

Effect of Insecurity on Event Marketing In Nigerian Society

¹.Asiagwu Catherine E.; PhD ². Okoro, Oliver C. ³.Ejiofor, Happiness U.; PhD

¹Delta State school of marine technology, Burutu, PMB 1060, Warri, Delta State, Nigeria.

²Department of Marketing Akanu Ibiam Federal Polytechnic, Unwana, P.M.B.1007, Afikpo, Ebonyi State, Nigeria.

³Department of Marketing Nnamdi Azikiwe University, Akwa, Anambra State. Nigeria.

Submitted: 30-08-2021

Revised: 03-09-2021

Accepted: 05-09-2021

ABSTRACT :The study investigated the effect of insecurity on event marketing in Nigeria. This study became necessary following the increasing level of insecurity in almost all part of the country. Related literatures were reviewed. The study adopted descriptive survey research design. The population of the study comprised the management and employees of Guinness Nigeria Plc, Benin. Guinness Nigeria Plc, Benin was chosen for the study because of their track record of involvement in event sponsorship and marketing in Nigeria. Data used in the study were generated through structured questionnaire and analyzed using simple linear regression technique. The result indicates that insecurity has significant negative effect on event marketing in Nigeria. The study therefore concludes that insecurity has significant negative effect on event marketing in Nigeria. The study recommends that companies involved in event marketing must participate or organize events in secured areas where the interest of both the consumers and producer will be adequately protected. They should also work with local and national security agents to protect the consumers, spectators and producers patronizing an event.

Key Words: Event Marketing, Insecurity, Nigeria

I. INTRODUCTION

Nigeria is presently plagued with heightened security crisis manifesting in the form of internal terrorism such as armed banditry, farmers-herdsmen clashes, kidnapping, local crimes, burglary, and insurgency. Unfortunately, while this is resulting in desperate loss of lives in their numbers, it is equally taking a toll on businesses and the country's economy at large. The 1999 Constitution of the Federal Republic of Nigeria specifically states that "The security and

welfare of the people shall be the primary purpose of government". Unfortunately, government on this constitutional responsibility has failed to provide a secured and safe environment for lives, properties and the conduct of business and economic activities. The alarming level of insecurity in Nigeria has increased the crime rate and terrorists attacks in different parts of the country, leaving unpalatable consequences for the nation's economy and business growth. In order to ameliorate the incidence of crime, the federal government has embarked on criminalization of terrorism by passing the Anti-Terrorism Act in 2011. Despite the government efforts, the level of insecurity in the country is still high, and a confirmation of this is the low ranking of Nigeria in the Global Peace Index (GPI) in 2019).

The inability of government to provide a secure and safe environment for lives, properties and the conduct of business and economic activities has led to resentment and disaffection among business investors. This has resulted in communal clashes, and religious violence and crime in different parts of the country that has destroyed lives and properties, disrupted businesses and economic activities, and retarded economic growth and development in Nigeria. No investors whether local or foreign will be motivated to invest in an unsafe and insecure environment. In a globalized world investors are not only looking for high returns on their investments but also safe environment for their investments. Thus the alarming level of insecurity in Nigeria has made the economy unattractive to investors and has slowed down the level of business and marketing activities especially as it relates to event marketing.

Event marketing is a form of promotional activity that associates a brand to a particular

athletic, entertainment, cultural, social or other types of high interest public activity [10]. Event marketing is distinct from advertising, sales promotion, point of purchase merchandising, or public relations, but it generally incorporates elements from all of these promotion tools [20]. [9] noted that event marketing is very important because it reaches people when they are receptive to marketing messages and capture the attention of the people in a relaxed and peaceful atmosphere. The event marketing as a communication tool increases the direct contact between enterprises and consumers. The main reason is that the direct experience supplied by the event is used to promote the interaction between consumers and brand and increase the connection between consumers and brand; through the direct interactive contact, the effect brought by event marketing is more significant [21]. [22] classified the event marketing into sports type, music type, public welfare type, cultural type and charity type.

Event marketing is characterized by freshness, popularity and high contact, through which marketers can enhance the contacts with target consumers and give consumers better perceived value [18]. Thus, if the event marketing can meet consumers' experience required, it can improve the customers' value to a higher level [12]. Event activity is merely the starting point of a successful event marketing and meanwhile plays the role of catalyst in many items, such as, building the brand popularity, increasing sales, inspiring customers, increasing media exposure, improving the cooperation relationship with regions, etc. [23]. Event marketing accompanied by advertising, public relation and sales promotion forms a complete marketing plan, playing the role of building popularity, persuading the potential buyers to purchase the goods or service [8]. No matter the event marketing is small or large; it can successfully integrate the marketing communication tool and play a role of powerful influence [16].

[4] Opined that many companies in Nigeria spend millions of naira on event marketing with sporting activities receiving a greater chunk of event marketing fund in Nigeria. Football (soccer), marathon race, table/lawn tennis, athletics, golf, polo, Olympics and professional league games are the most popular sporting events that attracts sponsorship in Nigeria. Beverage industry, alcoholic beverages, telecommunications, banks and financial services have at one time or the other sponsored some major events in Nigeria. Many Nigerian companies and marketers are attracted to event marketing because it gets their company

and/or the product names nearer to the consumers. By choosing the right events for sponsorship, Nigerian companies can get visibility among their target market. Event marketing and sponsorship makes a lot of Nigerian companies to be seen or heard in the electronic media, where there are restrictions on advertising their products [3].

Companies in Nigeria are finding event sponsorships an excellent platform from which to build brand/product equity and affinity with target audiences, and this act as an excellent public relations tool. Unfortunately, with the lingering security challenges and the inability of the security apparatus of the government to guarantee safety and security in the country, any event that attracts large gathering of people particularly in the crisis prone areas are usually discouraged by government and security agencies. This constitutes a great challenge to companies that are involved in event marketing. The security situation becomes very vital, because events can only be held and becomes very successful in an atmosphere of peaceful co-existence among the producers and consumers, and as well as the various ethnic races in Nigeria. Kidnapping, terrorism, banditry, riots and armed robbery can make an event unsuccessful in Nigeria and worldwide. Based on the foregoing, the study investigated the effect of insecurity on event marketing in Nigeria.

II. LITERATURE REVIEW

2.1. INSECURITY

The concept of insecurity is a crosscutting and multi-dimensional concept which has been subject to debates. Insecurity is viewed differently by different researchers, some associating it with how it affects individual lives and existence. The concept of insecurity would be best understood by first presenting the concept of security. In the view of [2], security refers to "the situation that exists as a result of the establishment of measures for the protection of persons, information and property against hostile persons, influences and actions". It is the existence of conditions within which people in a society can go about their normal daily activities without any threats to their lives or properties. It embraces all measures designed to protect and safeguard the citizenry and the resources of individuals, groups, businesses and the nation against sabotage or violent occurrence [15]. Security however, can be described as stability and continuity of livelihood (stable and steady income), predictability of daily life (knowing what to expect), protection from crime (feeling safe), and freedom from psychological harm (safety or protection from emotional stress which results from

the assurance or knowing that one is wanted, accepted, loved and protected in one's community or neighborhoods and by people around [11].

Insecurity is the state of fear or anxiety stemming from a concrete or alleged lack of protection or inadequate freedom from danger is seen as insecurity [1]. In another view, [1] opined that insecurity is a state of being subject to danger, exposed to risk or anxiety. A person or think is said to be secured when not being exposed to any form of danger or risk of physical or moral aggression, accident, theft or deterioration [7]. Some of the common descriptors of insecurity include: want of safety; danger; hazard; uncertainty; want of confidence; doubtful; inadequately guarded or protected; lacking stability; troubled; lack of protection; and unsafe, to mention a few. All of these have been used by different people to define the concept of insecurity. These different descriptors, however, run into a common reference to a state of vulnerability to harm and loss of life, property or livelihood.

[1] Defines insecurity from two perspectives. Firstly, insecurity is the state of being open or subject to danger or threat of danger, where danger is the condition of being susceptible to harm or injury. Secondly, insecurity is the state of being exposed to risk or anxiety, where anxiety is a vague unpleasant emotion that is experienced in anticipation of some misfortune. These definitions of insecurity underscore a major point that those affected by insecurity are not only uncertain or unaware of what would happen but they are also vulnerable to the threats and dangers when they occur. People engaged in business activity, either directly or indirectly, to satisfy unlimited human wants. Therefore, business has become part and parcel of human existence in particular and global world in general.

[5] defined insecurity as "the state of fear or anxiety stemming from a concrete or alleged lack of protection." It refers to lack or inadequate freedom from danger. This definition reflects physical insecurity which is the most visible form of insecurity, and it feeds into many other forms of insecurity such as economic security and social security. [1] Identified two (2) major sources of insecurity: remote factors, and immediate and proximate factors. The remote factors include: lack of institutional capacity resulting in government failure; pervasive material inequalities and unfairness; ethno-religious conflicts; conflict of perceptions between the public and government; weak security system; loss of socio-cultural and communal value system. On the other hand, immediate and proximate factors include: porous

borders; rural/urban drift; social irresponsibility of companies; unemployment/poverty; terrorism. For the purpose of this paper, insecurity is seen as a chronic threat to human life, territories, states, religious beliefs, properties and institutions among others. It should be noted, notwithstanding, that there is no consensus definition of insecurity since it is often approached from different perspectives.

III. EVENT MARKETING

Event marketing is the design, sale and execution of one-off programmes which might also run for some series. These include seminars, celebrations, anniversaries, competitions, awards and festivals [4]. [13] Viewed event marketing as a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural, social, or other type of high interest public activity. Event marketing is distinct from advertising, sales promotion, point of purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools, event promotion have an opportunity to achieve success because, unlike other forms of marketing communications, events reach people when they are receptive to marketing messages and capture people in a relaxed peaceful atmosphere. Event marketing is growing rapidly because it provides companies alternative to the cluttered mass media, an ability to segment on a local or regional basis, and opportunities for reaching narrow lifestyle groups whose consumption behaviour can be linked with the local event.

The definition of event marketing differs partially from common definition of marketing. Marketing is usually described as managerial process which is responsible for identifying, anticipating and satisfying customer requirements profitably [6] while event marketing is defined more interactive one when the event management interacts with the event participants and visitors [17] one of the critical points in event marketing is to understand that it never stands alone. Event marketing is always in context of the higher marketing strategy, for example and organizational or company strategy. The event marketing always includes public relations, telemarketing, online communications, research and personal selling. The strategy is not dependent on the size of an event but the emphasis can be directed to certain parts of strategy and activities [19].

[14] opined the benefits of events marketing as thus; advertisers are finding it more and more difficult to make themselves heard over the clamour of competing messages. At the same

time, media advertising is growing increasingly expensive; companies are therefore scouting for more efficient options. Events marketing can help companies break through the cluster. Also event marketing allows companies to target specific consumers much more effectively. Event marketing aims at creating goodwill that will translate to sales of products and services. Event marketing is subtle, it is an appeal to consumers at subliminal level. It is soft sell and so consumers defences are down. Instead of trying to persuade a customer through a standard sales pitch, event marketing associates the product with something the customer likes. If the event is successful, the effect on the product is long-lasting [14].

IV. INSECURITY IN NIGERIA AND EVENT MARKETING

The issue of insecurity has hampered industrialization and sustainable economic/business development in Nigeria. Nigeria has witnessed an unprecedented incidence of insecurity ranging from Boko Haram Insurgencies, Armed Robber Attacks, the activities of Fulani Herdsmen; kidnapping, political/religious crisis, murder, and destruction of oil facilities by Niger Delta militants, Child Abduction / Trafficking etc. The alarming rate at which the economic, political, social and religious affairs of the nation are dwindling at present is a real symptom of insecurity. These challenges have made security a pivotal issue especially in relation to business and marketing activities. Investors, foreigners, expatriate and even indigenes of Nigeria are scared about investing and committing their hard-earned resources in lucrative businesses in Nigeria.

Insecurity has affected event marketing negatively. Boko Haram for instance is creating a lot of security problems in northern Nigeria, where thousands of human lives and properties have been destroyed. This has made event marketing the region almost impossible. Apart from Boko Haram, Nigeria has other deadly and destructive activities of ethnic militias like the Odua People Congress (OPC), Movement for the Actualisation of the Sovereign State of Biafra (MASSOB), Movement for the Emancipation of Niger Delta (MEND) which increasingly threaten the lives of consumers and defenceless citizens. There are several ethnic border classes, violent armed robbery attacks, demonstrations and assassinations. These security challenges scares people away from events involving large gathering thereby hampering the opportunity of companies to engage in event marketing activities.

A lot of Nigerian companies are now developing their own events rather than sponsoring

existing events. Brands are now customizing their own events in selected security calm areas because having a customized event provides the brand a total control over the events. This limits the ability of companies to attract customers from areas prone to security issues. This eliminates externally imposed timing demands or other constraints and also removes the clutter problem of having too many sponsors. Also the customized event is developed to match perfectly the brands target audience and maximize the opportunity to enhance the brand's image and sales. Also customization trend offers a good chance that a specifically designed even is more effective but less costly than a pre-existing event. It is too simplistic to conclude that brand and marketing managers/directors should avoid sponsoring well known and prestigious events, like the Olympics or World Cup, which can greatly enhance a brand's image and boost sales volume [20]. A company considers the security implications and the security of its staff, workers and consumers before sponsoring events now.

V. METHODOLOGY

This study adopted descriptive survey research design. Survey method involved the use of structured questionnaire, which was designed to be used to obtain data from respondents. This design was adopted because it is relatively inexpensive and is useful in describing the characteristics of a large population and this ensures a more accurate sample to gather targeted results in which to draw conclusions and make important decisions. The study was carried out in Edo State at Guinness Nigeria Plc, Benin City. The company was selected for the study because it had committed itself to a long term sponsorship; of high profile matches involving the Nigerian national team, the Super Eagles, and other foreign teams. Therefore, the population of the study is made up of the employee and management of Guinness Nigeria Plc, Benin City. A sample of 50 respondents was selected for the study using convenience sampling technique. The study made use of primary sources of data sourced through structured questionnaire. The data generated were analyzed using linear regression technique.

VI. RESULTS

The data sourced from the employees and management of Guinness Nigeria Plc, Benin was sorted out and analyzed using simple linear regression technique with the aid of SPSS. Regression analysis was used to test the effect of

the independent variable on the dependent variable.

The result of the analysis is presented below.

Table 1 Summary of the Regression Model

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
	.026 ^a	.711	.678	1.889	1.995

a. Predictors: (Constant), Insecurity

b. Dependent Variable: Event Marketing

Source: SPSS Version 21.0

Table 1 recorded R square (R^2) value of 0.711 indicating that insecurity explains moderately 71.1% of the variations in event marketing in Nigeria. The Durbin-Watson statistics

value of 1.995 in table 1 showed that the variables in the model are not auto-correlated and are therefore, reliable for predictions.

Table 2 ANOVA Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.275	1	.275	23.077	.002 ^b
Residual	420.925	49	3.567		
Total	421.200	50			

a. Dependent Variable: Event Marketing

b. Predictors: (Constant), Insecurity

Source: SPSS Version 21.0

The F-statistics value of 23.077 with a probability value of 0.002 in table 2 indicated that the independent variable (insecurity) has significant

effect on the dependent variable (event marketing). This result showed that security can account for

Table 3 Coefficient of the Estimates

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.454	1.256		13.899	.000
Insecurity	-.020	.073	.026	-4.278	.002

a. Dependent Variable: Event Marketing

Source: SPSS Version 21.0

Table 3 indicates that insecurity recorded a t-value of -4.278 with a probability value of 0.002 which is statistically significant at 5% level of significance. This shows that insecurity has significant negative effect on event marketing in Nigeria.

sponsorship and marketing. The data generated were subjected to empirical analysis. The study found that insecurity has significant negative effect on event marketing in Nigeria. This finding implies that event marketing will only achieve its goal in a secured environment. The study therefore concludes that insecurity has significant negative effect on event marketing in Nigeria.

VII. GENERAL DISCUSSIONS

The study investigated the effect of insecurity on event marketing in Nigeria. Data were generated from the management and employee of Guinness Nigeria Plc, Benin because of their track record of involvement in event

The study recommends that companies involved in event marketing must assess security situation of the area involved in conjunction with seasoned security experts to ascertain the feasibility of organizing partaking in such event without any

security challenge. They should work with local and national security agents to protect the consumers, spectators and producers patronizing an event. They must organize events in commercial and secured areas where the interest of both the consumers and producer will be adequately protected. Also, incentives and prizes should be used given to customers to encourage them to attend and participate in events.

VIII. FINDINGS

In-view of the introduction highlights, literature review and general discussion of the study, the following findings are made:

1. That any event which is expected to attract large gathering of people especially in the crises prone areas are usually discouraged by government and security agencies as a result of security challenges and the inability of government to guarantee safety of people in the country.
2. That insecurity has significant negative effect on event marketing in Nigeria and as such, it implies that event marketing can only achieve its goal in a secured environment.

IX. CONCLUSION

Based on the above findings, authors conclude that insecurity has significant negative effect on event marketing in Nigerian environments/society

X. RECOMMENDATIONS

Based on the above premise, we offer the following recommendations:

1. That companies involved in event marketing activities should assess the environment and then organize events in secured areas where the interest of both consumers and producers will be adequately protected.
2. That this companies should always work with both the local and national security agents to ensure proper protection of consumers, producers and spectators during an event activities.

REFERENCES

- [1]. Achumba, I.C, Ighomereho, I., & Akpor-Oboro, M.O. (2013). Security, challenges in Nigeria and the implication for business activities and sustainable development. *Journal of Economics and Sustainable Development*, 4(2), 46 – 58.
- [2]. Akin, I.O. (2008). The utility of close-circuit television (CCTV) in intelligence gathering by security operatives in Nigeria. *Proceedings of conference on intelligent security*, Lagos.
- [3]. Ayozie, D.O. (2007). *Integrated Marketing Communication*. Ilaro, Nigeria: Danayo Inc. Coy.
- [4]. Ayozie, D.O. (2020). Event marketing in Nigeria and the current security challenges: Matters arising. *Journal of Advertising and Public Relations*, 3(1), 15 – 24.
- [5]. Beland, D. (2005). The political construction of collective insecurity: from moral panic to blame avoidance and organized irresponsibility, Center for European Studies Working Paper Series 126.
- [6]. Chartered Institute of Marketing (2015). *Marketing Qualifications, Training and Membership from CIM*. Cited 22 August 2015 <http://www.cim.co.uk>.
- [7]. Eme, O.I., & Anyadike, N. (2013). Security challenges and security votes in Nigeria, 2008-2013'. *Kuwait chapter of Arabian Journal of Business and Management Review*, 2(8), 123 – 135.
- [8]. Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, 11, 509-514.
- [9]. Heitsmith, G. (2011): *Events promotions, Get them by their hearts and minds*. In SHIMP (2007). *Advertising, Promotions and Supplemental Aspects of Integrated Marketing Communication*. Orlando, Florida USA: The Dryden Press.
- [10]. Hsu, A.C., & Wang, F.K. (2009). Study on the key element of the religion type event marketing—"Franklin Graham Festival in Taipei" as a case. Symposium conducted at the meeting of Chinese Communication Society, Chiayi.
- [11]. Igbuzor, O. (2011). Peace and security education: A critical factor for sustainable peace and national development, *International Journal of Peace and Development Studies*, 2(1), 1 – 7.
- [12]. Johnny, A., O'Toole, W., Harris, R., & McDonnell, I. (2008). *Festival and special event management*. Australia: John Wiley and Sons Inc.
- [13]. Kotler, P. (2009). *Marketing management*, 8th Edition. New York, India: Prentice Hall Press.

- [14]. Ogbechie, (2009). Event Marketing in Nigeria. Journal of Marketing Eric Moore, Lagos, Nigeria.
- [15]. Ogunleye, G.O., Adewale, O.S., Alese B.K., & Ogunde, A.O. (2011). A Computer-Based Security Framework for Crime Prevention in Nigeria, A Paper presented at the 10th international conference of the Nigeria computer society held from July 25th -29th
- [16]. Piesiewicz, J. (2010). Event marketing takes center stage. *Communication World*, 27, 40-41.
- [17]. Raj, R., Walters, P., & Rashid, T. (2013). *Events management; Principles and practice*. London: SAGE Publications.
- [18]. Rungfapaisam, K. (2006). *New tool to gauge event marketing*. Thailand: The Nation.
- [19]. Saget, A. (2006). *Event marketing: Beyond logistics and planning*. Chicago: Dearborn Trade Pub.
- [20]. Shrimp, T.A. (2007). *Advertising, promotion and supplemented aspects of integrated marketing communications*. Forthworth Texas, USA: Dryden Press.
- [21]. Tafesse, W. (2016). Conceptualization of brand experience in an event marketing context. *Journal of Promotion Management*, 22(1), 34 - 48.
- [22]. Tai, K.L. (2009). *Integrated marketing communication*. Taipei: Wu-Nan Book Inc.
- [23]. Zarantonello, L., & Schmitt, B. H. (2013). The impact of event marketing on brand equity. *International Journal of Advertising*, 32(2), 255-280.