

Could policymakers do more to eliminate cumulative poverty sustainably, in the battle against global poverty? A social marketing approach- An empirical study

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Keywords

Cumulative-poverty and sustainability; Battle against global poverty; Social Marketing Techniques.

Abstract

Purpose: *The paper investigates four fundamental research questions: (i) What more could global policymakers do to eliminate cumulative poverty sustainably? (ii) How do we adopt an inclusive approach driven by grass roots levels? (iii) How do we strengthen/broaden support for existing poverty intervention mechanisms worldwide? (iv) What is social marketing technique (SMT) and how would SMT help eradicate poverty/sustainability?*

Design/methodology: *A mixed-methods research design engaging qualitative and quantitative approaches; involving 254 respondents; aged 18 years and older from 24 countries and five continents were surveyed at Regent College London.*

Results/Findings: *The study revealed global citizens of all ages and support for the needs of global communities across the world are inadequately addressed. A great deal of change/more is needed. Global policymakers could do more.*

Practical implications: *This study is aimed at enhancing/expanding or strengthening existing or previous global poverty reduction and sustainability interventions.*

Conclusions: *Co-authors argue highlighting additional/alternative strategies for global policymakers, inclusive approaches driven by grass roots levels, and utilising persuasive social marketing techniques are likely to enhance the probability of ending cumulative poverty sustainably.*

Introduction

Cumulative poverty, like climate change, is perceived as an existential threat to 21st century world which must be contained if humanity is to survive beyond generations forthcoming. Both concepts (cumulative poverty and climate change) have become an inherent part of the sustainability concerns. Contemporary human thoughts must put poverty and sustainability issues at the heart of academic discourse.

The empirical paper is arranged as follows: Introduction (includes a research problem, research question and research objectives, Literature review, research Methodology, Findings/results, Discussions/conclusions, Limitations/direction for future research, Appendices, and References

Research objectives

The study sets out to identify and critically analyse (i) what global policymakers must do to *eliminate cumulative poverty sustainably*, in relation to the needs, causes, and experiences of global citizens, global youths and global communities; (ii) to adopt/engage inclusive approaches driven by grass roots levels, (iv) to highlight ways of strengthening, widen/broaden support for existing poverty intervention mechanism sustainably, and (iv) to advance the of theory of persuasive social marketing techniques, and its application/adoption processes, as well as provide recommendations/suggestions.

Literature review

The theoretical framework underpinning this study comprises following key previous cases: (Eguruze, 2016, 2017, 2019, Uddin & Uddin, 2013, Kumari, 2020, and Kumari and Eguruze, 2021); Nwafor and Eguruze (2023) Eguruze, Porter-Whitaker and Coulson-Bisiker, 2024).

What more could global policymakers do to eliminate cumulative poverty in the battle against global poverty and sustainability?

The case Eguruze (2016) *"Tackling Poverty" in Bayelsa State of Nigeria*; was an empirical paper focused on a state in Nigeria – Bayelsa State, which is a very rural community, where Nigerian oil/gas was first discovered, explored, exploited and commercialised since 1957, and yet cumulative-poverty is still rife.

Eguruze (2017) *"Strategy for Tackling Poverty in Nigeria,"*; another empirical paper. This was a survey reflecting poverty in Nigerian national context. This study represents a remarkable contrast from the previous: a post-Doctoral work; national-level research whereas the previous was a local or state-level study. This is "an evaluation of what the National Youth Service Corps (NYSC) members' community perceives as their support needs in Nigeria in 'Tackling Poverty' and how to sway policy makers, using social marketing techniques.

Eguruze, Bennison, & Lloyd(2017) *In Cumulative Support Need(Cumulative poverty), a review/conceptual development paper*, highlights a gap in the definition and meaning of poverty in its different forms, shapes and impact. Additionally, this case represents an advocacy for a new definition, cumulative poverty (ie in-cumulative support); backed up with the poverty tree concept mapping), as noted above. Cumulative poverty definition is notably different from previous ones: including Sen (1982); UNDP (1979); University of Oxford HDI (2010), World Bank (2008(IMF,20008), Millennium Development Goals (MDGs) and Sustainable Development Goal (SDGs).

Adopting/engaging/inclusive approach driven by grass roots levels

Santiago and Roxas(2013) This study revealed how much of the resources for mitigating the impact of poverty found their ways into new technologies projects; suggesting mismanagement or diverted funds during project implementation processes in the in the **Philippines**. The study focused on (or challenged how and why) energy access (electricity supply) to the poor in the bottom of the pyramid (BOP) irregular, whilst billions of sums have been spent 'and will continue to be spent on projects such as expensive line extensions or solar panels to the poor living in 'last mile' communities, and yet poverty persists. This study reviewed traditional responses to (focused on methods of tackling) income and energy poverty, and innovated a sustainable community (oriented or driven) model, to address the poor at the BOP. **Suggesting social distance** could have a devastating impact of the capabilities of people in deprived or marginalized communities across the world. This suggests more training and support is needed, targeted/aimed at the most vulnerable global citizens, global communities, and global youths.

Similarly, in **Pernia, (2003)**, how pro-poor policies played important roles in helping the re-emergence of Vietnam from extreme poverty, following devastating war with a global super power in the early 1970s. The study found that engaging the most vulnerable at grass roots levels is a viable strategy.

In **Ratnesh(2019)** the study relating to work life balance attempted to highlight implications of social exclusivity (discriminative practices) against rural female bank employees in Bihar, India, in an attempt to engage/involve more female bank workers in the private banking sector, could help alleviate poverty, amongst women at rural communities. The study highlighted exclusive policies do have consequences that impact female workers which could be avoided through a work-life balancing act.

By inclusive approach driven at grass roots level, meaning the extent to which the most vulnerable peoples' opinions or perceptions were sought, reflected, or involved. In this regards (i) these cases were conducted at the rural areas of Nigeria, India and Vietnam, the Philippines, to name but a few; (ii) in these rural areas, these cases involved, young people, women, community organizations, local small scale farmers/entrepreneurs, female employees in private banking sectors, to name but a few.

By engaging, involving, and/or allowing the most vulnerable, the most disadvantaged and less privileged in the policy determining process, policy decision making process and implementation processes could be more beneficial than not, if cumulative global poverty is to be eliminated sustainably.

Ways of strengthening/broaden support for existing poverty intervention mechanisms worldwide?

To this, four key case studies demonstrated/supported ways of enhancing global poverty reduction intervention mechanisms:

Eguruze (2015) Methodology model for global poverty intervention significantly reduces cumulative-poverty, using social marketing techniques - an empirical paper; PhD studies;

Eguruze (2022) Methodology model for poverty intervention (MMPI): seeking validation and evaluating efficacy, using social marketing techniques (SMT) (Working Paper II). This was a research conference paper. This was a methodological development paper, which was presented at the CBER Conference held at University of Oxford, Said's School of Business, 8-9 August 2022.

Eguruze, et al, (2023) Methodology model for global poverty intervention (MMGPI) significantly reduces Cumulative-poverty, using social marketing techniques (Working Paper III). This was another methods development/conference paper that was presented at the Medgar Ever College, City University, NY, Brooklyn NY, USA, 10-12th April 2023. The purpose was to review traditional responses to cumulative poverty (multidimensional poverty) processes and offer a solution, through MMGPI, whilst using SMT

Eguruze, Porter-Whitaker and Coulson-Bisiker, (2024), unpublished, but outline presented at the RRT- " Battle Against Global Poverty and Sustainability". This was also an empirical research conducted at Regent College London (RCL) between February, 2022 and November, 2023. The purpose of this research was to examine what global citizens, both young and old and their communities across the world perceive their support needs to be in "tackling poverty". A meta-analysis of these findings revealed there is need for an alternative approach to tackling global poverty reduction more sustainably.

Social marketing approach and its implications

Tackling poverty is deemed a public good. This view is widely supported. The Pioneers of social marketing (Wiebe, 1951, Kotler and Zaltman, 1971, p3-12) defined it as "an approach to planned social change" or a "designed implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, communications and marketing research" (Zaltman,1971, p 3-12). Walsh (1964) also argues adopting social marketing values, principles and practises conveys public benefit; public good.

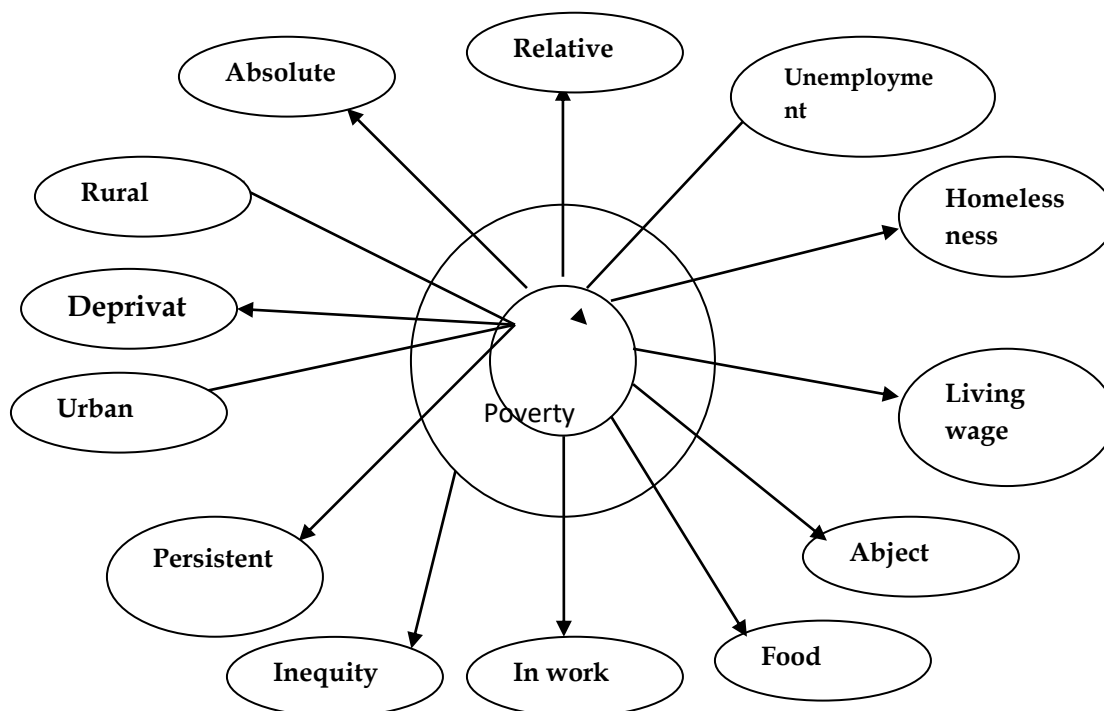
By adopting a more radical but yet subtle and different approach that involves persuasion and changing of attitudes, behaviours and the mindset or its cultural values would be a more appropriate way of tackling cumulative poverty (Eguruze, 2014, 2015, 2017, 2019, Eguruze and Kumari, 2020, 2022, Eguruze, et al., 2023, 2024).

Additionally, the sustainability of social marketing as a poverty reduction tool was previously supported (Andreansen,1995,2003,2004, 2006, Andreansen and Kotler, 2003; Kumari, Ratnesh and Eguruze(2020). By using social marketing techniques aimed at embracing policymakers and policy implementers, as well as vulnerable global youths, global communities, and global citizens may begin to change perceptions, attitudes and behaviours might also improve or change; this, in turn, could benefit the welfare and wellbeing, happiness, of all stakeholders, including both poor and rich.

Definition of poverty (cumulative poverty) and its implications

Poverty is a multi-dimensional and debatable topic, as it is reflected in Figure 1

Figure 1 Poverty Concept Mapping



Source: Author's Construction 2014, 2016, 2017, 2019, 2020, 2022

As seen in Figure 1, poverty is complex and multidimensional in nature. It comprises these aspects and others: inequality/inequity, in-work, food, low living wage, homelessness, unemployment, absolute, rural, deprivation, urban, persistent, as outlined in figure 1. Other forms of poverty may include extreme poverty, cumulative poverty, absolute poverty starvation, famine. These meanings are varied and different. As these were previously illustrated in a series of literature review papers, this current paper focuses on the methodology development. Despite the fact various interventions have been made over the years, extreme poverty and cumulative poverty persists. Whereas these various interventions are welcomed, they do not seem to go far enough. Cumulative poverty phenomenon is largely ignored, under-researched, and under-published. The solution therefore may rely on a new approach. This leads us to the MMPI/MMGPRI as in 2.2, Figure 2, below.

Cumulative poverty is the worst form of poverty experienced so far (Eguruze, 2014, 2015, 2016, 2017, 2019, Eguruze and Kumari, 2020, 2021, 2022, Eguruze et al, 2023, 2024). Cumulative poverty is a dissection between extreme and absolute poverty (2019). Cumulative poverty is also complex and most complicated to eliminate (as famed as Poverty mapping/Poverty Tree in the figure 3 below). Nevertheless, it could still be eradicated providing global policymakers are ready, willing, committed and passionate towards achieving same. Crucially, cumulative poverty has multi-dimensional, generational, intergenerational and trans-generational characteristics – as indicated in Figure 1 above.

Significance/Benefit of reducing cumulative poverty across the world?

When cumulative poverty burden is successfully eliminated, it could be implied, a removal of a psychological burden, stress, emotional trauma, on the shoulder of that vulnerable person who is either experiencing cumulative poverty or at risk of experiencing it.

Eguruze, Kumari and Ayoola(2024), removal of cumulative poverty could invariably lead to less devastating level of impoverishment amongst the vulnerable segments of the world: global youths, global communities, and global citizens who are affected by cumulative poverty across the world regardless of

geographical, location and geopolitical boundaries, race, religion, age, gender, sexual orientation, disability etc., of employment opportunities/creation of real jobs, empowerment of youths and women. In a different setting,

Sen (1999), argued removal of poverty could mean emancipation and freedom of opportunities, mindset, morale, behavioural and attitudes, change for the good of all stakeholders, across the world. Unemployment is usually a fundamental root cause of poverty, which has been found in several previous research studies (Uddin and Uddin, 2013; UNPA), 2012 ; Nwibo, 2013; Eguruze, 2014, 2015, 2016, 2017, 2019, 2020, 2021, 2022,2023, 2024), whilst it is equally critical to ensure a work-life balance, Ratnesh, 2019.

Comprehension of these strategic issues and challenges would help tackle poverty not only in strategic terms but also in human resources; imperative considerations (Dobre, 2013). Barriers and obstacles will continue to exist and pose a threat to billions of vulnerable people across the world: global children and mothers, global youths, global minority ethnic groups, global minority religious groups, migrants seeking asylum.

Regrettably, these challenges (barriers and obstacles in life) are largely structurally or socially constructed disadvantages that are still prevalent in 21st world environments (Kings, 1967). Hence, co-authors proposition theory is that, existential cumulative global poverty cannot be defeated sustainably, unless (we) all do more; more importantly, a supportive and enabling global leadership could lead to more sustainability in this context achieving a cumulative poverty free-world

Sustainability

Eguruze and Kumari, 2021, found that it is possible to eradicate, through a collaborative effort and synergistic impact of social marketing technique and social entrepreneurship. From this finding reinforced/highlighted the emergence of a new definition of poverty (Eguruze, Bennison, & Loyd,2017). In cumulative Support Need(Cumulative poverty), above), but also justified its creativity/rationale for its innovation. Cumulative poverty is a creation of Eguruze(2014) during his PhD thesis research. Cumulative poverty is an intersection between extreme poverty and absolute poverty.

Additionally, through analysis of The Brundtland Report/World Commission of on Environmental and Development (WCED)(1987), we believe, cumulative poverty and sustainable issues are inextricably related; given the interconnectivity between the past, present and the future survival is critical and paramount to the welfare and wellbeing of humanity(WCED)(1987);Ratiu and Anderson, 2014:5); Al-Roubaie, and Alvi, 2014:242).

Present human activities could negatively or positively impact the future way of life. Everything depends on the way we humans conduct our lives: in relation to the management and usage of the planet (environment), business management (economics/profitability), social connections, relations within/outside of business management (individuals) (Deloitte, 2023; Purgal-Popula,2024;WCED)(1987);Ratiu and Anderson, 2014:5); Al-Roubaie, and Alvi, 2014:242). So, by highlighting/tackling these issues and challenges in a consistent and resistant manner, cumulative poverty could be defeated over time.

What is the Researcher's Methodology Model for Poverty Intervention (MMPI)/(MMGPI)?

The MMPI is the original researcher's framework for poverty reduction that was invented in 2014 by the author. MPPI was designed for tackling poverty in in Bayelsa State of Nigeria, Nigeria, and the sub-Sahara African Region. Whereas the MMGPI is an extended version of the MMPI. Since MMPI was regional based, it was not appropriate for the global need or global use. So, the MMGPI represents the author's approach to overcoming the problem of poverty across the global, unlike MMPI. This is based on the belief that social marketing could offer a way to end poverty as the framework has been purposely designed to bring about constructive social change. This model functions in sequential process starting from left to right as below in Fig 2.

MMPI/MMGPI is defined as the structured process by which young people and community organisations, as well as policymakers and policy implementers identify, share, and exchange their perceptions on/of the meaning of poverty from their own different perspectives through the process of market research. Once their diverse definitions, understandings, perceptions/conceptualisations on

poverty had been established, that data, is put together (as a single-document, conference paper) for the purpose of organising a strategy conference, in which to agree a common understanding. This is a form of action research. This is followed with Strategic planning (followed by community budgeting) and finally Joint Implementation of Programme of action. These are explained in more details below see (Eguruze 2014, 2015, 2016, 2017, 2020, 2022, 2023, 2024).

Benefits from application/adopting Social Marketing Techniques

Benefit and purpose of tackling poverty and adopting/promoting social marketing values? Pursuant of public good and good causes in general, ensuring a win-win for all stakeholders, whilst also creating a level playing field for all, is the best hope or most desirable outcome for humanity, are social marketing methods. That is the social marketing orientation. Social marketing is driven by people's happiness (welfare and well being of people). The Social marketing model constitutes saving lives, improving quality of life, improving poor living conditions, creating opportunities for all, creating a voice for the voiceless, structurally or disproportionately disadvantaged, less privileged, vulnerable youths, vulnerable global communities and vulnerable global citizens a platform to celebrate, exchange, disseminate or share their experiences and views with colleagues, families and friends more broadly. By adopting a social marketing approach, we are creating a win-win for all stakeholders; and ultimately changing people's lives, which hitherto, probably unattainable or impossible.

The social marketing value is achievable through sustaining developmental freedom (Sen, 1999; Kings, 1967) or regaining economic freedom (Pradosa de la Ecosura, 2014; Kings, 1967), or promoting pro-poor policies (Pernia, 2003); via real jobs (Metcalf et al., 2014; Barnard, 2013; 2013; Eguruze, 2016, 2017, 2020, 2022, 2023, 2024).

Social marketing conveys massive social benefits to mankind. Social marketing promotes good causes, which benefits humanity in general. The social responsibility and duty of care relating to saving lives, is something unquantifiable, as it implies not merely a compassionate attitude or mind-set but also exhibiting or adopting a positive behavioural pattern (Kotler and Zaltman, 1971; Andreasen, 1995, 2002, 2006; or deemed to be ensuring a 'social insurance' for those less privileged or disadvantaged (Beveridge report, 1942). It is deemed to be eliminating barriers, removing inequality and ensuring equality, equitability, fairness and sustainability, whilst ensuring all persons do have a level playing field, regardless of race, gender, disability, age, religion, geographical location, sexual orientation, and so on (Banga, 2023; Mishra, 2023). This social marketing dream/vision is plausible, providing more support and enabling leadership is offered by policymakers ((Nwafor and Eguruze, 2023) and provided there is support for social entrepreneurship (Kumari and Eguruze, 2020; 2021).

The mission of MMGPI is to ensure equitable provision of essential services. Also, to be fair and bring about "a different way of thinking to leadership (and delivering or providing essential services to meet the needs of people (Eguruze, 2016, 2017, 2020, 2022, 2023; Eguruze, Porter-Whitaker, 2023, 2024);

Implementation is also a key to eradication of global poverty. Pankaj, 2020, theorises in his 'thinking into character' conceptualisation that it is better to acquire both skills of 'knowing' and 'doing' than just knowing, which has no substance. Combining learning/knowing and doing leads to a liberated mind-set that could drive individuals or peoples, including those less privileged or disadvantaged, to achieve substantially more than the ordinary (Pankaj, 2020). It could help overcome poverty. To eliminate global poverty a different way of achieving it is envisaged.

Research Methodology

This paper relies largely on data from a recent empirical study - Battle against global poverty and sustainability (Eguruze, Porter-Whitaker and Coulson-Bisiker, 2024); unpublished, forthcoming book. Battle against global poverty and sustainability adopted a mix-methods research that used both qualitative (interviews) and quantitative (questionnaires) approaches; involving 254 respondents; aged 18 years and older, from 24 countries and five continents. These were conducted at Regent College London (RCL). Of the 254 respondents 189 were retrieved successfully; signifying a response rate of more than 72%; with 3% marginal errors respected

Additionally, the current study reviewed more than 11 previous similar studies; some of which were undertaken by the co-authors, others were randomly selected based on relevant and convenience. These are outlined in Table 3, below

Data Analysis

Table 1; Indication a comparative cases analysis of most re;event 11 chain of contrasting studies

Study	Theory	Method	Sample size	Outcome/consequences /solutions
(1)... United Nations Population Fund (UNPF) (2012), Tackling poverty in Boznia,EU	Youth emigration crisis; brain drain in Boznia, EU	A review; originally an empirical/qualitative study	N/A	Poverty; linked to unemployment; nepotism, corruption, poor education , organised crime were identified as crucial poverty indicators
(2) Uddin & Uddin (2013); Causes, Consequences and Solutions to poverty in Nigeria	Poverty cause by unemployment	Review; based on secondary data	N/A	Poverty - jobs needed
(3) Pernia (2003);	Pro-poor growth strategy;	Review; based on literature analysis	N/A	Poverty - can be defeated by resilience and consistency; Vietnam was devastated by war in 1973, globally isolated; overcame poverty by adopting pro-poor strategies
(4) Nwibo (2013) cause & solutions of poverty in Nigeria	Poverty caused by youth unemployment	Review based; seminar paper; secondary data	N/A	Cash gifts to the unemployed youths, revolving loan scheme-guarantees, targeted help/support, establish programme benefitting the poor, industrialisation, fighting corruption, poverty reduction programmes
(5) Eguruze (2016) Tackling Poverty Bayelsa State , Nigeria	Poverty eradication, using Social Marketing technique (SMT)	Empirical study; PhD thesis(Doctoral research); 301; Randomly selected Aged Group 18 -24; Young people & Community Organisations /Policy makers		More needed to be done by policy makers
(6) Eguruze (2017) Tackling poverty in Nigeria	Poverty elimination, using SMT	Empirical research ;Post-Doctoral; 351; Randomly selected; Respondents aged 18-35; Youths & Rural Community Organisations		As above
(7) Eguruze (2019) Tackling poverty in Niger Delta region, Nigeria	Poverty reduction, using SMT	Empirical research; Post- Doctoral; 751 Randomy selected; Respondents aged 18-35 Youths &		As above

		Community Organisations		
(8) Eguruze, Porter-Whitaker & Coulson-Bisiker (2024) Tackling Global Poverty, London,UK	Global poverty elimination; using SMT ; helps connecting rural/ regions/ to the bigger world stage, a significant contribution.	Empirical research Post-Doctoral ; 254; Randomly selected ;global students/ diverse staff ; RCL, London UK		The value of the research shows that a research conducted at a rural/regional level could be helpful/transformed to a global source, making a useful world-wide impact. Shows consistency , resilience & <u>commitment</u> to <u>collaborate</u> , help tackle/find a solution to a common global social problem.
(9) Kumari (2020) Tackling Poverty in Jharkhand, India	Tackling poverty through empowerment of women, using social entrepreneurship model	Empirical research relating to PhD thesis (Doctoral-research); 57 small businesses; respondents aged 18-59; in a village setting - Amadodi & Ghashila rural villages, Jharkhand, India. Qualitative; semi-structured interviews with consent, in their own workplace settings, used own language; transcribed, coded & translated		Social entrepreneurship has significant impact on relieving poverty and empowerment of women
(10) Kumari & Eguruze (2019;2020)	Tackling Global poverty through Social marketing techniques(SMT)/social entrepreneurship (SE)	Review; secondary data	Review	There is high probability that a collaborative SMT/SE strategy leading to significant level global cumulative poverty elimination sustainably.
(11) Eguruze, Kumari & Ayoola (2024) Reducing CSR breaches and Poverty in Nigeria's Niger Delta region	Methods of Reducing CSR breaches and Poverty, using SMT Findings contd; (v) which could in-turn, generate local employment for youths and women.	Review paper; secondary data; oil & gas sector Findings contd(iii) importantly , adopting integrated approach (SMT/SE/WLD) could result in more positive social impact; (iv) It can lead to mutually beneficial, more satisfactory sustainable relationships amongst youths, community organisations, and multinational oil/gas companies, happiness, safety, knowledge sharing that could yield constructive social change. (iv) which Comparison of	Review ;	More needed in terms of tackling global poverty; oil/gas sector; and sustainability The main findings indicate (i) CSR breaches would put people who are vulnerable even more at risk of poverty ; (ii) There is probability that CSR breaches would exacerbate impoverishment ; and not resolve the problem it seeks to address/tackle (iii)

		previous empirical studies relating to both the Nigeria’s oil/gas sector across and the 2010 USA’s Deepwater Horizon oil and gas spillage incidents in the Gulf of Mexico, while it derives its theoretical underpinning drawn from a range of approaches: social marketing techniques, social entrepreneurship, youth and community, and benevolent leadership.	
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Source: Co-authors construction, 2024; incorporating selected previous data 2012-2023

In Table 1, above, indicates a comparative analysis of 11 previous studies that have been engaged in research pertinent to this current study.

Table 2 Explores Theories and Approaches that have been experimented previously in tackling poverty across the globe with meaningful Outcomes!

PREVIOUS MODELS: Classical approach, Smith (1776); (Ricardo (1817); Darwin (1859) The Beveridge Report (1942) Single-dimensional	Causes (natural divisions of labour; socially constructed; natural selection; trade with each other, maximise profit; Chattel Atlantic slavery Measurement types (standards of living, levels of living (1 st , 2 nd & 3 rd worlds Survival of the fittest; let the weak die/ the stronger survive; much brutality and violence. Variables (Trade and investments, wage levels, human capital, infrastructural facilities, fitness, strengths & weaknesses. Impact-on-society (Economic growth, poverty/wealth/prosperity; welfare/wellbeing, slavery, less-freedom, exploration, exploitation, comparative advantages.
SEN(1978; 1982,1999 Single-dimensional	Credit to the below/above- the-poverty-line (\$1/per day) conceptualisation, which originated from Indian scholars, Sen (1978) seminar paper, influenced the UNDP adaptation of the definition of poverty. However, mono- variable or income-based approach is no longer viable, and unsustainable in a complex and multidimensionally challenged environment such as the contemporary world.
United Nations’ Development Programme (UNDP) (1979);Single dimensional - income based \$1/\$2 per day;	UNDP appears to lack the compassion or connection with global poor, as it is driven by geological constraints. Another disadvantage of the UNDP is its focus on single-dimensional orientation - mainly an income-based model, which is limited. Lacks an implementation programme; and authority to act in the best interest of the world, due to its partisan role. UNDP may have outlived its usefulness.
University-of-Oxford’s Poverty & Human-Development Index (UOHDI), 2010)	The University of Oxford’s Human Development Index (UOHDI) tool is multidimensional, similar to that of the Sen and UNDP, but lacks an Implementable Joint Programme Action (IJPA), and deemed to be elitist-top-down approach, as opposed to needs of the grass roots level playing field.
MDGs,2005, (Millennium Development Goal); World Bank/IMF, 2008), \$1.25	The MDGs is another UN effort; engaging a range of targets designed for the global community as a commitment to end poverty by 2025, including challenges relating to sustainability. Almost implausible to use a single-dimensional approach to successfully tackle/overcome a multidimensional problem. Additionally, it lacks implementable joint programme of action (IJPA) to ensure a consistent implementation of poverty reduction/sustainable programmes across the world.

<p>SDGs,2015, (Sustainable Development Goals (SDGs))</p>	<p>SDGs is another UN’s effort: embedding a-17-variable approach towards ending poverty in-all-its forms; which made it a relatively attractive model. It raised all expectations. Nevertheless, disappointingly, poverty still exists. It also lacked a consistent/unified implementation programme across the world.</p>
<p>MARSHALL PLAN (1945-51)</p>	<p>Marshall Plan a post WWII (1948-52) was a US-led rapid European recovery programme(ERP), initiated by the US, following the devastating WWII. By rapidly rebuilding or transforming Europe’s social, economic, manufacturing infrastructure, it helped to eradicate extreme poverty in the post WII Europe. Valued about \$173million, an equivalent of \$13.3billion, was a form of Foreign Aid (to Europe), not grant/not free at 2023) (Encyclopaedia Britannica, 2023; Wikipedia, 2023). Knapp and Main (1981).</p>
<p>CURRENT MODEL MMPI, MMGPI; MMGPRI EMMPGRI SMT=MMGPRI +IJPA</p>	<p>There is significant relationship between cumulative-poverty, extreme-poverty, multidimensional poverty, trans-generational poverty, intergenerational poverty, and global leadership as well as environmental sustainability across world economies. Cumulative poverty is caused predominantly due to structural-disadvantages, social-inequalities, and social-exclusions, barriers established by policymakers/policy implementers over the years. Several of the above interventions, although robust and meaningful, still failed to capture the vulnerable: the grass roots, global-youths, global communities, and global citizens. Consequently, these segments are often excluded. Time has passed. Hence, there is need to review, strengthen, broaden and sustain current existing poverty interventions strategies. Hence, The current MMGPRI may be the way forward. Unlike the previous models, MMPI (MMGPI) has a robust practical implementation joint programme of action (IJPA). It needed a new approach; a new way of thinking.</p> <p>The new MMGPI has an Implementation joint programme of Action (IJPA). (The new MMGPI is multidimensional in nature; in that it has a Multidimensional Poverty Index-(MPI). The new MMGPI-IJPA model is user-and-eco-friendly and retains the multidimensional paradigm. This extension was achieved through literature research, the development of methodology (MMGPI) adopting a mixed methods approach and the strategy conference. Crucially, the new MMGPI-IJPA tool has a higher probability of ending-cumulative poverty (extreme-poverty) due to its multi-variable capabilities: multidimensional, intergenerational and trans-generational qualities or multiple-capacities.</p>

Source: Co-authors construction, 2023; update 2025.

In Table 2 above, we showed comparative study theories and approaches relating to social marketing over the years that were equality linked to tackling poverty, locally, regionally, or globally, in one way or another. It highlights different levels of contribution, association or involvement made by these different organisations under different platforms, with diverse goals and objectives, with different meaningful outcomes.

Findings/Results

Table 3 Outline of Factors that Cause (root-causes), Experiences and Solutions to Poverty in Nigeria and India in Rank Order; based on 4 empirical research outcomes (Eguruze, 2016, 2017, 2019, 2022; Uddin & Amp; Uddin, 2013; Nwibo, 2013; Kumari, 2020; Kumari & Eguruze, 2021; Eguruze, Kumari and Ayoola, 2024; and Eguruze, Porter-Whitaker and Coulson-Bisiker ,2024).

Causes of Poverty in Rank Order	Experiences/Consequences of Poverty in Rank Order	Solutions to Poverty in Rank Order
<p><u>Causes</u></p> <p>1. Corruption of politician and top government officials; 2. Absence of jobs/employment</p>	<p><u>Experiences/Consequences</u></p> <p>1.Unemployment; 2. Lack of access to quality education; 3. Lack of access to finance for</p>	<p><u>Solutions</u></p> <p>1. Marshall plan; 2. Free education access to quality education</p>

<p>opportunities; 3. Low wages /low income; 4. Poor education /Lack of access to quality education; 5. Oil/gas pollution; Climate change; 6. IMF/World bank terms & conditions; 7. War; 8. Tribalism/Racism; 9. Migration; youngsters escaping from their own to foreign countries; emigration, including rural/urban movements; brain drain; 10. Population; 11. Poor governance;/poor leadership; 12. Poor infrastructural facilities: water, electricity, roads, public transportation system, healthcare/medicare), 13 Recreational facilities/centre.</p>	<p>business start-up/expansion (micro-finance); 4. Lack of low cost housing; lack of access to decent affordable housing; homelessness; 5. Lack of access to quality healthcare (No money to treat illness); poor infrastructure facilities; 6. No-food to eat (hunger & starvation); 7. No clean drinkable water (portable water); 8. No regular electricity supply; 9. No money to buy new clothes; 10. Poor roads/absence of public transportation system ; 11. Luring people into prostitution, drugging & kidnapping</p>	<p>3. Stop corruption of top government officials and politicians 4. Creating real jobs and employment opportunities 5. Develop employment skills & training 6. Improve agriculture 7. Attract oil/gas companies to invest 8. Creating conducive atmosphere; peaceful, supportive an enabling environment 9. Increase investment spending 10. Steady electricity 11. Access to free healthcare is also seen as a problem – poor health impacts earnings. 12. Actively involving global youths, global communities & global citizens in policy decision making & policy implementation processes 13. Setting new priorities; re-directing resources is likely to enhance the probability of ending cumulative poverty</p>
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Source: Eguruze, (2014, 2015, 2016, 2017, 2022, 2023,2024).

Table 3 comprises the main significant causes, experiences/consequences, and solutions, in a rank order, which are based on the summary of the expressions by the respondents themselves. Arranging in a rank order, may enhance our understanding, as well as a offering a unique contribution.

Discussions and Interpretations Research/Objectives

The paper set out to engage in the analysis of four fundamental research questions: (i) what more could global policymakers do to eliminate cumulative poverty sustainably? (ii) how do we adopt an inclusive approach driven by grass roots levels? (iii) how do we strengthen/broaden support for existing poverty intervention mechanisms worldwide? (iv) what is social marketing technique (SMT) and how would SMT help eradicate poverty/sustainability?

Evidence from four main case study analysis: Eguruze 2016 (*Tackling Poverty in Bayelsa State of Nigeria*; Eguruze, (2017) *Strategy for tackling poverty in Nigeria* and Eguruze, Bennison and Lloyd (2017). In *Cumulative Support Need (Cumulative poverty)*, as well as Uddin & Uddin, 2013, these outcomes suggest that there is possibility that global policymakers could do more to eliminate cumulative poverty sustainably, provided there is the will and desire to do so, which is something inspirational. It suggests there is hope.

In responding to the second research question: how do we adopt an inclusive approach driven by grass roots levels?, we analysed further cases: (i) Pernia, (2003), to learn from how pro-poor policies played important role in helping the re-emergence of Vietnam from extreme poverty; (ii) Ratnesh(2019), which was a study relating to work life balance that attempted to highlight implications of social exclusive (discriminative practices) against rural female bank employees in Bihar, India; and (iii) Santiago and Roxas(2013), this study revealed how much of the resources for mitigating the impact of poverty found their ways into new technologies projects; suggesting mismanagement or diverted funds during project implementation processes in the in the Philippines. Through analysis of these cases we also learnt that *it can be possible to adapt inclusive approach in which diverse needs could be tackled practically and successfully when the very needy; grass roots level such as the global youths, global communities and global citizens are involved, rather than only the elites doing it all alone.*

When it comes to research question *how do we strengthen/broaden support for existing poverty intervention mechanisms worldwide?*, evidence from these following studies appeared to have provided some solutions: Eguruze (2015) Methodology model for global poverty intervention significantly reduces cumulative-poverty, using social marketing techniques; Eguruze (2022) Methodology model for poverty intervention (MMPI): seeking validation and evaluating efficacy, using social marketing techniques (SMT) (Working Paper II), and Eguruze, et al, (2023) Methodology model for global poverty intervention (MMGPI) significantly reduces Cumulative-poverty, using social marketing techniques (Working Paper III) as well as the most recent case, Dominique-Porter Whitaker (2024), unpublished, but outline presented at the Regent Research Round Table (RRRT) - the "Battle Against Global Poverty and Sustainability". Collectively the outcome of these studies leads us to believe that global poverty reduction mechanisms and processes could be improved if additional or new methodologies or strategies were embedded or embraced, rather than continuing with out-dated models and strategies that seem no longer viable or applicable in contemporary 21st century landscape, which has new and more challenging needs. Suggesting a business as usual approach is no longer the solution in a more complex global context.

Originality

As regards **originality**, the findings of the present study are a result of analysis of both quantitative and qualitative data processing that were related and/or relevant to the current study, which means that the current study is an outcome of an empirical research undertaken by the co-authors at different times over lengthy periods (suggesting not only about the longitudinal nature of the study relating to talking cumulative poverty but more importantly, suggesting originality).

Social Implication

In term of its social **implications** the outcome could result in benefits for all stakeholders: global policymakers, global implementer, global citizens at the grass roots levels, global communities and global youths regardless of race/nationality, gender, sexual orientation, disability, religion, geographical location, geopolitical inclinations, and so on.

Practical Implications

In relation to practical implications the aims at improving, expanding, strengthening, broadening or widening exiting and/or current poverty reduction intervention initiatives and sustainability processes, which offers inclusivity, diversity, equitability across the world, whilst ensuring opportunities for future generations not compromised by the activities of the present generation?

Contribution to knowledge

With regard to contribution to knowledge, the paper has created further opportunity/access for networking and engaging global policymakers and global policy implementers with vulnerable global youths, global citizens, global communities not only at local, regional, national levels but more crucially, at the global level.

Conflict of Interest

With regard to conflict of interest, there is none, as the co-authors have undertaken this study without any kind of financial sponsorship, benefits or gains. This study is purely out of a voluntary effort.

Acknowledgement

Meanwhile, the co-authors extend their appreciation to any person who has helped in achieving the goal/objective of this study.

Conclusion

Based on the outcome of the review, the co-authors believe that changing attitudes and behaviours and perspectives of global policymakers as well as policy implementers could significantly enhance their comprehension/understanding of the fundamental root causes, experiences, challenges arising there from, and find credible and sustainable solutions to cumulative poverty; utilising a more diverse or inclusive perspective/methodologies, hitherto unknown, or not utilised or adopted by global policymakers before, in previous studies, and thereby creating a further opportunity to learn more by stakeholders. The paper argues this new approach could be win-win for all stakeholders: global policymakers, global policy implementers, global citizens, global communities, and future global generations.

Limitations and directions for further research

Limitations of the study

The current study was located in London, UK which is a leading developed country; and the 254 participants/respondents were from 24 different countries across the globe. Respondents were mainly international students who were currently studying at Regent College London, whereas a few of the respondents were staff of RCL.

Conversely, the current research data (sample size of 254) was backed/supported by a previous sample-size 1461 (which was conducted in previous studies conducted in developing countries such as Nigeria, India, Bosnia-EU, Vietnam, Philippine, making a total sample size of 1715. Hence, this study could claim to enjoy a substantial representation of global perspectives.

Further, social marketing seeks to ensure constructive social change; mainly focusing on how attitudes/behavioural aspects of global policymakers as well as global youths, global communities and global citizens can be engaged through persuasive methodologies only.

Although social media is an important tool of social marketing, it has been used only as a valuable source for social marketing communication or a promotional tool in this study. It is important to note this inextricably close relationship between social media and social marketing, to avoid misunderstanding/confusing these two important marketing phenomena.

This research is based on the perceptions and opinions of the respondents. Therefore, limitations of opinion surveys need to be appreciated or respected, as the respondents' opinions might not be the same as their actual practice and actions.

Directions for further research

As the current study is at a global platform, it might be relevant to use a larger sample size (through adopting collaborations and networking) that reflects the geopolitical balance than the current sample-size, which might be too little to make generalisations.

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