

**LEADERSHIP INTEGRITY AND NATIONAL DEVELOPMENT: MARKETING IMPLICATION  
IN NIGERIA**

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**ABSTRACT**

*The study examine the leadership integrity and national development of marketing principles of quality realization of a state of affairs with a focus on Nigeria. I investigated the link between the role of marketing to leadership and national development. It looks factors that contributes to economic, social and well-being of an individual, nation or society. Marketing in turn facilitate exchange of value and economic development. The research made use of primary and secondary data for the work were random distribution of the questionnaire. Liker scale technique was used to 140 respondents but 105 were returned out of which 94 were found useful which represents all the sectors of Nigeria economy in three different states of the federation namely, Port Harcourt, Owerri, and Aba. Data obtained were analyzed by simple percentage and illustrated the table at 0.01 significant level where marketing role to leadership is independent variable and national development is dependent variable. It was revealed that marketing has important role in a nation's development and growth and sound ethical environment will improve good leadership leading to promise implementation of development plans with effect on national development. There should be need to enhance marketing ethical values and programmes in the curriculum of studies for moral value system and honesty, selfless service, fairness, reward for hard work, sincerity, discipline, trustworthiness. Therefore a society that wants to develop should embrace marketing.*

***Keywords: Leadership Integrity and National Development***

**INTRODUCTION**

Leadership is important aspect of management and it is an instrument affecting national development. The development synchronizes with the targets of economic development and planning all is to ensure national development. This economic planning is to a good extent revolves around marketing activity. This explains why there are had been a remarkable attraction in ethical atmosphere for researchers e.g. (Martin and Cullen, 2006, parboteeach and Kapp, 2008; Ruppel and Harrington, 2000; Schminke, 2005 and Wimbush and Shepard, 1994), these researchers have been eager to explore the different related issues to identify in ethical behavior and character of leaders.

Scholars agree that one of the most consistent misused and abused concept is social sciences leading to some serious confusion as to what it really means and stand for, is the concept development (Okpaka, 2012). It can be seen as an all-encompassing multi-dimensional process, involving man in his political, economic, socio-culture and psychological relations among others, in his effort to master and subjugate nations and natural forces of his environment to ensure improved living. According to Armstrong (2005), the United Nations (UN) provides a special perspective on openness, accountability, and global administrative growth. Honesty or trustworthiness in the discharge of official duties serving as an antithesis to corruption or abuse of office while national development can ordinarily contributes to the improvement in the economic, social and scientific well-being of an individual, community or society in general.

The concept of development has to with gradual growth of something so that it becomes more and varied, stronger (Hornsby, 2000); National development is best attained through government-mapped tactics found in country development plans. It is defined as the entirety of communal betterment and concrete words spanning in terms of technology as well as religion. (Oginni, 2012). The overall development should be rooted in leadership through marketing activities of integrity, to

give room to transparency and accountability to public trust and cumulate to national development. The choice of leadership should not be accidental, it should be a deliberate preparation, the task of assigning an individual to assume leadership role in the developing countries like Nigeria must consequently entail devising means of imprinting on potential leaders that has certain qualities of leadership (humility, honesty, vision, values and morals, fairness, patriotism, commitment and integrity).

Developing process should ultimately be for the wellbeing, happiness and comfort of a nation. Through leadership individuals are expected to attain self – reliance that is individuals should be enriched materially, culturally and emotionally. All these can come through development in education, health and medical services, social welfare services, security and a sense of belonging to the society. There should involvement in political activities and policy making at government level (Ogunleye 2009). Unanka (2001) agrees with Rogers (1976), Redley (1974) and Berger (1976) that development is all about good, growth and desirable modernization. It is on this basis of fact that development cannot be measured in a vacuum but within a confine of other indices that is usually broken down into community, nation, region etc. as such has its peculiarities and factors. Development when measured on a range of nation refers to national development which cut across an entire nation and according to Ibrahim (2008) carries with the implication or value and positive changes that bring about a better quality of life for the population. It encompass the economic, technological, religious, social and political system of a nation. According to Obasi (2012), national development is a social process in which a country uses all of its resources—both material and human—to positively modify its surroundings and, ultimately, raise the standard of its citizens' social lives. Development is a holistic process involving collective efforts of the generality of the people. High productive capacity, high per capita income, economic buoyancy/prosperity, increasing quality of social, economic and political life, educational status and stability, social justice , high degree security of life and property, need for satisfaction, self-reliance and low rate of unemployment. Marketing is one activity every human being gets involved in on a daily basis either knowingly or unknowingly. Marketing is a social science discipline that attempts to identify customer needs and wants and how to satisfy some marketing draws all sphere of knowledge. Marketing is more than selling and market. The American Marketing Association (1996) defines it as the execution of commercial operations that control the movement of products and services from manufacturers to customers.

#### **STATEMENT OF THE PROBLEM**

Nigeria has struggled to have a constructive political system that provides total freedom from condemnation and imperialism, it is evident that Nigerians are still undergoing or witnessing various kinds of economic and socio-political crises that arise from bad governance/leadership. But the people can make meaningful impact if they are encouraged and developed in ways that will support ethical behaviors through economic sustenance. The environment is becoming more complex and there is regular change in its behavior which gave rise to ethical challenges and economic and political threats. The ethical and unethical leaders are ever there since the evolution of humanity which are becoming the most critical factors for the development of any country. Lack of continuous expose to leadership challenges and their consequences in respect of ethical and unethical behavior of leaders. The challenges and consequences are multi-dimensional most especially in the developing countries of which Nigeria is one of them. Some of the problems are poor funding of researches, lack of modern medical, insecurity, bad roads, network and health facilities, non-challant attitude of government toward the development of science and technology, shortage of skilled personnel in certain key areas, corruption, greed, disease and illiteracy, political upheaved, rigging, assault, electoral fraud, geared towards ethical and unethical behavior of leadership integrity in national development with respect to Nigeria.

### **OBJECTIVE OF THE STUDY**

It is the purpose of the study of take a closer look on the effects of good leadership than investigate the marketing role of leadership in national development. Other objectives of the researcher developed to achieve the main objectives are to:

- To identify elements of leadership through marketing activities and nation development.
- To investigate the link between role of marketing in leadership and national development.
- To assess the role of good leadership integrity in national development and its effects.

### **SCOPE OF THE STUDY**

The scope has been limited to our country Nigeria, using both previous and present administration.

### **RESEARCH QUESTIONS**

This research work is of great relevance to the society at large and considered to give direction to the research work. What are the elements of marketing activities to leadership in National development? Is there any link between role of marketing in leadership and national development? What are roles of good leadership integrity in national development?

### **SIGNIFICANCE OF THE STUDY**

“A problem shared is a problem half solved”. The benefit of this research work to the readers is to provide information on knowledge that will create awareness or impact of using marketing activities for leadership in all sectors of the economy and be upgraded intellectually through ethical standards of leadership that will transcend regional, national, professional, institutional as well as continental borders. Exposing the evils brought by instituting unethical standards through leaders of no conscience. It will also serve as an eye opener, which will give the readers insight on how to participate in political affairs of the country including the weakness, strength, success and achievements of our leaders towards national development.

### **LIMITATION OF THE STUDY**

The research work is limited to Nigeria as a developing country, the scope covers leadership and national development however emphasis is on marketing activities and integrity aspect of ethical and unethical behavior of leadership. Senior and subordinate managers were made used as the respondents in the research work as junior staff and those without adequate work experience were ignored because majority were not playing active role in the decision making process and educational level was also considered.

### **DEFINITION OF TERMS**

(Agaboh, 2010) leadership is the gateway to national development it entails building capacities to advance material and human capital for effective production of goods and services that would enhance quality of life to the extent that a free democratic society, A unified, powerful, and independent nation is constructed, together with a just and equal society. Development in the view of Obasanjo and Mabogunje (1991) is change or transformation into a better state. National development, as defined by Imhonopi and Urim (2010), is the ability of a country to improve the social welfare of its people, especially through the provision of social amenities like pipe-borne water, power, adequate housing, and education. A country's economic, sociocultural, and impact on human growth are its components, as well as their empowerment.

### **LITERATURE REVIEW**

#### **Conceptual Review**

#### **Role of Marketing in National Development**

From both the micro and macro point of view, marketing traverses all human activities. In marketing, goods might include the following: customer behavior, pricing, purchasing, selling management,

product management, marketing communications, comparative marketing, social marketing, and the effectiveness and productivity of marketing systems, according to Ozo (2005). The role of marketing in economic development, packaging, retailing, wholesaling, channels of distribution, marketing research, societal issues of marketing. The social responsibility of marketing, commodity marketing and physical distribution etc. the role of marketing to leadership is incomplete without given adequate attention to the overall field of management. The implementation of good marketing ideas requires good management. All the different facts of the national economic and national growth involve human activities which intrinsically contain some elements of marketing. Whether in manufacturing, distributive or administrative there is need for marketing specialist to make the operations succeed and the target achieved.

Drucker in David (1984) underlined the importance of marketing in developing countries (like Nigeria) it is capable of meeting critical needs. It is common that government and its allied public enterprises own a major portion of the productive sector of the economy. Often government make policies which prove counterproductive to the marketing efforts of individual firms. It is therefore essential that the government understand marketing and its implications to further their aim on leadership towards national development. One of the roles in marketing is a tool for business success and national growth. According to Anozie (2003), marketing education and the guided performance of individual business men make a notable difference in the economy. This will make macro marketing system work to the benefit of the entire nation. Mavel in Anozie (2003), Any organization that has a strong marketing philosophy or point of view permeating its decision-making process and directing every employee's decision-making is likely to be more successful.

### **Marketing and Employment Opportunities**

There is no gain saying the fact that a happy nation as one whose citizens are gainfully employed. Employment levels are a good way to gauge a country's health and people's standard of living. One can attest to Nigeria's unemployment rate. If adequate attention is given to marketing activities there will be availability of many interesting and rewarding jobs for people with good marketing education because according to Osuala (2003), today the total employment in all marketing activities exceeds seventy million people out of the estimated population of one hundred and eighty million in Nigeria.

### **Marketing the Pivot of Industrialization/Entrepreneurial Growth**

In today's dynamic world, rapid and advancement in the manufacturing sector, is one of the key indicators of national development. Research and development is the base of industrialization and the result of their activities is innovation and technological growth in the manufacturing sector of the economy.

### **Marketing and Population Control**

Although population policies and programs in Nigeria were created with the explicit intention of accelerating the adaptation of reproductive patterns (through family planning or birth control) to changes in survival patterns, the country's high birth rate has not decreased and the population is still growing. This failure could be prevented if family planning program management had been used to establish goals for various markets and evaluate the efficacy of various administration and communication strategies.

### **Marketing and Agricultural Development and Farm Productivity**

The issue low farm productivity of many developing nations like Nigeria is often attributable to factors such as inefficient methods of irrigation, lack of mechanization in farming, inadequate supplies of fertilizer and natural disasters. But one fundamental problem which is not always mentioned is lack of marketing system. Developing specialist such as Owens and Shawin Zahur (2012), rightly pointed out that agricultural development is more a human problem than a technical

problem. If all farmers can be provided with production inputs, the financial system, the market and the agricultural knowledge, they can improve the agriculture. The majority of farmers lack access to the market system, which means they lack the money and motivation to modernize their farming practices. Developing of rural market system of a fundamental urgency in bringing about the necessary agricultural revolution.

### **Marketing Education and Man Power Training**

It is understandable that marketing concepts and techniques may have profound impact on meeting the nation's manpower needs. Nigeria and other developing countries require a diverse range of human abilities in order to achieve economic and social growth. Marketing is helpful in resolving this difficult issue. Very little of Nigeria's educational focus is on branding marketing, where success mostly depends on having a deep grasp of the market, the customer, and the competitors with the aid of market research. Political marketing: this must be essentially why Nimmo (1999), asserts that the use of political marketing applications has evolved from being limited to a instrument for communication in an integrated strategy to controlling and even dominating politics. O'Shaughnessy (2003) also emphasized the main development of applied uses of political marketing. All these further buttress the all-embracing role of marketing.

### **The Marketing Principles**

Marketing strategic before tactics: create a marketing strategy of goals and objectives to know what you want to achieve and how it can be achievable with a focus, direct and communicate your key developmental plans. Try to be above or different from other countries through improved technology. Concentrate your efforts on a small niche market with a focus on becoming the dominant player. Narrow market focus – stop trying to be all things to everyone. Try to invent on a developmental achievable project that can benefit the people from selected sectors of the economy per year of your administration.

Differentiate: See your administration to be unique with the economic and technological projects that communicate useful ideas and its benefits to the society.

Marketing materials should inform because there are numerous ways to communicate with prospects that enable them to completely understand your expertise and because nobody enjoys being sold information products.

A thorough commercial or administrative plan will include a fully operational lead generation system, public relations and advertising, and increased effort in each of the tasks.

You must place research as a major priority to know, what is expected of you to do and the result of the projects. Does it really serve the purpose of alleviating poverty in the country? Does it promote educational health facility to measure with the developing nation? How does the people feel about your administration? What are the impact in the society, does it serve the purpose? This questions are very relevant, so that you can actually know your direction. Are there those sabotaging my government through corruption, what did I do to stop such ugly trend?

Live by a business marketing calendar: create a calendar and schedule marketing activities every simple day, week and month on what to achieve.

Always use the 74ps of marketing concept, the product place, promotion, price, people, positioning and packaging. Design and package very well any ideas or project you want to introduce, where the project will be sited, is it security risk or free whom foreign investors can be attracted?

Target a particular segment in whatever you want to produce. What is the utility form in terms of satisfaction derived from the services or production of goods or services? Place utility in the availability of the product where the common people will buy the product at affordable price. The product should also have standard in its usefulness as possession utility. The product or services should create a good image of the administration in terms of image utility. Does the product or services here exchange value in terms of money and needs? Understand the behavioral patterns in different consumers and select segments based on their behavior. Every government administration

should be able to analyze market opportunities in terms of planning, organizing, controlling, implementing, designing marketing programmes and effort through consistence management process. Therefore marketing professionals are needed in every sector of the economy. Marketing principles is the key solution to Nigerian problems. Re-brand human being and the country by increasing productivity, designing alternatives that can improve effective technology, market the country in good light image. Less importation by providing alternatives with steady power supply and good road network in our rural communities where the majority food stuff is coming out to the urban cities. Bring all the strings that will transform ideas on tangible and intangible product. When you become a leader, you should know the Go Error and Drop Error by identifying the strength, weakness and opportunities you have to overcome the peculiar problems, re-engineer all sectors of the economy.

### **Leadership**

Leadership derives its power from the mandate of the people who ideally set the task and appoints elected few to implement the set task on their behalf, therefore making the elected few accountable to the people who selected them under democratic governance. This process is however flawed where leaders are selected and forced upon the people by privileged or self-appointed "king makers" or "God fathers" as the case may be. The implication is that such leaders are not answerable to the people from which genuine mandate is derived, but to the whims (unusual change of wind) manipulations of those that put them in power. It is imperative that leadership, transparency, and accountability originate from a highly credible electoral system and procedures that guarantee the people's will is honored and their elected leaders are duly crowned.

### **Leadership Integrity**

It is all about, different scholars had postulated theories as well as conception to illustrate this such as traits, behavioral and contingency theories; X and Y by McGregor, the managerial grid by Blake and Melton, Hersey-Blanchard Model, Tannenbaum and Schmidt Model as well as Adair's Action centered Model (Avolio and Gardner, 2005, Brown and Trevin'o, 2005, Luthans and avolio, 2003, Walumbwa et al, 2008). The focus of it all is that in leadership there is fellowship that tends to lean towards the dictate of the environment. Integrity is one of the element of ethical behaviors, imbibed through ethical values therefore leadership integrity is truthfulness, probity, impartiality, fairness, honesty on the part of a leader without prejudice to any party.

There had been a lot of arguments on leadership and integrity, some were of the opinion that for any leader to function effectively in whatever capacity, there is need for integrity while somewhere in different dimension. The idea that integrity is a prerequisite for effective leadership was reinforced by Covey's (1992) writings. Integrity permits truthfulness in coordinating words, emotions, and behaviors with no ulterior motive other than promoting the welfare of others, thereby promoting principle-centered leadership. Gardner (1993) supported this, on account that It is imperative for leaders to exhibit trustworthiness and dependability, as followers cannot unite behind a leader who they are unaware of. Kerr (1984) supported by Yukl and Van Fleet (1990) added another dimension by listing ten values of integrity that would assist a leader to deliver and excel in leadership position to include, tell the truth, obey the law, reduce ambiguity, show concern for others, accept accountability, practice involvement rather than paternalism, offer protection from corrupting influences, always act, provide consistency across instances, and ensure that values and actions are consistent. Additional works include those of (Beckers, 1998, Badaracco and Ellsworth, 1990, Srivastva, 1988, Simons, 1999, Kaptein 2003, Morrison, 2001, Morgan, 1993, Trevino, Brown and Hartman 2003). The other proponents that were of the opinion that lack of integrity is not a criterion to determine leadership functionality argued this from the Machiavelli views (1469-1J527) which was of the opinion that the Machiavelli eloquently described this when he said "a price who desires to maintain his position must learn to be not always good, but to be so or not as needs may require.

### **How does all this apply to the issue of Economic Development?**

In order to improve a country's economy, leadership matters. It is not by happenstance that economic performance and the basis for faster growth occur. It is accomplished by the moral initiative of great statesmen who bring about change. High IQ and sensitivity of intellectual matters are prerequisites for leadership. Leading economic development successfully does not require you to be a trained economist. The fundamentals of economic science, however, are unavoidable. If you study economic world history, that is also beneficial. You must be able to identify the precise historical moment in which your nation stands with respect to human history as a whole. Developing leaders have a deep understanding of the main concerns facing their country, including poverty, environmental crises, industrial growth, youth joblessness, gender inequality, regional differences, urban revitalization, and agrarian change. Development leaders understand that addressing issues in development calls for an integrated approach.

### **Leadership with Effective Service Delivery**

Access to such basic services as education, primary health care, electricity and motorable roads are prerequisites for effective human development with a whole lot of wide reaching effects on the citizenry. A leader who assembles and implements sustainable programs and steers clear of fragmented planning is considered effective.

Corruption: Corruption encourages poor leadership, damages public trust, impairs the provision of public services, and places square pegs in round holes in positions of authority. It is a significant barrier to administration, even while human greed and insatiable desires are undoubtedly the reasons why there is corruption. Protracted legal proceedings frequently make it difficult to penalize corrupt officials and individuals quickly.

### **Failure of Leadership in Banks**

Given our earlier postulation that all of us are leaders, do permit me to comment on the failure of leadership within certain banks and businesses in Nigeria. Questions have been asked about the basis of involvement of the EFCC in banking matters. We have time and time again stated that the EFCC is only involved in banking matters and loans that have a criminal flavor. It is a criminal failure of development when managing director of banks and stockbroking firms connive to artificially manipulate the stock market. It is a criminal failure of leadership when companies divert to an off-shore account the proceeds of a business that should have been used for repayment of a loan. It is a criminal failure of leadership when a managing director of a bank goes ahead to disburse loan facilities that should have been used for repayment of a loan.

### **National Development**

Imhonopi and Urim (2000) define national development as the capacity of a nation or nations to enhance the social welfare of its people, specifically through the provision of social amenities like access to clean water, power, decent education, and housing. Economic growth, socio-cultural development and empowerment, and their effects on human development are all components of country development. In the past it was narrowly described and confined to increase in Gross Domestic Product (GDP), today emphasis is on the content of the GDP as well as other indicators of the quality of life. The indicators include infant mortality, maternal mortality rate, shifts in social status, employment opportunities, life expectancy, decrease infertility as well as nutrition etc. (Akanji and Akosile, 2001). In nutshell, development now place emphasis on people as the object of attention it has gone beyond normal growth in the volume of goods and commodities. Chrisman's (1984) research supports the notion that development is a process of societal growth that leads to increases in people's wellbeing through strong relationships amongst all societal groups, businesses, and sectors (Lawal and Abe, 2011). The totality of advancement in collective and tangible terms in the social, political, technological, and religious realms can be characterized as national development. This can be achieved most effectively through government-mapped strategies found

in nation development plans (Oginni 2012). Many theories had also been proposed about development, including modernization, dependency, basic needs, sustainable livelihood, liberal, radical, and classical economic theories (Akanji and Akosile 2001). During the years 1962–1968, the first national development plan was developed, with the primary objectives being employment and health education. Under the second plan, which ran from 1970 to 1974, the provision of social services, communication, energy, water supply, transportation, labor, defense, and agriculture were given top emphasis. Third Plan strategy, covering 1975–1980, with a focus on agriculture and rural development. The creation of jobs, raising living conditions, and achieving equitable income distribution among socioeconomic classes are the main goals of the fourth national development plan program, which was implemented from 1981 to 1985 (Ogwumike, 1995). We also had the Green Revolution, the Structural Adjustment Program (SAP), Operation Feed the Nation (OFN), and economic stabilization Acts, commonly referred to as austerity measures., National Economic Empowerment and The names of each development strategy (NEEDS) come from the goals they were intended to accomplish (Akanji and Akosile, 2001), Vision 2010, and seven points. Agenda featuring the year 2020 as a vision. All things considered, the country's present rate of growth is far from this, and it is not surprising given the high levels of corruption, indiscipline, hiring the wrong people for the wrong jobs, and a lack of integrity on the part of the nation's leadership.

**Leadership and Development**

Leadership is the gateway to national development. It is because the focus of development is reduction of poverty wealth creation and equitable distribution of wealth, ensuring nutrition and health, housing and ancillary, social security and welfare (Agaboh, 2010), it entails building capacities to advance material and human capital for effective production of goods and services that will enhance quality of life, strong and self-reliant nation is built (Agba et al, 2010, Akanji and Akosile, 2001). It is crystal clear that these inherent elements of development can never be achieved without leadership. It is a leader that will develop network of activities through marketing activities, through the people and set direction through creation of vision, goal setting, formulate strategy, mobilize people, manage change, value promotion, develop other people, strategic problem solving and decision making (Oginni, 2011) leadership integrity is paramount to the national development to usher in maximum improvement in material, social, cultural and political wellbeing of society.

**METHODOLOGY**

This is a framework or plan that is used as a guide in collecting and analyzing the data for study. The purpose of the design is to obtain accurate objectives and verifiable test. The research made use of primary and secondary data for the work. A questionnaire was created and distributed to 140 respondents, of whom 105 were recovered; nevertheless, 94 questionnaires—representing 69% of the total respondents—were deemed useful, spanning all sectors of the Nigerian economy throughout three states of the federation: Lagos, Port Harcourt, and Aba. Random and purposive sampling techniques which was developed along 5 point liker scale technique. The 94 respondents were made up subordinates and senior management from both the private and public organizations in order to lead credence to the authenticity of the information. The questionnaire was divided into three sections, section A has demographic information, and section B contains information on role of marketing to leadership integrity (independent variable) and ethical environment while section three has information on national development (independent variable). I also used simple percentage to analyze the data obtained from the respondents illustrated by the table below as well as using descriptive, correlation and analysis of variants at 0.01 significant level.

**Analysis and interpretation of Data**

<b>Variables</b>	<b>Frequency Distribution</b>	<b>Percentage</b>	<b>Percentage rank</b>
<b>Gender</b>			
Male	61	65%	1

Female	33	(94)	35%	7
<b>Marital Status:</b>				
Single	23		24%	9
Married	55		59%	3
Divorced	16	(94)	17%	11
<b>Educational level</b>				
B.Sc/B.Ed/HND	34		36	6
B.Sc/B.Ed& professional qualification	38		40	5
B.Sc/B.Ed& master's degree	22	(94)	23	10
<b>Category in organization</b>				
subordinates	60		64	2
management	34	(94)	36	6
Senior management				
<b>Age limit</b>				
Less than 25yrs	11		12	14
25-34yrs	22		33	10
35-44yrs	33		35	7
45-54yrs	15		16	12
55 years above	13	(94)	14	13

Table 1: Demographic information of respondents

Source: Survey 2018

The table above shows most of the respondent were male with 61 respondents representing 65% while female were 33 respondents representing 35% which means that the majority of the respondents were male. A large number of respondents were married with 55 respondents representing 59%, a total number of 23 respondents were still single as at the time of collecting the data representing 24% while 16 respondents were divorced representing 17%. The implication is that the majority were married which is an indication that they are matured and understood what quality of life through national development is about. First degree/HND were 34 respondents representing 36%, B.Sc/B.Ed with professional qualification has 38 respondents representing 40%, while B.Sc/B.Ed with master's degree has 22 respondents representing 23%. This shows that most of the respondent had additional qualification apart from the first degree, which means the questions were understood most especially what standard of living and honesty were all about. The responses to work experience shows that majority of the respondents had a range between 7-10years work experience with 41 respondents representing 44% coupled with the fact that most of the respondents were in the middle management cadre, 60 respondents representing 64% shows that they do understand how the behavior of their leaders affected or influenced them. Majority of the respondents were between the age limit of 35-44years with 33 respondents representing 35% and cumulative analysis shows that 55 respondents representing 58% were more in the age limit.

Descriptive and correlation analysis at 0.01sig. Level (1-tailed)

		M	SD	EE	LI	ND
Ethical environment	Pearson corr.	41	0.22	1	0.95	0.90
	Sig (1 - tailed)			94	94	94
	N					
	Pearson corr.	4.3	0.21	0.95	1	0.92

Marketing role on leadership integrity	Sig (1-tailed)			<u>0.00</u> 94	94	<u>0.00</u> 94
	N					
National development	Pearson corr.	3.9	0.33	0.90	0.92	1
	Sig (1-tailed)			<u>0.00</u> 94	<u>0.00</u> 94	94
	N					

Table 2: Correlation analysis between role of marketing to leadership integrity and national development, MLI = marketing leadership integrity, ND = national development, SD = standard Deviation, M = mean, EE = Ethical Environment.

Table 2, the mean as well as the standard deviation of the relationship were computed in order to see the distribution of the variables. It was found to be a normal distribution. The independent and dependent variables, that is role of marketing to leadership integrity and national development were found to be interwoven with each other and had positive and significant correlation where  $r = 0.95$ ,  $p < 0.01$  with national development.

Variables	Constant	Beta	F	t	R <sup>2</sup>	N
Ethical environment	0.452	0.90	1.082	1.052	0.82	94
Role of marketing to leadership integrity	0.208	0.95	1.190	1.210	0.94	94
National development	0.564	0.92	1.0191	1.140	0.78	94

Table 3: Regression analysis on ethical environment, role of marketing to leadership integrity and national development.

Source: survey 2018 (derived from SPSS)

Table shows the highlight of the significant relationship at 0.01 which predicted that role of marketing leadership integrity has influence on the national development as it is derivable from the ethical environment. Ethical environment ( $B = 0.90$ ,  $F = 1.082$ ,  $t = 1.052$ ,  $R^2 = 0.82$ ), role of marketing to leadership integrity ( $B = 0.95$ ,  $F = 1.90$ ,  $t = 1.210$ ,  $R^2 = 0.94$ ), and national development ( $B = 0.92$ ,  $F = 1.091$ ,  $t = 1.140$ ,  $R^2 = 0.78$ ) these were cased to explain the variation in the analysis and the hypothesis formulated.

### **DISCUSSIONS**

Looking at statement of hypothesis 1, role of marketing to leadership integrity has positive relationship with national development which was confirmed by these data  $B = 0.95$ ,  $F = 1.90$ ,  $t = 1.210$ ,  $R^2 = 0.94$ .  $B$  which is the predictor variable is 0.95 therefore there is a positive correlation between role of marketing to leadership integrity and national development, It implies that enhancing the leaders' honesty in carrying out marketing operations will enhance the nation's overall development; this link is favorably highly correlated.,  $R^2 = 0.94$  which is the coefficient of multiple variation in national development while the remaining 6% is explained by other variables not mentioned in the model.  $F_{tal} = 1.190$  and  $F_{cal} = 2.193$  ( $f_t < F_c$ ) alternative hypothesis is therefore accepted that is marketing activities to leadership integrity has positive relationship with national development thus establishing the proposition about the relationship leadership and national development.

The second hypothesis 2 was arrived at in the course of the review that ethical environment has positive relationship with the role of marketing to leadership integrity and national development. ( $B = 0.90$ ,  $F = 1.082$ ,  $t = 1.052$ ,  $R^2 = 0.82$ ). There is strong coherence between ethical environment and national development with a positive correlation  $r = 0.90$ ,  $p < 0.01$ . The regression model was also applied and the result was  $R^2 = 0.82$  and  $F_{tab}$  Value = 1.082,  $p < 0.01$  proofing the positivity

of the hypothesis 2. From the above analysis with the overall discussion, it is crystal clear that the hypothesis were positive and significant.

### **CONCLUSION**

Leadership that can transform this country must build bridges and not walls. This require the breaking down of walls. It is servant leaders that made difference in the lives of their people and advanced their governments overtime through vigorous and sacrificial pursuit of positive change with great respect for acceptable societal values. The existence of laudable development plan to herald meaningful development is not an end in itself but, a means to an end which is bound to benefit from interaction of many variables of which leadership is the anchor for the end to be fulfilled. Marketing has been expounded as a rallying point for national development, therefore no nation should overlook the impact of marketing in its overall national development. Marketing personnel's should be engaged in all the government agencies even in tourism sector. The Gross National Product (GNP) growth rate, the amount spent on consumption, the percentage increase in the overall standard of living, the number of workers involved in marketing, and the strength of the country's political, social, and economic institutions can all be used to gauge the value of marketing's contribution. Any country that aspires to improve or maintain its current level of development must prioritize marketing in its policies and decisions. The issue of national development and leadership integrity is central to the crisis in the environmental growth of Nigeria in its entire ramification. Nigeria is faced with the situation where these who are in positions of leadership have either abdicated their moral responsibility or have lost the vision of the aims and purpose of their commission thus leading to decadence in sound ethical behavior and wasteful spending of the national wealth. The time is now not tomorrow for effective change of our leaders for national development. Leaders are of sound moral values of which integrity is the backbone and avoid nepotism in terms of appointments.

### **RECOMMENDATIONS**

From the foregoing, it is evident that marketing plays a pivotal role in the development of any given nation. It is therefore recommended that for the successful development of a given nation (Nigeria)the marketing principle, rules operation and practitioners must be brought to the fore. A shift in attitude is required. Nigerians ought to have faith in their country; they ought to adopt moral principles that would lead to honesty and abandon a negative outlook on growth and the idea that nothing can be done in the nation. Leadership to stop electoral frauds and guarantee that positions of authority are legitimately held; otherwise, illegitimate leaders will exhibit traits that stand for progress. Nigerian leaders ought to start establishing an integrity-based way of living that rewards hard effort, is sincere, disciplined, trustworthy, and keeps promises. There should introduction of ethical value programmes in the curriculum of studies (from primary-tertiary) level of students.

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