

PEACE MARKETING AS A TOOL FOR ADDRESSING THE SECURITY CHALLENGES IN NIGERIA.**Tumba, Monday¹ & Azuonwu, Benneth Elekwachi²****¹Department of Marketing, Faculty of Management Sciences, Ignatius Ajuru University Of Education, Rivers State, Nigeria, ²Department of Marketing, Entrepreneurship and Procurement, Faculty of Management Sciences, Federal University Otuoke, Bayelsa State, Nigeria**¹Email: mondaytumba@yahoo.com, 07063196080,²Email: azuonbenneth12@gmail.com, 07036590862,**ABSTRACT**

This paper explored peace marketing as a tool for addressing security challenges in Nigeria. Data were collected from 131 managers and marketing executives from 30 companies in the south-south region of Nigeria. A structured questionnaire was used to obtain data from the respondents. The data collected were analyzed using descriptive and inferential statistics like Spearman Rank Order Correlation computer software program known as SPSS version 21.0 was used to correlate the duty on the stint variables. The findings revealed that there is positive and significant relationship between per promotion and internal security. The study also found a positive and significant relationship between peace distribution and internal security. A positive and significant relationship was equally found between peace movement sponsorship and internal security. From the findings, it was concluded that peace marketing serves as a tool for addressing security challenges in Nigeria. Based on the findings and conclusion, it was recommended that companies operating in Nigeria should not restrict their marketing activities to products and services alone rather they should include peace marketing in their marketing programs as it would help to address the security challenges facing Nigeria and ensure sustainable peace and security in the country.

Keywords: Peace Promotion, Peace Distribution, Peace Movement Sponsorship and Internal Security

INTRODUCTION

The security challenges facing Nigeria in recent times has become so worrisome to the government and other meaningful citizens of the country. The incidence of armed robbery, kidnapping, ritual killings, assassination, bomb explosion, cult group attacks, Fulani herdsmen attacks and the recent inter-ethnic crisis has continued to pose a threat to internal security. Many people are now living in fear, fear of being the next victims of these deadly attacks. The government is doing everything within her power to ensure the security of lives and properties. This includes increasing the budgets for security and strengthening the security agencies with sophisticated arms to fight crimes across the country. The government have even partner with other neighboring nations and world leaders to ensure the successful fight against the deadly group, Boko Haram (Usman, 2015).

However, despite the efforts made by the government to address the security challenges in the country, more individuals and groups have continued to engage in all sorts of criminal acts to cause fear and tension among the people. As crime rate increases across the country, it becomes imperative for companies to support the government in her efforts to fight crimes and ensure the security of lives and properties. As Ajodo-Adebanjoko and Okorie (2014) rightly stated, the responsibility of protecting lives and properties should not be left in the hands of the government alone as all hands must be on deck to ensure the safety of lives and properties. In this regards,

corporate organizations have a role to play in promoting peace in the country through the practice of peace marketing.

Peace marketing is crucial aspect of social marketing. It is a marketing concept that seeks to understand and develop programs to facilitate conflict resolution (Shabbir, 2010). Peace marketing is embarked upon to change attitude and influence current social behaviour that does not have a direct benefit for individuals, but for the society as a whole (Todua and Jashi, 2016) The advent of peace marketing is based on the premise that marketing can and should be used to drive peace and this should not be viewed as sarcastic, facetious or flippant, after all no other means have brought permanent peace to a nation (Shabbir, 2010). Hence, peace marketing should be tested to see if it provides the mechanism for achieving sustainable peace and security Peace marketing uses communication tools to promote behaviour and attitudinal change. Media events such as press release, festivals and concerts as well as sports events are powerful mediums for stimulating actions of people for peace (Todua and Jashi, 2016). Companies can use press release festivals, concerts and sports events as advertising campaign to promote peace while at the same time growing their bottom lines. Besides, no companies can grow its bottom lines in atmosphere of war or crisis.

Therefore, for companies in Nigeria to strive and growing their bottom lines, they should support the government in her fight against crimes. Grim (2011) noted that companies can make positive contributions to peace by mobilizing advertising campaigns that bring people of various faiths and backgrounds together Internationally, some companies have embarked on peace marketing initiatives as a way of supporting government in her efforts to promote peace and ensure the security of lives and properties. For instance, Coca Cola Company has embarked on advertising campaigns tagged "Coke Small World" campaign a peace marketing initiative used to link people in Pakistan and India together (Grim, 2011) If this peace marketing initiative can be successful in promoting peace between people from different nationalities, then companies operating in Nigeria can embark on peace marketing initiatives to promote peace between the people of different ethnic groups. It is obvious that the security challenges experienced in Nigeria toady emerged from disputes between the various ethnic groups (Hausa, Yoruba, Igbo, Middie belt, Fulani, etc). Hence, companies can make meaningful contributions to peace building and ensure the security of lives and properties by embarking on advertising campaigns that would bring these people of different faiths and backgrounds together and ensure a peaceful co-existence. It is against this backdrop that this study intends to examine peace marketing as a tool for addressing the security challenges in Nigeria.

Statement of the Problem

Nigeria as a nation is presently experiencing the highest level of insecurity in its history. The frequent bombings and hostage taking by Boko Haram sect, armed robbery, assassinations, ritual killings, kidnapping, pipelines vandalization, inter-ethnic crisis and the Fulani herdsmen/farmers clashes have continued to pose a threat to national security. These crimes have become so rampant in some parts of the country and have created so much fear and tension among the citizens and business organizations. This situation has become so worrisome to the government. stakeholders and the general public. Worried by the prevailing insecurity in the country, the government has taken measures to strengthen the security agencies with arms and ambitions to fight crimes across the country The government has also increased the budgets for security in the country.

Despite the efforts made by the government to address the security challenges in the country, the crime rate is still on the increase, creating fear and tension among the citizens. Today, pressure is being mounted on the government by the people to do more to ensure the safety of lives and properties. While all the pressure and attention is being put on the government, corporate organizations have being left out knowing full well that the security of lives and properties is the

responsibility of all citizens and business entities. It is presumed that if companies in Nigeria embrace peace marketing, it will go a long way in addressing the security challenges in Nigeria although there are no empirical studies that backed this claim, this study is an attempt to explore peace marketing as a tool for addressing the security challenges in Nigeria with a view to fill the gap in empirical literature

Aims and Objectives of the Study

The aim of this study is to examine peace marketing as a tool for addressing the security challenges in Nigeria. The specific objectives of the study are as follows:

1. To determine the relationship between peace promotion and internal security in Nigeria
2. To ascertain the relationship between peace distribution and internal security in Nigeria
3. To examine the relationship between peace movement sponsorship and internal security in Nigeria.

The above stated objectives are captured in the conceptual framework below:

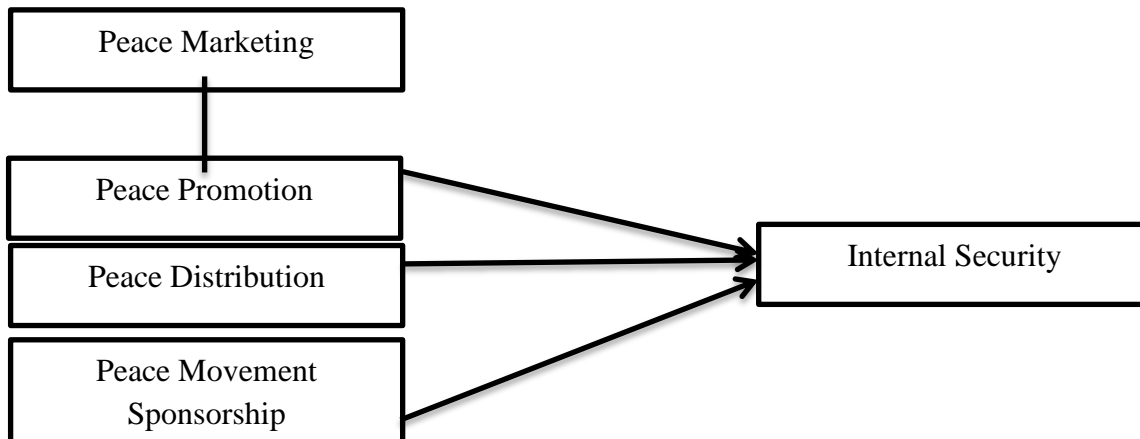


Figure 1 Conceptual Framework
Source: Author's Conceptualization

Implications of the Study

The policy implication of this study is that it will help companies to formulate marketing policy and programs that will promote peace and unity between the different ethnic groups in Nigeria. This study will also enable managers and marketers to understand that the issue of security is everybody's business and should not be left in the hands of the government alone. With this knowledge, managers and marketers will be able to embark on peace marketing initiatives and carry out several advertising campaigns to bring people of different ethnic groups together and ensure a peaceful co-existence. The study also has a significant implication to the government as it will encourage them to work together with business entities to ensure the security and safety of lives and properties. The average Nigerians will also benefit from this study as it would sensitize and educate them on the role in providing relevant information to the security agencies to enable them apprehend criminals. Above all, this study will be useful to students, academicians and researchers as it will add to the existing stock of knowledge which they can use as current reference for future research on this topic or related ones.

Literature Review

Concept of Peace Marketing

Peace marketing is a new concept in marketing. It is a form of non-profit marketing which could fall within the category of public international or social marketing (Todua and Jashi, 2016) Nedelea and Nedelea (2015) stated that peace marketing is a new concept that should be developed because the future depends on the efficiency of marketing campaigns for peace. Bejan (2017) posited that peace is assimilated to lack of wars or the harmony existing within the global society, which generates economical growth and welfare. It represents a need of mankind, need for security and safety, as well as protection and order (Mel.eod in Bejan, 2017). Bejan (2017) stated that peace marketing is based on two principles principle of conflict which means the existence of a balance between interests and abilities; and principle of helix which starts from the idea according to which the intensity of conflicts tends to decrease with time and the cooperation between nations or entities becomes stronger

Peace marketing has become necessary for businesses because peaceful conditions foster trade and increase corporate profitability. Business activities cannot strive or flourish in an atmosphere of war or conflict, hence business entities need to embrace peace marketing (Todua and Jashi, 2016) The idea that companies should market peace is based on the premise that everyone is attached by insecurity and as such it is important for companies to support the government in her effort to achieve sustainable peace and security Woolf (2006) stated that the only way companies can support the government in her efforts to achieve peace and security is through the practice of peace marketing Nedelea and Nedelea (2015) posited that peace marketing tries to influence social behaviours, to change attitudes, habits, not in the benefits of the person who does marketing, but in the benefit of the society in general. They further stated but the development of some programs destined to impose and sustain some causes and ideas that may lead to the salvation of humanity from self-destruction, being essential to understand that the Earth is our home, and that it is our interests to live in peace and harmony on this planet that we like to consider wonderful. Ohiagu (2009) opined that companies need to play a active role in the peace building process through the practice of peace marketing because conflict, violence and insecurity affect business activities.

Security Challenges in Nigeria

Nigeria as a nation is currently facing security challenges in all parts of the country. The country is experiencing different forms of crimes ranging from kidnapping, ritual killings, destruction of oil pipelines installations, cult group attacks, armed robbery, bomb explosion to Fulani herdsman attacks (Usman, 2015). These criminal acts have been on the increase in some parts of the country. In the North, there have been several cases of Fulani herdsman attacks and bombings the Boko Haram Sect. In some parts in the South-West, cultists have taken over some localities carrying out several ritual killings and armed robbery operations. In the South-south region, there has been massive increase in the rate of kidnapping, assassinations, armed robbery, cult groups clashes and pipelines vandalization. In the South-East, there have been series of violent protests by the pro-Biafra group (IPOB) which has threatened the peace and security in the region (Umaru, Pate and Haruna, 2015).

The increasing rate of crime in Nigeria has constituted a threat to internal security According to Ajodo-Adebanjoko and Okorie (2014), the alarming rate of crimes and ritual killings in some parts of the country has posed a threat to national security. Many citizens living in the area where crime rate is on the increase are now afraid of being the next victims of attack. Oladiran (2014) agrees that the massive increase in crime rate especially bombings, armed robbery, cult group attack, kidnapping and assassination in the country have created fear and tensions among the Nigerian

citizens as people are now migrating from the areas where there is insecurity to other parts of the country where there is sustainable peace and security.

The prevailing insecurity in Nigeria has several implications on business firms and investors Achumba, Ighomereho and Akpor-Robaro (2013) noted that the insecurity affects business activities and force investors to leave the country. According to them, business activities cannot flourish in area where there is insecurity. They further stated that once investors are no longer certain of their safety, they will be force to leave the country to invest in other countries where there is sustainable peace and security. Ewetan and Urhie (2014) argue that if investors leave the country as a result of insecurity, it will affect the economy of that country as workers will be retrenched thereby increasing unemployment rate and poverty, and the Gross Domestic Product (GDP) of that country will decline while inflation rate will rise due to shortage in supply and increase in demand for the products of the companies that have left the country

Relationship between Peace Marketing and Internal Security in Nigeria Peace Promotion and Internal Security

Peace promotion is defined as a marketing activity embarked upon by companies to create public awareness on the need to shun violence and embrace peace (Foegen, 2005). It is a form of campaign or movement initiated by companies to encourage the people to embrace peace and dialogue in their human endeavour (Hiroshima, 2016). Todua and Jashi (2016) posited that peace promotion is a crucial element of peace marketing that tends to canvass for peace and unity among the people in a society. It is a program designed by companies as a way of giving back to the society that has enable their success (Ohiagu, 2009). In the course of doing business companies tend to encourage stability around their host communities by engaging in program that promote peace. Promoting peace require every employees to be committed to the cause to ensure a successful transmission of the peace message to the public.

Considering the security challenges in Nigeria, history had it that government cannot address the peaceful resolution alone. Business entities need to come in by promoting peace in the communities where they operate. Nair (2012) considers this peace promotion as one of the corporate social responsibilities which business entities should not overlook. As Porter and Kriiter in Haski-Leventhal (2014) rightly stated, businesses are the most powerful force for addressing pressing issues like security because of their huge resources they manage and their managerial competence. Some companies have gained public reputation for their peace building efforts. For instance, PUMA, a shoe company, is a good example of companies that show commitment to peace promotion. In 2010, PUMA launched a long-term partnership to champion independent documentary films on peace, with the Channel 4 BRITDOC Foundation, and the company strongly promotes peace through social media (e.g. through the Puma, Peace YouTube Channel) (Haski-Leventhal, 2014).

Ben Cohen and Jerry Greenfield, CEO of Ice-cream company founded in 1978 have also shown commitment in peace promotion over the years. In the early days of the company, Ben and Jerry co-founders and their employees used to march for peace and utilize their brand to protest against war and violence (Haski-Leventhal, 2014). In 2000 when the company was acquired by Unilever, Ben and Jerry operated under Unilever and their efforts to raise awareness of peace was restricted. As the U.S. economy began to experience security challenges and violence. Unilever managed to shift back to their peace-building role, established 1% for Peace Initiative, supported the Peace One Day Organization, and led the Peace, Love and Ice-cream" campaign to raise awareness and funds towards the major security challenges facing citizens in the US (Haski-Leventhal, 2014). This campaign went a long way in Achieving internal security in the US. Companies in Nigeria can cue into this peace promotion initiative as a way of addressing the security challenges facing the country.

Barnhill (2008) noted that if companies can show adequate commitment to peace promotion in their peace marketing programs, it will help to achieve internal security in the society where they operate. Based on this we propose our first hypothesis:

H0₁, There is no positive and significant relationship between peace promotion and internal security in Nigeria.

Peace Distribution and Internal Security in Nigeria

Just like the way marketers distribute their products or services to places where they are needed, so do companies need to distribute their peace message to places where there are conflict and violence (Woolf, 2006). The marketing slogan says that "if you want to sell your product, service, idea or message, you need take this offering to the places where they are needed." Peace is something that is needed in every society. As Nedelea and Nedelea (2015) rightly stated, people don't look for product first but for solutions to their problems. Consequently peace represents the only the solution to crisis. In places where there is crisis and violence, peace is the only remedy to these problems to ensure the safety of lives and properties (Nedelea and Nedelea, 2015) Hence, companies need to distribute their peace messages to places where there is crisis and insecurity (target audiences). Bejan (2017) agrees with this opinion when he stated that companies must ensure that their peace message get to places where there are increasing cases of violence and insecurity. If their peace messages are not taken to places where conflict and violence exists, then the essence of their peace marketing activities is defeated. Barnhill (200%) believed that companies can only achieve their aim of practicing peace marketing if they are able to distribute their peace message to places where conflict and violence exists and achieve sustainable peace and security in such areas.

In Nigeria, there are some regions where conflict, violence and insecurity exist. For instance, in the North, the Fulani herdsmen have executed several attacks on farmers and other citizens while the Boko Haram sect has carried out several bomb explosions in the marketplace, churches and mosque killing thousands of people In the South-West, there have been several recorded cases of cultists attacks and cult groups clashes resulting in the death of hundreds of persons. In the South-south region, there has been massive increase in the rate of kidnapping, assassinations, armed robbery, cult groups clashes and pipelines vandalization which has threatened the peace and security in the region (Umaru, Pate and Haruna, 2015). Companies can support the government by distributing their peace messages to these regions where there is increasing rate of conflict and violence and contributes to the achievement of sustainable peace and surety in these regions. Grim (2014) stated that business entities can collaborate with the government in her efforts to achieve sustainable peace and security by distributing their peace messages to areas where there is conflict and violence. Forrer & Katsos (2015) agree with this opinion when they stated that if companies take their peace message to areas where there is crisis, it will help to achieve sustainable peace and security. Based on these postulations, we propose our second hypothesis:

H0₂: There is no positive and significant relationship between peace distribution and internal security in Nigeria.

Peace Movement Sponsorship and Internal Security

Peace movement sponsorship is defined as an organizational effort to support the peace movement of an NGO through funding (Ohiagu, 2009) Some companies do not directly t involved in the street peace marching process but they are involved in the peace building process by sponsoring NGOs and groups that canvass for peace (Todua and Jashi, 2016). Hiroshima (2016) stated that sponsoring peace campaigns or movement is a significant contribution made by companies in the

peace building process. Shabbir (2010) noted that some companies make annual budgets for groups and NGOs that engage in peace movement. Indeed, companies are a better position to sponsor peace movement because they posed the resources in terms of economic and political power. However, once a company sponsor an NGOs that engage in peace movement, the company's logo is printed on the T-shirt of members of that NGO's to show its involvement (Hiroshima, 2016).

Some companies have been sponsoring peace movement embarked upon by NGOs. For instance, shoe companies, PUMA, one of the leading sports brands, selling footwear, and apparel and sports accessories for over 65 years have been sponsoring peace movement. According to Haski Leventhal (2014), the company is gaining a reputation as a key player in the peace movement PUMA introduced "PUMA Peace Initiative" in 2008 and changed its core mission to create and sponsor programs that promote peace. The company's commitment to peace is manifested by celebrating and sponsoring the International Day of Peace held on September 21, 2008 (Peace One Day). In 2009, CEO of PUMA, Jochen Zeitz, in his official website said that "We support the aim of Peace One Day and want to make our contribution to generate global peace..... We are delighted to be a strong and long-term partner of this exemplary initiative" (Hask Leventhal, 2014). The sponsorship of peace movement has helped many developed countries to address their security challenges. Bejan (2017) stated that companies' sponsorship of peace movement has helped the United States to address their security challenges. In the United Kingdom, it was reported that companies' sponsorship of peace movement has contributed immensely in achieving sustainable peace and security (Grim, 2014). Based on these reports, we propose our third hypothesis:

H0₃: There is no positive and significant relationship between peace movement sponsorship and internal security in Nigeria.

Theoretical Framework

This study is anchored on the human security theory which was propounded by the United Nations Development Programme (UNDP) in 1994. This theory holds that security organization at local or international level will be successful when every member of society played their role (America's Climate Choice in Okeke & Onwubiko, 2014). The theory believes that the issue of security should not be left in the hands of the government alone and that it should be the responsibility of all members of the society including business entities. The theory explains that the government has its role to play in providing security forces and equipping them with arms to fight crimes. The citizens have their role to play in providing relevant information to the security agencies to enable them apprehend criminals. Corporate entities also have their role to play in campaigning and sponsoring events to promote peace in their host communities. The human security theory believes that when these three groups play their role effectively, there will be sustainable peace and security in the society (America's Climate Choice in Okeke & Onwubiko 2014).

The human security theory is quite relevant in explaining the need for corporate entities to embrace peace marketing. Since the theory holds that peace and security at local or international level will be successful when every member in society including business entities plays their role in peace and security process, it therefore means that companies will make positive contribution to peace building process by practicing peace marketing. Security experts believe that without companies involvement in the security and peace-building process, it will be difficult for the government to achieve sustainable peace and security in the society (Kolade, 2013; Akpan, Olofu-Adeoye & Ering, 2014). Hence, companies must actively play their role in the security and peace building process by embracing peace marketing in accordance with the human security theory.

METHODOLOGY

This study adopted the descriptive survey research design. The population of this study consisted of all the companies operating in the South-South region of Nigeria. The south-south region was chosen on the basis that the region is presently experiencing security challenges due to the increasing rate of kidnapping, assassinations, armed robbery, cult groups clashes and pipelines vandalization. A population of 250 managers and marketing executives were drawn from 30 companies in the south-south states namely Akwa Ibom, Cross River, Delta, Bayelsa, Rivers and Bayelsa State. A sample size of 154 managers and marketing executives were used for the study. The sample size was determined mathematically using the Taro Yaro's formula. The simple sampling technique was used to select 154 managers and marketers from the population of 250. The instrument used in eliciting data from the respondents was a structured questionnaire which was developed by the researcher and validated by two research experts. The reliability of the instrument was determined using the test retest method which produces a reliability index of 0.92 indicating that the instrument is reliable. The instrument was administered to the respondents across the six states in the south-south region with the aid of six trained research assistants. A total of 154 questionnaires were administered to the respondents and 131 copies were retrieved and used for analysis. The data collected from the respondents were analyzed using Spearman Rank Order Correlation with the aid of the SPSS (Statistical Package for Social Sciences) version 21.0.

Descriptive and Empirical Results**Descriptive Analysis**

The descriptive analysis shows the mean, standard deviation, skewness and kurtosis values of the study variables (peace promotion, peace distribution, peace movement sponsorship and internal security).

Table 1: Descriptive Statistics

Variables	N	Mean	Std Dev.	Skewness		Kurtosis	
				Ratio	Std Error	Ratio	Std Error
Peace promotion	131	2.83	0.96	.124	.119	.345	.278
Peace distribution	131	2.91	0.92	.127	.119	.352	.278
Peace movement sponsorship	131	2.64	0.84	.121	.119	.325	.278
Internal security	131	2.79	0.95	.126	.119	.344	.278

Source: SPSS-generated Output

Table 1 shows the results of descriptive statistics on the study variables. The results of the descriptive statistics revealed that the mean values of all the variables are greater than 2.50. The values of skewness and kurtosis fall between 1.0 which implies that the variables are close to normal distribution. The skewness and kurtosis ratios and standard error were between 12.78 which implies that the data approximately close to normality.

Correlation Analysis

The correlation analysis was carried out using the SPSS software program. The results of the correlation analysis carried out on the study variables are presented in table 2, 3 and 4. Here the data collected on the dimensions of peace marketing (peace promotion, peace distribution and peace movement sponsorship) were correlated with those obtained on internal security using the SPSS version 21.0. The results of the correlation analysis with respect to each hypothesis are shown below:

Table 2: Relationship between Peace Promotion and Internal Security

			Peace Promotion	Internal Security
Spearman Rank (rho)	Peace Promotion	Correlation Coefficient Sig. (2 tailed) N	1.000 . 131	.734* .001 131
	Internal Security	Correlation Coefficient Sig. (2 tailed) N	.734* .001 131	1.000 . 131

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 2 presents the result of correlation analysis between peace promotion and internal security. The result indicated that peace promotion is positively correlated to internal security ($\rho = .734^*$) and the symbol * indicates that this correlation is significant at 0.05 level. As a result of this, the null hypothesis was rejected and the alternate hypothesis was accepted. This implies that there is no positive and significant relationship between peace promotion and internal security in Nigeria.

Table 3: Relationship between Peace Distribution and Internal Security

			Peace Distribution	Internal Security
Spearman Rank (rho)	Peace Distribution	Correlation Coefficient Sig. (2 tailed) N	1.000 . 131	.787* .002 131
	Internal Security	Correlation Coefficient Sig. (2 tailed) N	.787* .002 131	1.000 . 131

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source SPSS-generated Output

Table 3 presents the result of the correlation analysis between peace distribution and internal security. The result shows that peace distribution has a positive correlation with internal security ($\rho = .787^*$) and the symbol* implies that this correlation is significant at 0.05 level of significance consequently, the null hypothesis is rejected and the alternate hypothesis accepted. This implies that there is positive and significant relationship between peace distribution and internal security in Nigeria.

Table 4: Relationship between Peace Movement Sponsorship and Internal Security

			Peace Movement Sponsorship	Internal Security
Spearman Rank (rho)	Peace Movement Sponsorship	Correlation Coefficient Sig. (2 tailed) N	1.000 . 131	.814* .003 131
	Internal Security	Correlation Coefficient Sig. (2 tailed) N	.814* .003 131	1.000 . 131

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 4 presents the result of the correlation analysis between peace movement sponsorship and internal security. The result shows that peace movement sponsorship is positively correlated to internal security ($\rho=0.814^*$) and the symbol * indicates that this correlation between the two variables is significant at 0.05 level. As a result of this, the null hypothesis is rejected and the alternate hypothesis is accepted. This means that we then accept that there is positive and significant relationship between peace movement sponsorship and internal security in Nigeria

Discussion of Findings

Based on the result of the analysis carried out, it was confirmed that a positive and significant relationship exists between peace promotion and internal security in Nigeria. This finding was derived from the result of the correlation analysis carried out on the two variables. The result revealed that peace promotion is positively correlated to internal security and this correlation is significant at 0.05 level (See table 2). As a result of this, the null hypothesis was rejected and the alternate hypothesis was accepted. This implies that there is no positive and significant relationship between peace promotion and internal security in Nigeria. The implication of this finding is that if companies operating in the south-south region embarked on peace promotion in their peace marketing program, it would enhance the internal security in the region. This finding is supported by Bamhill (2008) who noted that if companies show adequate commitment to peace promotion in their peace marketing programs, it will help to achieve internal security. Hasko-Leventhal (2014) also supported this finding when he stated that peace promotion is capable of achieving internal security.

This study also found a positive and significant relationship between peace distribution and internal security in Nigeria. This finding was deduced from the result of the correlation analysis carried out on the two variables. The result revealed that peace distribution has a positive correlation with internal security and this correlation is significant at 0.05 level of significance (See table 3). Consequently, the null hypothesis is rejected and the alternate hypothesis is accepted. This implies that there is a positive and significant relationship between peace distribution and internal security in Nigeria. The implication of this finding is that if companies in Nigeria distribute their peace messages to places where there is crisis and insecurity, it will help to achieve internal security in those areas. This finding is supported by Grim (2014) who stated that business entities can collaborate with the government in her efforts to achieve sustainable peace and security by distributing their peace messages to areas where there is conflict and violence. Forrer & Katsos (2015) also supported this finding when they stated that if companies take their peace message to areas where there is crisis, it will help to achieve sustainable peace and security.

Finally, it was discovered that peace movement sponsorship has a positive and significant relationship with internal security. This finding emerged from the result of the correlation analysis carried out on the two variables. The result indicated that peace movement sponsorship is positively correlated to internal security and this correlation is significant at 0.05 level (See table 4). Hence, the null hypothesis is rejected and the alternate hypothesis is accepted. This means that there is a positive and significant relationship between peace movement sponsorship and internal security in Nigeria. The implication of this finding is that if companies in Nigeria support peace movement by funding of their peace campaigns, it will help to achieve sustainable peace and security. This finding is supported by Grim (2014) who noted that companies' sponsorship of peace movement contributes immensely to achieving sustainable peace and security.

CONCLUSION AND RECOMMENDATIONS

Considering the security challenges facing Nigeria as a nation and its implications on business activities, it becomes imperative for companies to practice peace marketing since it has the ability of addressing the security challenges in the country. This can be done by embarking on peace promotion, peace distribution and peace movement sponsorship. The empirical results of this study succinctly demonstrated that peace promotion has a positive and significant relationship with internal security. The study also found a positive and significant relationship between peace distribution and internal security. The study equally discovered a positive and significant relationship between peace movement sponsorship and internal security. Based on these findings, it was concluded that peace marketing serve as tool for addressing the security challenges in Nigeria. In line with the findings and conclusion, the following recommendations are made:

1. That, companies in Nigeria should not restrict their marketing activities to products and services alone rather they should include peace marketing in their marketing programmes as it would help to address the security challenges in Nigeria.
2. That, companies operating in Nigeria should embark on extensive peace promotion through advertising, publicity, public relations and social media platforms as this would help to create more awareness for peace and ensure internal security.
3. That, companies in Nigeria should ensure that their peace messages get to places where there is crisis and security challenges as it would help to achieve sustainable peace and surety in these localities.
4. Finally, it is recommended that companies operating in Nigeria should sponsor NGOs canvass from peace as this would not only help to achieve sustainable peace and security in Nigeria but would also boost their public image and reputation as a major contributor to peace movement in Nigeria.

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