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The Philosophy of Marketing and Society in Communities Endowed with Natural Gifts of Nature

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Abstract

This study examines the philosophy of marketing and society in communities endowed with natural gifts of nature. The problem statement was exploiting or tapping these minerals. This instigates that indigenes of these communities suffer in agony. The specific objectives were to ensure that environmental hazards are reduced to the barest minimum among others. Research questions were to what extent environmental hazards should be reduced to the barest minimum? among others. The research hypotheses were that there was no significant relationship between environmental hazards and reduction to the barest minimum among others. A review of related literature had insight at conceptual review, theoretical framework and empirical studies. Research design was a descriptive survey research design. The area of the study was Bonny Island in Rivers' State Nigeria. Population of the study was one hundred (100) youths. Sampling plan was adopted. The sample size was ninety (90). The study found that foreign firms develop the communities by providing infrastructure to betterment the lives of indigenes. The study concludes that foreign firms have to always be concerned about the indigenes of the communities' welfare. The study recommended that foreign firms should be concerned about the welfare of the communities' indigenes at all times, among others.

Keywords: *Philosophy, Natural Gifts, Endowment, Marketing and Society*

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Background to the Study

This study will explore the philosophy of marketing and society in communities endowed with natural gifts of nature. There are communities endowed with natural gifts of nature. Such communities are Bonny Island, Enugu, Abakaliki, Nkalagu, Sambisa Forest, Zamfara etc to mention but a few. The research gap consists of the environmental degradation caused by the firms in terms of not caring about the indigenes of the community. Processing of these minerals to finished products causes air pollution and health hazards to the indigenes. Philosophy is an academic discipline that seeks truth through reasoning rather than empiricism, often attempting to provide explanations relating to general concepts such as existence and rationality. Philosophy is often divided into five major branches such as logic, metaphysics, epistemology ethics and aesthetics. Philosophy is a comprehensive system of belief. A view or outlook regarding fundamental principles underlying some domain. Since, philosophy is a comprehensive system of belief; marketing in its philosophy adopts a concept of satisfaction. Consumers are ensured to be satisfied by the firm's or company's management. Marketing concept's philosophy is identification, anticipation, and satisfaction of consumer needs and wants. As Kotler and Armstrong (2004) put it: marketing is managing profitable customer relationships. The two-fold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler and Armstrong, 1996). Taking marketing from the societal perspective (Czinkota, Kotabe, & Mercer 1997) stated as follows: The fact that marketing creates exchanges highlights appropriately that the exercise of marketing can cause new activities to happen. It is also believed that as the scope of marketing is broadened, the dimension of societal goals needs to be added to individuals and firms, properly reflecting the importance and responsibility of marketing as a societal change agent that responds to and develops social concerns about the environment, technology and ethics.

Society is perceived as a large standing group of people sharing cultural aspects such as language, dress, norms of behaviour and artistic forms. Society is a group of people who meet from time to time to engage in a common interest an association or organisation. Society is also the people of one's country or community taken as a whole. It is as well a member of people joined by mutual consent to deliberate determines and acts toward a common goal. Society expects marketers to provide a high standard of living and to protect the general quality of life that we enjoy. Community comprises a group of people who share common characteristics, such as the same language, law, religion, or tradition. It can involve a group of people in a residential area and religious denomination.

It can be a group of interdependent organisms inhabiting the same region and interacting with each other. However, it can be a group of people interacting with electronic means for educational, professional, social, or other purposes; a virtual community. It is the condition of having certain attitudes and interests in common. It can propel enjoyment or possession; participation. Some of these communities are endowed with natural gifts of nature in Nigeria. Some Communities in Nigeria were endowed with minerals such as: Crude oil

natural gas, lead coal, tin, lime stone, salt, gold, silver, copper, uranium etc. Communities with these minerals require these minerals to be harvested in order to harness the community's economy or source of income. The study will ensure that environmental hazards are to be reduced to the barest minimum. Basic facilities are to be established for the indigenes to utilize and benefit. The indigenes who qualified should secure employment with the companies. The study will ensure that public relations are adequately applied.

Statement of the Problem

The study investigates the philosophy of marketing and society in communities endowed with natural gifts of nature. Some communities are blessed by God by way of endowing some minerals. Some valuable minerals were deposited in the land of some communities in Nigeria. Problems are experienced in the process of exploiting or tapping these minerals. This instigates that indigenes of these communities suffer in agony. The indigenes experience some hazards towards their health on the quest to exploit the minerals, soil degradation results. Health wise, there is air pollution, water pollution, and above all, soil pollution. These challenges affect human's nature negatively.

Objectives of the Study

The study examines the philosophy of marketing and society in communities endowed with natural gifts of nature. The Specific objectives were to:

1. Ensure that environmental hazards are reduced to the barest minimum.
2. Ascertain that basic facilities were established.
3. Ensure that qualified indigenes secure employment with the companies.
4. Ensure that public relations is adequately applied

Research Questions

This study needed these research questions to be answered. The research questions were:

1. To what extent can environmental hazards be reduced to the barest minimum?
2. How can basic facilities be established?
3. How can qualified indigenes secure employment with the companies?
4. To what level can public relations be adequately applied?

Research Hypotheses

The study demanded these research hypotheses to be tested. The research hypotheses were:

Ho: I There was no significant relationship between environmental hazards and reduction to the barest minimum.

Ho: II There was no significant relationship between basic facilities and establishment.

Ho: III There was no significant relationship between qualified indigenes and secure of employment with the companies.

Ho: IV There was no significant relationship between public relations and adequate application:

Review of Related Literature

Conceptual Review

The Societal Marketing Concept

But realising that the business activities of the firm affect society and its members negatively in one form or the other, the firm has to go beyond mere satisfying the customers profitably but should go further to ameliorate the same society and try as much as possible to reduce if not totally prevent other environmental hazards to the environment where it is operating (Anyanwu & Inyanga, 2006).

It is based on this view that Cracco and Rostenne (1971) stated that the average consumer is no longer safe and free as he is now forced to accept the noise of neighbour's motor bikes, the polluted river created by the upstream paper mill, the junk of discard cars, the foul smell of passing automobiles, and the exhaustion of natural resources. All these social problems are the reasons for the call of business organisations to be socially responsible to their publics; a new concept known as the society marketing concept. The societal marketing concept, according to Kotler (2003) holds that the organisation's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. The societal marketing concept calls upon Marketers to build social and ethical considerations into their marketing practices. They must balance and juggle the often-conflicting criteria of company profits, consumer wants satisfaction, and public interest (Anyanwu & Inyanga 2006).

The Role of Marketing in the Society

In addition to the marketing functions in both the organisation and market places; functions of information gathering and dissemination, risk taking financing, product grading, standardisation and sorting product planning and development, pricing, promotion, distribution, after sales services, etc; marketing plays vital roles in the society. The roles are;

i. **Gap Bridging Role**: Production, distribution, and consumption point physically and with information. It is a process.
ii. **Bread winning Role**: This is to convert the firm's products into cash. To identify customers' needs and wants and to satisfy them and keeping and maintaining firm's potential and existing customers.
iii. **Exchange Role**: The firms' management take control of activities by which demand structure for goods, ideas, and services are managed in order to facilitate the exchange process satisfactorily. The marketer proffers the market with goods, services and information and the market in turn pays money or other considerations to the marketer in addition to constant communication with him.
iv. **Utilities Creation Role**: Satisfactions the marketer creates in the field of business transactions. The utilities such as time, place, form, task, and possession are to be applied.
v. **The Role of Marketing in Economic Development**: Marketing helps to develop Nigeria as a third world country. Marketing aid, in developing the society through its role of breaking the vicious circle of poverty. This connects the self-supporting

agriculture, preindustrial or commercial to primary manufacturing, nondurable and semi durable consumer products manufacturing, capital equipment and consumer durable products. It plays a vital role in the other sectors of the economy health education, social infrastructure, etc. (Anyanwu, and Inyanga, 2006)

Theoretical Framework

The theory of marketing communication and marketing mix was propounded in the year 1960 by E. Jerome Mccarthy. The book was "Basic Marketing: A Managerial Approach:" This study is very pertinent to the theory because effective communication is assured. It communicates effectively to the indigenes the marketing mix (4Ps) which are product, price, promotion, and place were used.

The firm's management ensures that the products were of quality, the prices were affordable, the promotions of the firm's products were made using the appropriate promotional tools; to communicate such as: advertising, personal selling, sales promotion, publicity, public relations, merchandising, sponsorship, reseller's support, and direct marketing. Place is to deliver the firm's products at the appropriate place. This theory involves the marketing utilities such as: time, form, place, possession and task.

Empirical Review

Some studies were empirically reviewed. The reviewed empirical studies are: Nwodo, Awaeze, Anyaogu, and Uzoma (2025) conducted a study on marketing and society's development: A Synthesis and vision for the future. The main objective of the study was to synthesize insights on how marketing can become a positive tone for societal development, with recommendations for future practices that prioritise both business success and societal welfare. The study concluded that as consumers become more socially conscious, marketing will likely evolve towards practices that prioritise ethical standards, environmental sustainability, and positive societal impact. The study recommended that partnering with social causes (e.g. environmental protection, health initiatives) allows companies to align their brand with a cause that resonates with consumers, fostering loyalty and driving sales.

Lad, Kumar, Chaitanya, Abhonkar and Patel (2003) had a study on an exploration of marketing impacts on influencing consumer behaviour and Society. Marketing is an old skill that has been performed in some way or another since the days of Adam and Eve. Marketing is pervasive in today's society. It pervades almost every activity we do and every aspect of our lives. Marketing is a process that sells them. Your morning tea, newspaper, breakfast, the outfit you put on for the day, the vehicle you drive, the phone in your pocket, the quick lunch you have at the fast-food joint, The Personal Computer (PC) at your desk, your internet connection, your e-mail identification, almost everything you use and everything in your environment has been influenced by marketing. Marketing has left an impression on them all which may be obvious or subtle depending on the product and context/experience. However, it is very much present. The majority of your everyday actions are influenced by marketing. Marketing is a pervasive force. The technology-based global competition environment that pushes businesses to constructive transformation in order to significant number of studies

conducted in different countries have shown that marketing spending is an investment that creates value for the company and has a positive impact on firm's profitability, firm value or firm Sales. This study contributes to the literature by summarising the research findings on the effects of marketing investments on business performance. The relationship between market share and profitability has been widely discussed. Our findings Suggest that businesses with relatively large market shares tend to have above- average rates of investment turnover, particularly working capital. Also, the ratio of marketing expense to sales is generally lower for high-share businesses than for with small market Shares. These differences are indications of economics of scale that may go along with strong market positions.

Agbo, and Gad (2023) studied on impacts of Marketing and societal concepts on achieving organisational goals of target marketing in Federal Capital Territory, Abuja, Nigeria. Two specific purposes and research questions guided the study. The population for the study was two hundred (200) which was drawn across various zones in the FCT-Abuja. Due to the manageable size of the population, no sampling technique was adopted. The instrument for data collection was a structured thirteen (13) item statement questionnaire titled: Impacts of marketing and societal concepts on achieving organisational goals of target market questionnaire (IMSCAOGTMO), which was validated by three experts which two were from business education department and one from measurement and evaluation Unit University of Nigeria, Enugu State. The research questions were analysed using mean and standard deviation. The findings of the study indicate that marketing concept increases organisation's ability to compete favourably and gains advantage over competitors in promoting what is good for people over what people may want. Based on the findings, the study recommended among others that, for the purpose of more effectiveness of organisation to compete favourably with other competitors, managers should seriously utilize marketing concept. This will lead the company to the greater height in terms of having advantage over competitors.

Three Considerations Underlining the Social Marketing Concept

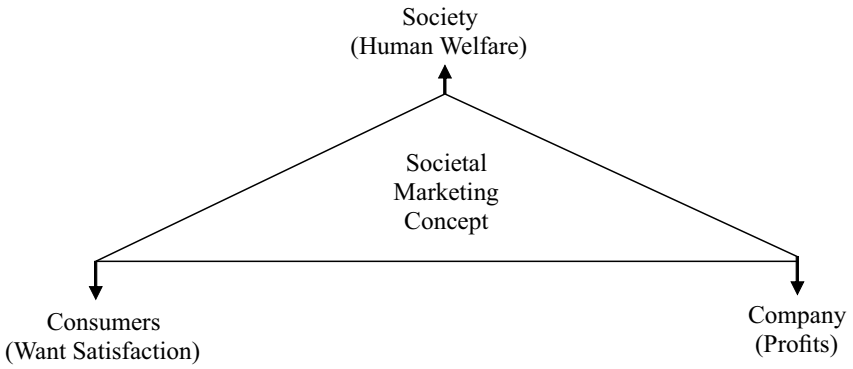

Figure 1: Model Adopted
Source: Amyanwu, and Inyanga, (2006). *Marketing and Society*, Avan Global publications, 67 Douglas Road, Owerri, Imo State, Nigeria.

This model explains on how firms or companies established in communities that were endowed with natural gifts of nature make profits. As a result of production certain hazards emerge. These hazards affect the human welfare negatively. However, the consumers require satisfaction. Since the company or companies make profit, the firm or firms should put into consideration on how to ensure the humans, consumers or indigenes wellbeing. Ensuring the wellbeing, the environmental hazards should be tackled with. Basic facilities should be assured for the indigenes. The qualified indigenes of the community should be proffered with jobs. Public relations should always be applied for easy communication with the indigenes before the youth's act based on juvenile delinquency.

Methodology

Research Design

The study adopted a descriptive Survey research design. It was used to observe, describe, and document the philosophy of marketing and society in communities endowed with natural gifts of nature. The descriptive survey is suitable as it deals with the situation as it naturally occurs rather than planning them (Pilot & Hurgler, 1995 as cited in Apeyusi 2012). The survey involved distributing copies of the questionnaire to the indigenes of the Community in Rivers State, Nigeria.

Area of the Study

This study was conducted in Bonny Island Rivers State of Nigeria. The youths in Bonny Island were issued copies of the questionnaire. Most of the youth have gone for greener pasture. Some of the youths residing in Epelema filled the copies of the questionnaire. The beer parlours used were cool off Spot, Sea views, and Tina's lounge precisely.

Population of the Study

The population of the study at present was one hundred and twenty (120) youths residing in Epelema. While some of the youths have gone in search of greener pasture.

Sampling Plan

The sampling plan consists of sampling designs, which refers to different ways a researcher draws samples from any given population. According to Nnamdi (1999) a sampling plan comprises sample unit, sample size, sample method, and sample procedure. The sample unit involves the youths residing in Epelema, Bonny Island in Rivers State, Nigeria. The sample size of the study was one hundred and twenty (120) youths (respondents). Ninety (90) youths (respondents) duly filled out the structured copies of the questionnaire. The procedure used was non-probability sampling and the type applied was convenience or accidental sampling procedure.

Data Presentation and Analysis

On the collection of the copies of questionnaire, it was recorded that ninety (90) copies were to be useful.

Table 1: Gender of Respondents

Sex	Frequency	Percentage
Female	18	20%
Male	72	80%
Total	90	100

Source: Author's Compilation, 2025

The data extracted indicated that eighteen (18) female respondents duly filled the copies of the questionnaire, and the percentage was 20%. While seventy-two (72) male respondents duly filled the copies of the questionnaire, and the percentage was eighty 80%.

Table 2: Age Distribution of Respondents Age Frequency Percentage

Age	Frequency	Percentage
18-24	17	19%
25-29	73	81%
Total	90	100

Source: Author's Compilation, 2025

Eighteen (18) years to twenty- four (24) years were seventeen (17) respondents and it resulted in (19%). Twenty- five (25) years to twenty-nine (29) years were seventy - three (73) respondents, and the percentage was (81%).

Table 3: Level of Education of Respondents Education Level Frequency

Education Level	Frequency	Percentage
No Formal Education	2	2%
Primary School Certificate	13	14%
Post Primary (SSCE)	25	28%
Tertiary (B.SC/HND B.ed)	50	56%
Total	90	100

Source: Author's Compilation, 2025.

The data extracted divulged that two (2) respondents did not have formal education, and the percentage was (2%). Thirteen (13) respondents obtained Primary School Certificates, and the percentage was (14%). Twenty- five (25) respondents bagged Senior Secondary School Certificates (SSCE) and the percentage was (28%). Fifty (50) respondents graduated from tertiary institution meaning that they should acquire Bachelor of Science (B.SC), Higher National Diploma (HND), or Bachelor of Education (B.ed) and the percentage was (56%).

Table 4: Analysis of Attitude Questions

S/N	Question	SA	SD
1.	Does liquidnified natural gas firm (LNG) compensate the communities in Bonny Island Rivers State, Nigeria?	82 (91%)	8 (9%)
2.	Does liquidnified natural gas firm (LNG) ensure that environmental hazards are reduced to the barest minimum ?	71 (79%)	19 (21%)
3.	Does liquidnified natural gas firm (LNG) employ qualified indigenes in Bonny Island Rivers State, Nigeria?	80(89%)	10 (1%)
4.	Does liquidnified natural gas firm (LNG) embark on Public Relations?	72 (80%)	18 (20%)
5.	Does the gas flame from liquidnified natural gas firm (LNG) affect the communities negatively?	89 (99%)	1 (1%)
6.	Does the crude oil Leakages of oil firms negatively affect the aquatic life?	82 (98%)	8 (9%)
7.	Does liquidnified natural gas firm (LNG) Provide Infrastructure for communities in Bonny Island Rivers State, Nigeria?	89 (99%)	1 (1%)

Source: Author's Compilation, 2025.

Analysis of Likert Questions

1. The researcher requires to know the respondents' opinions on whether (LNG) compensates the communities in Bonny Island, Rivers State, Nigeria. Out of ninety (90), respondents, eighty-two (82) strongly agreed and the percentage was (91%). While eight (8) strongly disagreed, and it was (9%).
2. The researcher demands to know the respondent opinions on whether (LNG) ensures that environmental hazards are reduced to the barest minimum. Out of ninety (90) respondents, seventy-one (71) strongly agreed, and the percentage was (79%). On the other hand, nineteen (19) strongly disagreed; the percentage was (21%).
3. The researcher obliged to know the respondent's opinions on whether (LNG) employ qualified indigenes in Bonny Island Rivers State Nigeria. Out of ninety (90) respondents, eighty (80) strongly agreed and the percentage resulted in (89%). Ten (10) respondents strongly disagreed, which became (11%).
4. The researcher wishes to know the respondents' opinions on whether (LNG) embark on public relations. Out of ninety (90) respondents, seventy-two (72) strongly agreed, and it was (80%). Eighteen (18) respondents strongly disagree; the percentage was (20%)
5. The researcher demands to know the respondent's opinions on whether the gas flame from (LNG) affects the communities negatively. Out of ninety (90) eighty-ninety (89) strongly agreed. The percentage was (99%). One respondent strongly disagreed and the percentage was (1%).
6. The researcher wants to know the respondent's opinions on whether the crude oil

leakages of oil firms negatively affect the aquatic life. Out of ninety (90) respondents eighty-two (82) respondents strongly agreed, and the percentage was (98%). In the same vein, eight (8) respondents strongly disagreed and the percentage was (9%).

7. The researcher had to know the respondents' opinions on whether (LNG) provides infrastructure for communities in Bonny Island Rivers State, Nigeria. Out of ninety (90) eighty-nine (89) respondents strongly agreed, and the percentage was (99%). One respondent strongly disagreed, and the percentage was (1%).

Findings

The study scrutinises on the philosophy of marketing and society in communities endowed with natural gifts of nature. The study signals that foreign investors actually tap the natural resources of these communities in Rivers State, Nigeria, while these resources are being tapped it negatively affect the community's environment and cause environmental degradation. The foreign firms endeavour to compensate the indigenes by proffering jobs to qualified indigenes. Foreign firms develop the communities by providing infrastructure to betterment their lives. The foreign firms embark on public relations to build good images and good customer relationships to create a good rapport before the indigenes. They embark on public relations to check violence or attack from indigenes. The youth can be influenced by juveniles. The creation of a good relationship will bring peace between foreign firms and the indigenes. Health care is being provided to the indigene of these communities to ensure their health effectiveness.

Conclusion

Having conducted a dogged study. The study concludes that foreign firms have to always be concerned about the indigenes of the communities' welfare. The welfare should be connected to the philosophy of marketing and society in communities endowed with natural gifts of nature. It involves looking at ensuring that environmental hazards are reduced to the barest minimum. The study should ascertain that basic facilities were established. To ensure that qualified indigenes secure employment with the companies. In the same vein, to ensure that public relations is adequately applied. The study identifies that foreign investors actually tap the natural resources of these communities. As the natural resources are being tapped, some environmental degradation is experienced. Due to this disaster, foreign firms should endeavour to compensate the indigenes. This is to develop the community's workforce and strength and to betterment the standard of living. The firm's creation of a good rapport will induce peace and harmony. Reduction of environmental degradation will improve the health standard of the indigenes.

Recommendations

This study pointed out that these recommendations should be noted and also recommended that these ideas should be considered. The recommendations are:

1. Foreign firms should be concerned about the welfare of communities or indigenes at all times. This should be practised in order to create mutual understanding between the indigenes and the firm's management to avoid chaos.
2. Foreign firms should be eager to provide infrastructure for the indigenes of the

communities. This necessary to be provided by foreign firms to betterment the lives of the indigenes and as well as develop the human strength of the community.

3. Foreign firms should be bothered about the health conditions of the indigenes for them to belong as the firm's priority.
4. Foreign firms should aggressively depend on public relations in order to create good images before the communities or indigenes. This is done to cement belongingness.
5. Foreign firm's management should employ the services of task force to check on pipe lines vandalisation. This is done to safeguard the aquatic life.

Based on the findings, these are applied to showcase how further studies should be followed to improve the marketing and society about the environmental challenges on how to employ or seek healthy conditions concerning the recent challenges experienced.

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