

Beyond Consumer Safety: How Does Global Insecurity Affects the Sustainability of Entrepreneurial Marketing in Nigeria?

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Abstract

The increasing level of insecurity across the globe is the motivation that prompted this study which demands for keen international and national discourse. Global insecurity especially as it affects entrepreneurial marketing sustainability in Nigeria especially in Anambra State is a problem that demands a realistic assessment for urgent attention. Therefore, this research work examined the effect of global insecurity on the sustainability of entrepreneurial marketing with empirical evidence from Anambra State of Nigeria. Specifically, the research work investigated the effects of insurgency, militancy, terrorism, banditry and farmers-pastoralists clash on sustainability of entrepreneurial marketing in Nigeria. In the course of the study; relevant literature was reviewed and the related theories that formed the theoretical grounding of this study discussed. The research adopted a descriptive research design using the survey method. The methodology to arrive at dependable solutions based on identified objectives was followed. The hypotheses developed to guide the study were tested using structural equation modeling at 5% level of significance. The findings showed that global insecurity has a significant but negative effect on the sustainability of entrepreneurial marketing in Anambra State of Nigeria. Specially, the study found that insurgency has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria. The study also found that militancy has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria. The findings revealed that terrorism has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria. The study also found that banditry has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria. The findings showed that farmer-pastoralist clash has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria. The study recommended amongst others that government, entrepreneurs and other stakeholders should join hands to end insecurity challenges so that the activities of entrepreneurial marketing be sustained.

Key words: Global Insecurity, Sustainability, Entrepreneurial Marketing, Anambra State Nigeria

1. INTRODUCTION

The increasing level of insecurity across the globe is the motivation that calls for international discourse. Global insecurity is an issue of universal concern which demands a realistic assessment for urgent attention. Insecurity is a state of fear and restlessness (Asiagwu, Okoro & Ejiofor, 2021). The Regrettably, the global insecurity affecting the international community or greater parts of it is a condition of disarray, chaos, anarchy, mayhem, disorder, general unrest, uproar, episodic disruptions, pandemonium as well as upheavals. Global insecurity often coexists with global orderliness; apparent manifestations of lawlessness and confusion in particular geographic locales. Indisputably, some incidents, happenings and occurrences in the economy may lead to insecurity. In African countries like Nigeria, Sudan, Somalia, Benin, Chad, Angola and Malawi; the effect of insecurity on gross domestic product is highly deplorable. In Nigeria, the incident of Unknown gunmen, Boko haram insurgency, the famous Niger Delta Militants, Fulani Herdsmen, Nigeria Delta Avengers, agitating faction from proscribed Independent People of Biafra (IPOB) and other agitating groups like Ariwa faction group and Pro-Oduduwa Republic group, Movement for the sovereign state of Biafra (MASSOB), Afenifere group, Islamic Movement of Nigeria (ISN) is still a major challenge that needs urgent attention (Ndubuisi-Okolo & Anigbogu, 2019). In Asian continent like Iraq, Malaysia, Iran, Syria, Israel, Afghanistan; the high rate of insecurity still left much to be desired. In Asia, the activities of Al-gaeda, the Islamic State of Iraq and Syria (ISIS), the Taliban group of Afghanistan and other furious groups have contributed to high incident of insecurity and global unrest. In Europe, the increasing level of conflicts among nations such as Russia and Gaza has led to global insecurity, mass destruction of lives and properties as well as unsettlement of inhabitants (Ajayi, Ojo, Jimoh & Chinansa, 2022).

However, all these upheavals have drastically affected the international accord among nations. In Nigeria, the nature of insecurity appears to be regionalized: insurgency and boko haram in the north, kidnapping in the east and south, ritual killings in the west and assassinations across the nation (Ayozie, 2020). The Global Security Index (2017) reported the insecurity challenges to include; terrorism, armed banditry, militia group agitations, organized crimes, commercial kidnapping, various clashes and farmers-pastoralist clashes. The cause of insecurity in Nigeria is as a result of government failure to provide public services and basic needs to the citizenry. The fallout from this has made the frustrated people to be brutal and violent. However, all these insecurity challenges affect entrepreneurial marketing globally especially in Nigeria (Tume, 2024). Thus, the increasing level of insecurity across the globe is the motivation that prompted this work which calls for international and national discourse. Global insecurity especially as it affects the sustainability of entrepreneurial marketing is a problem that demands a realistic assessment for urgent attention (Anetoh et al., 2025). Therefore, this study is an attempt to explore the effect of global insecurity on the sustainability of entrepreneurial marketing with special reference to Anambra State of Nigeria. Accordingly, the present study investigated the extent to which global insecurity has affected the sustainability of entrepreneurial marketing so as to close the knowledge gap and also broaden the extant literature. The researchers proffered path-breaking policy recommendations based on findings from this study for decision-making purposes.

1.2. Objective of the Study

The main aim of this study is to investigate the effect of global insecurity on the sustainability of entrepreneurial marketing in Nigeria using Anambra State as a point of reference. The specific objectives of this study are to;

1. determine how insurgency affect the sustainability of entrepreneurial marketing in Nigeria.
2. examine the effect of militancy on the sustainability of entrepreneurial marketing in Nigeria.
3. ascertain how terrorism affect the sustainability of entrepreneurial marketing in Nigeria.
4. investigate the effect of banditry on the sustainability of entrepreneurial marketing in Nigeria.
5. assess the effect of farmers-pastoralists clash on the sustainability of entrepreneurial marketing in Nigeria.

1.3. Research Questions

The following research questions were raised based on the objectives of the study.

1. To what extent does insurgency affect the sustainability of entrepreneurial marketing in Nigeria?
2. What is the effect of militancy on the sustainability of entrepreneurial marketing in Nigeria?
3. To what degree does terrorism affect the sustainability of entrepreneurial marketing in Nigeria?
4. What is the effect of banditry on the sustainability of entrepreneurial marketing in Nigeria?
5. To what extent does farmers-pastoralists clash affect the sustainability of entrepreneurial marketing in Nigeria?

1.4. Hypotheses

Based on the objectives of the study and the research questions raised, the following hypotheses are formulated in their null structure to guide the study;

HO₁: Insurgency has no significant effect on the sustainability of entrepreneurial marketing?

HO₂: Militancy has no significant effect on the sustainability of entrepreneurial marketing?

HO₃: Terrorism has no significant effect on the sustainability of entrepreneurial marketing?

HO₄: Banditry has no significant effect on the sustainability of entrepreneurial marketing?

HO₅: Farmers-pastoralists clash has no significant effect on the sustainability of entrepreneurial marketing in Nigeria?

1.5. Significance of the Study

It is expected that this study will be of immense importance and beneficial to the government by helping them to make formidable policies that will help to reduce global insecurity challenges both in Nigeria and abroad. Secondly, entrepreneurial marketing organizations, marketing managers, marketing practitioners as well as other major stakeholders are expected to benefit from this study. They will understand more on the nature, challenges of insecurity as well as measures to mitigate it. This study is equally expected to be of great benefit to academia, students and future researchers by providing relevant secondary data, reference materials and repository database that will help them especially when conducting studies on insecurity. The study is expected to provide valuable insights and as well contribute to the body of knowledge for informed policies formulations and implementations. Finally, it is expected that the relevancy and vibrancy of this study are expected to benefit the government, policy makers as well as the general public.

1.6. Scope of the Study

This study focused on investigating the effect of global insecurity challenges on the sustainability of entrepreneurial marketing in Nigeria. Anambra State was chosen as a reference point as well as the geographical area for the field survey. Insecurity was measured using the following independent variables or constructs: insurgency, farmers-pastoralists' clash, militancy, terrorism and banditry. Sustainability of entrepreneurial marketing serves as the dependent variable of the

study. The unit scope for the study comprises the following: the marketing firm owners, marketing managers, entrepreneurs, marketing practitioners in the selected firms in Anambra State of Nigeria.

2. LITERATURE REVIEW

2.1. Conceptual Review

2.1.1. Global Insecurity

The notion of insecurity is a multi-dimensional concept which is viewed differently by various researchers. The idea of insecurity is better conceived by understanding firstly the meaning of security. Security refers to the state of having absolute protection for persons, information and property against hostile persons, influences and actions. It entails the state by which people in a society can go about their normal daily businesses and other Sustainability without any threats to their lives or properties. Obviously, in a secured nation, citizens are protected and defended against crisis, sabotage, war, violence or crisis occurrence (Ogunleye, Adewale, Alese & Ogunde, 2011). Indisputably, security can be described as stability and continuity of livelihood, predictability of daily life, protection from crime and freedom from physical harm, economic loss, emotional stress and so on. Insecurity therefore refers to state of fear, restlessness, pandemonium, uncertainty, bitterness and rancor (Ndubuisi-Okoro & Anigbuogu, 2019). Insecurity is the state of fear and anxiety due to lack of protection from danger (1). Insecurity is a state of being exposed to danger, risk or anxiety. A person is secured when he or she is not being exposed to any form of danger or risk of physical or moral aggression, accident, theft or deterioration (Eme & Anyadike, 2013). The doctrine of insecurity embraces the following: lacking stability; troubled; want of safety; danger; hazard; uncertainty; want of confidence; doubtful; inadequately guarded or protected; lack of protection and unsafe. It is a state of vulnerability to harm and loss of life, property or livelihood. In addition, 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. Furthermore, there are various forms of insecurity challenges such as violence, property crimes, unemployment, social insecurity, illiteracy, civil war and so on (Anetoh, Anetoh & Ogbunuju, 2024; Alemika, 2012).

2.1.2. Effect of Insurgency on the Sustainability of Entrepreneurial Marketing

Insecurity is a serious as well as critical issue across the globe. Industrial and entrepreneurial marketing Sustainability have been hampered by global insecurity challenges especially in the north and some parts of Anambra State (Ndubuisi-Okoro & Anigbogu, 2019). However, the unprecedented cases of insurgency, unknown gunmen, kidnapping, destruction and vandalization of pipelines by Niger Delta militants, the Sustainability of Boko Haram insurgences couples with the menace of Fulani herdsmen have affected industrial and entrepreneurial marketing in Nigeria and even globally negatively. Unfortunately, the incidence of unknown gunmen, armed robbery, communal crises and other insurgency Sustainability have hampered entrepreneurial marketing sustainability as well as industrialization negatively and these have affected greatly entrepreneurial marketing sustainability as well as the sustainable economic and business development in Nigeria (Asiagwu, Okoro & Ejiofor, 2021). The transportation system (Nwodo et al., 2020) and even new generation banks in Nigeria (Anetoh et al., 2022) are not left out from insecurity challenges.

2.1.3. Effect of Militancy on the Sustainability of Entrepreneurial Marketing

The distressing and alarming rate at which entrepreneurial marketing activities are dwindling due to global insecurity such as militancy is an issue that demands urgent attention. For instance, there are cases of unrest as a result of the activities of militants in most parts of the countries especially

in Nigeria (Okafor et al., 2023). The high rate of insecurity challenges has resulted to imposition of curfew especially in Northern parts of Nigeria (Tume, 2024) and this has affect the sustainability of cottage businesses. Other countries that have militants' insecurity challenges are not left out. Furthermore, in the energy marketing sector, pipeline vandalism by the militants is the order of the day. Indisputably, the case of Niger Delta avengers and militants agitating from one issue to another have affected entrepreneurial marketing sustainability negatively. In addition, even the petroleum manufacturers, upstream and downstream sector, oil explorers and marketers are often confronted by the militant groups especially in Niger-Delta part of Nigeria as well as other places.

2.1.4. Effect of Terrorism on the Sustainability of Entrepreneurial Marketing

Unfortunately, despite the growth potentials of many entrepreneurial marketing firms in Nigeria and beyond; the terrorists pose substantial threats to entrepreneurial, industrial, hospitality and service marketing activities in Nigeria especially in Adamawa, Borno, Zamfara, Maiduguri and Anambra State (Tume, 2024). Nigeria is presently embroiled in a security crisis which has become an unending to most business sectors such as the hospitality and service industry such as hotels, banks and other entrepreneurial ventures (Ajayi, Ojo, Jimoh & Chinansa, 2022). Regrettably, Nigeria has been witnessing unprecedented levels of insecurity, from terrorism to kidnappings. Insecurity has become a serious challenge confronting the nation (Achumba & Akpor, 2013). The threat of terrorism affecting the hospitality and service industry was the crisis in Maiduguri on February 18, 2013, which claimed many lives and loss of properties that prevented people from visiting Maiduguri (Ajayi, Ojo, Jimoh & Chinansa, 2022).

Unfortunately, the ongoing terrorist attacks have reduced entrepreneurial marketing activities in Nigeria. The security challenges currently bedeviling Northern Nigeria is having an adverse effect on the cottage and small scale firms in the country as many marketing organizations and companies are suffering from decline patronage. Even the south-east, north-east and south west are vulnerable to terrorist attacks. Rebellion, robbery and kidnapping have severely disrupted the flow of international tourists and other service providers to Nigeria which have affected us as well as the country's economy. The extent of lives and properties destroyed by recent terrorist attack as well as insurgency activities cannot be quantified. Furthermore, the incessant abduction, bombing and bandits organized by religious militants recognized as armed groups in Nigeria are disturbing and also affecting the growth of entrepreneurial marketing in Nigeria. The situation is worst in the north-western states of Nigeria where people are scared to travel to and even residents flee for their safety. As a result, many companies and businesses have closed and some moved or located to other African countries (Achumba et al, 2013).

2.1.5. Effect of Banditry on the Sustainability of Entrepreneurial Marketing

The effect of insecurity especially the case of the banditry such as kidnappers and armed robbers on entrepreneurial marketing in Nigeria are very alarming and devastating. This study is very important following the increasing high level of insecurity in virtually all parts of the country and even globally. Indisputably, no whether foreign or local will like to invest or domicile his or her business in an unsecured or unsafe environment. In Nigeria, the alarming rate of insecurity has affected many entrepreneurial marketing firms. Even the event and sponsorship entrepreneurial marketing are not left out. Event and sponsorship entrepreneurial marketing that supposed to be a promotional activity that connects a brand to entertainment, sports like football and other activities is marred by global insecurity (Ayozie, 2020). According to Asiagwu, Okoro and Ejiofor (2021)

insecurity in form of banditry has affected entrepreneurial marketing activities negatively. They added that bandits, armed robbers, kidnappers and Bokom Haram sects have created a lot of insecurity problems. In Northern Nigeria, many lives have lost while many properties were destroyed due to the case of banditry and these have greatly affected event and sponsorship marketing unfavourably.

2.1.6. Farmers-Pastoralists' Clash and the Sustainability of Entrepreneurial Marketing

The rising rate of attacks by Fulani herdsmen, pastoralists, bandits, unknown gunmen and terrorists on our farmlands has caused a lot of damages to entrepreneurial marketing sustainability in Nigeria. Many farmers are afraid of going to their farms for agricultural activities. This has led to low productivity as well as high cost of products in the markets. Indisputably, food security is very essential for economic growth and development of any economy (Chima, 2023). Regrettably, insecurity has a negative effect which reduces the sustainability of agricultural marketing across the sphere (Chima, 2023). Furthermore, in the northern parts of Nigeria especially in the north-east, entrepreneurial marketing sustainability have been in jeopardy due to the incidents of Boko Haram, bandits and even herdsmen versus farmers' crisis (Ajayi, Ojo, Jimoh & Chinansa, 2022). However, the displacement of farming activities due to insecurity has led to high incidence of starvation, rise in the prices of food and essential commodity in the market. Food and agricultural insecurity have demonstrated and exacerbated to food crisis especially in the rural communities where most of the conflicts are localized. Therefore, the effect of insecurity especially on food and agricultural marketing activities has a reverberating repercussion to the global economy (Anetoh, Anetoh & Ogbunaju, 2024). Furthermore, food insecurity can be categorized into two types; chronic long-term food insecurity due to prolonged poverty and lack of access to assets and financial resources. The second one is transitory food insecurity which is temporary because of short-term shocks such as unstable local food production, food price and household incomes.

2.2. Theoretical Foundations of the Study

a. Conflict Theory by Bartos and Wehr (2002)

According to Bartos and Wehr (2002), conflict theory states that people engage in conflict in order to attain incompatible goals as well as to express their hostility. The theory assumes that when two or more individuals pursue incompatible interests, they are in a relationship of conflict. The theory also states that conflict can also manifest when people or groups do not necessarily have incompatible goals but feel hostility toward each other. According to the theory, hostility arises out of non-rational decision-making which is impulsive and often at odds with the normal actions or behaviours. The theory assumes that when people of different cultural orientations or ethnic groups come or live together, it must brew conflict which will result in insecurity. In addition, both functionalism and Marxism approaches on conflict agreed that conflict is likely to bring about disorder and insecurity. The link between the present study and this theory is that this study originated from this theory and also anchored on it for theoretical reinforcement.

b. Frustration-aggression Theory by Dollard, Doob, Miller, Mowrer and Sears (1939)

The frustration-aggression theory as propounded by Dollard et al. (1939) is the idea that when people are frustrated they act out aggressively. The theory assumes that people believe that when the things they want are not available, people tend to be frustrated and aggression usually sets in which may lead them put their aggressions on something or someone unrelated or did not cause the aggression. The frustration and aggression theory posit that people are easily irritated or being

anger due to something blocking the achieving of their goals. According to the frustration-aggression theory, this leads to displacement and aggression. The premise of this theory is that the idea of displacement results if a person who is unable or unwilling to take out his/her frustration on whatever is causing it, so he or she takes it out on something unrelated to what is actually causing it. Thus, the relevant of the two theories on the present study is that the major construct of this study which is insecurity originated from these two theories and anchors on them.

2.3. Empirical Review

There are many empirical studies on insecurity. For instance; Okoro (2018) investigated the effect of insecurity management on the Nigerian economy and development. He found that insecurity challenges have negative and significant effect on Nigerian economy. Asogwa et al. (2022) assessed the effect of security challenges on business sustainability of SMEs in Nigeria. They found that insecurity challenges have a negative and significant effect on SMEs performance. Asiagwu, Okoro and Ejiofor (2021) investigated the effect of insecurity on event marketing in Nigerian society. They found that insecurity has a significant negative effect on event marketing in Nigeria. Tume (2024) examined the impact of insecurity on hospitality industry in Gusau methropolis. He found that insecurity has resulted in decreased occupancy rates and low revenues in hotels in Zamfara State of Nigeria. Oriazowanlan and Dominic (2019) investigated the effect of insecurity on Micro, Small and Medium Enterprises (MSMEs) Development in Benin-City, Edo State. They found that operators have reduced their productive hours by closing early because of insecurity challenges. Achumba and Akpor-Robaro (2013) investigated the effect of security in Nigeria and its implications for business and found that insecurity are enormous and complex.

2.4. Operational Research Model for the Study

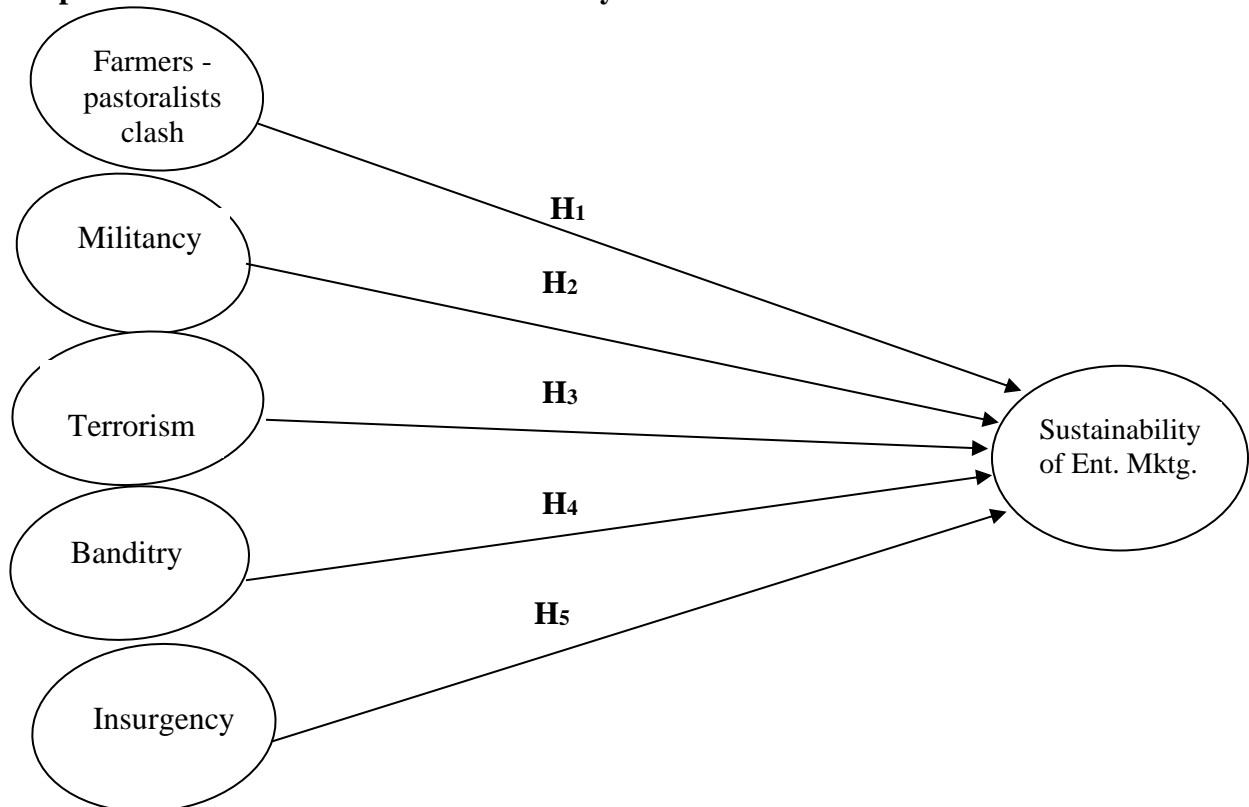


Figure 1: Operational Research Model for the Study

Source: Anetoh, J.C., Anetoh, V.C. and Okoro, E.C. (2025).

The operational research model as depicted on figure 1 is conceptually posited showing the causal relationship between the dependent variables (sustainability) and independents variables (global insecurity challenges) of this study of which the present study empirically investigated.

3. METHODOLOGY

This research work adopted a descriptive research design using a survey method. The geographical area for the survey is Anambra State of Nigeria. The population of this study comprised the entrepreneurs, marketing firm owners and the staff in the selected entrepreneurial firms under review in Anambra State of Nigeria. The population size is 1005 while the sample size is 286 determined using a Taro Yamane formula. The study adopted a purposive sampling technique. The justification for using this sampling strategy is to attain the criteria needed in data generation process because of the nature of this study. Primary source of data was used and sourced from the respondents. The questionnaire was used as the research instrument for data collection. Likert scale was adopted and also modified to suit the context of the present study. The validity and reliability of the research instrument was done to enhance the soundness and internal consistency of the measuring instrument. The reliability value of 0.766 established the internal consistency of the measuring instrument. The researchers employed three field research assistants for the field survey so as to get the needed data. The five formulated hypotheses were tested using structural equation modeling statistical technique at 5% level of significance. Furthermore, the decision rule is to reject the null hypothesis and accept the alternative hypothesis if the p-value is less than or equal to 0.05; the stipulated level of significance for this study. In addition, out of 286 copies of the instrument distributed; only 245 valid copies were used in the data analysis for the study.

4. RESULTS

Table 1: The PLS-SEM Result

Hypotheses	Hypotheses paths	Coefficients	T-values	P-values	Remark
H1	INS -> SUS	-0.521	6.601	0.002	Significant
H2	MIL -> SUS	-0.434	3.129	0.036	Significant
H3	TER -> SUS	-0.617	9.104	0.000	Significant
H4	BAN -> SUS	-0.589	7.678	0.001	Significant
H5	FPC -> SUS	-0.481	5.834	0.013	Significant

Path coeff. is significant at 5% level of significance; if the t-value is ≥ 1.96 , or p-value ≤ 0.05 .

Note = SUS: Sustainability of entrepreneurial marketing

INS: insurgency

MIL: militancy

TER: terrorism

BAN: banditry

FPC: farmers-pastoralists' clash

Source: PLS-SEM Output, 2025.

The hypotheses were tested through bootstrapping procedure in Smart PLS version 3.0 (Hair et al., 2017). The study used the standardized root mean square residual (SRMS), the root mean square residual covariance (RMS_{theta}) as well as normed fit index (NFI) for the assessment of PLS-

SEM goodness of fit. The SRMR value of 0.021, RMS θ value of 0.0301 and the NFI value of 0.912 portrayed a well-fitting model. This connotes that the model is well fitted with the data used and that the threshold for acceptance of the fitness of the model was therefore met. The coefficient of determination (R^2) value of 0.755 showed the substantial power of the exogenous constructs to explain the endogenous constructs. The R^2 value obtained is good because it is even above the threshold of 0.75, 0.50 and 0.25 for substantial, moderate and weak power respectively (Hair, Hult, Ringle, & Sarstedt, 2017). The significance of the model was estimated and evaluated based on the values of the coefficients, statistical t-values and the p-values. Based on the fact that the coefficient should be equal to or greater than 0.20 to demonstrate its significance; the t-value should be ≥ 1.96 while the p-value should be ≤ 0.05 to be significant as proposed by (Wong, 2013).

A careful look on the coefficients, t-values as well as the p-values of the structural model on table 1 revealed that insurgency has a significant but negative effect on the sustainability of entrepreneurial marketing in Nigeria ($\beta = -0.521$, $t = 6.601$ and $p = 0.002 < 0.05$). The implication of the finding is that insurgency significantly but negatively affects the sustainability of entrepreneurial marketing in Anambra State of Nigeria and globally. The finding of the study aligns with the findings of (Asogwa et al., 2022; Ndubuisi-Okolo & Anigbuogu, 2019). A cursory look on the result on table 1 shows that militancy has a negative significant effect on sustainability of entrepreneurial marketing ($\beta = -0.434$, $t = 3.129$ and $p = 0.036 < 0.05$). Therefore, the null hypothesis two (H_{O2}) is rejected and alternative hypothesis two (H_{A2}) accepted which states that militancy has a significant but negative effect on the sustainability of entrepreneurial marketing in Anambra State of Nigeria. The implication of the finding is that militancy significantly but negatively affects entrepreneurial marketing sustainability in Nigeria. The finding of the study is in agreement with the findings of (Okafor et al., 2022; Eme & Anyadike, 2013).

Furthermore, result on table 1 shows that terrorism has a negative significant effect on sustainability of entrepreneurial marketing ($\beta = -0.617$, $t = 9.104$ and $p = 0.000 < 0.05$). Therefore, the null hypothesis three (H_{O3}) is rejected and alternative hypothesis three (H_{A3}) accepted which states that terrorism has a significant but negative effect on the sustainability of entrepreneurial marketing in Anambra State of Nigeria. The implication of the finding is that terrorism significantly but negatively affect the sustainability of entrepreneurial marketing in Nigeria. The finding of the study is in accord with the findings of (Asogwa et al., 2022; Ikenga & Efebeh, 2013). In addition, the result on table 1 indicated that banditry has a significant but negative effect on the sustainability of entrepreneurial marketing in Anambra State of Nigeria ($\beta = -0.589$, $t = 7.678$ and $p = 0.001 < 0.05$). Therefore, the null hypothesis four (H_{O4}) is rejected and alternative hypothesis four (H_{A4}) accepted which states that banditry has a significant but negative effect on the sustainability of entrepreneurial marketing in Anambra State of Nigeria. The implication of the finding is that banditry significantly but negatively affects the sustainability of entrepreneurial marketing in Nigeria and globally. The finding of the study agrees with the findings of (Asiagwu et al., 2021; Ayozie, 2020).

Furthermore, farmers-pastoralists' clash has a negative but a significant effect on entrepreneurial marketing ($\beta = -0.481$, $t = 5.834$ and $p = 0.013 < 0.05$). Therefore, the null hypothesis one (H_{O1}) is rejected and alternative hypothesis one (H_{A1}) accepted which states that farmers-pastoralists clash has a significant effect on the sustainability of entrepreneurial marketing in Nigeria. The implication of the finding is that farmers-pastoralists clash significantly but negatively the

sustainability of entrepreneurial marketing in Anambra State of Nigeria. The finding of the study is in line with the findings of (Ajayi et al., 2022; Chima, 2023).

5. CONCLUSION, RECOMMENDATIONS AND SOLUTIONS

The increasing level of global insecurity precipitated the motivation to embark on this study. The study has provided a path-breaking empirical evidence that global insecurity has a significant but negative effect on the sustainability of entrepreneurial marketing activities in Nigeria and globally. The study therefore concludes that insecurity issues such as insurgency, pastoralist clash with farmers, militancy, terrorism as well as banditry have significant but negative effects on the sustainability of entrepreneurial marketing in Anambra State, Nigeria and all over the world. Based on the findings, the following recommendations and solutions are proffered;

1. Government and other security stakeholders should join hands to tackle insurgency insecurity challenge especially as they affect the sustainability of entrepreneurial marketing in Nigeria and all over the world so as to restore agricultural and food security.
2. Government should ensure effective measures to address militancy issues by creating a National Guard intelligent personnel unit as well as Special Forces unit so as to combat the crisis by the militants that hinder the sustainability of entrepreneurial marketing in Nigeria.
3. Government and entrepreneurs should invest more on physical security measures against terrorism and also foster collaborations with security agency and local authorities so as to create a safer environment for entrepreneurs, workers and consumers.
4. Government and organizations that are in entrepreneurial marketing activities should try to work with security agents so as to guard and protect the entrepreneurs and their employees against banditry.
5. Government should try to look into the circumstances that gave rise to Fulani-herdsmen conflict that negatively affect entrepreneurial marketing activities. They should be more serious in governance, shun corruption, injustice and bad leadership as well as redress issues bordering on victimization, marginalization and discrimination.

6. CONFLICT OF INTEREST

The researchers declare no conflict of interest.

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