

## Role of Public Relations Campaign in Restraining the Surge of Hookup Business among Female Students in Nigeria Higher Institutions: Evidence from South-East, Nigeria

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DOI: <https://doi.org/10.62154/ajhcer.2025.019.01014>

### Abstract

This study assessed the influence and possibilities of public relations (PR) campaign on restraining the surge of hook-up business among female students in higher institutions of south-east Nigeria. The PR campaigns emphasized in the study include Raising awareness (RA), Promoting positive values and role models (PPVRM), and Fostering open dialogue and addressing misconceptions (FODAM). Targeted at addressing the effect of parental economic position, greed and desperation as well as peer pressure, both descriptive and inferential statistics were used to attain the objectives and provide answers to the research questions. Primary data were generated from a sample of 1200 respondents selected from the five states using multi-staged sampling technique. Results from the use of descriptive statistics and inferential statistics of logistic regression shows that PR campaign have made significant influence on restraining the surge of hook-up business. The study also noted that, the potentials of PR campaigns are yet to be fully harnessed with the odd ratio of the variable RA about 11, while that of PPVRM is about 10 and FODAM about 7. This shows that, any unit increase in PR campaign will create at least about 7 more reduction likelihoods in hook-up business in the south-east Nigeria. The study therefore concluded that PR campaign remains the vital button to hold on to, if the social vice of hook-up business in the higher institutions will be properly addressed. Therefore, the study recommended more effort in sensitizing both students, parents/guardians and the institution communities with the best of PR campaign handled by well-trained professional.

**Keywords:** Public Relations Campaign, Female Students, Hook-up, Transactional Sex, Higher Institution, Prostitution, Nigeria.

**Introduction**

Formal education starting from primary, secondary and university levels is imperative for children to attain full members of the society (Uduji et al 2020), a child with little or no formal education is often seen as not fully fit or prepared to take the best out of the society (Collins, 2014). In Nigerian, though studying in the higher institutions of today is very necessary, yet, it appears to be getting to a nightmarish level to some parents (Nwanmuoh et al 2025a). To Ikwuka et al (2020), Okolo et al (2024), the higher institutions are faced with numerous hydra-headed and multi-dimensional social problems. One of such is the rampant surge of transactional sex (where sexual activity is exchanged for money, gifts, or other material possessions) among the students (Gungul & Audu, 2021). Coated with sweet names as "hook-up", "runsgirls", "aristotles" etc, estimates, Fawole and Osho, (2018), Adediran et al (2023) and others suggest that about 35 - 49% of students, mostly girls engage in transactional sex, with rates varying across the institutions and campuses.

Hook-up business which encompasses a pay-for-sexual activity arrangement entails sexual meeting to explore either vaginal, anal, or oral sex between two not in any form of relationship and do not intend to get involved other payment and collection of service charge (Ukaegbu et al, 2017; Olojede et al 2020).

As noted by several scholars like Anierobi, et al (2021), Oyeoku et al (2022), Owie and Eshemogie (2023), Okolo-obasi et al (2025a), many of the female students get involved in hook-up business as a result of various factors, including both the push and the pull factors. While Nwadiani, M. (2018), Agwu et al (2020) point out that the push factor can be seen from the light of poverty, lack of employment opportunities, the need to support oneself and family, as well as a desire to improve one's social status; Moyo (2023) noted that the pull factors are not far from greed, peer pressure, and desperation.

In the last decade, Nigeria's economy has been nose-diving, parents have been losing their jobs, businesses are failing, and enterprise dying and many families hardly meet the basic need of food, shelter, clothing, basic health and education. Hence, it has become a serious luxury to afford tertiary education (Asongu et al 2021a). To many scholars and observers, this harsh economic condition maybe at the root of the rise is social vices, crimes, and abhorrent behaviours like hook-up business. The incessant increase in the cost of living appears to be making hook up (advanced form of prostitution) attractive to gullible female students without adequate financial support from sponsors (Oyeoku et al, 2022).

To some observers, while hook up appears to be on the rise in tertiary institutions because the government failures to offer survival opportunities, others argue that parental failure and moral decadence play more roles in pushing the youths. Hence and urgent need exists in stepping up orientation of both students and parents as well as the entire school communities (Okolo-obasi et.al (2025). Public relations as the art and science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programmes for the benefit of the organization and the public can effectively play a major role in addressing the rise of "hook-up business" among female students in Nigerian higher institutions. The essence of public relations lies in the words of

the definition which infers that the essential task of trend analysis cuts across the fields of arts and science which are the broad facets of human endeavours (Black, 1989, Jefkins, 1998; Oliver, 2010, Mexican International Public Relations Association, 2020). The crucial role of PR is in the area of public relations campaign which comes in the form of raising awareness, promoting positive values, and fostering open dialogue, ultimately aiming to shift societal attitudes and behaviors. Well-articulated PR campaign has the innate ability to actively work on behavioural changes which in this case will eradicate hookup business in the various campuses of higher institutions of Nigeria. Orientation for change powered by PR campaigns should be targeted at ensuring that students learn to embrace morals without compromise even in the face of adversities.

### **Problem of the Study**

The increase in social vices across the tertiary institution of Nigeria is becoming worrisome (Okafor et al 2025), while it is a common knowledge that the higher institutions are supposed to be the breeding ground for knowledge and leader, it appears more vices are coming out than knowledge. Vices like hookup business practices by female students in higher institutions has become antithetical to virtuous human behavior and have a serious stigma in the society (Nwanmuoh et al 2025b). The negative consequences of this social vice in Nigeria as a country is becoming so alarming (Nwadiani, 2018) and many female students seldom concentrate on the reason for school while they pursue ill-gotten financial benefit. To this, unemployable graduates are being consistently churned out in their number with many easily ending up in the streets as professional sex workers both within and outside the shores of the states and country at large. Hence, world reports continue to show Nigeria as a country that lack morals because of her numerous prostitutes scattered all over.

The campus hookup business practice in the south- east Nigeria's higher institutions is always the starting point of the humiliating survival and economic eyesore many Nigerians get involved in on the streets of countries in Europe, Asia and America (Nnama-Okechukwu et al, 2020). Not only that hook-up business and the subsequent prostitution gives a bad image to the country before committee of nations, there is also a high health risk and social stigma in prostitution (hook-up) which is considered to be the main source of sexual transmitted diseases. Many girls sent to school have also lost their lives to ritual killing in the process of carrying out hook-up business.

This hook-up business has made sex to become one of the cheapest commodities easily sourced from female students of higher institutions who readily sell their bodies to anyone willing to pay. As noted by Mugabe (2020), hook-up is the business where the seller finish selling and still go home with the commodity sold. This may be why, it appears the relevant stakeholders like the institutions and the various governments are not making it a point of duty to stop this disgraceful act which continues to increase at a disquieting rate. This study therefore thinks that to get rid of this nature of business would take a lot of time, yet, it is

doable but a gradual process which the involvement of public relations campaign will effectively handle.

It is on the basis of this understanding that this study was embarked upon to see if public relations campaign has been appropriately applied by the suitable professionals in handling the menace of hook-up business in the higher institutions around South-East Nigeria. The study contributes to the debate of handling campus social ills from the perspective of public relations campaign in four different areas that have not received enough mention in the literature. Therefore, the study seeks to determine the effect of public relations campaign on restraining the rise of hookup business in higher institutions in Nigeria, with a view to recommending approaches that will address the negative behavior in line with international best practice for positive behavioural change.

The study therefore, attempted to answer the following research questions:

1. What is the prevalence rate of hook-up business among female students of higher institutions in Nigeria?
2. What is the possible influence of raising awareness on hookup business among female students in higher institutions?
3. What is the possible influence of promoting positive values and role models on hookup business among female students in higher institutions?
4. What is the possible influence of fostering open dialogue and addressing misconception on hookup business among female students in Nigeria's higher institutions?

### **Hypothesis Development**

Hookup entails booking appointments with the opposite sex, lecturers, politicians, and others in the comfort of ones' homes. Because many young women are getting involved in the practice, some others have created a new job as 'hook up Managers', who scout for ladies and connect them with men on demand (Adediran et al, 2023). While many believe that poverty is the major push factor in hookup business, studies have shown that many students whose guardians are still able to afford their basic needs still indulge in it as a result of greed and untamed desire to showcase flamboyant and garish lifestyle with designer dresses and latest smartphone. Undeniably, scholars, Nwadiani (2018), Owie and Eshemogie (2023) and others, affirm that the pull factor remains greed and peer pressure. To Oyeoku (2022) that desperation and the urge to belong to the leading peer makes life unbearable to those who wishes not to comply. Many observers believe hook-up is on the rise in tertiary institutions because of a new lifestyle and a modern world. Other scholars, Akpan, (2018), Ojogbane et al (2020), Uzobo, & Enoch (2020) point to the materialistic tendencies of the society as some ladies want their presence to be felt, they want to have their names on the lips of every passerby, without having to think of the repercussion. To this, many people have caged themselves in friendships that make them find it difficult to decipher what's good or bad. They are consumed by the urge to live large and be seen. Many times, students flood their social media handles with hook up updates, confidently

and comfortably flaunting obscene pictures and videos to entice the opposite sex to subscribe to their channels. In all the involved students see it as an avenue for brisk business and survival in the face of grinding poverty and want.

On the other hand, while male students are involved in hook up for their sugar mommies, most guys' involvement in hookup business are normally as the managers. But in worsening the situation, Agwu et al (2020) noted that some parents tend not to understand or care about what their wards are facing in school in terms of basic needs. To this, Oyeoku, (2022) found it a thing of worry that a mother or father will be requesting money for family upkeep from their daughter who is just but a student in the higher institutions. This shows the extent to which some parents have gone in encouraging hook-up business among the female students. To Permatasari and Rakhmawati (2021), with such pressure from such parent and the fact that so many lecturers and politicians in the name of helping out spoil the lives of young women and many young female students are pressurized into hookup, hence the surge in number of female students getting involved.

Though the level of prevalence of hook-up business is high in the higher institutions, it is also important to note that, instead of degrading oneself and this continuous reduction in self-worth, one should engage in productive ventures devoid of immorality is very important to the student of higher institutions (Uduji et al 2019). Hence, embracing public relations campaign has the potential to curb this surge (Ikwuka et al, 2020; Nwanmuoh et al, 2024a). If proper awareness is raised with targeted messaging, fact-based information, case studies and personal stories as well as production of educational materials will enhance success. Also, PR campaign of promoting positive values and role models by highlighting success stories, featuring role models, organizing workshops and seminars as well as encouraging community involvement will also help in curbing hook-up (Harvey et al, 2022; Nwanmuoh et al 2023). Fostering open dialogue and addressing misconceptions by creating safe spaces, organizing town hall meetings, utilizing social media and partner with media outlets is another way to curb hook-up business practice among the female students. However, as good as the campaign strategies appear, the level of decay seems unmanageable that we hypothesize in this work that: "Public relations campaign has not played any significant role in restraining the rise of hookup business among female students in higher institutions in south-East, Nigeria.

### **Relevant Literature and Theoretical Underpinning** **Concept Hook-up**

In the context of this study, hook-up business could be seen from the lens of prostitution only that, it is advanced in that the sex worker involved also masquerade as student while coded arrangements are made either by the hotels, a pimp, or through the social media to exchange sex for benefit. Thus, hook-up business includes a pay-for-sexual activity arrangement between two persons not dating, or into any serious relationship and do not expect anything further from each other.

Coming out of the word Prostitution which has root in the Latin words *Prostituta* (up front) and *situere* (offer for sale). Hook-up is sex working where provision of sexual activities (heterosexual or homosexual are made for financial reward (Oyeoku, 2014). Hook-up can take the position of prostitution as averred by strong et al (2005) to be the exchange of sexual behaviours such as intercourse, fellatio or cunnilingus (the sexual stimulation of a man's or woman's genitals using the tongue and lips respectively) anal intercourse, discipline and bondage, and obscene insults, for money and/or goods. The most common form of prostitution is women selling sex to men, hence hook-up business among female students is the act of female students selling sex for money, grade, and other material things. The young ladies engage in sex as economic activity to earn money or goods either regularly or occasionally but will never consciously define those activities as income generating.

#### **Modus operandi of Hook-up business in the Higher Institutions of South-East Nigeria**

In the past, Oyeoku et al (2014) stated that hotels prepare photo albums in agreement with the young ladies who leaves their contact detail to advertise hookups business so that their potential clients can easily reach out to them. The photo album enables the would-be clients to make his choice of the female student. The modus operandi vary from institution to institution but the basic is that their operational techniques are similar in method. This follows the African dictum of Igbo decent that *Akwuna bihari obi odi ka nwanyi ofuru ma Akwuna ibeya fu ya o malu* (when a prostitute change location she will look decent to the new environment but a follow prostitute will reorganize her at first sight). As confirmed by Juditha (2021), this imply that they have a sign or slogan to identify themselves. However, this appears to be outdated following improvement in information communication technology. Ukaegbu et al (2017) noted hookup managers have grown to establishing a hustle kingdom in the name of campus hostel where young ladies both students and none students are quartered and are dispatched for hook-up business as the client demands. The wide spread and penetration of internet has enlarged the usage of social media, hence the hook-up ladies often use social media platform, messaging apps to advertise their wares. In modern day campus the hookup ladies join naughty social media platforms creating profiles and channels on apps like WhatsApp, Telegram, Facebook, Tik tok and even Twitter to get clients (Arisani, & Wahyuni, 2023). To Adegboyega (2019), these ladies of easy virtues while in these platforms, post their nude pictures and videos as advertisement inviting their clients for Direct Messages, (DM) or through referrals. Most times, making a dirty post or comment serves as enough advertisement on their profile in the social media channels

#### **The Causes and Implication of Hookup Business in the Higher Institutions of South-East, Nigeria**

Scholars have varied opinions on the makeup of hook-up business in the higher institutions but appears to have harmonized the determinants factors influencing prostitution. Such factors can be looked at as either push or pull factors. The push factors according to lorkosu

et al (2024), include poverty, parental attitude, broken home, distorted value system etc, while the pull factors include laziness, greed and avarice, desperation, deceptive media appeal, godlessness, ignorance and etc. It is worrisome to state that socio-economic background of the families has serious influence on predisposition to engage in hookup business in higher institutions Gora & Tarsani (2021) reports that the wide spread prostitution in the campuses in the name of hook-up.

Economic hardship noted as poverty in this study is one major challenge confronting many households today in Nigerian (Uzobo, & Enoch, 2020) most parents hardly afford the basic needs of their family member making the pursuit of higher education a luxury meant for the rich (Etodike, & Ojiakor, 2018) for this reason some young female adults who has need for higher education are tempted to engage in social vices to be able to attain higher education. To Ezeonwumelu et al (2021), many girls who are supposed to be in the school classes are often seen sneaking in and out of hotels with men even older than their fathers. This is the extent to which poverty has pushed so many young girls into prostitution in the name of hook-up.

Unfortunately, even when some parents and guardians of these young female students see their ward with exclusive multiple cell phones, dresses and other gadget not affordable by them, they seem not to care or ask questions. Bad enough Oyeoku et al (2022), Iorkosu et al (2024) noted that some parent and guardians even has debased the values and norms of life by asking their student wards for money. Several studies both within and outside the shores of Nigeria show that economic hardship, broken homes, insecurity, preference for male child, peer group influence, and lack of opportunity among other things are the first push factor that motivate young girls into hook-up business but greed, lack of contentment make them stay in the business.

Also to note is that, while the benefits of the invention of information and communication technology to man is innumerable, a lot of evils also comes with it. Some of the involvement of young female students of higher institutions can be attributed to wrongful exposure to the use of internet. According to Ezeonwumelu et al (2021) Olubodun et al (2022), most of the young adults exposed to some contents of the internet most times easily vulnerable to the negative effect.

On the other hand, Kalu et al (2021), posits that the pressure of peers is powerful in the life of every young adult simply because at such age, they always desire to belong and be counted among. To Ojogbane et al (2020) this pressure binds friends together and most times for evil or negative tendencies. Owie and Eshemogie (2023) posited that because many young adults have this burning desire to belong, they are filled with the fear of rejection and such propels into immoral and unacceptable acts in most time not in their will. However, Okafor & Uwalaka (2021) argues that peer pressure will make little or no impact in the life of a young adult that has healthy parental upbringing.

Hookup business by female students in the higher institutions in Nigeria has become a worrisome and serious problem in our educational system because of its impact on the various strata of the society (Nwikpo et al, 2022). While the influence of hook-up business

maybe painting the nation in bad colour, it must eventually affect the individual and her family negatively. Such negative influence includes contracting sexually transmitted diseases (STDs) like HIV/AIDS which has become public health issue in the higher institutions in Nigeria in general. According to available statistics, countries or states with high prevalence of STDs are also significantly higher in the number of sex works among them (Prochner et al, 2021; Stein & O'Brien, 2023).

### **The Concept of Public Relations (PR)**

Many scholars and practitioners have defined public relations in diverse ways. Nwosu (2009) posited that PR is the "deliberate use of organized actions and persuasive communications to influence opinions and actions and by so doing, secure public sentiments or sympathy in favor of a cause". On their own part, Nwanmuoh et al (2025), see public relations as the art and science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programmes for the benefit of the organization and the public. To them, these concise formulations made the extent and implications of the idea of public relations clear. However, Nnabuko (2022) stated differently, and opines that understanding of public relations extends more than the confines of corporate structure, hence, she advocates that there are wider precincts on public relations activities outside of the business environment. To Okwelle (2018) public relations embraces forming alliance and forming connections both within and outside of government at all levels, as well as with social institutions, faith-based organizations, social groups, non-governmental organizations and community-based organizations. And in the opinion of Abitbol (2017), Olaoluwa (2021), the objective of public relations is to achieve harmony between an organization and its publics. To this, Widman et al (2018), Okolo et al (2024) (2021) and Okolo-obasi et al 2025), the conclusion is that peaceful co-existence is the creation of fruitful public relations roles, an echo of an enduring reciprocally beneficial correlation and a state harmony.

Public relations if well harnessed and applied can effectively play a major role in addressing the rise of "hook-up business" among female students in Nigerian higher institutions. Public relations campaign is usually to achieve specific organization purposes. Furthermore, public relations campaign is established to solve the problems or improve the situations in the organization Gregory (2000). Campaign is the spreading of information in such a way that people come to hold the same information or belief about an issue (Nwanmuoh et al, 2024). The crucial role of PR is in the area of public relations campaign which comes in the form of raising awareness which entails:

- a) **targeted messaging:** - the tool here according to Moyo (2023) is to craft clear and impactful messages that address the hook-up business head-on. The language to be used must reverberates with the target audience who are students of institution of higher learning as well as the general public.
- b) **Fact-Based Information:** This according to Nwanmouh et al (2024b), involves disseminating exact information concerning the negative consequences of "hook-up

business," including potential risks to health, safety, and academic success of those involved.

c) **Case studies and personal stories:** Harvey et al (2022) noted that when real-life stories of students who have been negatively impacted by such practices like hookup business are shared highlighting the importance of making informed choices, students will be forced to look back. Also, when the stories of those who resisted are shared through the right channel to the right audience, it will create indelible marks.

d) **Educational Materials:** To Ikwuka et al (2020), developing brochures, posters, and online resources that provide information on healthy relationships, consent, and sexual health goes a long way.

Other PR campaign include promoting positive values and role models, which entails;

a) **Highlighting success stories:** This according to Uduji and Okolo-obasi (2024), showcase female students who have achieved academic and professional success while maintaining positive values and ethical behavior.

b) **Feature role models: which involves** inviting successful women from various fields to share their experiences and inspire the younger generation.

c) **Organizing workshops and seminars:** Koi et al (2018) noted that conducting interactive sessions that promote positive values, healthy relationships, and ethical decision-making especially to the fresher will encourage positive value in their stay in the higher institutions.

d) **Encourage community involvement:** This according to Blessing (2021) suggest partnering with student organizations, religious groups, and community leaders to amplify the message and create a supportive environment.

The other public relations campaign entail fostering open dialogue and addressing misconception. All these are ultimately aimed at shifting societal attitudes and behaviors. In fostering open dialogue and addressing misconceptions, the campaign involves:

a) **Creating safe spaces:** This according to Ozioko & Abubakar (2019), Onoyase (2019), involves establish platforms where students can openly discuss their experiences and concerns without fear of judgment or stigma.

b) **Organizing town hall meetings:** Okafor et al (2025) opines that facilitating discussions with higher institution authorities, students, and community members to address misconceptions and address concerns will go a long way in shaping attitudinal changes.

c) **Utilizing social media:** according to Nwanmouh and Ngong (2025), because most of the social ills are generated from the social media, leverage social media platforms to engage with students, share information, and address questions and concerns will be a counter measure to the bad effects of social media.

d) **Partner with traditional media organisations:** Chukwu et al (2021), noted that collaborate with media outlets to raise awareness and promote positive messages about healthy relationships and ethical behavior on campus will sensitize both the students and their guardians who may not be aware of the level of rots in the schools.

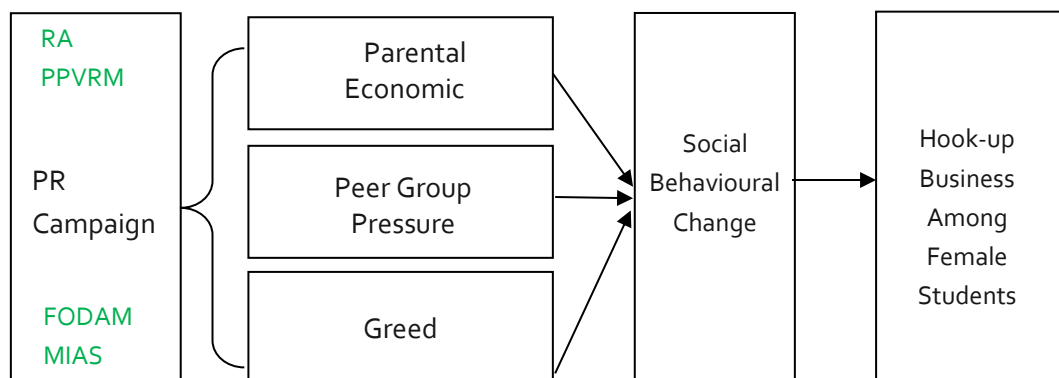


**Figure 1:** PR Conceptual Model explaining the interactions among the variables <sup>1</sup>

**Source:** Authors' Concept

Analysis figure 1 shows that, a well-articulated public relations campaign centering of raising awareness among the students and the larger community, promoting positive values and role model, fostering open dialogue and addressing misconceptions, as well as measuring impact and adapting strategies will go a long way in addressing economic challenges, peer pressure and also greed and desperation which are the known determinants of hook-up practices among female students of higher institutions. The framework shows that addressing these independent variables will definitely crate a change in social behavior which in turn affect hook-up as a social vice that need serious change in attitude.

### Theoretical Underpinning

This study is anchored on both Social Behavior Model and Social Behavioral Theory. While social behavior model is propounded by Kotler, Roberto, and Lee (2002), social behavioral theory was introduced by Rachmad (2022). In social behavior model, Kotler, et al (2002) distinct social marketing as the use of marketing philosophies and procedures to influence a target population to willingly agree to take, discard, adjust, or abandon a behavior for the benefit of individuals, groups, or society. The model is a framework for applying marketing principles to promote positive social change through voluntary behavioral modifications. The immoral behavior of female students in higher institutions tagged hook-up business is a societal problem that must be changed by voluntary compliance. The Kotler, et al model emphasizes voluntary compliance and focuses on changing behavior for the greater good, rather than using legal or coercive methods. The model is on altering actions, attitudes, or beliefs to achieve a desired outcome which ultimately is to improve public health, safety, the environment, or other social issues.

<sup>1</sup> RA = Raising awareness, PPVRM= Promoting positive values and role models, FODAM = Fostering open dialogue and addressing misconceptions, MIAS = Measuring impact and adapting strategies

On the other hand, Rachmad (2022)' theory emerged as a result of the requirement to understanding how to influence or modify social behavior in several settings. With the ever-increasing social dynamics and its complex challenges, how social behaviours are formed and can be altered needs to be critically studied and understood. Hence, the social behavioral theory provides a structure that helps in understanding and efficiently regulating social behavior.

The core concept of social behavioral theory is that social behavior is shaped by a combination of internal factors, such as emotions, beliefs, as well as external factors, such as social norms and group influences. To lorkosu et al (2024), the theory emphasizes that social behavior can be learned, modified, and influenced through processes of observation, learning, and social interaction.

## Method and Materials

### Area of Study

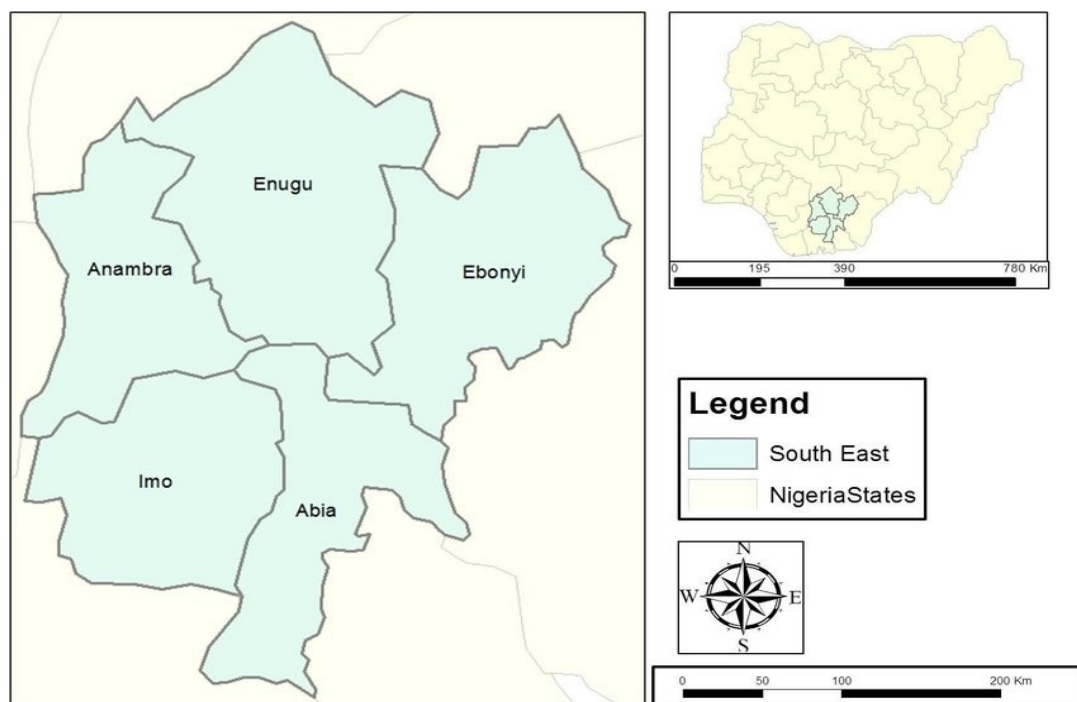


**Figure 2:** Map showing the constituent states of the South-East, Nigeria

**Source:** Adapted with modification from Nwanmuoh et al (2025a)

This study was conducted in the South-East part of Nigeria which is made up of Abia, Anambra, Ebonyi, Enugu and Imo states. With a total of about 21,955,414 populations, South-East has a total land mass of about 29525Km<sup>2</sup> (NBS 2023). The people of South East are known for their doggedness in entrepreneurship and enterprise development, yet there exist over 60 tertiary institutions both privately and publicly owned with each heavily populated (Uduji et al, 2019b; Nwanmuoh et al, 2022a, 2025; Okolo-obasi et al, 2025). Each state of the region hosts at least one federal university, one state university, one federal

polytechnic one state polytechnics, one federal college of education, one state college of education and numerous private universities, polytechnics and colleges of education (Uduji et al 2023). See Figure 2 for the map of the region and the constituent states.

### Research Design

In this study, descriptive research design was adopted to describe the influence of public relations campaign on restraining the rise of hookup business among female students in higher institutions in South-East Nigeria. We deemed the descriptive research design suitable as it explains the interaction between the variables. The design interprets what public relations campaign have done and its potential in restraining the surge of hook-up business in higher institutions.

### Population of the Study

The population targeted for this study is the total population of tertiary institution students in the region. This includes both the undergraduates and postgraduate students of the universities, students of the polytechnics and colleges of education.

### Sample Size

For the survey, we computed the sample size using the Fisher formula which is mathematically represented thus:

$$n = \frac{z^2 p(1-p)}{d^2}$$

Where,  $n$  = the sample size;

$z$  = the standard normal deviation for a given level of confidence, (95% confidence = 1.96)

$d$  = margin of error at 0.05 for CI at 95%;

$p$  = proportion to be estimated. If the value of  $p$  is not known with certainty,  $p$  is always assumed to be 0.5. Therefore, we calculated the sample size thus:

$n = \frac{1.96^2(0.5)(1-0.5)}{0.05^2} = n = \frac{0.9604}{0.0025} = 384$ ; this, we approximated to 400, and also multiple it by 3 to further minimize the possible errors in the sample selection. Hence, the total sample size used was 1200 respondents.

### Sampling Procedure

We used a multi-stage sampling method in selecting the respondent students used for this study. In the first stage, we used quota sampling to assign 240 respondents to each state of the region. This was to ensure that all the states are equitably represented in the sample size. The second stage saw us selecting one federal university, one state university, one private university, one polytechnic, then one college of education and one school of nursing making it six higher institutions from each state. In stage three, we stratified the students based on level in school to have strata A for those in 200 level, strata B for those in 300 level, strata C for those in 400 level and above. In the last stage from each stratum, we randomly

selected their quota to make up the 40 respondent selected from each institution as part of the total 1200 respondents used for the study.

### **Data Collection**

Both primary and secondary data were collected for the study. While primary data was the main data used for the study, we also sourced secondary data for the sake of validating the outcomes from the primary data source. We generated the primary data using participatory appraisal technique to ensure that the opinion of the target population is adequately captured. Structured questionnaire code named "Public Relations Campaign and Restraining Hook-up Business among Female Students" (PRCRHBFS) was the participatory research technique tools used for the survey. The PRCRHBFS questionnaire was administered directly to the respondents in a semi structure interview manner as a suitable tool to assess qualitative issues by quantitative information.

### **Validity of the Instrument**

The most critical criterion that indicates the degree an instrument is able to measures what it is set out to measure is known as validity. The questionnaire used for this study was properly structured with the input generated after conducting pre-test. With the pre-test, we proved that every question contained in the instrument was valid and made vital contribution to answering the overall research question. In the validation of this instrument, the services of both marketing, management and development experts were engaged and they made vital inputs in the instrument.

### **Reliability of the Instrument**

We applied a test-retest method to make sure of the reliability of the instrument. Carrying out the test-retest, we used twenty-five (25) copies of the instrument of data collection as prepared and administered to respondent students of both university of Nigeria Enugu campus and Enugu state University of Science and Technology. After two weeks, we administered another twenty-five (25) of the instrument to students of Institute for Management and Technology Enugu and students of Enugu state college of Education Technical. Result from the analysis of the data collected shows that the Cronbach's Alpha scales obtained from the variables were all above 70%. To this, we considered the scales consistent and capable of guaranteeing that variables measured same construct and generates internal consistency.

### **Ethics Observation**

This study acknowledged the foothold of ethical research to be 'informed consent'. For this reason, informed consent was not toyed with in the study. Every student that participated in the survey was fully in the picture. Participant were pre-informed of the questions and how the data were expected to be utilized. Serious guarantees were issued to assured the participant of no implications after the research and that it will be strictly used for the

intended purpose. Assurance of anonymity was given and we were able to spell out who the researchers and their assistants are, the aim of the study, what data to be collected from participants and how the data will be utilized/reported. None of the respondent was forced, coaxing or pressure into participating in the survey.

### Methods of Data Analysis

In this study, both qualitative and quantitative data were collected, collated, cleaned and coded for analysis. The qualitative data was handled with the technique of content analysis while we handled the quantitative data with the use of both descriptive and inferential statistics. Multiple regression analysis was estimated to test the research hypotheses. The coded data for descriptive statistics was handled using statistical package for social sciences (SPSS). In the study, we identified three basic public relations campaign tools which were regressed against the major identified determinants of hook-up business among female students in tertiary institutions. Findings from the descriptive statistics were presented in tables, charts and figures.

### Model Specification

The effect of the identified public relations campaign was tested using multiple regression equation. The predictors delineated from the literature review for these practices formed part of the elaborate model. These variables were tested following the works of Nwanmuoh et al (2025), adopted with modifications, the work stated the binominal response variables as a natural logarithm of the odds ratios as follows:

$$\text{Logit (RHB)} = \log\left(\frac{P_i}{1 - P_i}\right) = \beta_0 + \beta_1 X_{1...n} + \beta_2 Y_{1...n} + \beta_3 \delta_{1...n} + \beta_4 \gamma_{1...n} + \mu$$

Where;

$\beta_0$  Stands for the constant.

$\beta_1 - \beta_4$  Stands for are unknown coefficients.

$P_i$  Stand for the probability of participating in hook-up business.

$X_{1...n}$  stands for socio economic variables (Age, household size, income, etc.)

$Y_{1...n}$  Stands for of environmental variables

$\delta_{1...n}$  Stands for variable associated with PR (RA, PPVRM, and FODAM)

$\gamma_{1...n}$  Stands for other government and NGO intervention programmes in institutions

$\mu$  Stands for the stochastic error term.

Applying this to the variables in the current study, the model will have 18 independent variables as follows:

$$\begin{aligned} \text{Logit (RHB)} &= \log\left(\frac{P_i}{1 - P_i}\right) \\ &= \alpha_0 + \alpha_1 \text{Age} + \alpha_2 \text{Ledu} + \alpha_3 \text{Rel} + \alpha_4 \text{P_Ocp} + \alpha_5 \text{PEP} + \alpha_6 \text{Rlotn} \\ &\quad + \alpha_7 \text{Famze} + \alpha_8 \text{RA} + \alpha_9 \text{PPVRM} + \alpha_{10} \text{FODAM} + \mu \end{aligned}$$

Where RHB is the dependent variable restraining the surge of hook-up business among female students.

The independent or explanatory variables include:

Age = Age of the respondent student (measured in number of years)

Ledu =Level or class of the respondent (measured by number of years already spent in the institution)

Rel = Region of the respondent student (None = 0, ATR = 1, Muslim = 2 and Christian = 3).

P\_Ocp = Occupation of the respondent student's parent or guardians

PEP = Level of parental income of the respondent student (determine in range normally extracted from estimated expenditure as people are freer to disclose their expense than disclosing their income)

Rloin = Residential location of the respondent student (1 = campus and 0 =off-campus)

Famze = Family size of the respondent (measure by number of people under the care of same parents)

RA = Rate of raising awareness around the evil of hook-up business among the female students

PPVRM = Rate at which positive values are promoted and role models used.

FODAM = Rate at which open dialogue fostered to address misconceptions

## Result and Discussion of Findings

### Socio-economic Characteristics

The analysis of this study started with description of some of the social, demographic and economic characteristic of the respondent students to ensure that the differences in the socio-economic and demographic status of the respondents across the states are understood to make adequate claims.

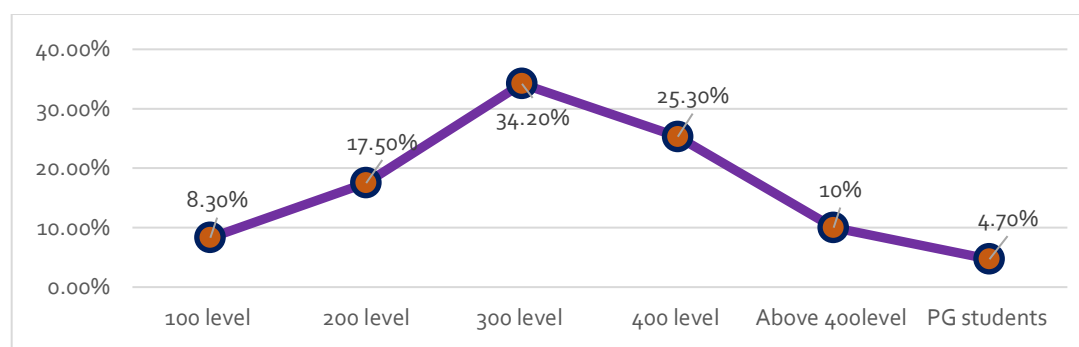


**Figure 4:** Distribution of Student respondent according to level/class.

**Source:** Authors' Computation

Analysis Figure 4 shows that while about 8.3% of the respondents are in their first year in the higher institution, about 17.5% are in their second year, 34.2% in their third years and 25.3% in their fourth years. Also, while only about 10% are studying more than four years, about 4.7% are postgraduate students. This show that a comprehensive cross-section of the students was covered.

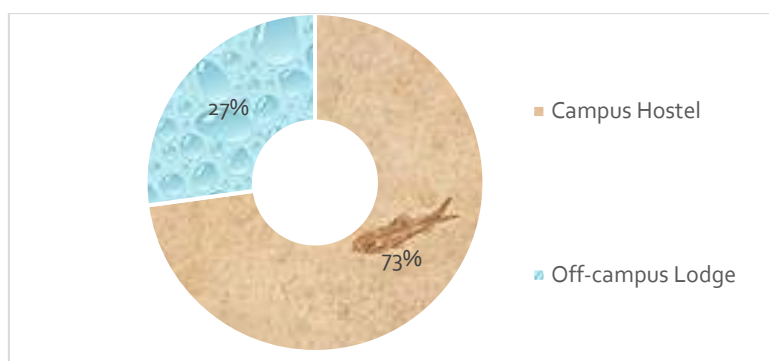


**Figure 5:** Distribution of Student respondent according to residential location

**Source:** Authors' Computation

Also, analysis Figure 5 shows that while only about 27% of the students have campus hotels, about 73% of the students have off-campus accommodations. This is one major reason attributed to the rise in hook-up business because while many intuitions fail to provide accommodation for the student, many sought outside alternative which eventually exposed them to some illicit side of campus life.

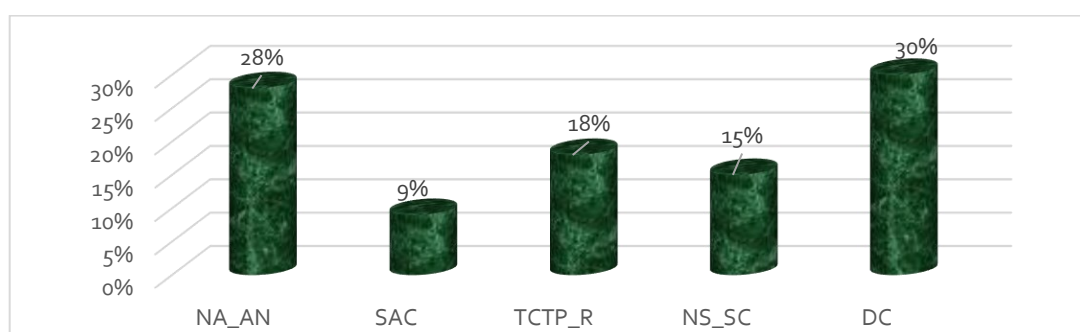


**Figure 5:** Distribution of Student respondent according to choice of residential location<sup>2</sup>

**Source:** Authors' Computation

Analysis (Figure 5) show that majority of the respondent students (about 39%) prefer not to take the on campus accommodation because the environment is very dirty. While about 28% complained of the hostels not being available, and allocation being by nepotism, about 1% complained that the hostels are too compacted with over ten persons per room, while others about 15% complained about No space for self-catering, only about 9% reported that hostels are safe haven for cultism. In all these, one thing certain is that, the management of the various institutions have not provided adequate accommodation for the student and off-campus residency is a major step to hook-up business.

<sup>2</sup> NA\_AN = not available, allocation by nepotism, SAC = Save heaven for cultism, TCTP\_R = too compacted with over ten persons per room, NS\_SC = No space for self-catering, DC = Very dirty and unhygienic.

Analysis (Table 1) shows that, while only about 15% of the respondents are below 18 years, about 38.3% are between 18 to 22 years, 24.3%, between 23 - 27 years, 16.6% between 28 - 32 years, 4.1% between 33-37years and only 1.8% above 37years. This simply shows that, while about 53.3% are 22 years or below, about 77.6% of the respondent are within the range not more than 27 years of age. It is a good indication that active young women who are not yet bothered about marriage are well-captured in the study. The result indicates also that only few of the respondents about 2.6% are from extra-large family with more than 10. While about 23.8% are from moderately large family size of 6 to 10, about 73.7% are from moderate family size of 5 or less. In all, the average family size of the respondents is 6 showing that family size may not be a major challenge to why students may opt to fend for themselves. On the other hand, assessing the impact of religious believe in the surge of hook-up, the result shows that, while about 7.8% have no religious believe, 18.8% believe in the African traditional religion, 5.6% are of the Islamic believe and the bulk, about 75.7% are Christians.

**Table 1: Socio- economic Characteristics of the Respondents**

| Variables                 | Freq        | %     | Cum   |
|---------------------------|-------------|-------|-------|
| <b>Age of Respondents</b> |             |       |       |
| < 18 Years                | 180         | 15.0  | 15.0  |
| 18-22Years                | 460         | 38.3  | 53.3  |
| 23-27Years                | 291         | 24.3  | 77.6  |
| 28-32 Years               | 199         | 16.6  | 94.2  |
| 33-37 Years               | 49          | 4.1   | 98.3  |
| > 37 Years                | 21          | 1.8   | 100   |
|                           | <b>1200</b> | 100.0 |       |
| <b>Family Size</b>        |             |       |       |
| Between 1 to 5            | 884         | 73.7  | 73.67 |
| Between 6 to 10           | 286         | 23.8  | 97.50 |
| Between 11 to 15          | 21          | 1.8   | 99.25 |
| Above 15                  | 9           | 0.8   | 100   |
|                           | <b>1200</b> | 100   |       |
| <b>Religion</b>           |             |       |       |
| None                      | 93          | 7.8   | 7.8   |
| ATR                       | 132         | 11.0  | 18.8  |
| Christians                | 908         | 75.7  | 94.4  |
| Muslim                    | 67          | 5.6   | 100   |
|                           | <b>1200</b> | 100   |       |

Table 1 Contd.

| Variables                                       | Freq         | %     | Cum   |
|-------------------------------------------------|--------------|-------|-------|
| <b>Occupation of Student's Parent/Guardians</b> |              |       |       |
| Agribusiness                                    | 230          | 19.2  | 19.2  |
| Trading                                         | 310          | 25.8  | 45.0  |
| Religious Leaders                               | 75           | 6.3   | 51.3  |
| Government employee                             | 127          | 10.6  | 61.8  |
| Handicraft                                      | 112          | 9.3   | 71.2  |
| Private sector employment                       | 290          | 24.2  | 95.3  |
| Politicians                                     | 23           | 1.9   | 97.3  |
| Others                                          | 33           | 2.8   | 100.0 |
|                                                 | <b>1200</b>  | 100.0 |       |
| <b>Parents Monthly Economic Position</b>        |              |       |       |
| 1000 - 100,000                                  | 356          | 29.7  | 29.7  |
| 101,000 - 200,000                               | 420          | 35.0  | 64.7  |
| 201,000 - 300,000                               | 170          | 14.2  | 78.8  |
| 301,000 - 400,000                               | 119          | 9.9   | 88.8  |
| 401,000 - 500,000                               | 75           | 6.3   | 95.0  |
| 501,000 - 600,000                               | 46           | 3.8   | 98.8  |
| Above 600,000                                   | 14           | 1.2   | 100   |
|                                                 | <b>1,200</b> | 100   |       |

Source: Authors' computation

Likewise, about 19.2% of the parents or guardians of the respondent student are farmers, 25.8% involved in trading, 6.3 are religious leaders, 10.6% government employees, 9.3% into handicraft, 24.2% private sector employee 1.9% full time politicians and 2.8 involved in others not classified. This shows that none of the respondent have unemployed guardian, however the result shows that the level of income of these parents/guardians may not be enough to carter for the family basic need to talk of higher education. It shows that while only 1.2% of the guardians earn above N600,000 (\$375) monthly, about 64.7% earn less than or equal to N200,000 (\$125). On average, the income of the guardians is N250,000 (\$156.2). On the average of 6-person family size, this simply means that each takes about N42,000 (\$26) which is far below (\$1) per a day showing that an average student of these institutions lives below the poverty line.

### Prevalence rate of hook-up business among female students of higher institutions in Nigeria in South-East Nigeria

Analysis (Figure 6) points out the prevalence of hook-up business among the female student as rated by the respondents.



**Figure 6:** Rating of Prevalence of Hook-up business among female students

**Source:** Authors' Computation

The rating shows that the respondents rated based on their knowledge and experience. It shows that while year one respondent rated hook-up to be 20% among the girls, second year rated it 56%, third year 38% and fourth year 29%. Other who are staying more than four years rated it 42% and postgraduate students rated it 39%. In all the average rating by the respondents shows that about 37.3% of the female students are fully involved in the hook-up business. This is highly dangerous as scholars, Fawole and Osho, (2018), Onoyase (2019) and Adediran et al (2023), have consistently hammered that this social vices have serious repercussion on both the students, family and the larger society. About 37.3% shows a high rate of decay that if not curbed with state of emergency may lead to national disaster in both education and moral values.

#### **The major determinants of involvement in hook-up business among the female students in South-East Nigeria.**

Analysis Figure 7 shows that the major factor driving hook-up business among the female students is not poverty (18%) but the students' greed and desperation which is rated 26%. This agrees with Agwu et al (2020), Sekyi et al (2021), in that a girl who is able to finish secondary education and chose to maintain such modesty in life will definitely finish higher education without needing support from hook-up. But greed when combined with peer pressure rated 20% here will push students into wanting to be the cynosure on campus by living beyond their means.

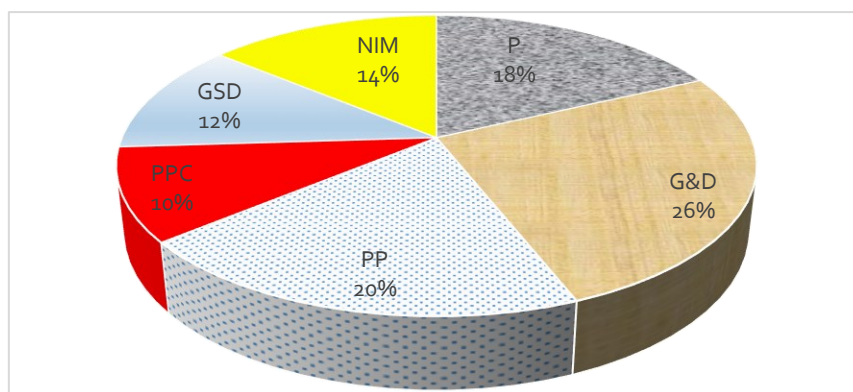


**Figure 7:** Rating of determinants of involvement in Hook-up business among female students<sup>3</sup>

**Source:** Authors' Computation

To maintain the sense of belonging and impress the peers is a very strong force that drives hook-up business. Oyeoku et al (2022), confirm that, young ladies who are admitted into the schools in their innocence are often pressured into doing what they never planned in attempt to impress their peers.

Other drivers noted are poor parental care 10%, general society decadence 12% and neglect from the institution management. The responses show that some parents no longer care how their wards source their upkeep, while some even place demands on the girl children in school. Anierobi, et al (2021), Stein and O'Brien (2023), buttress this finding when they averred that many parents seldom visit their children, and still care not to ask of source when their children come home with expensive wears, gadgets and eve cars.

This also fall in line with the general decadence of the society rated 12%. In supporting this finding, Ezeonwumelu et al (2021), Nwikpo et al (2022), noted that the current Igbo society celebrate wealth and material thing over her long aged culture, norms and values. To this people no longer care not wealth is made, but celebrate the wealthy to pressure the upright. Neglect from the management of institutions rated 14% is another driver reported by the respondents. This result shows that the cost of rent all over the south-east is so high yet the school authorities hardly provide hygienic living space for the students. In reaction to the Shylock demand of many landlords, these female students who crave decent accommodation often fall prey to hook-up business.

### **Raising Awareness and Hook-Up Business among Female Student in the Higher Institutions in South-East Nigeria**

In the study, we estimated a logit regression analysis to envisage the influence of public relations campaign (awareness creation) on restraining hook-up business among female

<sup>3</sup> P = Poverty, G&D = Greed/Desperation, PP = Peer pressure, PPC = Poor parental care, GSD = General society decadence, NIM = Neglect of the intuition managements

student in South-East Nigeria using both the socio-economic, demographics and other variables listed below as predictors.

$$\text{Logit (RHB)} = 4.042 + 1.320\text{Age} + 0.523\text{Ledu} + 0.320\text{Rel} + (-1.071)\text{PEP} + 0.108\text{P\_Ocp} + 1.077\text{Famze} + (-2.021)\text{Rltn} + (-3.512)\text{RA}$$

**Table 2: Impact of Awareness Creation on Restraining Hook-Up Business among Female Student**

|                                                                                                          |          | B      | S.E.  | Wald  | df    | Sig.  | Exp(B) | 95.0% C.I. for EXP(B) |       |
|----------------------------------------------------------------------------------------------------------|----------|--------|-------|-------|-------|-------|--------|-----------------------|-------|
|                                                                                                          |          | Lower  | Upper | Lower | Upper | Lower | Upper  | Lower                 | Upper |
| Step 1(a)                                                                                                | Age      | 1.320  | 0.010 | 1.064 | 1     | 0.043 | 0.970  | 0.951                 | 1.091 |
|                                                                                                          | Ledu     | 0.523  | 0.013 | 0.417 | 1     | 0.021 | 2.126  | 0.943                 | 1.022 |
|                                                                                                          | Rel      | 0.320  | 0.031 | 0.799 | 1     | 0.212 | 3.020  | 0.976                 | 1.166 |
|                                                                                                          | PEP      | -1.071 | 0.095 | 3.327 | 1     | 0.038 | 5.313  | 0.730                 | 1.149 |
|                                                                                                          | P_Ocp    | 0.108  | 0.381 | 1.072 | 1     | 0.625 | 0.898  | 0.694                 | 1.161 |
|                                                                                                          | Famze    | 1.077  | 0.141 | 1.271 | 1     | 0.016 | 1.080  | 0.986                 | 1.182 |
|                                                                                                          | Rltn     | -2.021 | 0.612 | 3.066 | 1     | 0.012 | 7.980  | 0.957                 | 1.002 |
|                                                                                                          | RA       | -3.512 | 0.075 | 8.314 | 1     | 0.048 | 11.231 | 0.410                 | 1.207 |
|                                                                                                          | Constant | 4.042  | 0.423 | 6.512 | 1     | 0.019 | 7.200  |                       |       |
| a Variable(s) entered on step 1: Age Ledu, Rel, PEP, P_Ocp, Famze, Rltn, RA.                             |          |        |       |       |       |       |        |                       |       |
| **significant at 5%; - a = This only refers to standard error (SE) b = Associated P Value of the Z value |          |        |       |       |       |       |        |                       |       |

**Source:** Authors' computation

After conducting a test of the full model against a constant only model we noted that it was statistically significant, signifying that the predictors as a set dependably renowned between the "Yes" and "No" impact of public relations campaign of awareness creation (chi square = 39.216,  $p < .001$  with  $df = 8$ ). Nagelkerke's  $R^2$  of .845. This signposted a robust relationship between prediction and grouping. While the prediction success overall was 84%, the Z - value for the RA (raising awareness) = 8.314 with connected p - values of 0.048. As the alpha level of this study was set at 0.05, (5% Significant Level), the p-values of RA less than 0.05, hence we rejected the null hypothesis and concluded that *Public relations campaign (awareness creation) have made significant impact on restraining the surge of hook-up business among the female students of institutions of higher learning in south east Nigeria*. However, to be noted is that the EXP (B) value of the RA = 11.231, implying that, a unit increase in the application of PR campaign of raising awareness has an odds ratio of about 11.2 times as large. Therefore, if effort toward raising awareness is properly improved by one unit, young female students will be about 11 times more likely to desist from hook-up business.

### Promoting Positive Values and Role Models and Hook-Up Business among Female Student in the Higher Institutions in South-East Nigeria

The logistic regression analysis to envision the influence of public relations campaign (promoting positive values and role models) on restraining hook-up business among female student in South-East Nigeria was also estimated in the same vein.

$$\text{Logit (RHB)} = 3.125 + 1.064\text{Age} + 1.013\text{Ledu} + 0.724\text{Rel} + (-1.161)\text{PEP} + 0.098\text{P\_Ocp} + 1.247\text{Famze} + (-1.261)\text{Rlotn} + (-1.216)\text{PPVRM}$$

**Table 3: Analysis of impact of promoting positive values and role models on restraining hook-up business among female student**

|              |              | B      | S.E.  | Wald  | df    | Sig.  | Exp(B) | 95.0%<br>EXP(B) | C.I. for |
|--------------|--------------|--------|-------|-------|-------|-------|--------|-----------------|----------|
|              |              | Lower  | Upper | Lower | Upper | Lower | Upper  | Lower           | Upper    |
| Step<br>1(a) | Age          | 1.064  | 0.214 | 1.002 | 1     | 0.014 | 1.170  | 0.553           | 1.075    |
|              | Ledu         | 1.013  | 0.413 | 0.218 | 1     | 0.043 | 1.261  | 0.641           | 1.012    |
|              | Rel          | 0.724  | 0.021 | 0.491 | 1     | 0.091 | 2.920  | 0.874           | 1.044    |
|              | PEP          | -1.161 | 0.105 | 4.024 | 1     | 0.042 | 4.143  | 0.932           | 1.219    |
|              | P_Ocp        | 0.098  | 0.291 | 0.472 | 1     | 0.145 | 0.918  | 0.793           | 1.114    |
|              | Famze        | 1.247  | 0.123 | 0.731 | 1     | 0.042 | 2.013  | 0.885           | 1.156    |
|              | Rlotn        | -1.261 | 0.632 | 2.706 | 1     | 0.009 | 4.680  | 0.754           | 1.423    |
|              | <b>PPVRM</b> | -1.216 | 0.036 | 6.184 | 1     | 0.032 | 9.831  | 0.612           | 1.325    |
| Constant     | 3.125        | 0.051  | 4.132 | 1     | 0.012 | 3.312 |        |                 |          |

a Variable(s) entered on step 1: Age, Ledu, Rel, PEP, P\_Ocp, Famze, Rlotn, **PPVRM**.  
\*\*significant at 5%; - a = This only refers to standard error (SE) b = Associated P Value of the Z value

**Source:** Authors' computation

After conducting a test of the full model against a constant only model we noted that it was statistically significant, signifying that the predictors as a set dependably renowned between the "Yes" and "No" impact of public relations campaign of awareness creation (chi square = 41.172,  $p < .001$  with  $df = 8$ ). Nagelkerke's  $R^2$  of .812. This indicated a robust relationship between prediction and grouping. While the prediction success overall was 81%, the Z - value for the PPVRM (promoting positive values and role models) = 6.184 with connected p - values of 0.032. As the alpha level of this study was set at 0.05, (5% Significant Level), the p-values of PPVRM is less than 0.05, we therefore rejected the null hypothesis and concluded that *Public relations campaign (promoting positive values and role models) have made significant impact on restraining the surge of hook-up business among the female students in higher Institutions in south east Nigeria*. However, to be noted is that the EXP (B) value of the PPVRM = 9.831, implying that, a unit increase in the application of PR campaign of promoting positive values and role models has an odds ratio of about 9.8 times as large. Therefore, i effort toward promoting positive values and role models is properly improved

by one unit, young female students will be about 10 times more likely to desist from hook-up business.

### Fostering Open Dialogue and Addressing Misconception and Restraining Hook-Up Business among Female Student in the Higher Institutions in South-East Nigeria

We also conducted a logistic regression analysis to forecast the impact of public relations campaign (fostering open dialogue and addressing misconception) along both the socio-economic and demographic characteristic of the respondents on restraining hook-up business among female students using the variables listed below as predictors.

$$\text{Logit (RHB)} = 2.215 + 0.973\text{Age} + 0.631\text{Ledu} + 0.231\text{Rel} + (-1.024)\text{PEP} + 0.812\text{P\_Ocp} + 1.024\text{Famze} + (-0.812)\text{Rltn} + (-2.161)\text{FODAM}$$

**Table 4: Analysis of the Impact of fostering open dialogue and addressing misconception on restraining hook-up business among female student**

|           |          | B      | S.E.  | Wald  | df    | Sig.  | Exp(B) | 95.0% C.I. for EXP(B) |       |
|-----------|----------|--------|-------|-------|-------|-------|--------|-----------------------|-------|
|           |          | Lower  | Upper | Lower | Upper | Lower | Upper  | Lower                 | Upper |
| Step 1(a) | Age      | 0.973  | 0.313 | 0.901 | 1     | 0.043 | 1.217  | 0.433                 | 1.121 |
|           | Ledu     | 0.631  | 0.335 | 0.321 | 1     | 0.032 | 1.061  | 0.641                 | 1.011 |
|           | Rltn     | -0.821 | 0.425 | 0.612 | 1     | 0.010 | 4.321  | 0.754                 | 1.225 |
|           | Famze    | 1.042  | 0.412 | 0.218 | 1     | 0.042 | 2.013  | 0.885                 | 1.156 |
|           | P_Ocp    | 0.812  | 0.209 | 0.126 | 1     | 0.145 | 0.918  | 0.793                 | 1.241 |
|           | PEP      | -1.024 | 0.021 | 2.123 | 1     | 0.022 | 3.043  | 0.932                 | 1.313 |
|           | Rel      | 0.231  | 0.042 | 0.192 | 1     | 0.091 | 1.824  | 0.874                 | 1.044 |
|           | FODAM    | -2.161 | 0.032 | 7.078 | 1     | 0.032 | 7.131  | 0.612                 | 1.215 |
|           | Constant | 2.215  | 0.042 | 5.125 | 1     | 0.012 | 3.312  |                       |       |

a Variable(s) entered on step 1: Age Ledu, Rel, PEP, P\_Ocp, Famze, Rltn, FODAM.

\*\*significant at 5%; - a = This only refers to standard error (SE) b = Associated P Value of the Z value

**Source:** Authors' computation

A test of the full model against a constant only model was statistically significant, indicating that the predictors as a set reliably distinguished between the "Yes" and "No" impact of public relations campaign (fostering open dialogue and addressing misconception) (chi square = 32.821,  $p < .002$  with  $df = 8$ ). Nagelkerke's  $R^2$  of .811 indicated a strong relationship between prediction and grouping. Whereas the prediction success overall was 81%, the Z-value for the PR campaign (fostering open dialogue and addressing misconception) FODAM = 7.078. The variables have associated p-values of 0.032. Because our alpha level was set at 0.05, (5% Significant Level) and the p-values of FODAM is less than 0.05, we concluded that public relations campaign (fostering open dialogue and addressing

misconception) have made significant impacts on restraining hook-up business among female students in south-east Nigeria.

Noteworthy is that the EXP (B) value of the public relations campaign Predictors, FODAM = 7.131. This implies that, a unit increase in fostering open dialogue and addressing misconception has an odds ratio of about 7.131 times as large. Hence, if fostering open dialogue and addressing misconception is actively and properly used, female students will be about 7 times more likely to shun hook-up business.

Generally, this study points out that, there is a high prevalence of hook-up business in the higher institutions, and that the vice is still escalating. This finding is in line with Blessing (2021), Adediran et al (2023) and Iorkosu et al (2024) who opines that if nothing is done about the economic situation of the nation, men will start feeding on men for survival. Also Okafor & Uwalaka (2021) noted that campus hookup business or better still prostitution is an evil wind that blows no one any good as the persons involved their families and even the entire society pay heavily for the damage. However, the opinion of the respondents shows that even though poverty is a serious push for the hookup business, the major determinant is not poverty but greed and desire to belong. This confirms the assertions of scholars like Onoyase (2019), Gungul, & Audu (2021), that the family appears to be failing in her duty of inculcating family value in the new generations. This, Nnama-Okechukwu et al (2020) buttresses that a child endowed with family value will always remember that there is dignity in labour. Likewise, Agwu et al (2020), Permatasari & Rakhmawati (2021), agree with the finding of this study in that they opine that one can only give what he/she has but when a parent begins to demand money or material things from a young lady who has gone to study in the higher institution other than sending her the upkeep, the head is rotten. Unfortunately, the result also indicated that with what the various religions preaches, both Christianity about 76% and Islam about 6% preaches against it sexual immorality yet about 37% prevalence of hook-up is still recorded in the higher institutions.

The analysis shows that parental economic positions, residential location of the students and the PR campaign have negative relationship with restraining hookup business among the female students. This simply means that any positive change in the variables will reduce involvement of the ladies in hook-up. While this is an indication that improvement in parental economic position will reduce hook-up, it also shows that raising awareness, promoting positive values and role models, fostering open dialogue and addressing misconception have great potentials in restraining the surge of hook-up business in the institutions. This is bolstered by Nwadiani (2018), Fawole and Osho, (2018), Nunu et al (2020), Sekyi et al (2021), in that a well-articulated and targeted PR campaign, is the solution needed to informing the participants, their parents/guardians, and the entire society of the dire consequences of hook-up in the campus. The campaign will also chat a better cause of handling the issue to the benefit of all. To this, RA has an odd ration of about 11, while PPVRM has about 10 and FODAM has about 7 showing that the potentials are high.

## Concluding Remarks and Recommendation

It has been established that the level of poverty in the land is high and most parents are struggling to cope, the response from this survey indicates that while the respondents are moderately young women, the size of their families is not too large on average and the average level of income indicates that majority live below poverty line. While bed space officially allocated to student in school hostel cost between N20,000 to N30, 000 per season, students who are not able to secure such offer have to spend between 250,000 to 500,000 for the lowest level of accommodation outside the campus. Where parents are unable to afford such, young people are attempted to help the parent and that becomes a serious introduction into hook-up business for the girls. However, detailed analysis shows that poverty plays a significant push in the young girls' involvement in hook-up business but not the major. The study noted that, while the level of greed and the general society decadence is at the root of hook-up business, properly planned and well-targeted public relations campaign remains the right button to continue pressing to restrain the surge of hook-up business in the institutions of higher learning in the region of South-East Nigeria. As shown in the study PR campaign of raising awareness has an odd ratio about 11 times as large meaning that raising awareness creation by one-unit will 11 time more likely to stop a female student from venturing into hook-up.

Hence, it is the contention of this study that awareness should be created for both the students and the parents as the society around this region is beginning to see admission into the university as an offer of a job. The study concludes that if parent will monitor their ward well asking the relevant questions on possession of what they cannot afford, effect of peer pressure will reduce on the children. On the other the governments who own most of the school should make adequate arrangement to accommodate all the admitted students into a hygienically and well managed hostels with trained porters. Using the proper PR campaign, all the strategic stakeholders can be reached.

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