

## THE ROLE OF SUSTAINABLE PEACE AND SECURITY IN FACILITATING MARKETING ACTIVITIES FOR NATIONAL DEVELOPMENT

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### ABSTRACT

*The prevailing insecurity in Nigeria has become a major threat to marketing activities and national development. The ritual killings, kidnapping, pipelines vandalization, bombings and hostage taking by Boko Haram sect, armed robbery, assassinations, inter-ethnic crisis and the Fulani herdsmen/farmers clashes have continued to hindered marketing activities and national development. These violent and criminal activities have become so rampant in recent times and have threatened the peace and unity of this country. Nigeria needs peace and security to facilitate marketing activities and achieve national development. This paper examines the role of sustainable peace and security in facilitating marketing activities for national development. The Human Security theory which was propounded by the United Nations Development Programme (UNDP) in 1994 was used as the theoretical framework of analysis. The paper resolved that peace and security are the two ingredients that facilitate marketing activities for national development, it argues that when there is sustainable peace and security in the country, marketing activities such as production, packaging, pricing promotion and distribution will thrive and national development will be achieved.*

**KEYWORDS:** Sustainable peace, security, marketing activities, insecurity, national development, Gross Domestic Product (GDP), poverty, hunger, starvation and economic growth.

### INTRODUCTION

In a dwindling economy where there is persistent increase in the prices of goods and services, unemployment, workers retrenchment, poverty, hunger and starvation, it becomes imperative for government to shift its attention to the industrial and agricultural sectors and create an enabling and peaceful environment for marketing activities to thrive in order to achieve national development. Marketing activities are considered as the cornerstone of national

development as it tends to increase the GDP of a country, create employment and reduce poverty and hunger in the land. The quest for national development has prompted many developing countries to focus on how to create an enabling and peaceful environment to facilitate marketing activities in order to attract foreign investment and achieve national development. A country where marketing activities thrive stands a better chance of achieving national development than those where marketing activities are hindered by one factor or the other (Adamson, 2006).

Marketing activities which include finding out what people want or need (marketing research), offering these needs (product development), wrapping them in a stylish and attractive manner (packaging), attaching monetary value to these needed items (pricing), informing people of the availability of their needs (promotion), and making these needs available at places where they are needed (distribution) are essential for national development. These activities require human, material and financial resources which the marketer needs to put together in order to achieve the objective of the organization. The requirement of human resources helps to create employment opportunities for the teeming youths which will go a long way in reducing the level of unemployment in a country, poverty, hunger and starvation. As the organization experiences an increasing demand for their products, more sales and profit will be recorded and the organization will be considering increasing its output to meet the growing consumer demand for their product. As the output of the organization increases in response to the growing demand for their product, the Gross Domestic Product (GDP) of the country will increase, more employment will be created, poverty and hunger will be reduced and the general economy of the country will improve, which sets the pace for national development (Barnes, Fox & Morris, 2004).

Considering the contributions of marketing to national development, many countries of the world are making adequate efforts to create an enabling environment for marketing activities to thrive since it is considered as the cornerstone of national development. Creating an enabling environment for marketing activities to thrive includes taking measures to ensure that there is sustainable peace and security in the country. According to Iroakasi et al (2014), peace and security are the two ingredients anywhere in the world. In a country where there is sustainable peace and security, more people will be attracted to the country and this will increase market availability and customer base of the firms operating in that country. On the contrary, where there is a security challenge in a country, the people in the country will be living in fear and

may be forced to relocate to other countries where there is sustainable peace and security. As people move out of the country, the customer base of the firms operating in that country will be greatly reduced and this will reduce profit margin of the firms. For this reason, it becomes imperative for government to create an enabling and peaceful environment to facilitate marketing activities for national development.

Sadly, Nigeria is still battling with security problem. In the Niger Delta region, for instance, there has been series of agitation over resource control and environmental degradation, resulting in militancy, kidnapping, and destruction of oil pipelines installations, causing the country great decline in crude oil production and loss of revenue. In the Northern part of the country, there has been reported cases of school children abduction and bombings perpetuated by the Boko Haram sect resulting in the death of thousands of persons. In Plateau, Benue, Nasarawa and Kogi States precisely, Fulani Herdsmen have carried out several attacks on farmers and other people, resulting in the deaths of hundreds of persons. In some part in the West, cultists have taken over some states initiating series of ritual killings, armed robbery and hostage taking. In the South East, there have been reported cases of violent agitations and protests carried out by the Pro-Biafra Group (IPOB). The frequent clashes between the group (IPOB) and the security agencies resulted in the death of hundreds of persons. All these violent activities indicate that the country is not peaceful, safe and secure as Kalu (2014) rightly stated where there is no peace and security in a country, it will be difficult for marketing activities to thrive, and when marketing activities do not thrive, national development will be difficult to achieve. It is against this backdrop that this paper examines the role of sustainable peace and security in facilitating marketing activities for national development. The outcome of the study will be relevant to the Nigerian government as it will suggest ways to tackle the security challenges facing the country so as to facilitate marketing activities and achieve national development.

## **LITERATURE REVIEW**

### **CONCEPT OF SUSTAINABLE PEACE AND SECURITY**

According to Offorma (2014), peace connotes harmonious, serene and blissful coexistence of individuals in an environment. Oteke & Onuubiko (2014) stated that peace connotes the absence of war, direct violence, respect and tolerance among people, and justice and development. Sustainable peace is a situation or condition whereby a country experiences absolute calmness and the people living together in harmony without any form of threat or

violence (Iroakasi et al, 2014). On the other hand; security is existence of conditions within which individuals in a society can go about their normal daily activities without any form of threat to lives and property (Igbuzorin Umaru, Pate & Haruna. 2015). Ogirnl-eye et al in Achumba, Ighomereho & Akpor Robaro (2013) define security as all measures designed to protect and safeguard the citizenry and resources of individual's groups business and the nation against sabotage or violent occurrence. It deals with the conditions of safety (Offorna, 2014).

Peace and security have a mutual relationship as both concepts tend to x-ray the importance of protection of lives and property. Security is inextricably linked to peace and the conditions that create conflict. A person may experiences peace when he or she feels secure and absence of security creates tension and conflict. Sustainable peace and security is a major priority to any responsible government. No nation can afford to treat with levity the security of its territorial integrity and of its people (Adebayo, 2014). Indeed every aspect of human endeavour, be it health, environmental, food, economy, political, social and physiological, etc. stands to be greatly affected by the state of security or insecurity of that nation (Adebayo, 2014). For this reason, governments all over the world have made security their number objectives because without peace and security there can be no meaningfully development.

The importance of peace and security to the development of a nation cannot be overemphasized. There is a general consensus in literature that security is vital for national cohesion, peace and sustainable development (Ewetan & Urhie, 2014). Oladiran (2014) stated that any nation or state where peace does not exist relatively can hardly witness any progress. It is therefore apparent that national security is a desideratum, sine qua non for economic growth and development of any country (Oladeji & Folorunso, in Ewetan & Urhie, 2014). In a country where there is sustainable peace and security, business activities will thrive, the economy will grow and this will attract foreign direct investment into the country. Rajaj & Chiv (2009) posit that peace and security brings about meaningful development as they tend to attract more people to the country which will helps to increase market availability to the companies operating in that locality. They further stated that when there is prevailing peace and security, the economy of that country will grow, more jobs will be created, poverty will be reduced and the GDP will increase.

## CONCEPT OF NATIONAL DEVELOPMENT

According to Lukpata (2013), national development refers to a state of maturity of a nation where there is an interplay of modern political, economic and social forces and processes which transform diverse people, shaping a common geographic area from acceptance and allegiance to and participation in a transitional policy to the acceptance and creations of and participation in a modern nation-state. Gboyega in Lawal & Oluwatoyin (2011) describes national development as an idea that embodies all attempts to improve the conditions of human existence in all ramifications. It implies the improvement in the living conditions of the citizens in such a way that poverty, hunger and starvation can be greatly reduced. Rajaj & Chiv (2009) stated that national development includes the growth and expansion of the various industries, agriculture, education, social, religious and cultural institutions, National development can best be defined as all-round development (social, political, economic, cultural and human capital development) of a nation.

National development is the overall development or a collective socio-economic, political as well as religious advancement of a country or (Lawa & Oluwatoy in, 2011). It also entails creating an enabling environment where the citizens of a country can utilize their potentials to improve their standard of living (Umaru, Pate & Haruna. 2015). It seeks to improve personal security and livelihoods and expansion of life chances (Lawal & Ohiwatoyin, 2011). A country is said to be developed when it is able to provide qualitative life for her citizenry. Such country also has a skilled citizenry which exercises their capacity to create a highly industrial society and manipulates its environment to obtain a high quality of life for the generality of the population (Mea King, in Lakpata, 2013).

Nigeria as a nation has been battling with the issue of national development for the past 50 years despite its huge natural, human and material resources. The country has rolled out several plans and policies since its independence to achieve national development. However, despite the efforts made by successive governments to achieve national development, the country is still suffering from development challenges. Oladiran (2014) noted that Nigeria is still far backward when it comes to development and its present economic situation has worsened their chances of attaining national development. It is sad to state here that a country blessed with abundant human and natural resources could still be battling with development in the 21st century when other countries of the world have made huge progress in their developmental agenda. Ewetan & Urhie (2014) called on the Nigerian government to look in-

wards and fix the problems in the industrial and agricultural sectors and create an enabling and peaceful environment for business activities to strive in order to attract more foreign direct investment and achieve national development.

### **THE CONTRIBUTIONS OF MARKETING TO NATIONAL DEVELOPMENT**

The contributions of marketing activities to national development cannot be overemphasized. According to Adamson (2006), marketing activities play a major role in national development because such activities contribute to the GOP of the country, create employment opportunities, reduce poverty and hunger, earn foreign currency for the government, improve the balance of trade and payment and enhance economic and growth development. Muller-Lanenau, Wehmeyer & Klein (2006) agree that marketing activities such as production, distribution and consumption of goods and services help to correct the economic wolves of a country. Kamakura et al (2003) posit that marketing activities especially the production aspect helps to increase the Gross Domestic Product of a country and enhance industrialization. Barnes, Fox & Morris (2004) stated that marketing activities create more jobs for people through the inclusive of middlemen (wholesalers and retailers) in the distribution channel. If there is no marketing activity, there will be no jobs for middlemen. And where there is no job for middlemen, the level of unemployment in the country will increase.

Marketing also serve as an instrument for sustaining other business activities in the country. According to Kamakura et al (2003), marketing activities help to sustain the operations of media at other promotional agencies in Nigeria. According to them, if marketing activity doesnot exists, there will be no goods or services for media houses to promote or advertise and when media houses do not promote company's products, they are bound to operate unprofitably and this will lead to business collapse which will in turns affect the economy of the country. In addition, marketing helps to earn a country foreign currency through international trade (Barnes, Fox, & Morris, 2004). Day (2000) explains that when a company expands its operations across national boundary, there is a good chance of generating foreign currency for the country and this will help to improve the country's balance of trade raid payment. Barnes, Fox, & Morris (2004) stated that an improvement in a country's balance of trade and payment is a signal of better things to come.

Marketing is also considered as a means of reviving the industrial sector of an economy. Through massive production of goods and services. Marketing tends to facilitate

industrialization and consumption. According to Adamson (2006), countries that intend to achieve rapid industrial growth create a fertile ground for marketing activities to thrive since marketing is considered as the cornerstone of Industrialization and national development. Through massive production of goods, marketing tends to sustain national consumption, thereby eliminating hunger and starvation in the land. Muller-Lanenan, et al (2006) noted that developed countries of the world use marketing to improve their economy. They believe that marketing holds the key to unlock economic opportunities and attract foreign investment. It is for this reason that the advanced countries create an enabling environment for marketing activities to thrive since it has the potentials of achieving national development.

### **THE ROLE OF SUSTAINABLE PEACE AND SECURITY IN FACILITATING MARKETING ACTIVITIES FOR NATIONAL DEVELOPMENT**

The role of peace and security in facilitating marketing activities for national development cannot be overemphasized. According to Adebayo (2014), the security of lives and property plays a major role in the development of any nation as investors want to be assured of the safety of their investments. Onovo (2010) stated that marketing activities such as production and distribution of goods and services will flourish in a country where there is sustainable peace and security. He further stated that peace and security attract people to a country and this increases the market availability for companies' products. Day (2000) posits that sustainable peace and security are the major criteria investors consider while choosing a location for their business. Investors are aware of the marketing implications of insecurity and as such they cannot afford to site their business in places where there are security challenges. It is for this reason that governments all over the world make security their number one priority since it is believed to be the backbone for national development.

Companies operating in a country where there is peace and security will enjoy increased customer base and market availability for their product due to the massive inflow of people into the country (Achumba, Ibomereho & Akpor-Robaio, 2013). When there is a massive inflow of people and goods into a country, marketing activities thrive and this enhances national development. Adamson (2006) stated that people constitute the market and a massive inflow of people into a country increases the customer base of companies. When the customer base of a company increases, the company's sale volume and profit margin will increase in the same direction. Ewetan & Urhie (2014) noted that if a company operates profitably due to the relative peace and security in the country; it will contribute meaningfully

to the development of that country by carrying out its corporate social responsibility, create employment for the youth, reduce poverty and hunger in the land, and contribute to the GDP of the country.

A country where there is sustainable peace and security will benefit immensely from the marketing activities of companies. According to Rai & Chiv (2009), countries where there is sustainable peace and security will experience massive inflow of foreign direct investment which will in turn increase the foreign currency and generate employment for the citizenry. Okeke & Onwubiko. (2014) stated that peace and security are the most important factors investors consider before deciding where to invest their money. Where there is peace and security, suppliers of raw materials will be attracted to the area and this will enable companies to access raw materials much easier. Where there is massive inflow of suppliers of raw materials, companies would have more options to choose from. In this situation, companies are more likely to buy raw materials at a cheaper rate since the massive inflow of suppliers brings about intense competition. The availability of raw materials would ensure smooth flow of production (Oladiran, 2014), and this would enable companies increase their production output (Oladimeji & Oresanwo, 2014). When the production output increases, companies will be able to meet the growing consumer demand for their products and maximize profitability.

Companies operating in Nigeria particularly those in area where there are security challenges have continued to call on the Federal Government to provide security for them in order to facilitate their marketing activities and contribute their own quarter to national development. These companies believe that peace and security would facilitate their marketing activities and increase their profit margin which will eventually enable them expand their operation and create more job opportunities for the restive youths. Umaru, Pate & Haruna (2015) noted that marketing activities will flourish in a country where there is sustainable peace and security and this would enhance national development. Without peace and security, it will be difficult for marketing activities to thrive and such as government needs to provide security in order to facilitate these activities for national development.

## **THEORETICAL FRAMEWORK**

This paper is anchored on the human security theory which was propounded by the United Nations Development Programme (UNDP) in 1994. This theory holds that security organization at local or international level will be successful when every member of society

has equal representation without any gender bias. The main thrust of human security theory is good governance, equal access to resources, services and opportunities for all citizens. On the other hand, it advocates the removal of all threats of cruelty and degrading practices against the citizens of a country (America's Climate Choice in Okeke & Onwubiko, 2014).

The human security theory is quite relevant to explaining security issues in every country. Since the theory holds that peace and security at local or international level will be successful when every member in society has equal representation, it therefore means that every Nigerians should be security conscious and give adequate information to the security agencies regarding any suspicious movement of persons or groups. This will help to achieving of sustainable peace and security in the country. Experts believe that without everyone's involvement in security process, it will be difficult to achieve sustainable peace and security in the country (Kalu, 2014; Iroakasi et al, 2014; Okeke & Onwubiko, 2014).

The human security theory is quite relevant to explaining the role of peace and security in facilitating marketing activities for national development. The theory holds that where there is security of lives and property in a country, marketing activities will thrive in that country and this will enhance national development. The theory however acknowledged that all hands must be on deck in order to solve the security problems facing Nigeria as a nation. The general public must provide useful information to the security agencies such as the Police and Army regarding any suspicious movement of persons or groups of persons. With- this information the security agencies will be able to apprehend criminals and terrorist and the country will be safe for people and businesses to do their marketing activities that will enhance national development.

### **GAPS IN LITERATURE REVIEW**

Several comments have been made on the security situation in Nigeria. Most of the scholarly works on national security linked peace and security to national development. However, none of these scholars, have took time to discuss how marketing activities moderate the relationship between security and national development, rather majority of the scholarly works in literature directly relate security to national development. This paper made a significant attempt to fill this gap in literature moderating the relationship between security and national development using marketing activities. Many scholars would ask how marketing activities moderate the relationship between peace/security and national development. This paper explains that when there is sustainable peace and security in a

country, marketing activities will strive, and when marketing activities strive, national development will be achieved.

The paper further explains on how marketing activities moderate the relationship between peace/security and national development. It explains that marketing activities such as marketing research, production, packaging, pricing, promotion and distribution are not done by machines, they require people to do the job. By employing people in the process, the level of unemployment, poverty, hunger, starvation and crimes will reduce. As the companies grow, their production output will increase which will in turn increase the GDP of the country. If the companies decide to extend their operations beyond national boundary by engaging in international trade, they would earn the country foreign currency and this would not only correct the exchange rate but would also improve the balance of trade and payment, which would consequently enhance economic, social, political and national development. However, in a country where there is no peace and security, these marketing activities will not strive and national development will be difficult to achieve. This explains the moderating role of marketing activities in the security-national development relationship.

## **CONCLUSION**

Peace and security are two ingredients that facilitate marketing activities for national development. There is a link between peace, security, marketing and national development. For any meaningful activities to take place there must be peace and security. Without peace and security, marketing activities cannot strive, and when marketing activities cannot strive, it will be difficult for a country to achieve national development. Nigeria needs peace and security for marketing activities to flourish. When there is sustainable peace and security, marketers will be attracted to the country and when marketers troop into the country, their activities will create more jobs for the youths, reduce poverty, hunger, starvation and crimes, and this will enhance national development. Hence, the Nigerian government needs to make adequate efforts to enabling and peaceful environment for marketing activities to strive.

## **RECOMMENDATIONS**

In order to achieve adequate peace and security I recommend that government needs to:

1. Budget more money for security since without peace and security, it will be difficult for marketing activities strive to achieve national development.

2. Ensure that the security agencies such as the Nigerian Police Force and the Nigerian Army are adequately equipped to fight crimes in the country. These agencies should be given adequate arms and ammunitions to face terrorists.
3. Closely monitor how the money met for security is spent by the various security heads. By so doing, it will be difficult for security heads to divert security funds to private pockets.
4. Provide good financial rewards to person who provides relevant information that lead to the arrest of criminals in the country. This will go a long way to encourage the mass to support the security agencies with relevant information. The identity of those who provide information to the security agencies should also be protected.
5. Provide adequate assistance to the security agencies in terms of logistics to enable them fight crimes in the various States. The state governments should be active in this area as security agencies deployed to their States need adequate support in terms of logistics.

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