

The Salient Roles of Protection (Security) Professionals in the Evolution of Marketing and Organisational Success

Joseph Terwase Har1, Dr. Obinna Prince Ikechi2, Dr. Lawrence Amadi3

lgumbeghautiv@gmail.com

Department OF Marketing, Faculty of Management Sciences, Ignatius Ajuru University of Education University

2obinnapikechi@gmail.com

Department OF Marketing, Faculty of Management Sciences, Ignatius Ajuru University of Education University

3amalaw2004@yahoo.com

Department OF Marketing, Faculty of Management Sciences, Ignatius Ajuru University of Education University

Abstract: *This paper explores the critical role of protection (security) professionals in the evolution of marketing and organizational success. It highlights the vulnerabilities of marketing mix elements and the need for protection measures to ensure their effectiveness. The paper also emphasizes the importance of protection measures in safeguarding an organization's assets, including premises, raw materials, work in progress materials, and finished products. The study concludes that protection professionals play a significant role in the success of any business endeavor, and their contributions should be recognized and integrated into marketing strategies.*

Keywords: Protection, Security, Marketing, Organizational Success.

Introduction

Marketing is older than the existence of man and can be traceable to God's creation. God was the first person to involve in product planning and development when He designed, colour, shape and size every creation. He was involved in production during His creation. Other Marketing activities such as Promotion was first practiced by Lucifer (Satan) when he offered the forbidden fruit to Eve who could not resist the temptation due to the convincing promotional strategy used by Lucifer (Anucha, 2019)

Similarly, **Protection** (Security) also has its evolution from creation whereby God identified Lucifer as an adversary to His creation. According to the holy Qu'ran;

Iblis (Satan) refused to prostrate and worship God's creation (Adam) when other angels prostrated in obedience to God's commandment. According to Satan, he was created from smokeless fire while Adam was created from clay. He saw himself more superior to Adam and so refused to prostrate. This was disobedience to God and He considered Satan as a rebellious adversary and so Satan was casted down (Qur'an 7:11-13 as cited in Har, 2018: 5).

The above quoted activity is what is currently referred to as **SRA** (Security Risk Assessment) which is a form of audit or investigation made to identify risks inherent in an environment or against a facility.

Risk Assessment is the process of determining what type of measures or security controls to be selected and the cost of such security measures/controls presented to management for approval. It is the identification of risks, the probability (likelihood) of the risk occurrence, the vulnerability (weakness) in the system, and the criticality (impact) of the occurrence translated in monetary terms (Har, 2018: 3).

That same SRA that was conducted by God led to the deployment of the first security mitigating measure by deploying Adam (the first chief security officer) to keep the garden.

And the Lord God took the man and put him into the Garden of Eden to dress it and to keep it (KJV Geneses 2: 15 as cited in Har, 2018: 6).

'To keep it' as used in this context could better be interpreted as to look after it or to secure it thereby making Adam the first ever Chief Security Officer.

The first security breach also took place in the Garden of Eden where Lucifer using some promotional strategies convinced Eve to eat the forbidden fruit. God again was to first to make a security upgrade after He drove Adam and Eve out of the Garden.

...And when the woman saw that the tree was good for food, and that it was pleasant to the eyes, and a tree to be desired to make one wise, she took of the fruit thereof, and did eat, and gave also unto her husband with her; and he did eat... So he drove out the man; and he placed at the east of the garden of Eden Cherubims, and a flaming sword which turned every way, to keep the way of the tree of life (Gen 3:1-6,24 as cited in Har, 2018).

The evolution of Marketing here on earth commenced by the **Barter System** where goods were exchanged with other goods. This evolution wasn't so fast because of the difficulty of the exchange process and the attention to production rather than to satisfaction. The evolution went further to other stages of the **Production era, Product era, Selling era, and the Marketing era** (Anucha, 2019).

During these evolution eras, focus was given to efficient production techniques, product quality improvement, and substantial selling and promotion efforts to make customers buy their products. However, the Marketing era came up with the need to understand the customer needs and wants and then provide goods and services that will satisfy them. The Marketing era witnessed a high rise in competition and supply began to exceed demand and the sales techniques became inadequate resulting to interest in Market Research (Anucha, 2019).

Society has been very unfair to the role that Protection (Security) professionals play in the success stories of businesses and society itself. No-one will be willing to invest in a hostile environment if the government does not create a suitable environment for business operations. This relates to the roles played by the various arms of government security agencies -be it the Military, Paramilitary, the Police, Corporate and/or Industrial Security. Any business that fails to include Security functions in their strategy will be leaving its investment vulnerable to either pilfering, robberies, fraud, kidnappings, material diversion, looting, vandalism, sabotage, fire and any of the menaces that are gradually becoming the order of the day and yet no Marketing Research has identified the need to include the role of the **Protection** professionals and their contributions to business or organizational successes. This paper is aimed at pointing out those roles that contribute immensely to businesses/organisations successes.

Overview

Insecurity is a global menace that has escalated to such a worrisome level that has given a serious awakening by serious minded businesses and individuals resulting to the need for the adoption of Public/Private partnership approach to sensitizing the citizen on how to live and do business in the circumstance. Sadly, the success stories of businesses including that of the **Industrial Revolution** is told but without recourse to the efforts of those who **Protected/Secured** the premises, raw materials, work in progress materials, finished products etc and this has remained unmentioned and security functions often considered a conduit pipe where money is expended but without a corresponding return on investment (Har, 2018).

“The industrial revolution gave rise to inventions and more efficient techniques for production... The major task of the management of the organization is to improve production and distribution efficiency” (Kotler 1980 as cited in Anucha, 2019).

The feeling that management is interested in getting perfect production techniques and sales efforts undermines the roles played by the **Protection** professionals without which no production personnel would have stayed to produce the product or even take it out for distribution. Apart from making the area safe from criminal attacks, the role of these professionals reduces cost of production by preventing losses occasioned by pilfering, materials diversion etc.

This lack of regards is responsible for why several businesses have suffered financial blows by criminals – example can be given to the havoc melted on students and schools in the North East, Nigeria with damaging effects on the schools and lives of the victims, the effect of kidnapping which started in the Niger Delta region but has grown across the country with damaging consequences on the finance of the businesses in the form of cost for negotiating for and payment of ransom, cost of burying Law Enforcement Agents, their compensation, cost of replacing arms (weapons) probably carted away by criminals, the trauma on victims and cost for its therapy etc . Of course, the damage wouldn't have been in that quantum if there were security measures in place and the people taught what to do in the circumstance.

The well-known classic Marketing mix otherwise known as the Marketing Ps are also discussed but without mention of the very essential P (**Protection**) function that its absence can make the Product, Place, Promotion, Price, People, Physical evidence, and Process to remain vulnerable. Business owners need to **Protect** (secure) their businesses from criminals and malevolent attacks by any of the three (3) enemy categories (insider, outsider, and insider+outsider working in collaboration). These

Marketing mix in their nature are vulnerable and needs to be protected to achieve an organizational success. Let's consider these mixes and the vulnerabilities they pose to an organization if **Protection** is not given to them:

Marketing mix vulnerabilities

The Marketing mix for tangible products are Product, Place, Price, and Promotion while that for services or nontangible products are People, Physical evidence, and Process. These Marketing mixes in the actual sense of it are propellers to effective and efficient Marketing and business successes. However, they are quite exposed to certain vulnerabilities (especially criminal) such that if neglected can render the mix useless. Let's examine the individual Marketing mix, the risks surrounding them and the roles that **Protection** professionals play in making them successful.

Product

"A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas" (Kotler 1980). Products can be raw materials, work in progress or finished products and any of these are susceptible to malevolent attacks by any of the adversary categories. These attacks may come in the form of theft, pilferage, vandalism, sabotage, product diversion etc. The role of **Protection** professional in access control to ensure access is given to authorized persons and/or denied for unauthorized persons helps to prevent losses. Materials received and dispatching role prevents losses whereby vendors would have connived with store/inventory personnel to supply lesser items than the actual quantity paid for. This role also prevents materials/products pilfered from been taken out of the facility. This role save organizations from product shrinkages and ultimately avoids increase in cost of production that could result to selling the product higher than that of the competitors.

Promotion

Promotion which is said to be the voice of an organization in the marketplace will be vulnerable to piracy and other copy right violations if not well **Protected** (secured). Promotion channels can equally be attacked by hackers if they are not well **protected**, and the efforts frustrated. Most promotions are done via the internet and if not well **Protected** will be susceptible to cyber-attacks. Cyber Security experts constantly upgrade their patches and updates so they may not be attacked even as there seems to be an increase in the use of IT and OT (information technology and operational technology) devices. Hackers demand for ransom the same way ransom is demanded when someone is kidnapped and until the ransom is paid, the hackers will not free the site. Imagine what will happen if there are no cyber security professionals to ensure the internet space is secured and authorized users can access the site without being hacked.

The consequences of these vices are devastating in terms of the increase in running costs and even when the businesses are insured, there must be evidence of adequate mitigations before compensation will be given.

Place

This Marketing mix concerns with making the products available for the customers. It has to do with the distribution of products to locations where buyers need them. It has to do with taking the product to the target buyers. It is where the customers find the products, learn about it, and make a purchase decision.

These are the attributes that scholars have for the Place Marketing mix. However, they fail to mention the role of the **Protection** of the Place against criminal attacks and even fire. This very important role if neglected or handled with hands in the gloves can ruin an establishment just like the NEXT Supermarket fire incidence in Abuja. The CCTV video footage showed a little girl accessing the products without an adult but there was no one to observe this even when there were CCTV cameras viewing it. This would have been averted if the **Detection** function of the CCTV was known by Management and someone was meant to observe/monitor the CCTV in real time. This video is enough for the Insurance company to refuse to indemnify the Supermarket as there is evidence of gross negligence.

Price

The fourth P of the Marketing mix refers to the amount of money proposed to the potential customer by the product owner and which the owner (seller) is willing to part with the product to the buyer. The determination of the price for a product must be made with the consideration that it is affordable and not higher than that of the competitors. The strategies: skimming, penetration etc must be done discreetly so that the competitors will not duplicate it. This strategy commences its function right from the cost of production as the higher the cost of production, the higher the prices of those products. The cost of production

may just increase because of criminal and other malevolent attacks such as pilfering, theft, vandalism, burglary, shrinkages etc during production.

People

The 5th P **People** refers to employees and others working for the success of the organisation. It is the people that are used to produce the products, carry out the distribution activities etc. The people (employees) are the most valued asset of any organisation, and they need to be in good health, secured and protected to be able to carry out their functions. The protection of the people helps in business continuity and save cost of production that would have occurred because of unwanted incidences.

For instance, kidnapping is a horrible menace that causes so much loss of finance and pains on the part of the employee and that of the organisation. An employee kidnapped during business will attract cost in negotiation fee (kidnapping isn't negotiated by relatives due to the sentiments involved), the ransom itself, the trauma occasioned by torture, rape (imagine been raped by homosexuals and a victim ends up with leaking ass!). These will certainly increase cost of production/distribution and cause a reduction in profit.

Process

The 6th P **Process** has to do with the procedures of running the organisation and that of producing products. The **process** here includes policies of an organisation. The processes, procedures and policies must be adhered to as their violations will hinder the success of the firm. Many a times, these processes are protected by the Health Safety and Environment (HSE) officials to ensure that there are no injuries to the environment and health of the people. However, both the HSE rules/policies as well as other policies are ought to be protected by **Protection** professionals. Security is beyond gate manning but

“...the development and implementation of mitigating measures by an individual, organization or a nation to protect lives, properties, image/reputation, procedures, policies, and information from threat, harm or any form of danger by the adversary (enemy) category after a careful conduction of a Risk Assessment” (Har 2018: 3).

Marketing mix cannot be effective if there is the absence of **Protection** either by the HSE or Security personnel.

Physical evidence

The 7th P **Physical evidence** is the proof of the product (both tangible and intangible) in the marketplace or in the eyes of the consumers. Whatever product that is presented in the marketplace must have appealing physical evidence through the **Packaging** or customer services. The physical evidence is the reputation/image of a product or that of an organization and any wrong or negative perception of it will ruin the product or the organization.

As stated in above definition of security (Har 2018), the protection of a product or organization is key and leaves a product or organization vulnerable if not protected.

Conclusion

Marketing academics have questioned the adequacy of traditional marketing and have suggested that a new marketing paradigm is needed (Day & Montgomery, 1999; Pels, 2015; Sheth & Parvatiyar, 1995; Vargo & Lusch, 2004; Webster Jr, 1992). There are numerous empirical studies that show that the concepts of traditional marketing do not cover all marketing practices. Such an example can be found in Hultman and Shaw (2003) who found that service firms engage in numerous activities that are not covered by the traditional marketing mix concept. Those activities are related to the creation of reputation through referrals, goodwill, word of mouth and establishment of long-term personal relations. Constantinides (2006) found that the traditional marketing mix concept lacks customer orientation as well as customer interactivity. The other reason that opened a need for a new marketing paradigm is the fact that today's business environment has become very challenging. This competitive environment is characterized by increased **security** risk, uncertainty, chaos, change, and contradictions. Thus, to respond to these changes in the business environment, Peace and Security Marketing must emerge as a new marketing paradigm that helps firms to rethink the way they do marketing. Peace and Security Marketing can help firms to survive and adapt to the present insecurity challenges in the globe.

It can be argued that Peace and Security marketing (PSM) is instrumental for businesses to remain relevant, competitive, and healthy under highly uncertain market conditions which includes but not limited to nefarious activities such as Theft, Armed Robbery, Kidnapping, Arson, Pilfering, Vandalism, Sabotage etc., that can bring down an investment in a twinkle of time.

Marketing as a discipline depends on context (Sheth & Sisodia, 1999), and, in its progress, has advanced numerous tactics such as radical marketing, guerrilla marketing, disruptive marketing, Entrepreneurial marketing and viral marketing. Peace and Security marketing should also be considered as a progress for practitioners to cope with increasing uncertainty, crises, insecurity, and limited resources. As an emerging marketing subfield with a potential to develop further to become a unique marketing school of thought, Peace and Security marketing offers great potential to advance marketing theory by providing a relevant theoretical base for scholars to advance the cause.

Although Security functions has progressed substantially in the last 22 years after the September 11, 2001, attack on the world trade centre in USA, a thorough investigation of the relationship between Peace and Security marketing and organizational

success has not been undertaken. As such, this will be a call for scholars for more research on the adoption of Peace and Security marketing, and the circumstances under which it will become a more viable option for organizations.

Consequently, this study is geared towards expressing the silent roles that **Protection** (security) Professionals play in the success story of any business endeavour be it physical or online and the need to give it the position it deserves in the success story of businesses.

REFERENCES

- Ahmadi, H., & O'Cass, A. (2016). The role of entrepreneurial marketing in new technology ventures first product commercialisation. *Journal of Strategic Marketing*, 24(1), 47–60.
- Anucha V.C (2019). *Contemporary issues in marketing: An introductory approach*. SABCOS Printers and Publishers.
- Constantinides, E. (2006). The marketing mix revisited: Towards the 21st century marketing. *Journal of Marketing Management*, 22(3–4), 407–438.
- Day, G. S., & Montgomery, D. B. (1999). Charting new directions for marketing. *The Journal of Marketing*, 63(1), 3–13.
- Har, J. (2018). *Security education/awareness and emergency preparedness*. Zetus Publishing and Print Productions.
- Hills, G. E., Hultman, C. M., & Miles, M. P. (2008). The evolution and development of entrepreneurial marketing. *Journal of Small Business Management*, 46(1), 99–112.
- Hills, G., & Hultman, C. (2006). Entrepreneurial marketing. In S. Lagrosen, & G. Svensson (Eds.). *Marketing: Broadening the horizons* (pp. 220–234). Lund, Sweden: Studentlitteratur.
- Hultman, C. M., & Shaw, E. (2003). The interface between transactional and relational orientation in small service firm's marketing behaviour: A study of Scottish and Swedish small firms in the service sector. *Journal of Marketing Theory and Practice*, 11(1), 36–51.
- Pels, J. (2015). *Actors' exchange paradigms and their impact on the choice of marketing models*. (Proceedings of the 1998 Academy of Marketing Science [AMS] Annual Conference [pp. 190]. Cham: Springer).
- Sheth, J. N., & Parvatiyar, A. (1995). The evolution of relationship marketing. *International Business Review*, 4(4), 397–418.
- Sheth, J. N., & Sisodia, R. S. (1999). Revisiting marketing's lawlike generalizations. *Journal of the Academy of Marketing Science*, 27(1), 71–87.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17.
- Webster, F. E., Jr. (1992). The changing role of marketing in the corporation. *The Journal of Marketing*, 56(4), 1–17.
- Whalen, P., Uslay, C., Pascal, V. J., Omura, G., McAuley, A., Kasouf, C. J., Jones, R., Hultman, C. M., Hills, G. E., Hansen, D. J., Gilmore, A., Giglierano, J., Eggers, F., & Deacon, J. (2016). Anatomy of competitive advantage: Towards a contingency theory of entrepreneurial marketing. *Journal of Strategic Marketing*, 24(1), 5–19.