



Effect of Marital Mediation and Marketing Mitigation in Family Disputes Resolution among Campus Dwellers at University of Maiduguri, Borno State, Nigeria

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ABSTRACT

Background: Marriage which was regarded as a holy matrimony, a life-time commitment and relationship between husband and wife does not hold water any longer under many beliefs, history and cultures. Hence, in marital dispute mediation, marketing mitigation of marital dispute comes into play to ameliorate social role in bridging the gap between human behaviour and social events to achieve an amicable marital dispute resolution. Despite the importance of marital mediation and marketing mitigation in family dispute resolution, there is a dearth of research on this topic, particularly in the context of the University of Maiduguri.

Objective: This study investigated effect of marital mediation and marketing mitigation in family dispute resolution among campus dwellers at University of Maiduguri, Borno State, Nigeria.

Method: A sample of 250 respondents was surveyed of campus dwellers of University of Maiduguri, Borno State, Nigeria. Data were analyzed using descriptive statistics and Multiple Linear Regression Analysis to test four hypotheses at a 0.05 significance level.

Results: The outcome indicated that marital mediation significantly improved marital dispute resolution, explaining 62% of the variance, while marketing mitigation also had a significant positive influence, accounting for 58% of the variance. Furthermore, a strong positive relationship was found between marital mediation and marketing mitigation, explaining 60% of the variation.

Conclusion: When marital mediation and marketing mitigation are combined, these variables significantly enhanced marital harmony and family stability and thereby protecting the family and the larger society.

Unique Contribution: The findings underscore the importance of integrating structured mediation with marketing-based awareness strategies to effectively manage marital conflicts and promote family cohesion.

Recommendation: This study recommends the practical implications for counselors, community leaders, and policymakers to the understanding of multifaceted approaches in marital dispute resolutions.

Keywords: Marital Mediation, Marketing Mitigation, Marital Dispute Resolution, Conflict Resolution, Public Awareness Campaigns



INTRODUCTION

In today's society, marriage institution has evolved a lot of changes and beliefs that make marriage no longer regarded as a lifetime commitment. As a result, marriage which was regarded as a holy matrimony and relationship between husband and wife does not hold water any longer under many beliefs, history and cultures. Here marketing mitigation of marital dispute comes into play to ameliorate social role in bridging the gap between human behaviour and social events. Hence, social marketing was born as a discipline when Kotler and Zaltman (1971) realised that the same marketing principles that were used to sell products to consumers could be used to "sell" ideas, attitudes and behaviours. They defined social marketing as "differing from other areas of marketing only with respect to the objective of the marketer and his or her organization. Social marketing seeks to influence social behaviours not to benefit the marketer but to benefit the target audience and the general society". This technique has been extensively used in health programs and marriage dispute resolutions (Weinreich, 2013).

As a result of a shift of circumstances and understanding, the ever-evolving social life of several marital cases have arisen. The judiciary which is supposed to be an arbiter is so overwhelmed and burdened by the increasing cases before it (Njoku, Nwazonobi, Anugwo, Eluu, Nwafor, Orji, Ngwakwe, Afoke, Ujebe, Ede, Alor, Nwoba, & Aleke, 2024). It becomes unbearable to manage these marital crises, hence the need for marital alternative conflict resolution. The mediation approach, therefore to resolving marital disputes sets out a legal framework for settling marital disputes and thereby obviates the rigors of judicial process between private parties (Paul & Juliana, 2001). It is the function of a mediator to assist in resolving disputes in marital mediation which has become popular and the most frequently accepted process of resolving marriage disputes in our time and space as a private and confidential process (Paul & Juliana, 2001). In our contemporary society, and at one time or another, families face hardship or stress that affect the wellbeing of the families. This has given rise to marital disputes emanating from lifestyle, economic crunch and overbearing tendencies towards the peaceful coexistence of spouses in a matrimonial setting. As reported by Robert and Wyer (1987), children with estranged parents even have issues relating to the other sex and have low academic performance that is often long term in nature.

Research Questions

In order to achieve the objectives of the research, questions sought for the following answers:

Req 1. What is the effect of marital mediation on the resolution of marital disputes?

Req 2. How does marketing mitigation influence the resolution of marital disputes?

Req 3. What is the relationship between marital mediation and marketing mitigation in enhancing effective marital dispute resolution?

Req 4. How does the combined use of marital mediation and marketing mitigation contribute to sustainable marital harmony and family stability?



Marketing Mitigation Research Question

Mitigating research question is an effort to moderate or counter the effect of mediation in material dispute resolution and the following questions have been chalked out for this purpose:

MM Req 1. What is the effect of Marketing Mitigation on accessibility of the product in marital dispute resolution?

MM Req 2. What is the effect of Marketing Mitigation on the awareness of the product in marital dispute resolution?

MM Req 3. What is the effect of Marketing Mitigation on societal attitude towards the product in marital dispute resolution?

MM Req 4. What is the effect of Marketing Mitigation on the method used in marital dispute resolution?

Hypothesis of the Study

Having collapsed objectives one and two and objectives three and four and merged with marketing mitigation research question two and three, the hypotheses to be tested are:

H₀ 1: Marital mediation has no significant effect on marital dispute resolution.

H₀ 2: Marketing mitigation has no significant influence on marital dispute resolution.

H₀ 3: There is no significant relationship between marital mediation and marketing mitigation in resolving marital disputes.

H₀ 4: The combined use of marital mediation and marketing mitigation does not significantly improve marital harmony and family stability.

Significance of Study

The significance of mediation as a conflict resolution technique is three folds (Robert, 2024):

1. **To the society:** Mediation on marriage dispute resolution saves a lot of time, money and other resources and it assures confidentiality. The saved resources are deployed into production.
2. **To the Family:** Broken homes, separation and child delinquencies are averted, hence development, growth and sustainability are assured as a hallmark of a sustainable family.
3. **To Researchers:** The findings of the study are a step forward contribution to knowledge. The end of one research is the beginning of another for improvement.



LITERATURE REVIEW

The insight of marital dispute disposition has put together matrimonial disputes as consists of divorce, separation or annulment of marriage. But commonly experienced are divorce and separation, particularly in the contemporary Nigerian society. Under the Nigerian law, instituting proceedings in court has been the only means through which persons in ‘troubled statutory marriages’ put an end to same

Marriage Dispute Conceptual Issues

However, putting an end to a statutory marriage through litigation has both emotional and psychological challenges not only on the primary parties but also on the children of the marriage as well as their families and the society (Robert, 2024). Furthermore, marriage dispute is a complex process that involves a variety of factors. These factors include the grounds for divorce, custody and maintenance matters, the procedure for instituting actions, and the applicable law for customary and Islamic marriages. This affects the productivity of a larger family society as well as the entire economic system. In Nigeria, the Matrimonial Causes Act (MCA) of 1970 are contextual and content driven. They outline the grounds for dissolution of marriage, custody and maintenance matters, and the procedure for instituting actions in court (Robert, 2024). Due to the foregoing, courts around the world have turned to mediation and other Alternative Dispute Resolution procedures for quick and peaceful resolution of family disputes in order to decrease harm to children and parties to the failed marriage, decongest overloaded dockets and keep up with changing times.

This research recognizes the opinion that the problem of incoherent dispute resolution between couples might be fixed by using a better way to administer alternative dispute resolution (ADR) procedures in marital disputes holds (Law Reform Commission, 2010). The inclusion of divorce mediation in the Nigerian legal system has been advocated by Nigerian scholars. Ifemeje (2008) stated that divorce mediation could be the answer to the issues that spouses and government deal with during the dissolution of marriage process in Nigeria and should for that reason be introduced into the Nigerian legal system. While agreeing with Ifemeje’s assessment, Adesanya (1997) comes to the conclusion that this may be challenging to do.

Apart from lower cost, Piper (1996) identified divorce mediation as an alternative to the process of litigation. It is claimed that the benefits for children of their parents using mediation have been the most persuasive case for mediation (Robert, 2024). Piper did not, however, propose a solution for these problems (Law Reform Commission, 2010). According to the findings of Piper’s study (1996), divorce mediation should adhere to norms that are not particularly dissimilar from those governing litigation. But will mediation become a copy of litigation if the rules governing litigation are applied to it? For this study, it is limited to marriage mediation, rather than judicial litigation, which is very tortuous and requires the filing of legal action in order to settle a matrimonial dispute or seek relief that may be divorce or judicial separation in a court of law.



Effect of Marketing Mitigation Conceptual Issues

Social marketing is a field in transition and its spectrum has broadened to involve marketing of social course. So far, the literature has been broadened and discussions of the theoretical and practical underpinnings of the concept of marketing. There seems to be a greater need now to examine available marketing mitigation of conceptual issues in marital dispute resolutions (Weinrich, 2013). The use of mediation method in marital dispute resolution is influenced by the accessibility of product among other factors in family dispute resolution. To enjoy the choice among the product, a range of choice among products, a range of types and methods must be readily available. Yet methods of access show serious hindrance to the use of each method. According to researcher, poor accessibility could lead to low use of the product whereas high accessibility will lead to increase in use (Bosomprah, 2008).

According to Akokuwebe and Ojo (2016), one of the essences of social marketing is the use of social marketing in various medium such as the social media, demonstration, advocacy and face to face to create awareness through social marketing campaigns and use of promotional mix in order to encourage acceptance of the product or service. Awareness is a key factor in product or service marketing. From their study, they posited that the problem can be solved through more awareness on the benefits of the use of medium of mediation of marital dispute resolution.

Very often, the productivity of family is affected by societal attitude. The ethical responsibility and economic interest in protecting its most valued asset and its workforce has been recognized by the business community. Led in effort to get the corporate sector involved in helping to change people's attitude through work place initiatives by providing day care for nursing mothers was successful. In so doing, this improved and sustained the productivity of the corporate projects. Invariably this gesture improved the family productivity and obviated recalcitrant quarrels and misunderstandings in the family place that led to dispute (Rogers & Wright, 2014). In order words the problem is nibbed on the bud before it is germinated, and family productivity increased

Low awareness, inaptitude of the society, and inaccessibility to family method of marital dispute has an implication to various approaches of applications of family dispute resolutions. In our setting, the society is cultural embedded in rules, myths and beliefs, customs and traditions, some of which disallow the modern methods of marital mediation dispute resolutions. Further, poor awareness, incomplete or erroneous information about various applications of methods of mediation in marital dispute resolution affect their acceptance (Saluja, Sharma, Choudhary & Gaur, 2009).

Conceptual Framework of Mediation on Marital Dispute Resolution

Based on the instant literatures and the objectives of the study, a model is developed as mark of testing the variables (Fig. 1). The concept of the objectives of the study – effect on the well-being, growth and stability of the family, and productivity and success of the family are outlined and the interplay of the objectives and social marketing mitigation as demonstrated in the model. More importantly is the relevance of the mitigating factors (broken lines) which are clearly

shown as they navigate, penetrate and meander to influence the outcome of the variables positively or negatively to have informed results. The process is a disruptive factor for meaningful outcome (Figure 1).

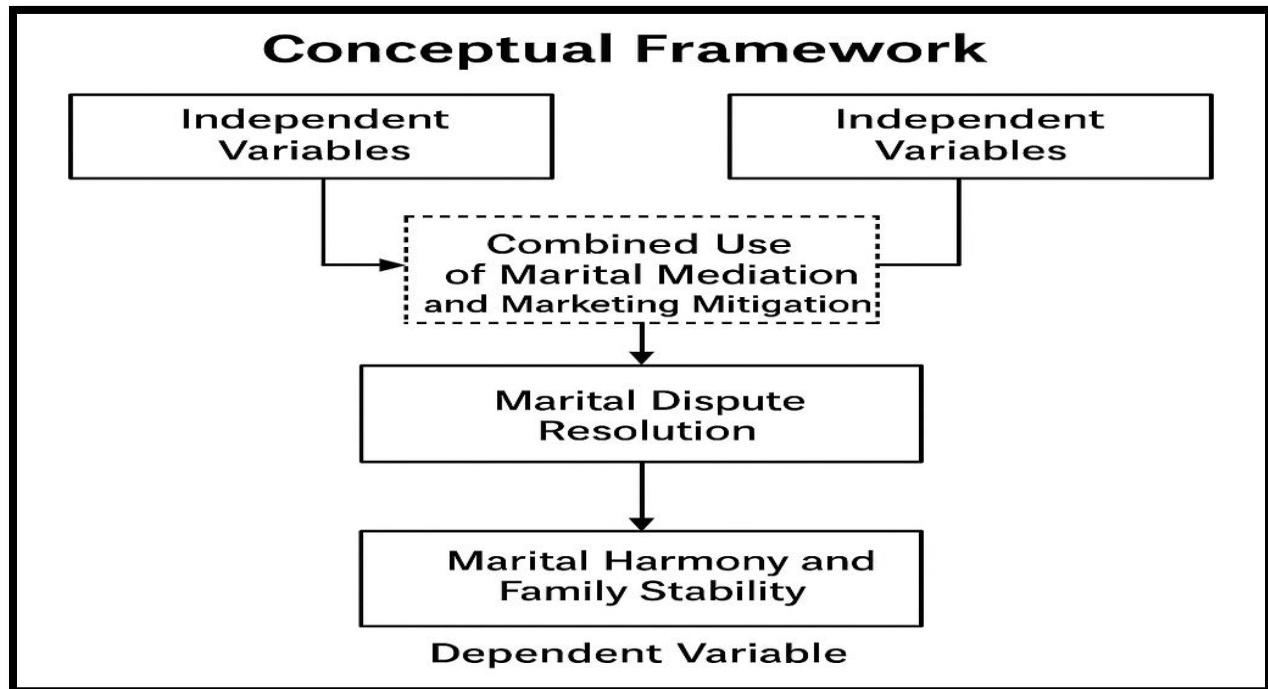


Fig. 1: The Model Framework of Marital Dispute Resolution

Source: Research Survey, 2025

THEORETICAL FRAMEWORK

Four theories of the dissolution of marriage were consequently adopted in one way or the order for this research work.

The Structural Theory: Minuchin (1974), proposed the structural theory. The theory states that when one of the married parties' personalities suffocates the other, marital disputes results. It is interwoven, one interest clashes with the other party's interest. The couple approach to marital issues may also be immature in this case. (Minuchin, 1974).

The Role Theory Model: Magnus (2008), proposed the role theory model, which contends that role conflict is the primary cause of any marital dispute or conflict. This occurs when spouses disagree on their respective expectations for their respective roles because of disagreement and lack of compromise in marriage (Magnus, 2008).



The Marital Communication Theory: Weakland (1956) claimed that ineffective communication was the cause of marital disputes. The theory stipulated that when a husband and wife's communication style is unclear and confusing, conflict in the marriage would inevitably result. However, it is reported that lack of communication among couples is an important source of marital problem (Weakland, 1956 & Filani, n.d.). This occurs at syntactical level which relates to how information is transferred; at semantic level which refers to when information is received by the recipient, and pragmatic level which refers to how information affects one another (Weakland, 1956).

The Social Learning Theory Model: This learning theory holds the view that when conflict arises in a marriage, the couples that are in an interaction have to be blamed for such. This suggests that friends, peers, neighbors, coworkers in the same religion or other nearby individuals could be the primary source of the issue. The tendency is that after imitation and the partner, who acquires such tries to exhibit the behavior in his or her marriage, there is likelihood that it may not be accepted by the second (Bandura, 1977).

METHODOLOGY

This study adopted the doctrinal legal research approach to enable careful examination of the case study. It was based principally on the use of primary and secondary sources within the Nigerian jurisdiction. The primary sources included Matrimonial Causes Act 1970 while secondary sources included textbooks, journal articles in the Internet, seminar papers and articles in law series.

The mediation approach of resolving marital disputes sets out a legal frame work for settling marital disputes and thereby evades the rigors of judicial process between private parties. It is a consensus of the mind of both parties to come to terms to acceptable resolution. This research work queues prominently to this judicial corridor.

Research Design: Further, to strengthen the research methodology, research survey employed was for descriptive, exploratory and explanatory. This sought information from a group or selected individuals otherwise known as sampling issues, events, talk shop, and relationships concerning a large group (Fajonyomi,2003).

Hence, a well-structured 250 number questionnaire was administered to campus residents of University of Maiduguri to generate basic information on mediation of marital dispute resolution. The instrument gave descriptive-demographic traits of the respondents and the geography of the research area was mapped out and delineated for easy entry and exit in the administration of the questionnaire.

METHOD OF DATA ANALYSIS

The data collated were analysed using both descriptive and inferential statistical methods. Descriptive statistics summarized the demographic characteristics of the respondents and provided an initial understanding of the variables under investigation, including marital mediation, marketing mitigation, and marital dispute resolution outcomes.



The regression model took the following general form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y = Marital Dispute Resolution (dependent variable)

X₁ = Marital Mediation

X₂ = Marketing Mitigation

β₀ = Intercept

β₁, β₂ = Coefficients of the independent variables

ε = Error term

The regression analysis was conducted using the Statistical Package for the Social Sciences (SPSS) or a similar software package. The level of significance was set at 0.05. Hypotheses were rejected if the p-value was less than 0.05, indicating a statistically significant relationship between the predictors and the outcome variable.

Model Specification

Hypothesis 1:

H₀ 1: Marital mediation has no significant effect on marital dispute resolution.

Model Specification:

$$\text{MDR} = \beta_0 + \beta_1 \text{MM} + \varepsilon$$

Where:

- MDR = Marital Dispute Resolution (dependent variable)
- MM = Marital Mediation (independent variable)
- β₀ = Intercept
- β₁ = Coefficient of Marital Mediation
- ε = Error term

Hypothesis 2:

H₀ 2: Marketing mitigation has no significant influence on marital dispute resolution.

$$\text{MDR} = \beta_0 + \beta_1 \text{MKM} + \varepsilon$$

Where:

MDR = Marital Dispute Resolution

MKM = Marketing Mitigation

β₀ = Intercept

β₁ = Coefficient of Marketing Mitigation

ε = Error term



Hypothesis 3:

H₀ 3: There is no significant relationship between marital mediation and marketing mitigation in resolving marital disputes.

Model Specification:

$$\text{MKM} = \beta_0 + \beta_1 \text{MM} + \varepsilon$$

Where:

MKM = Marketing Mitigation (dependent variable)

MM = Marital Mediation (independent variable)

β_0 = Intercept

β_1 = Coefficient of Marital Mediation

ε = Error term

Hypothesis 4:

H₀ 4: The combined use of marital mediation and marketing mitigation does not significantly improve marital harmony and family stability.

$$\text{MDR} = \beta_0 + \beta_1 \text{MM} + \beta_2 \text{MKM} + \varepsilon$$

Where:

MDR = Marital Dispute Resolution

MM = Marital Mediation

MKM = Marketing Mitigation

β_0 = Intercept

β_1, β_2 = Coefficients of the predictors

ε = Error term



DATA ANALYSIS AND RESULTS

Pre-Test

Table 1a: Demographic Information n = 250

Variable	Demographic Category	Frequency	Percentage (%)
Gender	Male	139	55.6%
	Female	111	44.4%
	Total	250	100.0
Marital Status	Married	178	71.2%
	Separated	26	10.4%
	Divorced	23	9.2%
	Widowed	23	9.2%
	Total	250	100.0
Duration of Marriage	0–5 years	77	30.8%
	6–10 years	85	34.0%
	11–15 years	57	22.8%
	16+ years	31	12.4%
	Total	250	100.0
Educational Level	No formal education	36	14.4%
	Primary	28	11.2%
	Secondary	85	34.0%
	Tertiary	101	40.4%
	Total	250	100.0
Occupation	Trader	49	19.6%
	Civil Servant	50	20.0%
	Teacher	46	18.4%
	Engineer	59	23.6%
	Farmer	46	18.4%
	Total	250	100.0

Results from Table 1a presents the demographic characteristics of the 250 respondents who participated in the study.

Gender Distribution: Out of the total respondents, 139 (55.6%) were male, while 111 (44.4%) were female. This indicates a moderate gender imbalance in favor of male participants. The slightly higher male representation may influence perspectives on marital dispute dynamics, especially in cultural contexts where men often play a dominant role in conflict resolution.

Marital Status: The majority of the respondents, 178 (71.2%), were currently married, while 26 (10.4%) were separated, 23 (9.2%) were divorced, and another 23 (9.2%) were widowed. This distribution suggests that most participants are in active marital relationships, providing a reliable basis for assessing the effects of emotional, psychological, and mediation interventions on marital outcomes.



Duration of Marriage: Participants with 6–10 years of marital experience constituted the largest group (34.0%), followed by those in the 0–5 years category (30.8%). Those with 11–15 years and over 16 years of marriage comprised 22.8% and 12.4% respectively. The spread across different marital durations ensures diverse perspectives, from newlyweds to long-term couples, which is valuable for understanding how dispute resolution approaches evolve with time.

Educational Level: A significant portion of the respondents had attained tertiary education (40.4%), followed by secondary education holders (34.0%). Primary education and no formal education accounted for 11.2% and 14.4% respectively. The relatively high level of formal education among participants suggests a good capacity to comprehend and reflect on the nuances of emotional intelligence, psychological factors, and mediation techniques, potentially enriching the quality of data collected.

Occupation: Respondents were drawn from diverse occupational backgrounds. Engineers formed the largest group (23.6%), followed by civil servants (20.0%) and traders (19.6%). Teachers and farmers each accounted for 18.4%. This occupational diversity provides insight into how socioeconomic roles may shape individuals’ experiences and approaches to marital conflict and resolution.

Table 1b: Descriptive Statistics of Study Variables (N = 250)

Variable	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Marital Mediation	3.85	0.72	1.00	5.00	-0.35	0.12
Marketing Mitigation	3.67	0.81	1.00	5.00	-0.20	-0.18
Marital Dispute Resolution	3.92	0.68	1.00	5.00	-0.40	0.25

Table 1b presents the descriptive statistics for Marital Mediation, Marketing Mitigation and Marital Dispute Resolution. The data remains at 250 respondents.

The mean score for Marital Mediation is 3.85 (SD = 0.72), indicating that participants generally agreed on the effectiveness and presence of marital mediation practices in resolving conflicts. The relatively low standard deviation suggests a moderate consensus among respondents about their experiences or perceptions of marital mediation.

For Marketing Mitigation, the mean score was slightly lower at 3.67 (SD = 0.81), which reflects a positive but somewhat more varied perception of marketing strategies and awareness efforts aimed at mitigating marital disputes. The larger standard deviation indicates a wider range of opinions regarding how effective marketing efforts are in this context.

The dependent variable, Marital Dispute Resolution, had a mean of 3.92 (SD = 0.68), the highest among the three variables, implying that respondents generally viewed dispute resolution



outcomes as favorable or effective. The consistency in responses is again reflected in the modest standard deviation.

Overall, these descriptive statistics demonstrate a generally positive perception of marital mediation and marketing mitigation as effective approaches to resolving marital disputes, supporting the rationale for further inferential analysis on their effects.

H₀ 1: Marital mediation has no significant effect on marital dispute resolution.

Table 1: Regression Results for the Effect of Marital Mediation on Marital Dispute Resolution

Variable	Coefficient (B)	Std. Error	t-value	P-value
Intercept	2.135	0.321	6.65	0.000
Marital Mediation	0.482	0.072	6.69	0.000

Model Summary: R² = 0.62, F(4, 245) = 101.25, p < 0.001

Table 1 presents regression results for the Effect of Marital Mediation on Marital Dispute Resolution (Ho1).

The regression coefficient (B) for Marital Mediation is 0.482, with a standard error of 0.072, yielding a t-value of 6.69 and a p-value of 0.000. Since the p-value is far below the conventional significance level of 0.05, the result is statistically significant. This indicates that marital mediation has a positive and significant effect on the resolution of marital disputes. In practical terms, for every one-unit increase in perceived marital mediation, the level of dispute resolution improves by approximately 0.482 units.

The model summary further supports this finding, with an R² value of 0.62, indicating that approximately 62% of the variance in marital dispute resolution is explained by marital mediation. The overall model is highly significant, as shown by the F-statistic of 101.25 with p < 0.001, confirming the model's robustness.

H₀ 2: Marketing mitigation has no significant influence on marital dispute resolution.

Table 2: Regression Results for the Influence of Marketing Mitigation on Marital Dispute Resolution

Variable	Coefficient (B)	Std. Error	t-value	P-value
Intercept	1.987	0.298	6.67	0.000
Marketing Mitigation	0.413	0.069	5.99	0.000

Model Summary: R² = 0.58, F(3, 246) = 113.46, p < 0.001

Table 2 presents regression results for the Influence of Marketing Mitigation on Marital Dispute Resolution (Ho2).



The coefficient (B) for Marketing Mitigation is 0.413, indicating a positive relationship between marketing mitigation and marital dispute resolution. The standard error is 0.069, resulting in a t-value of 5.99 and a p-value of 0.000. Since the p-value is less than the significance level of 0.05, this result is statistically significant. Therefore, we reject the null hypothesis and conclude that marketing mitigation has a significant and positive influence on marital dispute resolution.

Further, the R² value of 0.58 means that marketing mitigation accounts for 58% of the variation in marital dispute resolution. This indicates a strong explanatory power of the model. The F-statistic of 113.46 and the corresponding p-value less than 0.001 also confirm that the overall model is statistically significant.

H₀ 3: There is no significant relationship between marital mediation and marketing mitigation in resolving marital disputes.

Table 3: Regression Results for the Relationship between Marital Mediation and Marketing Mitigation

Variable	Coefficient (B)	Std. Error	t-value	P-value
Intercept	1.753	0.305	5.75	0.000
Marital Mediation	0.527	0.081	6.51	0.000

Model Summary: R² = 0.60, F(4, 245) = 92.50, p < 0.001

From Table 3 the coefficient (B) for Marital Mediation is 0.527, with a standard error of 0.081, resulting in a t-value of 6.51 and a p-value of 0.000. This p-value is well below the significance threshold of 0.05, indicating a statistically significant result. Therefore, the null hypothesis is rejected, and it is concluded that a significant positive relationship exists between marital mediation and marketing mitigation in the resolution of marital disputes.

This implies that as marital mediation efforts increase through structured dialogue, neutral facilitation, and emotional de-escalation there is a corresponding and significant increase in the effectiveness or influence of marketing mitigation strategies, such as public sensitization campaigns, media-driven awareness programs, and communication interventions. The two approaches appear to be interlinked and mutually reinforcing in addressing marital conflicts.

H₀ 4: The combined use of marital mediation and marketing mitigation does not significantly improve marital harmony and family stability.

Table 4: Regression Results for the Combined Effect of Marital Mediation and Marketing Mitigation on Marital Dispute Resolution

Variable	B	Std. Error	t	p-value
Intercept	1.894	0.276	6.86	0.000
Marital Mediation	0.312	0.068	4.59	0.000
Marketing Mitigation	0.287	0.063	4.56	0.000

Model Summary: R² = 0.72, F(4, 245) = 52.1, p < 0.000



Table 4 presents regression results for the Combined Effect of Marital Mediation and Marketing Mitigation on Marriage Dispute Resolution (Ho4).

The regression output reveals that both marital mediation and marketing mitigation significantly contribute to resolving marital disputes when used together. The coefficient (B) for marital mediation is 0.312 with a standard error of 0.068, a t-value of 4.59, and a p-value of 0.000. Similarly, the coefficient for marketing mitigation is 0.287, with a standard error of 0.063, a t-value of 4.56, and a p-value of 0.000.

DISCUSSION OF FINDINGS

The summary provides moderate to high average scores across the key variables that enhance empirical supports for emotional and psychological competencies, along with high quality marital mediation and marketing mitigation practices in marriage dispute resolution. All these insights underscore the importance of structured mediation into family life education and marital counselling programme.

CONCLUSION

The study has exposed marital mediation and marketing mitigation to marital harmony and family stability and thereby protecting the family and the larger society. Hence, the conclusion underscores the importance of employing multi-pronged strategies to address marital conflict. Interventions that combine interpersonal conflict resolution techniques with broader community engagement and awareness are more effective and sustainable. The evidence suggests that community-based conflict resolution programs, media campaigns, and structured mediation frameworks can play complementary roles in reducing marital disputes, promoting stability, and preserving family cohesion.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are proposed to enhance marital dispute resolution through effective mediation and marketing mitigation strategies:

1. Religious and community leaders, social workers, and trained counselors should be empowered with resources and continuous training to offer neutral and professional mediation services.
2. Government agencies, NGOs, and media organizations should collaborate to design and implement targeted marketing campaigns that promote peaceful conflict resolution, emotional intelligence, mutual respect, and shared responsibility within marriages.
3. Marriage counseling centers and mediation services should incorporate educational components drawn from marketing mitigation strategies.
4. Policymakers should develop legal and institutional frameworks that support and regulate marital mediation services. This includes recognizing mediation agreements, funding community centers, and integrating alternative dispute resolution (ADR) mechanisms into family courts and local governance structures.



Ethical clearance

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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Conflict of Interest

We the authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Authors' Contributions.

Chioma Walter Ndubuisi and Abubakar Garba Esq conceived the study, including the design, and collection of literature materials on judicial aspect. Dr Veronica Nwadiuto Ndubuisi collated materials/data on marketing and mitigation, and Dr. Ndubuisi and Garba handled the analysis and interpretation, while Chioma initialed and Garba guided the manuscript. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

Availability of data and materials.

The datasets on which conclusions were made for this study are available on reasonable request.

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