



**EFFECT OF SOCIAL
MARKETING AND
ENTREPRENEURIAL
BEHAVIOR OF
INSURGENCY IN MAIDUGURI
METROPOLITAN COUNCIL, THE
MEDIATING ROLE OF HUMANITARIAN
INTERVENTION.**

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Abstract

This study examined the effect of social marketing and Entrepreneurial Behavior of Insurgency in Maiduguri Metropolitan Council. The Mediating Role of Humanitarian Intervention. The population of the study is 10,800 respondents and a sample of 386. Data was collected using structure questionnaires administered to the respondents. The data collected was analysed using multiple regression analysis. The major findings of this study reveals that there is significant effect of building business infrastructure of IDPs in Maiduguri Metropolitan Council, there is also significant effect of financial intervention to IDPs in Maiduguri Metropolitan

Council, there is significant effect of entrepreneurial skills training that change the behaviour of IDP in Maiduguri Metropolitan

KEYWORDS: Social Marketing, Entrepreneurial Behaviour, Boko Haram, Insurgency, IDPs.

Council. Therefore, study recommends that Government and NGOs should provide infrastructural facilities such as building materials and other items to internally displaced persons to continue their businesses activities in their community, government and NGOs should also provide financial incentives to internally displaced persons to continuously

engage in entrepreneurial activities in their localities, government and NGOs should train internally displaced persons on entrepreneurial skills to acquire knowledge and competences to become a responsible members of the society in their respective communities.

Introduction

The North East region of Nigeria suffered severe humanitarian crisis as a result of the Boko Haram insurgency since its emergence in 2009 and climaxed between 2013 and 2017. Insurgent's occupation of communities and the destruction of houses, lives, infrastructure and means of livelihood of the people has resulted in the drastic decline in socio-economic activities including business transaction marketing, farming, pastoralism, exchange of goods and services and social interaction amongst the populace, especially in Borno, Yobe and Adamawa States.

Similarly, the spate of the insurgency has contributed greatly to ravage the states in terms of destruction of markets and commercial infrastructural facilities, loss of sources of finance and general loss of interest in business and marketing activities in the area. There are general set back in marketing activities which resulted in many reputable organizations and entrepreneurship activities to a total collapse.

Recently, in Borno state, the spate of the distraction has reduced and many refugees in neighboring countries have started to return to their localities as the security improves, local government areas (LGAs) became liberated and counter-insurgency measures were intensified. As peace gradually returns to the region after years of Boko Haram insurgency, communities are beginning to re adjust to their normal ways of life. Despite the efforts by government, wealthy individuals, international community and donor agencies who donated generously, the condition of the IDPs did not improve dramatically. However, it is against the foregoing background that this study seeks to unveil the effect of social marketing activities and humanitarian interventions on entrepreneurial behavior of victims of insurgencies in Borno State.

Statement of the Problem

The spate of insurgency has caused a rapid decline in entrepreneurship and marketing activities, thereby increasing the poverty level. It has become increasingly difficult for marketing activities to thrive under the security threat that enveloped the North and Borno State in particular (Godwin, 2016). Despite the efforts by government, wealthy individuals, international community and donor agencies who donated generously, the marketing activities of the IDPs did not improve dramatically, hence the need to have a look at the effect of the various social marketing activities and humanitarian interventions on entrepreneurial behavior of victims of insurgency in Maiduguri, Borno State.

Objectives of the Study

The main objective of the study is to examine the effect of social marketing and Entrepreneurial Behavior of Insurgency in M. M.C. The Mediating Role of Humanitarian Intervention. The specific objectives are to;

- i. assess the effect of building business infrastructure of IDPs in Maiduguri Metropolitan Council.
- ii. examine the effect of financial intervention to IDPs in Maiduguri Metropolitan Council.
- iii. assess the effect of entrepreneurial skills training that change the behaviour of IDP in Maiduguri Metropolitan Council

Theoretical and Conceptual Framework

Concept of Insurgency

Insurgency is a political movement or effort with a specific aim and this movement makes use of terrorism, guerilla war, fair or conventional warfare to achieve its objectives (Ezenunle, Anozodo and Chidalue, 2014). Insurgency, therefore, involves the use of coercion to take control of a country by any illegitimate reasons; illegitimacy here means dubious means of getting control of personal aggrandizement. They further suggested that government activities had come to stand still during insurgency in the affected states. Therefore, asserted that financial resource which would have been used to develop the state were spent on controlling the areas of

the insurgency. The whole situation is the breakdown of socio-economic activities and increased poverty in the affected areas. However, it is a fair to attempt to unravel the menace of the insurgency as one halting government activities and draining of financial resources that would have been used for socio-economic activities.

Causes of Insurgency

The first and very strong cause has to do with manipulation of religion (Ohiwere 2014). There is no doubt that those who took up the part of extremism sow its seed from manipulating and distorted religion teachings. However, disconnect between government and the governed, the growing gap between the leaders and the led has created a space that made it possible for the ideas of taking over the space and propagating their murderous ideology (Imasuem, 2015). Furthermore, the global terror epidemic such as contagious terrorism in Yemen, in Afghanistan, in Somalia spread its covetous effect destroying lives and property. Therefore, all things happen because of poverty by the mind, poverty of education, poverty of pocket, all manner of poverty and disease (Egburomu, 2012). Bader (2015) stated that, when there exists wide gap between the rich and the poor, there comes a breaking point where there is bound to be a class conflict that materializes in various form of revolution such as Arab spring, Movement for the Emancipation of Niger Delta (MEND), Biafra and others.

Concept of Boko Haram

Boko Haram (Jama'atul Ahlul Sunnah Litdawati Wal Jihad) literally means Western Education is forbidden. It could have a wider meaning for instance; Boko Haram may also signify western fraud or similar interpretation. However, the fundamental ideology of "Boko Haram" is Western Education is forbidden and therefore should not be allowed to prevail among nations, particularly Muslim dominated states. At the beginning they attacked Churches and law enforcement agents. As they increased in number and apparent slow response from the government, they attach any institution in Nigeria irrespective of whom and where they are located. Similarly,

Ogunrohta (2013), analysed Boko Haram Insurgency from the point of view of class struggle between the ruling class and the ruled. He further stated that, it is a global capitalist system which creates imbalance and inequality.

Concept of Social Marketing and Behaviour change

Social marketing is said to be a process that applies marketing principles and techniques to create, build, and deliver value in order to influence target audience and change behaviour that elevate status of the society as well as the target populace

(Kotler and Lee 2008). Also French, et al. (2010) define social marketing as the systematic application of marketing alongside other concepts and techniques, to achieve specific behavioural goals, for a social good. Social marketing is used influence social behaviour but not to benefit the marketer, but to help the target audience and the general society to improve (Kotler and Andreason, 1991). Social marketing is seen as having potential to change behaviour, attitude and beliefs to a desired status Madawaki, Imam and Mustapha (2019) for the betterment of the society like the one devastated by the menace of Boko Haram.

Effect of building business infrastructure of Internally Displaced Persons in M.M.C

According to Anthonia, (2013) Resettlement and building business infrastructure enabling internally displaced persons to voluntarily return to their communities, rebuild their homes and re-unite with their families or enabling them to integrate into another community or a place within the territory of Nigeria other than their place of original displacement for the purpose of durable solution. There must be support for the safe, voluntary, dignified return and resettlement of displaced populations through specific and targeted programming and local integration through projects targeted at the strengthening of resilience of communities and expansion of basic services, such as water, sanitation, education, and health (UNHCR, 2014).

Effect of financial intervention to Internally Displaced Persons in M.M.C

According to Eme (2018), the process of empowerment through financial assistance is in sequence, the crux of the work of some NGOs that try to

strengthen the abilities of Internally Displaced Persons, communities and institutions in order to help the people be stronger and less vulnerable and to have greater control over everything that affect their lives. This approach considers that situations of vulnerability and poverty are often caused by situations of discrimination or by the exclusion of certain groups of the population from public matters and from decision-making processes (Wasau, 2012). The development of capacities and the empowerment is equally applicable to humanitarian aid and rehabilitation situations, to prevent that the internally displaced persons and communities affected are treated as passive, dependent and desperate receptors of aid, which would later worsen their vulnerabilities.

Effect of entrepreneurial skills that change the activities of IDPs in M.M.C

In same vein, Terry (2007), asserts that rehabilitation of IDPs through entrepreneurial training is understood as the overall scheme of actions carried out after a disaster to re-establish the functioning of essential services, support the efforts of the victims to repair on their own accord the material damages and community facilities, re-start economic activities and provide the necessary aid for the psychological and social well-being of the survivor. The Development Aid Committee of the OECD (1997), provides the following definition: actions that seek to initiate the reconstruction of social infrastructure and productive base at the national and local levels, with the aim of allowing for life and work possibilities to be established and the conditions of self-sufficiency of populations affected by humanitarian crises.

Human needs Theory

Human needs theory was developed by John Burtonin in 1970. This theory as a generic or holistic theory of human behavior. It is based on the hypothesis that human have basic needs that have to be met in order to maintain stable societies. We believe that human participate in conflict situation and competitively struggling in their respective institutional environment at all social levels to satisfy primordial and universal needs such as security, identity recognition and development. They strive increasingly to gain the control of their environment that is necessary to insure the satisfaction of these needs. This struggle cannot

be curved, it is primordial. This struggle for primordial needs is theoretically related to Frustration-Aggression theory which is based on stimulus response hypothesis. The frustration of not satisfying these need leads to aggression and subsequently conflict. What separates Human needs theory from frustrations aggression theory is that the former is concerned only with absolute requirement (needs) while the latter is also concerned with wants and desire.

Incremental Theory of Intelligence

Incremental theory was proposed by Dweck in 1986. Therefore, Dweck posits that human qualities are malleable and can be developed. This theory does not imply that everyone will change, but rather that everyone has the ability to grow with education and effort. For people who hold this more dynamic view of human nature, the goal of knowing others is best accomplished, not through judging their fixed traits, but through understanding their psychology- their needs and goals, their thought processes and their culture. In order to understand an opponent and find a way to resolve conflict, one must be willing to admit potential fault - to acknowledge that one's own view is not the only correct view and that there might be more to be learned about the situation. An incremental theory, tends to lead to a more open, challenge-seeking and learning-oriented stance, which is typically necessary to confront and resolve difficult conflicts.

Social Learning Theory

This theory was evolve by Albert Bandura in 1960. This theory utilizes Social Cognitive Theory (SCT) which started as the Social Learning Theory (SLT) by Bandura. It was developed into the SCT in 1986 and posits that learning occurs in a social context with a dynamic and reciprocal interaction of the individual, environment, and behavior. The unique feature of SCT is the stressed on social influence which different entrepreneurial training were under taken by the humanitarian organisations to encourage entrepreneurship activities and its emphasis on external and internal social reinforcement. SCT considers the unique way in which individuals acquire and maintain behavior, while also considering the social environment in which individuals perform the behavior.

French, et al. (2010) indicate that having an understanding of the use of theory (particularly behavioural theory) is important, as it can strengthen and enhance the development and delivery of social marketing interventions and, therefore, ultimately improve and strengthen their potential impact and effectiveness. The theory takes into account a person's past experiences, which factor into whether behavioral action will occur

Methodology

This study is restricted to Maiduguri Metropolitan Council, Borno State. The population of the study is was 10,800 respondents of the seven (7) wards of the Maiduguri Metropolitan Council. The sample size of the study is (386) respondents. The study used simple random sampling techniques. The study selected. Data was collected using structure questionnaires administered to the respondents. The data collected was analysed using multiple regression analysis.

Ho₁: There is no significant effect of building business infrastructure of IDPs in Maiduguri Metropolitan Council.

Table 4.4 Model Summary

Model	R	R. square	Adjusted square	R. Std. Error of the estimate	Durbin Watson
1	0.9124 ^a	0.8426	0.7456	2.7664	2.273

a. Predictors (constant), Internally Displaced Persons

b. Dependent variable: Building business infrastructure

Table 4.4 show a strong correlation between service quality and customer, with an R value of 0.9124 which represent 91% and R square value of 0.8426 which show 84% of the variability in building business infrastructure are explain by IDPs. It indicates that there is positive correlation between IDPs and building business infrastructure in Maiduguri Metropolitan Council, Borno State.

Table 4.5 Regression Coefficients^a

Model	Unstandardized coefficient		Standardized coefficient	T	Sig.
	B	Std. error	Beta		
Constant	19.723	1.003		19.548	.000

<i>Building business Infrastructure</i>	.343	.225	.078	1.493	.000
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Source: SPSS, Version 20.0

Table 4.5 shows that standardized beta weights of the r coefficients and part correlation signifying the correlation between building business infrastructure and IDPs with a p-value < 0.05 implying that building business infrastructure has significant effect on internally displaced persons in the study area. Therefore, the null hypothesis which state that building business infrastructure has not significantly affected IDPs of Maiduguri Metropolitan Council is not accepted otherwise rejected.

Ho₂: There is no significant effect of financial intervention of IDPs in Maiduguri Metropolitan Council.

Table 4.6 Model Summary

<i>Model</i>	<i>R</i>	<i>R. square</i>	<i>Adjusted square</i>	<i>R. estimate</i>	<i>Std. Error of the estimate</i>	<i>Durbin Watson</i>
1	0.8947 ^a	0.7794	0.7396	2.7462	2.247	

a. Predictors (constant). Internally Displaced Persons

b. Dependent variable: Financial intervention by Humanitarian Agency.

Table 4.6 shows a strong correlation between financial intervention and internally displaced persons, with an R value of 0.8947 which represent 89% and R square value of 0.7794 which the shows that 78% of the variability of financial intervention are explain by IDPs. It indicates that there is positive correlation between internally displaced persons and financial intervention in the study area.

Table 4.7 Regression Coefficients^a

<i>Model</i>	<i>Unstandardized coefficient</i>		<i>Standardized coefficient</i>	<i>T</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. error</i>	<i>Beta</i>		
<i>Constant</i>	19.862	1.009		19.984	.000

Financial Intervention	.358	.256	.082	1.674	.000
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Source: SPSS Version 20.0

Table 4.7 show the standard beta weights of the r coefficient and part correlation signifying the correlation between financial intervention and IDPs with a p-value < 0.05 implying that IDPs has significant effect on financial intervention in the study area. Therefore, the null hypothesis which state that there is no significant effect between IDPs and financial intervention in Maiduguri Metropolitan Council is not accepted otherwise rejected.

H₀₃: There is no significant effect of entrepreneurial skills training of IDPs in Maiduguri Metropolitan Council.

Table 4.8 Model summary

Model	R	R. square	Adjusted square	R. Std. Error of the estimate	Durbin Watson
1	0.7982 ^a	0.7790	0.7190	2.9986	2.687

a. Predictors (constant). Internally Displaced Persons

b. Dependent variable: Entrepreneurial skills training provides by Humanitarian Agency.

Table 4.8 show a strong correlation between transaction speed and customer satisfaction, with an R-value of 0.7982 which represent 80% and R-square value of 0.7790 which show 78% of the variability in entrepreneurial skills training are explain by IDPs. It indicates that there is positive correlation between entrepreneurial skills training and IDPs in Maiduguri Metropolitan Council, Borno State.

Table 4.9 Regression Coefficients^a

Model	Unstandardized coefficient		Standard coefficient	T	Sig.
	B	Std. error	Beta		
Constant	19.878	1.117		19.872	.000

<i>Entrepreneurial skills training</i>	.374	.264	.081	1.673	.000
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Source: SPSS Version 20.0

Table 4.9 show the standardized beta weights of the r coefficient and part correlation signifying the correlation between entrepreneurial skills training and IDPs with a p value < 0.05 implying that IDPs has significant effect on entrepreneurial skills training in the study area. Therefore, the null hypothesis which state that there is no significant effect between IDPs and entrepreneurial skills training in Maiduguri Metropolitan Council is not accepted otherwise rejected.

Results and Discussions

Since the R-square value of (0.8426) which represent 84% by which the variables explain the model fits of the data. However, T-value of the coefficient of simple linear regression is 1.493. Therefore, the Beta value of coefficient is (.078) which represent 78% of the coefficient in response to p-value of the regression coefficient are also significant at level of (0.000) which is less than alpha value of (0.05) that is $p < 0.000$ $p < 0.05$. This concludes that null hypothesis is rejected and the result shows that there is significant effect between building business infrastructure and IDPs in Maiduguri Metropolitan Council.

Similarly, the R-square value of (0.8426) which represent 84% by which the variables explain the model fits of the data. However, T-value of the coefficient of simple linear regression is 1.493. Therefore, the Beta value of coefficient is (.078) which represent 78% of the coefficient in response to p-value of the regression coefficient are also significant at level of (0.000) which is less than alpha value of (0.05) that is $p < 0.000$ $p < 0.05$. This concludes that null hypothesis is rejected and the result shows that there is significant effect between building business infrastructure and IDPs in Maiduguri Metropolitan Council.

Furthermore, the R-square value of (0.7790) which represent 78% of which the variables explain the model fits of the data. However, T-value of the coefficient is 1.673. Therefore, the Beta value of (.081) which represent 81%

of the coefficient are also significant at level of (0.000) which is less than alpha level of (0.05), that is $p < 0.000$ $p < 0.05$. This concludes that null hypothesis is rejected and the result shows that there is a significant effect between entrepreneurial skills training and IDPs in Maiduguri Metropolitan Council, Borno State.

Conclusion

Based on the findings of this study, it was concluded that the assistance offered by federal government, international agencies, local and international donor groups and organizations, individuals and the government across the world to victims of Boko Haram insurgency, particularly to Internally Displaced Persons in the Northeast and Borno State in particular comes in so many ways. The support received by the Nigerian government or the state governments or the internally displaced persons directly are mostly fragmented. However, these humanitarian responses are not for any economic benefit by the actors but for the benefit of the internally displaced persons and the society at large. Despite the fragmented nature of the funding, assistances are being rendered both in terms of organized developmental approaches by the government, non-governmental organizations and the civil society group are reaching the set targets. It appears much has been recorded in terms of improving the condition of the internally displaced persons or resettling and change behaviour gradually for entrepreneurship. Social marketing is seen as having potential to change behaviour, attitude and beliefs to a desired status through the actors which serves as the purse string for entrepreneurial behaviour.

Recommendations

Based on the findings of this study, the following recommendations were made;

- i. Government and NGOs should provide infrastructural facilities such as building materials and other items to internally displaced persons to continue their businesses activities in their community.

- ii. Government and NGOs should also provide financial incentives to internally displaced persons to continuously engage in entrepreneurial activities in their localities.
- iii. Government and NGOs should train internally displaced persons on entrepreneurial skills to acquire knowledge and competences to become a responsible members of the society in their respective communities.

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