

## Effect of Marketing Principles on the Survival of Firms Operating in Insecurity-Prone Environment in Nigeria

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### Abstract

*The objective of the study is to evaluate the effect of principle of place on the survival of firms in insecurity-prone environment in Nigeria, and this would enable firms strategize on survivalist strategies in the midst of challenges. The led to the formulation of the following hypotheses: there is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria; there is no positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria; the principle of pricing makes no positive impact on the survival of firms in insecurity-prone environment in Nigeria and the principle of promotion makes no positive impact on the survival of firms in insecurity-prone environment in Nigeria. Difference in mean statistic was used to test the hypotheses which led to the following findings: there is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria; there is positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria; the principle of pricing makes positive impact on the survival of firms in insecurity-prone environment in Nigeria and the principle of Promotion makes positive impact on the survival of firms in insecurity-prone environment in Nigeria. It was concluded firms are not only survive when all conditions are normal, but also in the midst of tense security challenge if only there is ample security presence. It was recommended that firms should base more emphasis on online production and delivery to circumvent too much reliance on physicality of place in the period of insecurity; firms should work towards high improvement on quality to*

*always attract prospective customers to ensure survival even in insecure times; firms should fix prices at the level that can guarantee survival even in insecurity-prone environment and firms should make Promotion a watch word to increase the quest for survival even in insecure times.*

**Key words:** Insecurity survival of firms, Place, Pricing, Product, Profitability and Promotion.

## 1. INTRODUCTION

The fact that idea rules the world is a maxim that business operates on. Infact, it implies that if there is no idea to move the firm forward, there is no thriving in business. That informs why there is cross fertilization of idea via seminars and conferences to beef up business. The concept of business operationally is built on the idea generation by the entrepreneurs, who uses other resources within reach to achieve business objectives. In the world owner, companies have survived because the board of directors come together and think out strategies called ideas to beat the opponents and gain a greater share of the market. This is very important because in a competitive environment, it is superior strategy that survives the vagaries of competitiveness. So, every business operates to gain a comparative market share relative to other competitors. This ushers the world of strategy. According to Zahra *et al.*, (2019), strategy is the superior idea to outwit an opponent and last longer in business.

How strategy, therefore, achieves this feat is called principle. In other words, principle is the vehicle strategy rides on to achieve its objectives. In the words of Yu & Hang (2017), business is built on notable strategies which vary as there are businesses and managers or administrators. The implication is that every business owner or entrepreneur hovers round idea generation to move the business forward. That implies that firm as a unit of production cannot survive without hug of ideas aimed at minimizing waste and optimizing gains. That is why York & Danes (2018), defines business principle as marketing principles or principles of marketing that elicit marketing ideas companies use for an effective marketing strategy. So, ideas prompt principles, while principles usher strategies. As can be defined by Yazici *et al.*, (2016), goal of the business is what it

wants to achieve at the long run using its present resources, while objectives are the splitting of the goals into operationally achievable quantities in the short run which when all are achieved implies the achievement of the company goal in the long run. The achievement of objectives injects the spirit of ideas' generation and principles of the strategies to be used.

In the words of Wood *et al.*, (2019), principles are the solid rock upon which strategies stand, and the success of business depends wholly on strategy. As can be viewed by Ucbasaran *et al.*, (2017), strategies are the principles upon which product promotion strategies are built. So, marketing principles are used for the effective promotion of either goods or services. In the words of Wood *et al.*, (2019), there are majorly four marketing strategies called marketing mix, and they are: product, pricing, promotion or place. These are internal variables that the management can control. But business is not all about the company. In fact, the company operates in an environment which it cannot control without submission of others in control.

These elements of the external environment imply that the business operators have to be condition takers. But to interpret the effects of the external factors, management has to apply lots of principles and strategies which vary as there are businesses because they cannot be quantified as management cannot control the effects on the company. Government policy, behavior of customers as controllers of quantity demanded as well as the foreign environment are some of these uncontrollable factors which management cannot decipher with accuracy, their individual and collective effects on the business.

The concept of place implies that the marketer has to undertake the process of encouraging business location in a place where there are many prospective customers. Place in Marketing bespeaks of the place where the goods are sold. It could be physical market place or online market place where physical contact is not necessary for marketing to take place. In the view of Vecchiato (2017), the concept of place is a function of the type of product. If the product is heavy like cement and of much national interest like crude oil, place is usually where the raw material is naturally located. Countering the over bloated concept of place in marketing, Welter *et al.*, (2018), note that transportation has bridged the gap between the producer and the consumer of products and services including the so called heavy products, so that the

marketer has to concentrate on securing the customer willingness to use the product and not where the product or service is sourced from, stressing that marketing is primarily a process and not an end game. The principle of pricing has to take into consideration ability of the customer to purchase. According to Ucbasaran *et al.*, (2017), in Economics, the primary function of pricing is that the consumer must control ability to buy at the given price. To fix price, the Marketer has to therefore, take into consideration the existing price of the product in the common market to determine whether he is to be a price leader or a price follower or a price maintainer. The concept of the product is at the helm of marketing as a process. According to Winborg & Landström (2018), the product concept is beamed by the prospective consumer location by the marketer as he goes on field survey, and reports back to management who takes decision on where the product is to be produced, how it is to be produced, the quality of production expected, the time for the production as well as the best type of delivery to the final consumer. All these are done with respect to the market survey done by the marketer to locate the prospective consume, which explains why Marketing is regarded as a process that can be improved at any relevant time, and not an end itself. The final principle of marketing considered widely is promotion. According to Winborg & Landström (2018), promotion answers to the methodologies used by the Marketer to boost patronage of the product or service. It embraces all aspects of communication like: electronic media, print media, online media as well as oral media.

This is a global perspective of analyzing marketing. According to Wang *et al.*, (2018).

in United States of America, marketers are guided by principles that give them wider leverage to freely locate the prospective customer by elaborate communication techniques, which has elicited too many benefits to their respective firms. In United Kingdom note Welter *et al.*, (2018), many conglomerates like Leventis United Plc, depend on the application of Marketing principles to survive. According to Yin (2015), they survival of coffee production in Kenya over several years is hinged on articulate application of marketing principles and strategies. In Nigeria also, it is unthinkable for such companies as to Coca Cola Plc, Cadbury Plc, Nestle Nigeria Plc and the rest, to operate without effective application of principles of marketing.

Security is a primordial concern of firms operating anywhere . In Nigeria, security has been heightened, and has hindered the progress of many firms , especially in such areas that are facing the most of the challenge. Being that the menace of bandits, bokoharam, ansaru, insurgents who all are islamists, firms face lots of challenges of low productivity and folding up all together. Product planning, promotion and sales, all take place within the ample space of security.

The survival of the business hinges on the effectiveness of business principles and strategies that are both controllable and uncontrollable. But in the external uncontrollable variables, all that the business can do is to reduce the perceivable effects on the business by devising other internal strategies. Marketing as a management process moves goods and services from the idea of production of the product, through the production itself to the consumer at last. Which means that marketing is essentially pro-active in nature because it starts from the market survey of the likelihood of the production of the product as can be expressed by prospective consumers, to the production itself, and finally stops when the product or service has been finally delivered to the final consumer.

It is, therefore, only when marketing in all its ramifications has been applied that the firm can survive. This Research evaluates marketing principles for survival of firms in insecurity economy: the case of Nigeria. That implies determining the effect of marketing principles on the survival of firms operating in insecurity-prone environment. A case study of Nigeria .The independent variable is marketing principle, while the dependent variable is survival of firms. The select proxies of the independent variable are the marketing principles of : Product, pricing, promotion and place. Survival of firm is measured by such variables like: profit after tax, return on investment, return on assets as well as return on equity.

### **1.1 Statement of the Problem**

Marketing is a process of marketing principles and strategies. One of these principles is the place where the product is taken to or the product is stored for sales. Modernity has made it that physical meeting is no longer necessary for marketing to take place. This line of action is hinged on good knowledge of online marketing strategies both on the side of the marketer and on the buyer's side. Incidentally, many buyers are not duly informed on the use of online marketing. This snag has limited lots of patronage due to firms by

many a prospective . The issue of product is a factor that needs consideration since satisfaction is the hall mark of patronage. Often times, most products do not meet the aspirations of consumers who express their wish by cutting down on patronage. The firm loses returns on investment and profit after tax decreases. Once the product loses patronage due to quality, the product life circle reduces to the barest minimum until the product dies off. Another issue worthy of consideration is that of pricing. Many firms fix prices of their product irrationally without reference to reasonable outcome of market survey. They try to lead the market without taking necessary measures to reflect all aspects of the their products to the prospective consumers. Once these prospective consumers procure the product, and after use, the assessment falls below expectation, and so, the image of the firm drastically reduces, leading to the folding of the firm. The final problem is that of the promotion. Many firms neglect the use of all media, not just one, to exploit the marketing of their products which implies that lots of prospective buyers are not located which could have beefed up reward for the company.

### **1.2 Objectives of the Study**

The purpose of the study is to evaluate the effect of marketing principles on the survival of firms operating in security-prone environment in Nigeria. Specific objectives include:

1. To evaluate the effect of principle of place on the survival of firms in insecurity-prone environment in Nigeria.
2. To examine the influence of principle of product on the survival of firms in insecurity-prone environment in Nigeria.
3. To study the effect of the principle of pricing on the survival of firms in insecurity-prone environment in Nigeria.
4. To assess the influence of the principle of Promotion on the survival of firms in insecurity-prone environment in Nigeria.

## 2. MATERIALS AND METHODS

### 2.1 Components of Marketing Principles:

#### Product Principle:

This category focuses on the benefits and features of the product as well as product interaction. In understudying the product principle, Yazici *et al.*, (2016), observes that some pertinent questions asked include:

1. Who wants the product and why?
2. What needs does it satisfy?
3. Does it solve problems for the consumer, or help them overcome challenges?
4. Which of the product's features help it meet the needs of the consumer?
5. Does the product have a competitive advantage? If so, what is it? A competitive advantage note Tehseen *et al.*, (2019), is something the product has that makes it stand out from competitors' goods. It could be the price, quality, a guarantee, or after-sales service.
6. Ask representative samples of consumers to try out the product. In this question, Spithoven *et al.*, (2017), advice that it is necessary for the marketer to take careful note of their feedback regarding its pros and cons. Also, ask them whether the product lacks features. Ask them how it compares to competing products.

As can be recorded by Tripsas (2017), productivity has been affected greatly by insecurity in Nigeria to the extent that many firms are folding or are planning to fold despite brighter chances of higher productivity and addition to value.

#### Place Principle:

Place takes charge of location of the firm, that is where the product is manufactured. This place of production determines Where the manufacturer makes the product, and where people buy it can significantly influence its price. According to Seawright & Gerring (2018), Location can also affect customer service and how promptly the marketer can respond to orders and customer requests. As can be recorded by Xi, Yu, Wang & Zhou (2017), the following factors can be considered when considering the place principle:

1. Where best can the production site be located?
2. Where is the best place to sell it?
3. Where are consumers or potential purchasers going to look for it?
4. How are you going to get the product to where the consumers are? Is this a B2B or B2C product? According to Secundo *et al.*, (2017), B2B means business-to-business, while B2C means business-to-customer. In other words, are you going to sell to businesses or directly to consumers? With some products, the government is the main customer. The government might even be the only customer. A company that sells mainly to the government is a B2G (business-to-government) business. Defense contractors are usually B2G businesses.

Of all the principles or strategies of marketing, place is the most affected by security challenge due to location and localization of firms. According to Sequeira *et al.*, (2018), in Nigeria, the sitting of firms in Sokoto or Maiduguri or Jos or Makurdi or Gusau or in any Northern state most primarily be determined by the extent of security upkeep available. Though this security challenge is reduced by current online marketing that has no physical contact, But the physical product to be delivered must be kept somewhere that must be secure before delivering it online.

#### **Price Principle:**

Price is a key factor that affects customer product patronage after known quality. Once the quality of a product is acceptable widely, the price would go up. This makes the firm to be the price leader in the market. As can be recorded by Salder *et al.*, (2020), the price of a firm's product can determine many things, including profit margin, returns on investment, returns on asset, returns on equity, profit after tax as well as investments for future growth, adding that price also determines what kind of discounts or special deals you can offer.

The customer must be made to believe that the fixed price is worth the quality of the product. However, when this is not the case, and usually at the long run, the customer comes to understand that the product is not worth it, it portends a bad omen for the product patronage. So, to the consumer, quality comes before product. To be impactful, product's price must be competitive. If there are rivals in the marketplace, the firm takes much precaution to fix its own price. In the view of Senyard *et al.*, (2019), product pricing is highly affected by security situation since price is attached strongly



to patronage, as can be envisaged on the situation in Zamfara State where virtually all firms have folded due to security irrespective of price of the product.

#### **Promotion Principle:**

This is making people know about the firm's product. The concept of this category is that a best quality product not known is useless to the prospective consumer, and a very bad quality that is available is this preferable. Therefore, if a firm want people to buy its product, it must make sure the prospective consumers know about it. According to Roy *et al.*, (2018), among the four marketing principles, promotion is one that many people do not take seriously enough. The message type and messenger must be determined in advance. The messenger is the communicator which could be human is material. It is material if it is does via respective media like: electronic, print as well as online or internet. Oral media is chiefly human, but it uses materials like megaphone or loud speakers which amplify the human voice. Electronic media does not amplify the human voice, but beams it to a very wider, if not global community. The print media is limited to the literate community that actually read the particular newspaper, making its use very limited. This ushers the issue of target audience, which the marketer must really focus on in order to make meaningful impact. As can be recorded by Sahut & Peris-Ortiz (2017), promotion works well in a secure environment, exemplifying that in Maiduguri, even the most meaningful promotion strategy cannot work out higher patronage because of prevailing insecurity of life and property.

## **2.2 Importance of Marketing Principles to the Firm.**

### **1. Raising Brand Awareness**

This is makes the firm's brand of the products or service very known to the public which mobilizes customers for patronage. It helps create strong clientele base for the product of the firm amidst competitors.

### **2. Generating Traffic**

They help place the firm properly on the product's lead table in the market judging from extent of patronage . If the firm has website, it helps build traffic on the site

with the growing the number of visitors to the site means getting more qualified leads which ultimately increases firm sales. An effective marketing strategy helps the firm via this process.

### 3. Increasing Revenue

By selling every time via increased marketing strategy, the firm ultimately increases profit as the clientele base improves. By optimizing firm's website and creating email campaigns, determining the best strategy, the firm makes profits to b afloat.

### 4. Building Trust in the Brand

By creating a high level of trust in the brand, the firm enjoys high level of customer loyalty and repeat purchases. According to Sarasvathy (2019), this not only increases revenue but also leads to great reviews both online and by word of mouth, which is still one of the most effective types of promotion.

### 5. Tracking the Firm's Metrics

In the words of Shepherd (2018), metrics are incredibly helpful when it comes to creating your marketing strategy. They not only drive the strategy and help track its progress but also inform what can be adapted or adjusted to continually optimize your campaigns.

## 2.3 Product Likeability

Every marketing strategy is designed to solve one problem. So, there are many marketing strategies as there are problems to be solved. According to Pirolo & Presutti (2020), there are many marketing principles which include:

1. **Marketing Plan:** All the principle-powered strategies (pricing, promotion, product and place) mapped into one is called Marketing plan. Every business must have a plan, as well as every marketer on how to get the goods across to the required customers. Every marketer has to discover his marketing plan, market it to the prospective consumers of their products. Plans generally are subject to change at any time, so does marketing plan. No firm can achieve its goals and objectives

without effective marketing plan. According to Rosenbusch *et al.*, (2019), the progress of a good marketing plan cannot be made in a tensed security situation as the one in Uzowni in Enugu where farmers are afraid to go to farms to harvest rice due to insecurity.

2. **Direct Marketing:** Direct marketing communicates to the audience and gets feedback from the same audience, which makes it a two-way thing to procure customers reactions and aspirations on a particular product and the need to develop a new one to match their demands.
3. **Email Marketing:** Email marketing means that the customer is sent e-mail on the product. This is very personal and makes it one of the most profitable and effective techniques in terms of return. The only caution to be taken is that the message must be well explained since it is personal and nobody will be there to do the explanation.
4. **Mobile Marketing:** Mobile marketing uses mobile platforms which assembles all marketing campaigns and actions to focus only and only on mobile platforms and applications (like Smartphones and Tablets). In the words of Ritala *et al.*, (2015), mobile marketing cannot be rosy in an unsecure environment.
5. **Viral Marketing:** It uses all media to get across to the general public, especially the internet. Every marketer and producer would like their product to go viral.
6. **Performance Marketing:** Performance marketing aims at achieving results whichever way the strategy goes. In other words, the methodology used by each strategy is aimed at achieving results which can boast performance. In the words of Morris *et al.*, (2015), there cannot be any good result in performance marketing in a security-tensed situation.
7. **Inbound Marketing:** It is an internet marketing that creates valuable content to attract qualified web traffic, thereby creating a strong clientele base in the internet for the eventual final patronage.

### Empirical Review

1. **Empirical Studies in Line with Objective 1: To evaluate the effect of principle of place on the survival of firms in insecurity-prone environment in Nigeria.**

George (2015), conducted a research on location of firms is affected by insecurity by taking Water plant firm at Kano. 10 employees were interviewed: 6 (60%) agreed that the place the firm is located is prone to attack, 30 (30%) are of the opinion that with external security setup well functioning the place of location, though may near attack base of insurgents, is protected. 10 (10%) did not make any comment. In conclusion, it was stated that the Nigerian situation frustrates any location of business in a place where security is prone. It is recommended that government has a duty to play to make firms realize their objectives. So, we concluded that place of location and place of procuring the product are of utmost importance to the success of firms.

**2. Empirical Studies in Line with Objective 2: To examine the influence of principle of product on the survival of firms in insecurity-prone environment in Nigeria.**

Baker & Nelson (2015), conducted a research work on product quality and packaging affect firm survival by interviewing 20 employees of Cadbury Nigeria plc Port Harcourt. 13 (65%) are of the view that security influences the product sales of product in the city and in places that are not secure. The rest said that Nigerian government have not done enough to provide enough security for the firms to operate freely. It is concluded that firms operate in insecure environment in Nigeria. It is recommended that firms should ensure that their products are of high quality to compete in a good environment of free market economy.

**3. Empirical Studies in Line with Objective 3 : To study the effect of the principle of pricing on the survival of firms in insecurity-prone environment in Nigeria.**

Anderson (2009), conducted a research work on how product pricing is used to ensure firm security by interviewing 50 members of staff on Coca Cola plc 9<sup>th</sup> Mile Enugu. 40 (80%) are of the Nigerians are too prone to prices of products and patronize according to hoe cheap the products are, and so may defy security challenges to go for the product. 20 (20%) stated that security poses no challenge to pricing policy. It is concluded that pricing really affects product security. It is

recommended that firms should fix the prices of their product based on affordability and security .

**4. Empirical Studies in Line with Objective 4 : To assess the influence of the principle of Promotion on the survival of firms in insecurity-prone environment in Nigeria.**

Sheppard (2018), conducted a primary study on the influence of the principle of promotion on firm security and survival by taking 10 senior members of staff of Kaduna Polyvinyl Product plc on interview. 7 (70%) agreed that firms make promotions to reflect their security challenges to solve decline in sales to beef up rewards and stay in business; 30 (30%) rather said that firms that engage in massive promotion are those that produce relatively low quality products that are in places of security challenge. It is concluded that firms that engage in promotion are firms that want to succeed in business. It is recommended that firms have to be promotion –conscious all the time to remain afloat.

**Gaps in Empirical Review**

Lubatkin *et al.*, (2016), stated that product promotion is vital to growth of the firm, but did not explain how security of life and property can hinder engagement in product promotion. Also, Bodlaj & Čater (2019), while stating that firms use pricing to attract customers or dispel them, did not state the effect of security that can forestall products at all cost. In the same way, Schumpeter (2019), while noting that location of a product matters a lot in determining patronage did not foresee a situation that insecurity can itself hinder the location of the firm or shift it or even cancel the idea of its production in any place. All these gaps shall be filled by this study.

**2.4 Design of the Study**

The study made use of primary and secondary data for the study, The primary took care of the questionnaire raised to address the pertinent and boiling issue of the moment. The secondary data took care of the recorded observations of people over the years. The study evaluated the marketing principles for survival of firms in insecurity economy: the case of Nigeria. That implies determining the effect of marketing principles on the survival of firms operating in insecurity-prone environment in Nigeria. The

independent variable is marketing principles, while the dependent variable is survival of firms.

The questionnaire were raised, where leading questions were completely avoided. The questionnaire was raised in such a way that the respondents were given ample chance to respond the way they chose to Cluster Sampling was used to gather people together. Then the respondents were not manipulated in their responses. This implies that simple random sampling was used to address people's responses, while both cluster and stratified random samplings were adopted to cover respondents from various areas .

Whereas the primary sources were used to raise unleading questions that gave wide latitude to the respondent, and the interviews as well as direct observations made, the secondary data were sourced from libraries, internet, textbooks and journals.

## 2.5 Population of the Study

The population consists the summation of all the national figures of Nigeria which was calculated to be 200 million.

### Sample Size Determination and Distribution

The sample Size id four hundred (400), which is calculated from the population figure using the Yameni Statistical formular (1967)

$$N \div 1 + N e^2$$

$$N = 200,000,000$$

$$1 = \text{a Constant}$$

$$e = \text{a statistical sampling error taking here at } 5\% = 0.05$$

$$= 200,000,000 \div ( 1 + 200,000,000 (0.05) (0.05) ) = 400$$

So, 400 respondents in Nigeria were administered with the questionnaire .

The study , therefore , selected three manufacturing firms : Cadbury Nigeria Plc, Coca Cola Nigeria Plc as well as Nestle Foods Nigeria Plc, and distributed questionnaire as:

Cadbury Nigeria Plc Port Harcourt : 101

Coca Cola Nigeria Plc	Aba	:	179
Nestle Foods Nigeria Plc	Lagos	:	120
Total			400

Majority of the respondents are not well lettered which prompted the researcher to use the services of Research Assistants in explaining the details of the questionnaire to reach the respondents in Pidgin English.

Simple Percentage Distribution was adopted to address the questionnaire. While sampling distribution statistic was employed to test the hypotheses.

## 2.6 Data Analysis and Presentation:

### Analyzing the Research Question

The following research questions are raised for the study:

**What effect has principle of place on the survival of firms in insecurity-prone environment in Nigeria?**

Out of the 400 people, 240 (60%) said that principle of place is vital to the survival of firm since it determines how far a product is from the prospective consumer. And in a period of insecurity, the more nearer to the consumer the factory is, the better for patronage. 140 (40 %) are of the pinion that since physical contact is no longer necessary in getting most consumers due to information age, the principle of place should be modified to accommodate the change. So, we conclude that in an insecure environment, place is a factor that every consumer considers as to nearness or farness of the product.

**What is the influence of principle of product on the survival of firms in insecurity-prone environment in Nigeria?**

Out of the 400 people, 320 (80%) noted that product survival has to take into consideration the fact that security challenge can obscure demand and reduce the optimization of value of the product; 80 (20%) agreed to that but added that quality has a crucial role to attract the consumers even in times of serious insecurity. So, we

conclude that product principle and strategy can survive security challenge by articulate management policy and quality placement.

**How does the principle of pricing affect the survival of firms in insecurity-prone environment in Nigeria?**

Out of the 400 people, 280 (70 %) responded that pricing can mar or make a product patronage, all depends on how management fixes it, and changes it to correspond with the competitiveness in the market. 120 (30%) agreed but added that in period of insecurity the firm value is at stake as there is corresponding low demand, and management has to situate pricing within the affordability of the present consumers. So, we conclude that pricing has great effect on survival of firm in an austere economy.

**How does the principle of Promotion influence the survival of firms in insecurity-prone environment in Nigeria?**

Out of the 400 people, 250 (65%) said that firms can promote with caution in insecurity period, and added that promotion cannot be physically carried out in a heavily challenged situation. 150 (35%) said that Nigerian security challenge is inimical to productivity and so also to promotion strategy of any firm. So, we conclude that management of firms has a great job to do in promotion strategy especially in insecurity prone situation.

**Hypotheses Testing**

The following null hypotheses are formulated by the study:

**H<sub>1</sub>: There is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria.**

From responses in research questionnaire 1: Proportion of success in the sample = 0.60, proportion of success in the population = 0.60, proportion of failure = 0.40. Using parametric statistic of difference in proportion, the calculated value = 0, which is less than the table value of 1.96. So, the test showed that there is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria.



**H<sub>2</sub> : There is no positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria.**

From responses in research questionnaire 2: Proportion of success in the sample = 0.80, proportion of success in the population = 0.60, proportion of failure = 0.40. Using parametric statistic of difference in proportion, the calculated value = 2.25, which is greater than the table value of 1.65. So, the outcome of the test showed that there is positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria.

**H<sub>3</sub> : The principle of pricing makes no positive impact on the survival of firms in insecurity-prone environment in Nigeria.**

From responses in research questionnaire 3: Proportion of success in the sample = 0.70, proportion of success in the population = 0.60, proportion of failure = 0.40. Using parametric statistic of difference in proportion, the calculated value = 1.68, which is greater than the table value of 1.65. So, the test showed that the principle of pricing makes positive impact on the survival of firms in insecurity-prone environment in Nigeria.

**H<sub>4</sub> : The principle of Promotion makes no positive impact on the survival of firms in insecurity-prone environment in Nigeria.**

From responses in research questionnaire 4: Proportion of success in the sample = 0.65, proportion of success in the population = 0.60, proportion of failure = 0.40. Using parametric statistic of difference in proportion, the calculated value = 1.67, which is greater than the table value of 1.65. So, the test showed that the principle of Promotion makes positive impact on the survival of firms in insecurity-prone environment in Nigeria.

### 3. RESULTS

After testing the hypotheses, the following were discovered:

1. There is positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria.

2. There is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria.
3. The principle of pricing makes positive impact on the survival of firms in insecurity-prone environment in Nigeria.
4. the principle of Promotion makes positive impact on the survival of firms in insecurity-prone environment in Nigeria

#### 4. DISCUSSION

The study discovered that there is no significant difference between principle of place and the survival of firms in insecurity-prone environment in Nigeria. This tallies with the view of Woodside (2018), in the literature review that survival of firms is synonymous with where the firm is situated. The study found out that there is positive correlation between principle of product and the survival of firms in insecurity-prone environment in Nigeria. This agrees with the observation of Argote & Ingram (2016), in the literature review that quality of product pushes people to go for it from afar defying even security challenges. The study found out that the principle of pricing makes positive impact on the survival of firms in insecurity-prone environment in Nigeria. This is in tandem with the view of Acs *et al.*, (2017), in the literature review that pricing is what drive customers make voluptuous demands of a product or not. The study discovered that the principle of Promotion makes positive impact on the survival of firms in insecurity-prone environment in Nigeria. This is in tandem with the view of Barney *et al.*, (2020), in the literature review that promotion is the chief corner stone of massive demand, which is only checked by insecurity in the designated area.

#### 5. CONCLUSION

Marketing "process" involves researching, promoting, selling, and distributing firm's products or services. Researching involves all application of academic lectures and project recommendations to come up with the products that satisfy customer needs. That implies that the marketer carries out market survey on the general public in a certain area to locate prospective customers. The result is taken to the production department to start the production process. After production, the marketer takes up the challenge of promoting the physical product to include wider prospective buyers and communicating with them, After that, the requisite price is

fixed after due regard to the ruling price in the market. The place requires the marketer to locate the real and unreal place and the means to send the product to the final consumer. All these are subject to the state of security in the environment of both purchase and production.

## 6. RECOMMENDATIONS

The following are hereby recommended:

1. Firms should base more emphasis on online production and delivery to circumvent too much reliance on physicality of place in the period of insecurity.
2. Firms should work towards high improvement on quality to always attract prospective customers to ensure survival even in insecure times.
3. Firms should fix prices at the level that can guarantee survival even in insecurity-prone environment.
4. Firms should make Promotion a watch word to increase the quest for survival even in insecure times.

## 7. REFERENCES

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