

## **Effects of Insecurity on Marketing of Essential Commodities in Anambra State, Nigeria**

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### **Abstract**

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**T**his study examined effects of insecurity on marketing of essential commodities in Anambra State, Nigeria. The specific objective identified how insecurity affects marketing of essential commodities in terms of kidnapping, among others. Research question was to what extent insecurity affects marketing of essential commodities in terms of kidnapping among others. Research question was to what extent insecurity affects marketing of essential commodities and kidnapping, among others. Research hypothesis was there is no significant relationship between marketing of essential commodities and kidnapping, among others. Review of related literature was studied. Survey research design was adopted. Area of the study was Nkwo Ogbe, Market Ihiala. The study found that indigenes of Ihiala are living in fear. The study concluded that indigenes should be vigilant and ready to disseminate information to security agents. The study recommended that state government should place circuit camera televisions at strategic places to capture every movement, among others.

**Keywords:** *Effects, Insecurity, Marketing, Essential Commodities, and Abduction*

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## **Background to the Study**

This study will have insight on effects of insecurity on marketing of essential commodities in Anambra State, Nigeria. Effects of the study is the outcome of insecurity, which is a terrible experience challenging the nation as a whole. Insecurity contributes immensely to the country's economic recession; the economy is melting down. Insecurity brings fear to the citizens of Nigeria to the extent that marketers of essential commodities find it very difficult to move their commodities from one place to another. The marketers are afraid of being abducted, or kidnapped, killed or even pay ransom. This abduction takes place by unknown gun men. The currency has no value any longer, which prompts the high rate of insecurity.

According to Oviasuyi (2021) insecurity is a feeling of uncertainty, a lack of confidence or anxiety about yourself. Insecurity of lives has actually shortened the life span of some individuals due to fear. Insecurity has infested hardship to the citizens of Nigeria. It has also rendered some citizens homeless, more especially at the northern part of Nigeria. As Opined by Alapiki (2015), is a state where thuggery and gangsterism have become attractive ways of life. Insecurity is the antithesis of security and has attracted certain common descriptors as want of safety, danger, hazard, uncertainty, want of confidence, state of doubt, inadequately guided or protected, instability, trouble, lack of protection and being unsafe, and others (Achumba, Ighomereho, & Akpor Robaro 2013).

Marketing is exchange of value for value. This means that the essential commodities are valuable, and the amount the commodities that are to be sold is valuable as well. However, insecurity affect the exchange of valuables. Marketing as Opined by Ketler and Keller (2013) is a social process by which individuals and groups obtain what they need and want through creating offering, and freely exchanging products and services of value with others. The study is focused at Nkwo- Ogbe market Ihiala in Anambra State. Shop owners at the market will be consulted in order to extract information on how insecurity has been negatively affecting the residents of Ihiala, and how it affects the economy negatively.

## **Statement of the Problem**

This study, discerns on effects of insecurity on marketing of essential commodities in Anambra State Nigeria. Insecurity has been a thorn in the flesh for a long period of time. Insecurity is a quagmire, a menace to the society. The effects are very tremendous on marketing of essential commodities. February to August, 2024 the study has it that, three hundred and twenty-five (325) have been victims of insecurity. These victims have been kidnapped, killed or paid ransom. Insecurity activities happened to be a daily affair in Ihiala Local Government Area, Anambra State, Nigeria. Some of the victims were captured through Ihiala, Nzuko Ebemneri Whatsapp platform being the source.

Marketers, of essential commodities are always afraid due to insecurity, because it vehemently affects the marketing activities. Insecurity, results to hijacking of vehicles that distribute essential commodities to various markets in Anambra State, Nigeria. It results

to abduction, or kidnapping, killing, and paying of ransom. Nevertheless, insecurity restricts the movement of marketers in charge of essential commodities in the nation. As a result of insecurity, the essential commodities can get damaged because it has limited time to be fresh. Insecurity, compels essential commodities to be exorbitant because after paying security agencies to secure those commodities; marketers, normally place the commodities on a high price, that makes it exorbitant. Problem of the study specifically affects the economy negatively and increases death rate.

### **Objective of the Study**

The main Objective of this study is to examine effects of insecurity on marketing of essential commodities in Anambra State Nigeria.

### **The specific objectives were to;**

1. Identify how insecurity affects marketing of essential commodities in terms of kidnapping.
2. Examine how insecurity affects marketing of essential commodities in terms of killing.
3. Ensure how insecurity affects marketing of essential commodities in terms of ransom

### **Research Questions**

These research questions are very essential to look at. The research questions were;

1. To what extent does insecurity affect marketing of essential commodities in terms of kidnapping?
2. How does insecurity affect marketing of essential commodities in terms of killing?
3. What significant degree does insecurity affect marketing of essential commodities in terms of ransom?

### **Research Hypotheses**

These hypotheses needed to be tested. The hypotheses were;

- Ho:1. There is no significant relationship between marketing of essential commodities and kidnapping.
- Ho:2 There is no significant relationship between marketing of essential commodities and killing.
- Ho:3 There is no significant relationship between marketing of essential commodities and Ransom.

### **Review of Related Literature**

The study at this stage took cognizance of conceptual review, theoretical framework, and empirical.

### **Conceptual Review**

Insecurity is a threat to the entire nation's economy. Insecurity of lives have, adverse effects on human beings. It has also reduced the life span of the people, and brought

untold hardship to the citizens of this country with the displacement of some people, particularly in the northern region of the country (Okonkwo, & Davis 2015). Insecurity affects businesses in all ramifications, which affects the nation's economy tremendously negative. Iheriohanma, Opara, and Raimi (2020) posit that insecurity has escalated intensely by unemployment among youths, herdsmen, farmer's attacks, fraud of all kinds, and internet swindling, official corruption among others. Insecurity, has eaten deep in the society, because some citizens are now refugees.

### **Theoretical Framework**

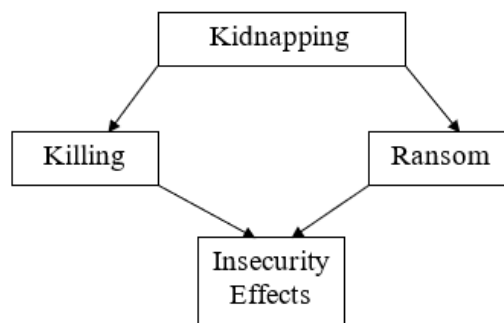
This study is anchored on elite theory, which was propounded by Pareto (1963). The Theory emerged from premises that man's society is divided into two majorities. While the latter constitute the majority of the ruled, largely attributed to the ability of the elites to manipulate against the masses who are usually uncoordinated and easily manipulated. Crookedness singles the elite class out as superiors. The structure of the elite is static but individuals in the group change. The study is pertinent or relevant to the theory, in the sense that man's society is divided into two majorities. The elites happened to be the individuals that endeavour to be successful in life either by indulging in genuine businesses or engage in acquiring knowledge. The uncoordinated and easily manipulated individuals engage themselves in so many atrocities which are kidnapping, killing and ransom. These rascals embrace insecurity to create unrest and fear over the elites. This is the reason, the study anchored on elite theory.

### **Empirical Review**

Bello (2013), investigated the state of unemployment as a reason for insecurity taking Nigeria experience as reference point. The factors that account for insecurity was revealed by the study. This study further enunciated the dangers it posed to the economy. Simbowale (2013), empirically evaluated macro-economic policies and its relationship with poor growth of the economy specifically in Nigeria. Secondary data was adopted and technique between the periods, 1960-2000. The study inter Alia, found that growth was weekly pro-poor. In the same vein, those not above the poverty line have not been enjoying the benefit of economic growth. Ani, (2014), demonstrated in his study that violence unleashed on human capital could cause low productivity, illiteracy, poverty, etc. The fact sect members of Boko Haram could tear their secondary and degree certificates, remain a pointer to the degenerative and dwindling possibility to the economy insecurity could cause.

Aminu, Hamza, and Al, (2015), studied the consequence of poverty and insecurity on the Nigeria sustainable economic development. It adopted ordinary least square technique in estimating the correlation between economic growth rate, insecurity and poverty level. The study revealed a non-linearity between poverty insecurity and economic growth; the causation result of the study also indicated that economic growth and poverty are related and poverty leads to national insecurity not the reverse. It recommended, among others, that Government should embrace good leadership, viable anti-terrorism strategies and entrench virile and legitimate institutions that would sufficiently reduce the prevalence of

corruption and poverty. It further recommended that Government should be proactive in responding to the challenges of banditry and criminality in Nigeria. Pullah, and Wilson, (2020), assessed the impact of national insecurity on economic performance in Nigeria. Descriptive approach analysis was adopted in the study. The study disclosed that insecurity in Nigeria did not only hinder the achievement of continued growth of the economy, but drastically and negatively impacted on the overall economic activities. It recommended strategic decision to promote improvement of the economy. Further, avenues it stressed, should be created to liberalize the recurrent and capital expenditures for business and human safety.



**Figure 1:** Insecurity Effects on Marketing of Essential Commodities  
**Source:** Author's proposed model (2024).

Insecurity is a bad issue to encounter in a nation or country. It keeps every effort at a standstill. Economy is being affected negatively. Citizens, are afraid to attend to their daily activities or businesses. The government needs to do everything possible in order to arrest the situation.

### **Methodology**

#### **Research Design**

The study adopted survey research Design. The survey research design was adopted because some of the shop owners at Nkwo-Ogbe market Ihiala, Anambra State have experienced abduction. Insecurity, is on the high side at Ihiala.

#### **Area of the Study**

This study was conducted at Nkwo- Ogbe market Ihiala in Anambra State, Nigeria. Shop owners at Nkwo- Ogbe, market Ihiala were consulted.

#### **Population of the Study**

Population of the study is unknown; there are too many shop owners in Ihiala and at large. Some of the shop owners have been victims of kidnapping or abduction.

#### **Sampling Plan**

Sampling plan consists of sampling designs, which refer to the different ways a researcher draws samples from any given population. According to Nnamdi (1999), sampling plan

comprises of sample unit, sample size, sample method, and sample procedure. The sample units involve shop owners at Nkwo – Ogbe market, Ihiala. The sample size of the study was ninety (90), eighty (80) respondents duly filled the structured copies of questionnaire. The procedure used was non-probability sampling and the type applied was the convenience or accidental sampling procedure.

### Data Presentation and Analysis

On the collection of the copies of questionnaire, it was recorded that eighty (80) copies were to be useful.

**Table 1:** Gender of Respondents

Sex	Frequency	Percentage
Female	5	6%
Male	75	94%
Total	80	100%

**Source:** Author's Compilation, (2024).

The data extracted, indicated that five (5) female respondents duly filled the copies of questionnaire and the percentage was 6%. While seventy-five, (75) male respondents duly filled the copies of the questionnaire and the percentage was 94%.

**Table 2:** Age Distribution of Respondents

Age	Frequency	Percentage
18-24	7	8%
25-34	25	31%
35-44	23	29%
45-54	15	19%
55-64	10	13%
Total	80	100%

**Source:** Author's compilation, (2024).

Eighteen (18) years to twenty-four (24) years were seven (7) respondents and it resulted to (8%). Twenty-five years (25) to thirty – four (34) years were twenty-five respondents. The percentage was (31%). Thirty- five (35) years to forty-four (44) years were Twenty-three respondents; the percentage was (29%) Forty-five years to fifty-four (54) years were fifteen (15) respondents which amounted to (19%). Fifty-five (55) years to sixty-four (64) years were ten respondents it resulted to (13%).

**Table 3:** Level of Education of Respondents

Educational level	Frequency	Percentage
No formal Education	5	6%
Primary School certificate	25	31%
Post Primary (SSCE)	38	48%
Tertiary (B.Sc/HND/B.ed)	12	15%
Total	80	100%

**Source:** Author's Compilation, (2024).

The data extracted divulged that five (5) respondents did not have formal education and the percentage was (6%). Twenty-five (25) respondents obtained primary school certificate and the percentage was (31%). Thirty-eight (38) respondents bagged senior secondary school certificate (SSCE), and the percentage was (48%). Twelve (12) respondents graduated from tertiary institution meaning that they should acquire Bachelor of Sciences (B.Sc). Higher National Diploma (HND), or Bachelor of Education (B.ed) and the percentage was (15%).

**Table 4:** Analysis of Attitude Questions

S/N	Question	SA	SD
1.	Insecurity in the country seems to be at a very high rate?	78 (98%)	2 (2%)
2.	Some of the victims seem to be killed?	75 (94%)	5 (6%)
3.	Some victims are released when ransom is paid?	78 (98%)	2 (2%)
4.	The state Government is doing everything humanly possible to reduce insecurity to the barest minimum?	79 (99%)	1 (1%)
5.	It seems that security agents are equipped with arms to fight insecurity?	75 (94%)	5 (6%)
6.	It appears that citizens are living in fear?	72 (90%)	8 (10%)
7.	It seems that properties are being carted away?	70 (88%)	10 (12%)
8.	It is envisaged that soldiers are tackling insecurity vehemently?	79 (99%)	1 (1%)

**Source:** author's Compilation, (2024).

#### Analysis of Likert Questions

1. The researcher, demanded to know the respondent's opinion on how insecurity in the country seems to be at a very high rate? Out of eighty (80), seventy-eight (78) respondents strongly agreed and the percentage was (98%), While two (2) respondents strongly disagreed which resulted to (2%).

### Analysis of Likert Questions

1. The researcher, demanded to know the respondent's opinion on how insecurity in the country seems to be at a very high rate? out of eighty (80), Seventy-eight (78) respondents strongly agreed and the percentage was (98%). While two (2) respondents strongly disagreed, which resulted to (2%).
2. The researcher, obliged to know the respondent's opinion on how some victims seem to be killed? out of eighty (80), respondents seventy-five (75), respondents strongly agreed and the percentage was (94%). While five (5), respondents strongly disagreed which resulted to (6%).
3. The researcher, wanted to know the respondent's opinion on how some victims are released when ransom is paid? out of eighty (80), respondents, Seventy - eight (78), respondents. strongly agreed and the percentage was (98%). While two (2), respondents strongly disagreed, which was (2%).
4. The researcher, required to know the respondent's opinion on how the state government is doing everything humanly possible to reduce insecurity to the barest minimum? out of eighty (80) respondent's seventy-nine respondents strongly agreed, which was (99%). While one respondent strongly disagreed and it was (1%).
5. The researcher, wanted to know the respondent's opinion on how it seems that security agents are equipped with arms to fight insecurity? out of eighty (80), respondents, seventy -five respondents Strongly agreed and the percentage was (94%). While five (5) respondents strongly disagreed and the percentage was (6%).
6. The researcher, demanded to know the respondent's opinion on how it appears that citizens are living in fear? out of the eighty (80) respondents seventy-two (72) respondents Strongly agreed. While eight (8) respondents strongly disagreed. The percentage was ten (10%).
7. The researcher, seeked to know how it seems that properties are being carted away? out of eighty (80) respondents, seventy (70) respondents strongly agreed, and the percentage was (88%). While ten (10) respondents Strongly disagreed. The percentage was (12%).
8. The researcher, seeked to know how it is envisaged that soldiers are tackling insecurity vehemently? out of eighty (80) respondent's seventy-nine (79) respondents strongly agreed, the percentage was (99%). While one (1) respondent strongly disagreed and the percentage was (1%).

### Findings

The study identified that three hundred and twenty-five (325) essential commodities marketers has been victims of insecurity in Ihiala Local Government Area, Anambra State, Nigeria. It was identified through Ihiala, Nzuko Ebemneri Whatsapp platform. From February to August, 2024, these marketers live in fear, because they are being kidnapped, killed or pay ransom. The study is being supported by a study carried out by Bello (2013) which investigated the state of unemployment as a reason for insecurity, taking Nigeria experience. The study carried out also by Aminu, Hamza and AI, (2015) the consequence of poverty and insecurity on the Nigeria sustainable economic development is as well used as a reference study.



## Conclusion

The study concluded that Citizens should be very vigilant, and ready to disseminate every information related to insecurity; which abduction, carting away properties, to the appropriate security agents in the state, for proper protection. Citizens have to be at alert, and vigilant to overcome every kidnapping attempt, theft, rituals etc.

## Recommendations

The study suggested these recommendations.

The recommendations were;

1. The State Government should place circuit camera television (CCTV) at strategic places.
2. The State Government should train security agents, on how to make use of weapons.
3. The State Government should provide supplicated arms to the security agents for adequate protection of lives, and properties.
4. The State Government should pay the security agents handsomely in order to motivate them.
5. The State Government should provide drones for the security agents, to monitor, and search for kidnapers in the forests, and uncompleted buildings.

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