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Jurisprudential Marketing As A Determinant Of Ethical Compliance Of Marketing Activities Among Business Education Lecturers In South-South, Nigeria

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Abstract: *The study examined Jurisprudential Marketing as a determinant of Ethical Compliance of Marketing Activities among Business Education Lecturers in South-South Nigeria. The study adopted four specific objectives, research questions, and corresponding null hypotheses. A descriptive survey design was employed. The study population consisted of 226 business education lecturers from 12 federal and state universities across the South-South geopolitical zone. A census sampling technique was adopted due to the manageable population size, while data were collected using a structured four-point rating scale questionnaire validated by three experts in business education and measurement. Reliability was established through a pilot test using Cronbach's Alpha, which yielded an overall coefficient of 0.83, confirming the instrument's internal consistency. Out of 226 questionnaires distributed, 170 were correctly completed and analysed using the Statistical Package for Social Sciences (SPSS) version 25. Descriptive statistics (mean and standard deviation) answered the research questions, while independent samples t-tests tested the hypotheses at the 0.05 significance level. Findings revealed that jurisprudential marketing dimensions significantly determine ethical compliance, and no statistically significant gender differences existed in lecturers' perceptions. It recommends integrating jurisprudential frameworks into business education curricula to strengthen lecturers' ethical consciousness and regulatory compliance.*

Keywords: Jurisprudential Marketing, Ethical Compliance, Business Education, Advertising Standards, Consumer Protection, Anti-Deceptive Policies, Intellectual Property Law.

Introduction

Marketing has evolved beyond traditional sales promotion to become an integrated discipline that harmonises value creation, communication, and ethical practice. It encompasses the design and delivery of offerings that satisfy consumer needs while promoting social responsibility and fairness in business operations (Kotler et al., 2021). Modern marketing requires not only an understanding of consumer behaviour and competition but also an adherence to ethical norms that govern advertising, product claims, and corporate accountability (Chaffey & Ellis-Chadwick, 2019). Within the Nigerian context, the marketing landscape is increasingly shaped by the need for lawful and transparent business communication, demanding that lecturers in business education serve as both practitioners and ethical exemplars for emerging marketers.

Jurisprudential marketing represents the interface between law and marketing practice, emphasising that all marketing activities must align with legal and ethical frameworks. It integrates jurisprudence, the philosophy of law, into marketing decision-making to ensure that business practices comply with societal and regulatory expectations (Singh & Sinha, 2020). This emerging field reinforces the belief that marketing conduct should not merely pursue profit but also uphold integrity, consumer safety, and fairness. In academic contexts, jurisprudential marketing helps lecturers instil legal consciousness and ethical responsibility in future professionals, fostering compliance with regulatory principles in marketing practice (Adeyemi & Olayinka, 2022).

Ethical compliance in marketing activities entails adherence to accepted moral and professional standards that regulate how goods and services are promoted, distributed, and communicated. It involves ensuring that all marketing decisions reflect honesty, transparency, and respect for consumer rights (Ferrell & Fraedrich, 2021). Ethical compliance serves as the cornerstone of responsible marketing because it promotes consumer trust and long-term organisational reputation (Murphy et al., 2020). For business education lecturers, promoting ethical compliance means developing awareness of how marketing practices interact with broader societal expectations and legal constraints.

Marketing activities encompass a diverse range of actions undertaken by marketers to inform, persuade, and satisfy target audiences. These include product design, pricing, promotion, and distribution activities that must operate within the boundaries of ethical and

legal standards (Tuten & Mintu-Wimsatt, 2020). However, lapses such as deceptive advertising, consumer manipulation, and infringement of intellectual property remain widespread challenges. As such, understanding the ethical and jurisprudential underpinnings of marketing activities becomes imperative for lecturers who train future practitioners.

The influence of advertising standards on ethical compliance is central to jurisprudential marketing. Advertising standards regulate content, tone, and claims in promotional materials to prevent false, misleading, or offensive messages (Okpara & Edeh, 2021). Globally, professional bodies such as the Advertising Practitioners Council of Nigeria (APCON) and the International Chamber of Commerce (ICC) uphold codes of advertising ethics to promote truthfulness and accountability. Compliance with these standards strengthens consumer confidence and sustains institutional credibility. Among business education lecturers, awareness of such standards ensures that both teaching and practice reinforce truth-based promotional conduct.

Consumer protection laws also play a significant role in ensuring ethical compliance of marketing activities. These laws are designed to safeguard consumers from exploitation, product misrepresentation, and unsafe commercial practices (Aremu & Oyinloye, 2022). In Nigeria, agencies such as the Federal Competition and Consumer Protection Commission (FCCPC) oversee compliance with these laws. For lecturers, understanding and promoting consumer protection frameworks help to cultivate marketing graduates who appreciate fairness, transparency, and consumer rights as integral aspects of business integrity (Omodero, 2023).

Anti-deceptive marketing policies complement consumer protection laws by prohibiting manipulative or dishonest marketing tactics. Such policies address issues such as bait advertising, exaggerated claims, and false endorsements, which mislead consumers and damage brand credibility (Eze & Nwosu, 2021). The application of anti-deceptive principles requires both legal enforcement and ethical internalisation by practitioners and educators alike. Within academic environments, lecturers are expected to model and teach anti-deceptive marketing behaviour to ensure that students understand the dangers of misinformation and its long-term reputational implications (Udoh & Ekanem, 2020).

Intellectual property law is another essential component of jurisprudential marketing because it protects the creations and innovations that underpin brand identity and promotional content. These laws secure the ownership rights of trademarks, logos, slogans, and creative materials, ensuring that businesses and individuals benefit from their original ideas (Nwokah & Opara, 2022). By understanding intellectual property rights, business education lecturers can teach students to respect creative ownership and avoid plagiarism or unauthorised use of protected materials in marketing communication (Onwuka, 2023).

In view of these perspectives, jurisprudential marketing has become a vital instrument for strengthening ethical compliance in marketing activities. The study, therefore, sought to examine the Jurisprudential Marketing as a Determinant of Ethical Compliance of Marketing Activities Among Business Education Lecturers in South-South, Nigeria.

Statement of the Problem

The marketing environment in Nigeria has become increasingly dynamic, with business organisations and professionals confronted by the dual responsibility of achieving commercial success and maintaining ethical compliance. As competition intensifies, some marketing practices have drifted toward exaggerated advertising claims, consumer manipulation, and poor observance of legal standards. This growing divergence between ethical ideals and practical realities has raised public concerns about accountability and integrity in marketing. Business education lecturers, as professional educators and knowledge disseminators, are expected to model and teach ethical marketing principles, yet the extent to which jurisprudential frameworks influence their perception and compliance behaviour remains unclear.

Despite the existence of several regulatory frameworks such as advertising codes, consumer protection laws, anti-deceptive policies, and intellectual property regulations, unethical marketing activities persist in various sectors. These lapses often stem from inadequate understanding, inconsistent enforcement, and limited integration of jurisprudential marketing principles into teaching and professional practice. Among lecturers in South-South Nigeria, where marketing education continues to evolve, there is a growing need to determine how these legal instruments influence ethical awareness and compliance within marketing-related activities. Without such understanding, the educational system may continue to produce graduates with limited sensitivity to marketing ethics and compliance.

Failure to examine the influence of jurisprudential marketing on ethical compliance poses both academic and professional challenges. It could hinder the alignment of marketing education with global ethical standards and weaken the credibility of institutions responsible for preparing future marketers. Understanding how advertising standards, consumer protection laws, anti-deceptive policies, and intellectual property rights shape ethical compliance among business education lecturers is, therefore, crucial. The present study seeks to bridge this gap by empirically analysing how jurisprudential marketing influences ethical marketing behaviour, with the ultimate goal of strengthening ethical compliance across teaching, research, and professional practice in the South-South geopolitical zone of Nigeria.

Objectives of the Study

The main purpose of the study was to examine the Jurisprudential Marketing as a Determinant of Ethical Compliance of Marketing Activities Among Business Education Lecturers in South-South, Nigeria. The study specifically determined the extent to which:

1. Advertising Standards is a determinant of ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria
2. Consumer Protection Laws is a determinant of ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria
3. Anti-deceptive Marketing Policies is a determinant of ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria
4. Intellectual Property Law is a determinant of ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria

Research Questions

The following research questions guided the study:

1. To what extent does Advertising Standards determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?
2. To what extent does Consumer Protection Laws determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?
3. To what extent does Anti-deceptive Marketing Policies determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?
4. To what extent does Intellectual Property Law determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?

Hypotheses

The following hypotheses were formulated to guide the study and were tested at 0.05 level of significance:

1. There is no significant difference in the mean response of male and female business education lecturers on the extent advertising standards determine ethical compliance of marketing activities in South-South, Nigeria
2. There is no significant difference in the mean response of male and female business education lecturers on the extent consumer protection laws determine ethical compliance of marketing activities in South-South, Nigeria
3. There is no significant difference in the mean response of male and female business education lecturers on the extent anti-deceptive marketing policies determine ethical compliance of marketing activities in South-South, Nigeria
4. There is no significant difference in the mean response of male and female business education lecturers on the extent intellectual property law determine ethical compliance of marketing activities in South-South, Nigeria

Methodology

Research Design

The study adopted a descriptive survey research design. This design was deemed appropriate because it enabled the researcher to collect data from a defined population, describe prevailing conditions, and examine the extent to which jurisprudential marketing influences ethical compliance in marketing activities among business education lecturers. The descriptive survey approach was also suitable because it facilitated the use of structured questionnaires to obtain quantitative data, which were subsequently analysed to determine relationships and differences among variables (Crosswell & Crosswell, 2018)

Population of the Study

The population of the study comprised all 226 business education lecturers in both federal and state universities within the South-South geopolitical zone of Nigeria. The population was distributed across twelve (12) universities, including (1) Niger Delta

University, (2) Federal University Otuoke, (3) Rivers State University, (4) Ignatius Ajuru University of Education, (5) Delta State University, Abraka (6) University of Calabar, (7) Akwa Ibom State University, (8) Ambrose Alli University, (9) University of Benin, (10) University of Uyo, (11) Cross River State University of Technology, and (12) University of Delta, Agbor. These lecturers represented the full spectrum of academic staff involved in teaching, researching, and supervising courses related to business and marketing education, thereby providing a comprehensive framework for the study.

Sample and Sampling Technique

The study adopted a census sampling technique, engaging all 226 business education lecturers from twelve federal and state universities across the South-South geopolitical zone of Nigeria. This approach was considered appropriate due to the manageable size of the population, ensuring comprehensive coverage without the need for sampling subsets. By involving the entire accessible population, the study maximised the representativeness and generalisability of its findings within the context of business education. This method also enhanced the reliability of statistical analysis by incorporating a wide range of professional experiences and institutional contexts.

Instrumentation

The instrument for data collection was a structured questionnaire developed by the researcher in alignment with the objectives and research questions of the study. The instrument was divided into five sections. Section A captured respondents' demographic information, while Sections B to E contained items reflecting the four jurisprudential marketing dimensions: advertising standards, consumer protection laws, anti-deceptive marketing policies, and intellectual property law. The instrument employed a four-point rating scale with response options ranging from *Strongly Agree (5)* to *Strongly Disagree (1)*, enabling the quantification of perceptions and attitudes.

Validity of the Instrument

The face and content validity of the instrument were ensured through expert review. The draft questionnaire was evaluated by three specialists, two from marketing education and one from measurement and evaluation, who assessed the relevance, clarity, and structure of the items. Their recommendations were incorporated to refine the wording, remove ambiguities, and ensure that each item adequately measured the construct it was intended to represent. This validation process established the instrument's appropriateness for use within the target population.

Reliability of the Instrument

To ascertain the reliability of the questionnaire, a pilot test was conducted using twenty (20) business education lecturers from the University of Nigeria, Nsukka (UNN). The responses were subjected to a Cronbach's Alpha reliability test using the Statistical Package for Social Sciences (SPSS, version 25.0). The reliability coefficients obtained were 0.82 for Advertising Standards, 0.85 for Consumer Protection Laws, 0.79 for Anti-deceptive Marketing Policies, and 0.84 for Intellectual Property Law, resulting in an overall reliability index of 0.83, indicating a high level of internal consistency and reliability of the instrument.

Administration of the Instrument

The researcher personally administered the questionnaires with the assistance of five trained research assistants who were familiar with the study area. Formal approval was sought from the heads of departments of the participating universities before data collection commenced. The administration process spanned four weeks to allow adequate time for distribution and retrieval across the twelve universities. Out of the 226 questionnaires distributed, 170 were duly completed and returned, reflecting a retrieval rate of 75%, while 77 copies were either not returned or rendered invalid due to incomplete responses. The researcher maintained ethical standards throughout the process by ensuring voluntary participation, anonymity, and confidentiality.

Method of Data Analysis

Data collected were coded and analysed using both descriptive and inferential statistical techniques. Descriptive statistics such as mean and standard deviation were used to answer the research questions, thereby summarising the general trends in respondents' opinions. The inferential analysis involved the use of the independent samples t-test to test all null hypotheses at a 0.05 level of significance. This approach allowed for the comparison of mean responses between male and female lecturers to determine whether statistically significant differences existed. All computations were performed using SPSS version 25.0, ensuring precision and reliability in data interpretation. When the mean score is 2.50 and above, was agreed, while mean score below 2.50 was regarded as disagreed.

Results

Table 1: Distribution of Questionnaires Administered and Retrieved

Questionnaires	Frequency	Percentage (%)
Retrieved and Usable	170	75
Not Retrieved/Discarded	56	25
Total	**226**	**100**

Source: Fieldwork, 2025

Table 1 presents the distribution and retrieval rate of questionnaires. Out of the 226 questionnaires administered, 170 were correctly completed and returned, representing a 75% response rate. This is considered highly satisfactory for quantitative analysis, ensuring that three-quarters of the population contributed usable data for the study. The 25% non-retrieval was largely attributed to scheduling limitations and respondent availability. The response rate offers a robust basis for generalising the findings across the study area.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	95	56
Female	75	44
Total	**170**	**100**

Source: Fieldwork, 2025

Table 2 reveals that 95 of the 170 respondents were male (56%), while 75 were female (44%). This relatively balanced gender distribution suggests that both male and female perspectives were sufficiently captured in the study. The modest male majority aligns with prevailing trends in academic staffing patterns within higher institutions in Nigeria, especially in business education faculties. This gender representation provides a fair foundation for conducting gender-based comparative analyses in subsequent sections of the study.

Research Question One: To what extent does Advertising Standards Determine Ethical Compliance of Marketing Activities Among Male and Female Business Education Lecturers in South-South, Nigeria?

Table 3: Mean and Standard Deviation Analysis of the extent Advertising Standards Determine Ethical Compliance of Marketing Activities

S/N	Statement	Male		Female		Total		Decision
		$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	
1	Advertising standards promote honesty and truthfulness in communication.	3.91	0.72	3.81	0.77	3.86	0.75	HE
2	Compliance with advertising codes prevents misleading advertisements.	4.00	0.68	3.88	0.70	3.94	0.69	HE
3	Advertising standards enhance public trust and credibility.	3.94	0.70	3.83	0.74	3.89	0.72	HE
4	Observing advertising guidelines ensures fairness in practice.	3.81	0.75	3.70	0.78	3.76	0.76	HE
5	Adherence to standards boosts institutional reputation and confidence.	4.06	0.64	3.93	0.69	4.00	0.66	HE
6	Awareness of laws encourages ethical decision-making in marketing.	3.88	0.71	3.76	0.73	3.83	0.72	HE
	Grand Mean / SD	**3.93**	**0.70**	**3.82**	**0.74**	**3.88**	**0.72**	**HE**

Keys: Cutoff mean = 2.50; Male = 95; Female = 75; Total = 170; HE = High Extent

The data in Table 1 demonstrate that both male and female business education lecturers perceived advertising standards as a major determinant of ethical compliance in marketing activities. Each of the six items assessing this dimension recorded mean values above the benchmark of 2.50, indicating a high level of agreement across gender groups. The grand mean for male respondents was 3.93 (SD = 0.70), slightly higher than that of female respondents (M = 3.82, SD = 0.74), suggesting a marginally stronger perception among males regarding the role of advertising standards in fostering ethical behaviour. The total grand mean was 3.88 with a standard deviation of 0.72, reflecting a uniformly high level of endorsement across the entire sample.

These findings underscore the centrality of advertising ethics in shaping responsible marketing practices within academic and professional contexts.

Research Question Two: To what extent does Consumer Protection Laws Determine Ethical Compliance of Marketing Activities Among Male and Female Business Education Lecturers in South-South, Nigeria?

Table 4: Mean and Standard Deviation Analysis of extent Consumer Protection Laws Determine Ethical Compliance of Marketing Activities

S/N	Statement	Male		Female		Total		Decision
		$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	
1	Consumer protection laws safeguard buyers from exploitation and unethical practices.	3.90	0.72	3.81	0.76	3.86	0.74	HE
2	Enforcement of consumer rights discourages misleading promotional messages.	3.97	0.67	3.85	0.71	3.92	0.69	HE
3	Awareness of protection frameworks fosters responsible marketing conduct.	3.84	0.73	3.75	0.77	3.80	0.75	HE
4	Consumer law enforcement promotes transparency and accountability in marketing.	4.01	0.65	3.90	0.68	3.96	0.67	HE
5	Legislation improves fairness in buyer–seller relationships.	3.91	0.70	3.83	0.73	3.87	0.72	HE
6	Compliance with protection laws strengthens ethical decision-making in practice.	3.88	0.68	3.78	0.73	3.83	0.71	HE
	Grand Mean / SD	**3.92**	**0.69**	**3.82**	**0.73**	**3.87**	**0.72**	**HE**

Keys: Cutoff mean = 2.50; Male = 95; Female = 75; Total = 170; HE = High Extent

The findings presented in Table 2 indicate a consistent perception among respondents that consumer protection laws play a significant role in determining ethical compliance of marketing activities among business education lecturers. All six items assessing this construct yielded mean scores above the cut-off mean of 2.50, affirming that both male and female respondents agreed to a high extent on the importance of legal frameworks in protecting consumer interests.

The grand mean for male respondents was 3.92 with a standard deviation of 0.69, slightly higher than that of female respondents (M = 3.82, SD = 0.73), while the total grand mean stood at 3.87 (SD = 0.72). These values demonstrate strong and consistent agreement across gender categories regarding the value of consumer protection laws in curbing unethical practices, enhancing transparency, and fostering institutional accountability in marketing education.

Research Question Three: To what extent does Anti-deceptive Marketing Policies Determine Ethical Compliance of Marketing Activities Among Male and Female Business Education Lecturers in South-South, Nigeria?

Table 5: Mean and Standard Deviation Analysis of extent Anti-Deceptive Marketing Policies Determine Ethical Compliance of Marketing Activities

S/N	Statement	Male		Female		Total		Decision
		$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	
1	Anti-deceptive policies discourage exaggerated product claims.	4.01	0.66	3.90	0.70	3.96	0.68	HE
2	Compliance with anti-deceptive laws improves marketing honesty.	3.94	0.67	3.83	0.72	3.89	0.70	HE
3	Awareness of policies reduces unethical and manipulative strategies.	3.88	0.69	3.76	0.75	3.82	0.72	HE

4	Enforcement of anti-deceptive laws enhances public trust in marketing.	4.06	0.64	3.95	0.69	4.01	0.66	HE
5	Anti-deceptive policies protect consumers from misinformation.	3.92	0.68	3.81	0.72	3.87	0.70	HE
6	Incorporating anti-deceptive principles in teaching promotes ethical decisions.	3.84	0.72	3.72	0.77	3.79	0.74	HE
	Grand Mean / SD	**3.94**	**0.68**	**3.83**	**0.73**	**3.89**	**0.71**	**HE**

Keys: Cutoff mean = 2.50; Male = 95; Female = 75; Total = 170; HE = High Extent

As shown in Table 3, respondents strongly agreed that anti-deceptive marketing policies are vital determinants of ethical compliance in marketing activities. The table demonstrates that all six items recorded mean values well above the 2.50 cut-off, indicating that both male and female lecturers perceived these policies as essential for fostering ethical accountability. Specifically, male respondents had a grand mean of 3.94 with a standard deviation of 0.68, while female respondents recorded a slightly lower grand mean of 3.83 with a standard deviation of 0.73. The overall grand mean across both genders was 3.89 with a standard deviation of 0.71. These results imply that anti-deceptive marketing policies significantly influence the ethical orientation of lecturers in their professional and instructional roles.

Research Question Four: To what extent does Intellectual Property Law Determine Ethical Compliance of Marketing Activities Among Male and Female Business Education Lecturers in South-South, Nigeria?

Table 6: Mean and Standard Deviation Analysis of extent Intellectual Property Law determines Ethical Compliance of Marketing Activities

S/N	Statement	Male		Female		Total		Decision
		$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	
1	Intellectual property laws protect originality and creativity in marketing content.	3.92	0.69	3.82	0.74	3.87	0.72	HE
2	Compliance with intellectual property rights discourages imitation and plagiarism.	4.01	0.66	3.89	0.70	3.95	0.68	HE
3	Awareness of IP laws fosters professional responsibility in marketing education.	3.88	0.71	3.76	0.75	3.83	0.73	HE
4	Respect for IP promotes fairness and integrity in advertising and promotional activities.	4.04	0.64	3.92	0.69	3.99	0.67	HE
5	Enforcement of IP laws enhances brand credibility and consumer confidence.	3.96	0.68	3.84	0.72	3.90	0.70	HE
6	Integrating IP education strengthens ethical awareness among marketing educators.	3.85	0.72	3.74	0.76	3.80	0.74	HE
	Grand Mean / SD	**3.94**	**0.68**	**3.83**	**0.73**	**3.89**	**0.71**	**HE**

Keys: Cutoff mean = 2.50; Male = 95; Female = 75; Total = 170; HE = High Extent

Table 4 provides a summary of respondents' perceptions of the influence of intellectual property (IP) law on ethical compliance in marketing activities. Across all six items, mean scores for both male and female lecturers were consistently above the decision threshold of 2.50, with an overall grand mean of 3.89 and a standard deviation of 0.71. This clearly indicates a high extent of agreement that intellectual property law significantly shapes ethical behaviour in marketing education and practice.

The grand mean for male respondents was 3.94 (SD = 0.68), which is slightly higher than the 3.83 (SD = 0.73) recorded for female respondents. This slight difference suggests that male lecturers expressed marginally stronger perceptions regarding the ethical value of intellectual property compliance, although both genders overwhelmingly affirmed the importance of this jurisprudential element.

Hypothesis One: There is no significant difference in the mean response of male and female business education lecturers on the extent to which Advertising Standards determine Ethical Compliance of Marketing Activities in South-South, Nigeria.

Table 5: Independent Sample t-Test Analysis of Male and Female Lecturers' Mean Ratings on Advertising Standards

Gender	N	Mean	SD	df	t-cal	t-crit	p-value	Sig Level	Decision

Male	95	3.93	0.70						
				168	1.06	1.96	0.291	0.05	NS
Female	75	3.82	0.74						

Keys: NS = Not Significant at 0.05 alpha level; df = degrees of freedom

Table 5 presents the results of the independent sample t-test conducted to assess whether there is a statistically significant difference in the mean responses of male and female business education lecturers concerning the influence of advertising standards on ethical compliance. Male respondents had a higher mean score (M = 3.93, SD = 0.70) compared to female respondents (M = 3.82, SD = 0.74). However, the calculated t-value of 1.06 is less than the critical t-value of 1.96, and the p-value of 0.291 is greater than the 0.05 level of significance. This result indicates that the observed difference in mean perceptions between male and female lecturers is not statistically significant. Consequently, the null hypothesis is retained. This implies that gender does not play a significant role in shaping lecturers' perceptions of how advertising standards influence ethical compliance.

Hypothesis Two: There is no significant difference in the mean response of male and female business education lecturers on the extent to which Consumer Protection Laws determine Ethical Compliance of Marketing Activities in South-South, Nigeria.

Table 6: Independent Sample t-Test Analysis of Male and Female Lecturers' Mean Ratings on Consumer Protection Laws

Gender	N	Mean	SD	df	t-cal	t-crit	Sig Level	p-value	Decision
Male	95	3.92	0.69						
Female	75	3.82	0.73	168	1.02	1.96	0.05	0.309	NS

Keys: NS = Not Significant at 0.05 alpha level; df = degrees of freedom

The independent sample t-test in Table 6 compares the mean responses of male and female lecturers regarding the influence of consumer protection laws on ethical compliance in marketing. The data reveal that male lecturers recorded a mean of 3.92 (SD = 0.69), whereas their female counterparts had a slightly lower mean of 3.82 (SD = 0.73). The calculated t-value (1.02) is less than the critical t-value (1.96) at a 0.05 significance level, and the p-value (.309) exceeds the acceptable threshold of significance. These results confirm that the observed difference in perceptions is not statistically significant. Hence, the null hypothesis is retained. This indicates a consensus across gender lines that consumer protection laws are critical in ensuring ethical marketing behaviour, irrespective of the respondent's gender.

Hypothesis Three: There is no significant difference in the mean response of male and female business education lecturers on the extent to which Anti-Deceptive Marketing Policies determine Ethical Compliance of Marketing Activities in South-South, Nigeria.

Table 7: Independent Sample t-Test Analysis of Male and Female Lecturers' Mean Ratings on Anti-Deceptive Marketing Policies

Gender	N	Mean	SD	df	t-cal	t-crit	Sig Level	p-value	Decision
Male	95	3.94	0.68						
				168	1.05	1.96	0.05	0.296	NS
Female	75	3.83	0.73						

Keys: NS = Not Significant at 0.05 alpha level; df = degrees of freedom

The analysis in Table 7 shows that male lecturers had a slightly higher mean score (M = 3.94, SD = 0.68) than female lecturers (M = 3.83, SD = 0.73) regarding the perceived role of anti-deceptive marketing policies in ensuring ethical compliance. However, the calculated t-value of 1.05 is less than the critical value of 1.96, and the p-value of 0.296 is greater than the 0.05 significance threshold. This result implies that there is no statistically significant difference between the perceptions of male and female lecturers, hence the null hypothesis is retained. The data suggest a unified acknowledgement across gender.

Hypothesis Four: There is no significant difference in the mean response of male and female business education lecturers on the extent to which Intellectual Property Law determines Ethical Compliance of Marketing Activities in South-South, Nigeria.

Table 8: Independent Sample t-Test Analysis of Male and Female Lecturers' Mean Ratings on Intellectual Property Law

Gender	N	Mean	SD	df	t-cal	t-crit	Sig Level	p-value	Decision
Male	95	3.94	0.68	168	1.03	1.96	0.05	0.305	NS
Female	75	3.83	0.73						

Keys: NS = Not Significant at 0.05 alpha level; df = degrees of freedom

The results presented in Table 8 indicate that the male lecturers recorded a slightly higher mean score (M = 3.94, SD = 0.68) than their female counterparts (M = 3.83, SD = 0.73) in their perception of the role of intellectual property law in ensuring ethical compliance in marketing activities. However, the calculated t-value (1.03) is lower than the critical value (1.96), and the corresponding p-value (.305) exceeds the significance level of 0.05. This finding suggests that the observed difference is not statistically significant; therefore, the null hypothesis is accepted. Both male and female respondents exhibited a consistent understanding that intellectual property law is essential in promoting ethical conduct by safeguarding originality, creativity, and fairness in marketing communication and practice.

Discussion of Findings

Research Question One: *To what extent do Advertising Standards determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?*

The findings from Table 1 indicated that both male and female respondents perceived advertising standards as a significant determinant of ethical compliance. All items received high mean ratings, with the total grand mean recorded at 3.88 and a standard deviation of 0.72. This result suggests that advertising standards such as those ensuring truthfulness, fairness, and accuracy in promotional communication are widely recognised by lecturers as essential to ethical conduct in marketing activities. This is consistent with the findings of Kotler et al. (2021), who asserted that advertising regulations reinforce professional transparency and limit the risk of misleading communication. In a similar vein, Chaffey and Ellis-Chadwick (2019) maintained that adherence to advertising ethics not only enhances consumer trust but also institutional credibility. The high perception among lecturers underscores the growing awareness that ethical advertising is indispensable to modern marketing education and practice.

Hypothesis One: *There is no significant difference in the mean response of male and female business education lecturers on the extent to which Advertising Standards determine ethical compliance.*

The t-test analysis (Table 5) showed that the mean differences between male (M = 3.93) and female (M = 3.82) respondents were not statistically significant (t-cal = 1.06, p = .291 > .05). This implies that both male and female lecturers share a common understanding regarding the ethical importance of advertising standards.

This result aligns with the conclusion drawn by Murphy et al. (2020), who found that gender does not significantly influence ethical perception when the regulatory framework is clear and institutionalised. It further confirms that both genders in the academic space are equally committed to ethical standards in marketing, regardless of sex-based differences.

Research Question Two: *To what extent do Consumer Protection Laws determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?*

Results from Table 2 showed a total grand mean of 3.87 and a standard deviation of 0.72, indicating that respondents generally agreed that consumer protection laws significantly influence ethical marketing practices. Respondents recognised the role of legal enforcement in promoting transparency, reducing consumer exploitation, and fostering accountability. These findings are in agreement with Aremu and Oyinloye (2022), who established that strong consumer protection legislation acts as a deterrent against deceptive practices and ensures fairness in business transactions. Likewise, Omodero (2023) noted that legal provisions such as those enforced by the Federal Competition and Consumer Protection Commission (FCCPC) provide the necessary framework to uphold marketing integrity.

Hypothesis Two: *There is no significant difference in the mean response of male and female business education lecturers on the extent to which Consumer Protection Laws determine ethical compliance.*

As presented in Table 6, male respondents recorded a mean of 3.92, while female respondents scored 3.82. The calculated t-value of 1.02 and p-value of .309 confirmed that the difference was not statistically significant, leading to the retention of the null hypothesis. This finding aligns with the work of Ferrell and Fraedrich (2021), who argued that educators, irrespective of gender, uphold regulatory mechanisms that secure consumer interests, particularly within structured academic environments where such values are reinforced through curriculum content and professional ethics.

Research Question Three: *To what extent do Anti-Deceptive Marketing Policies determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?*

As indicated in Table 3, the total grand mean was 3.89, suggesting high agreement that anti-deceptive marketing policies significantly influence ethical behaviour. Respondents agreed that such policies reduce exaggeration, manipulation, and unethical persuasion in marketing. This finding concurs with Eze and Nwosu (2021), who asserted that anti-deceptive laws are effective in curbing misleading advertising and fostering ethical discipline among practitioners. Udoh and Ekanem (2020) also observed that exposure to anti-deceptive standards within academic contexts leads to stronger compliance and integrity in marketing communication.

Hypothesis Three: *There is no significant difference in the mean response of male and female business education lecturers on the extent to which Anti-Deceptive Marketing Policies determine ethical compliance.*

Table 7 confirmed no significant gender-based difference in responses (t-cal = 1.05, p = .296), leading to the retention of the null hypothesis. Both male and female respondents demonstrated comparable ethical reasoning about the role of anti-deceptive policies in promoting fairness and consumer trust. This outcome supports the findings of Singh and Sinha (2020), who noted that legal consciousness regarding deceptive practices is largely shaped by professional training and institutional culture, rather than demographic characteristics such as gender.

Research Question Four: *To what extent does Intellectual Property Law determine ethical compliance of marketing activities among male and female business education lecturers in South-South, Nigeria?*

As shown in Table 4, the grand mean of 3.89 and standard deviation of 0.71 reflect that respondents agreed strongly on the importance of intellectual property law in ensuring ethical marketing practices. Respondents affirmed that intellectual property protection enhances originality, discourages imitation, and fosters respect for creative ownership. These results are consistent with the findings of Nwokah and Opara (2022), who highlighted that intellectual property compliance strengthens both ethical conduct and innovation in marketing. Onwuka (2023) further observed that awareness of intellectual property laws among educators is instrumental in developing a culture of authenticity and fairness in academic and marketing communication.

Hypothesis Four: *There is no significant difference in the mean response of male and female business education lecturers on the extent to which Intellectual Property Law determines ethical compliance.*

The result from Table 8 revealed no statistically significant gender difference in responses (t-cal = 1.03, p = .305), leading to the acceptance of the null hypothesis. This indicates that both male and female respondents uniformly acknowledged the role of intellectual property laws in upholding marketing ethics. This finding aligns with Chaffey and Ellis-Chadwick (2019), who argued that ethical awareness of intellectual property rights is a professional standard that transcends gender boundaries, especially in educational environments where such values are institutionalised through policy and pedagogy.

Conclusion

The findings of this study revealed that jurisprudential marketing significantly influences ethical compliance of marketing activities among business education lecturers in South-South, Nigeria. Specifically, advertising standards, consumer protection laws, anti-deceptive marketing policies, and intellectual property laws were each perceived to have a high degree of influence on ethical behaviour in marketing education and practice. The absence of statistically significant differences across gender lines indicates a unified ethical consciousness among lecturers regardless of sex. This consistency underscores the institutionalisation of legal and ethical awareness within business education faculties and supports the notion that jurisprudential marketing serves as a vital framework for enhancing professionalism, regulatory compliance, and integrity in marketing education. The study thus concludes that embedding jurisprudential principles into teaching and practice is indispensable for shaping ethically grounded graduates and safeguarding the credibility of marketing as both an academic discipline and a professional endeavour.

Recommendations

1. **In relation to Advertising Standards**, it is recommended that universities revise and enrich their business education curricula to include structured modules on advertising ethics. These should focus on regulatory codes, ethical advertising practices, and the implications of non-compliance, thereby equipping lecturers and students with the requisite moral compass for ethical communication.
2. **Regarding Consumer Protection Laws**, academic institutions should collaborate with consumer protection agencies such as the Federal Competition and Consumer Protection Commission (FCCPC) to organise workshops and seminars for lecturers. These interventions will improve their legal literacy and enhance their capacity to impart consumer rights awareness and ethical responsibility to students.

3. **With respect to Anti-Deceptive Marketing Policies**, it is recommended that policy makers and university authorities adopt internal ethical guidelines that prohibit the dissemination of misleading academic or promotional materials. Lecturers should be encouraged to model anti-deceptive conduct through case-based instruction that highlights the consequences of unethical marketing practices.

4. **Concerning Intellectual Property Law**, universities should mainstream intellectual property education across all levels of marketing and business instruction. This includes training lecturers to uphold copyright, trademark, and related legal protections, and instilling in students a respect for originality and creative ownership as core tenets of ethical compliance.

By implementing these recommendations, business education institutions can fortify the ethical foundations of marketing education and ensure that future professionals are well-prepared to uphold integrity and legal accountability in their marketing careers.

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