J. (2014). Prostitution as a social evil in Nigeria: Issues and challenges. *Int. J. Peace Confl. Stud.*, 2, 29–36.
- Laws of the Federation of Nigeria (1999). Constitution of the Federal Republic of Nigeria. Nigeria.
- Lever, J. and Deanne, D. (2010). Call girls and street prostitutes: Selling sex and intimacy, in: Weitzer Ronald (Ed.), *Sex for Sale: Prostitution, Pornography, and the Sex Industry*. Routledge Press, pp. 187–203.
- Muldoon, K. A., Akello, M., Muzaaya, G., Simo, A., Shoveller, J. and Shannon, K. (2017). Policing the epidemic: high burden of workplace violence among female sex workers in conflict-affected northern Uganda. *Glob. Public Health*, 12, 84–97.
- Musto, J., Jackson, C.A., Shih, E. (2015). Prostitution and Sex Work, in: *International Encyclopedia of the Social & Behavioral Sciences*: Second Edition, 19, 279-285. DOI:10.1016/B978-0-08-097086-8.86125-5
- Na’Allah, A., R. (1994). Oral Tradition, Islamic Culture, and Topicality in the Songs of Mamman Shata Katsina and Omoekee Amao Ilorin. *Can. J. African Stud. Rev. Can. des études africaines*, 28, 500–515.
- NBS (2016). Nigeria data portal: Nigeria census [WWW Document]. Niger. Census.
- Nelson, E., U. (2018). Police crackdowns, structural violence and impact on the well-being of street cannabis users in a Nigerian city. *Int. J. Drug Policy*, 54. DOI:10.1016/j.drugpo.2018.01.012
- Nnabugwu-Otesanya, B. E. (2005). A comparative study of prostitutes in Nigeria and Botswana. University of South Africa.
- Nolte, I., Jones, R., Taiyari, K. and Occhiali, G. (2016). Research note: Exploring survey data for historical and anthropological research: Muslim–Christian relations in south-west Nigeria. *Afr. Aff. (Lond)*. 115, 541–561. DOI:https://doi.org/10.1093/afraf/adw035
- O’Doherty, T. (2011). Victimization in off-street sex industry work. *Violence Against Women*. DOI:10.1177/1077801211412917
- O’Neill, M. (2015). Enlightenment traditions, sacred objects and sacred cows in museums response to tiffany jenkins. *Material Religion*, 2(3), 359-370. DOI: https://doi.org/10.1080/17432200.2006.11423057
- Ogbeche, D. (2016). Commercial sex workers desert brothels as Task Force raids Lagos community. Retrieved on 28 January 2019 from URL: <https://dailypost.ng/2016/01/31/commercial-sex-workers-desert-brothels-as-task-force-raids-lagos-community/>
- Okanlawon, K., Adebowale, A. S., and Titilayo, A. (2013). Sexual hazards, life experiences and social circumstances among male sex workers in Nigeria. *Cult. Health Sex.*, 15, 22–33. DOI: <https://doi.org/10.1080/13691058.2012.754053>
- Open Society Foundation (2019). Understanding Sex Work in an Open Society. Retrieved on 21 December 2019 from URL: <https://www.opensocietyfoundations.org/explainers/understanding-sex-work-open-society>
- Osezua, O., C. (2011). Cross-border sex trade, transnational remittances and changing family structures among Benin people of Southern Nigeria. *Gend. Behav.*, 9, 4276–4297.
- Pereira, C. (2005). Zina and transgressive heterosexuality in northern Nigeria. *Fem. Africa*, 5, 52–79.
- Popoola, B. (2013). Occupational hazards and coping strategies of sex workers in southwestern Nigeria. *Heal. Care Women Int.*, 34, 139–149. DOI: <https://doi.org/10.1080/07399332.2011.646366>
- Pratten, D. (2008). The Politics of Protection: Perspectives on Vigilantism in Nigeria. *African Res. Rev.*, 78, 1–15.
- Richter, M., Chersich, M., Temmerman, M., and Luchters, S. (2013). Characteristics, sexual behaviour and risk factors of female, male and transgender sex workers in South Africa. *South African Med. J.*, 103, 246–251.
- Salihu, H., A. and Fawole, O. A. (2020). Police Crackdowns, Human Rights Abuses, and Sex Work Industry in Nigeria: Evidence from an Empirical Investigation. *Int. Crim. Justice Rev.*, 31, 40–58. DOI:

<https://doi.org/10.1177/1057567720907135>

- Salihu, H.A. and Gholami, H. (2018). Mob justice, corrupt and unproductive justice system in Nigeria: An empirical analysis. *Int. J. Law, Crime Justice*, 55. DOI: 10.1016/j.ijlcrj.2018.09.003
- Scorgie, F., Nakato, D., Harper, E., Richter, M., Maseko, S., Nare, P., Smit, J. and Chersich, M. (2013). 'We are despised in the hospitals': sex workers' experiences of accessing health care in four African countries. *Cult. Health Sex.*, 15, 450–465. DOI: <https://doi.org/10.1080/13691058.2012.763187>
- Sharpe, K. (2017). *Coping with the Job*, in: Karen Sharpe (Ed.), *Red Light, Blue Light: Prostitutes, Punters and the Police*. Routledge, London.
- Surtees, R. (2013). Brothel raids in Indonesia- Ideal solution or further violation. *Res. Sex Work*, 6, 5 –7.
- Tyoanande, G., T. and Samson, A., J. (2014). Prostitution as a Social Evil in Nigeria: Issues and Challenges. *Int. J. Peace Confl. Stud.*, 2, 29–36.
- United Nations Programme on HIV/AIDS (2014). Sex workers: Population size estimate. United Nations Program. Retrieved 21 December 2019 from URL <http://data.un.org/Data.aspx?d=UNAIDS&f=inID%3A111>
- Wahab, S. and Panichelli, M. (2013). Ethical and human rights issues in coercive interventions with sex workers. *J. Women Soc. Work*, 28, 344–349.

ⁱ Most literature, government policies, and legal instruments continue to use the term prostitution and prostitutes, to refer to activities in the sex industry and individuals who engage in sexual services for some specific reasons. While some scholars prefer to use sex work because 'it underscores the labour/work and economic implications of involvement in the sale of sexual services; and also challenges accounts that depict sellers (sex workers) as victims of others' wrongdoings and not, depending on the social context, as agents of their own fate' (Benoit et al. 2018:1-2). Moreover, using terms such as prostitution or prostitute within Nigerian societies according to Salihu and Fawole (2020:15) 'has connotations of immorality and stigmatization, and it is often associated with criminality. Thus, many people who engage in selling sexual services find the term offensive and demeaning, which contributes to their social marginalization'. For these reasons, this study adopts 'sex work' and 'sex worker' to refer to transactional sexual services in sex industry and individuals who engage in, or provide such services as a profession for specific gains.

ⁱⁱ See Section 225A (2) of the Criminal Code, Laws of the Federation of Nigeria which expressly provided that 'any magistrate who is satisfied, by evidence upon oath, that there is a reason to suspect that any premises or any part of any premises are or is used by a female for, purposes of prostitution, and that any male person residing in or frequenting the premises is living wholly or in part on the earnings of the prostitute, may issue a warrant under his hand authorizing any constable to enter and search the premises and to arrest that male person'. Moreover, Section 225B (1-3) made it clear that 'whoever (a) keeps or manages or assists in the management of a brothel; or (b) being the tenant, lessee, or occupier or person in charge of any premises, knowingly permits such premises or any part thereof to be used as a brothel or for the purposes of habitual prostitution; or (c) being the lessor or landlord of any premises, or the agent of such lessor or landlord, lets the same or any part thereof with the knowledge that such premises or some part thereof are of is to be used as a brothel, or is wilfully a party to the continued use of such premises or any part thereof as a brothel, shall be liable: (i) to a fine of 100 naira or to imprisonment for 6 months and (ii) on a second or subsequent conviction, to a fine of 300 naira or to imprisonment for 1 year; or in either case, to both fine and imprisonment'.

ⁱⁱⁱ It is important to note that men (and young boys) also engage in sex work- having sexual relationships with multiple female partners for monetary and other benefits, in Nigeria; however, it is not common like that of female sex work. Besides, sex work by men is usually common among young adults (usually between 21-30 year old) who are majorly students of higher institutions of learning and unemployed graduates living in Nigeria's mega cities like Abuja, Lagos, Port Harcourt, Ibadan and Calabar (see Alobor & Ndifon, 2014). This may be due to the composition of the cities in terms of huge and diverse population, religious secularism, individualism/independence, and the cities being considered as large commercial hubs of the country (Okanlawon, Adebawale & Titilayo, 2013). This kind of sex work is uncommon in some other places like Ilorin, the focus of this study.