Customer Accountability and Nation Building: Nigerian Perspective

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*Abstract: The aim of this study was to examine the relationship existing between customer accountability and Nation building within the context of Rivers State in Nigeria. The problem which necessitates this study was the issue of disunity amongst the several multi-ethnic nations in Nigeria which of lately has resulted to killings and clashes between one tribe and another in Nigeria. Drawing from social action theory, this paper suggests that business concerns should use marketing strategies such as customer accountability in terms of making the customer understand their role in the use of goods and services offered to them by marketers so as to achieve expected satisfaction whereby building strong bonds and unity amongst buyers and sellers from different ethnic nationality in Nigeria. The population of the study comprised of the residents of Port Harcourt City LGA with an estimated population of **3,171,076** residents (World Population Review, 2021). Using Taro Yamen formula, a sample size of 399 individuals where generated. 381 copies of questionnaire out of the distributed 399 were valid and used for the study. The study adopted a quantitative research design method, and Pearson moment correlation coefficient was used to test our hypothesis. The study revealed that customer accountability has a significant positive impact on nation building in terms of creating understanding between marketers and customers from different backgrounds. The study recommends that marketing practitioners should learn to engage their customers in the most friendly and appealing manner to account for and contribute to the achievement of the needs they so desire since this has proven to help reduce customers blame on marketers, strengthen and unite them with the business and foster long time harmony. Secondly, they should learn to draw up policies that will explain in simple terms roles customers have to play before and while their desire offering is been processed so as to help marketers deliver accurate customer success and on time.*

Keywords: Customer Accountability, Nation Building, Social action theory

1.1 Introduction

In a country with people of diverse ethnicity and tribes such as Nigeria, nation building is crucial in order to harmonize the people to leave in unity, whereby developing the country's economy. OECD (2008) defined nation building as actions taken mainly by national actors to develop a sense of common nationhood, normally to defeat ethnic, communal or sectarian differences. Nweke and Nwoye (n.d.) opines that previously and after the formation of Nigeria as an Independent country, there has been several forms of discussion on how to attain a principled arrangement that would enable Nigerians to be one united people despite their cultural and religious differences. This is because over the years there have been several clashes and tribal issues both politically and economic wise amongst the different tribes in Nigeria which is made up of several multi ethnic groups and tribes with different cultural value system and religious believes. Each tribe recognizes its own and wants to favor theirs as against the other tribes both in politics, businesses and other spheres of life which has caused problems to the Nigerian society. Hence, the unification of these different ethnic groups under nation building so as to have one voice, tolerance, unity rather than acting under their different cultural and religious values which goes against one another value system and believes will benefit the country called Nigeria both economically and in ensuring peace and unity. And one little area that could unit people of different nationality or tribe in Nigeria is business transaction mostly between customers and businesses. Every academic discipline as part of education should be able to contribute to nation building, which is why Gupta (2019) asserts that "education plays a very important role in nation building because education transform the human being into an intelligent honest citizen towards its country. Hence, marketing in trying to contribute to nation building can achieve that through business transactions which could be seen as economic ways of getting people of different ethnic, religious, and racial group to come together in other to meet minds for economic benefit purposes.

Business transactions create friendships that know no bound in tribe or ethnicity. It units people from different cultural background and nationality. Although business transactions have these benefits, but in most cases when business transaction is been conducted within Nigeria, most customers have cognitive dissonance and feel bad about the outcome of the business which in turn heightens the rift between tribes when both the customer and the marketer comes from different tribes because they attach the outcome to tribal sentiment. Customers have over time been considered and favored when such issues arise at the detriment of the marketers since the customer is always right, is king and pays the bill and without the customer the business will go moribund. In reality, most business transaction default comes from the customers rather than the marketer when some unscrupulous customers out of their mistakes destroys the products and come back to claim refund and other settlements. That is why Kjeruff (2006) gave five reasons why the phrase "customer is always right" is wrong. According to him it makes employees unhappy when falsely accused; give abrasive customers unfair advantage; it results in bad customer service; most customers are bad for business; while some other customers are just plain wrong (Kjeruff, 2006).

This has brought about a resent line of thought in marketing to apportion some certain mild responsibility to the customer making them understand clearly their own end of the bargain

which is termed "customer responsibility". When customer and marketers enter into a relationship (relationship marketing) and the customer is made to understand in a cordial manner through product labels, terms and conditions of product usage, warranty etcetera, that he/she is accountable for small portion of the satisfaction the business will offer (customer accountability), this will reduce customer blame and negative word of mouth on the business when the actual expected value is not achieved because both had a role to play. Hence customer accountability is a new method of getting the customer to be responsible and devoted to the business offering.

There is an upcoming paradigm shift from traditional view of customer been the king and served as a lord to them having to take on small responsibility by been accountable for small portion of the success to be achieved in marketing offerings they so desire. That is why Kjeruff (2006) states that "the phrase *the customer is always right* was originally coined by Harry Gordon Selfridge, but luckily more and more business ventures are abandoning this adage – ironically because it leads to bad customer service". Manila Times (2013) asserts that as a consumer, one has the right to empower and protect him or herself, and that is their source of power, but their responsibilities on the other hand, serve as guidance when enforcing their rights and is also an assurance that they will not abuse the rights given to them. Hence customer accountability allows the customer know that to an extent he or she is responsible for certain actions in the transaction like properly checking of products before payments, proper care in usage of the product to avoid brake down and so on when asserting their rights over the marketer. And when this is done, will ensure peaceful transaction deals where the customers will not use negative word of mouth to bring down the marketers business, and this contributes to nation building since both parties from different tribes in most cases will live in peace and do businesses without ill feelings.

Although studies have been done in the areas of consumerism, customer ethnocentrism and commercial nationalism, but there are scarce research studies in the area of customer accountability and nation building within the context of Port Harcourt in Rivers State, Nigeria, Hence our point of departure and this creates a gap which this study will try to fill when conducted.

1.2 Statement of the problem

The issue of disunity amongst the major tribes in Nigeria is a thing of concern where several tribes hate each other, speak ills about one another and in most cases enter into fighting amongst themselves. This hatred and disunity if not addressed properly, will lead to anarchy and brake down of law.

According to the publication in *The Nations newspaper* by Akabogu (2019, July 23), "it is not an overstatement to state that things actually have fallen apart even as suspicion, deep rooted animosity, mutual mistrust and unprecedented level of disunity among the different ethnic groups in Nigeria have reached an alarming rate, awaiting for the inevitable to happen. He further stated that to make worse the already disturbing and messy situation in the country is the ill-conceived and reckless threats by various ethnic leaders in the country.

Hence one may ask, what can be done to unite the different tribes of Nigeria under nation building? How can marketing as an academic discipline contribute with its strategies to achieve nation building in Nigeria? Judging from the angle that business relationships in Nigeria brings

people of different ethnic background together to have consensus ad idem (meeting of the mind), but in most cases issues arise when customers develop cognitive dissonance after purchase. If so, could customer accountability serve as a means to get the customers feel a little bit concern in the usage of bought items so as to reduce blames for businesses whereby fostering a better long lasting relationship? Hence, this study tries to investigate the extent customer accountability as a new marketing instrument can help create understanding and friendly bonds between customers and marketers from different ethnic backgrounds in Nigeria through nation building.

1.3   Aim of the Study
The aim of the study was to empirically investigate the extent of relationship between customer accountability and Nation building.

1.4   Research Question
Based on the aim of the study, the following research question was formulated:
1. To what extent does customer accountability relates to nation building within the Nigerian perspective?

1.5   Research Hypotheses
Ho_1: There is no significant relationship between customer accountability and nation building.

2   Review of Related Literature
2.1 Theoretical Foundation

The theoretical under pinning to this study is that of social action theory by Max Weber. Social action according to Fadul and Estoque (2010) refers to **an act that** takes into consideration the actions and reactions of **individuals** or **agents**. Duncan Mitchel (as cited in Farooq, 2014) argues that action can be seen as social when the actor conducts him or herself in a way that his/her action will influence the action of one or more other individuals. Hence this study which is on customer accountability pins itself to this theory because action such as customers accountable in the cause of taking part in being responsible for generating small portion of the satisfaction they so desire intends to influence the way the customer judges the marketer or business when services are been rendered to them.

2.2 Conceptual Review of Customer Accountability

According to business dictionary.com, accountability is the duty of a person or business to account for its activities, accept responsibility for them and to disclose the results in a transparent manner. Cornock (2011) asserts that accountability basically refers to being called to account, while Ieraci (2007) states that accountability involves reporting. Benjamin *et al.* (2006) on their own account saw accountability as the principle that persons, businesses and the community are responsible for their actions and can be asked to explain them to others. CrossKnowldge (2018) defined accountability as "an obligation or willingness to accept responsibility or to account for one's actions".

From the word accountability comes the term customer accountability which according to Murphy (n.d.) is "telling the customer what they need to hear – not what they want to hear – so they do the right thing." Within this study, customer accountability simply means getting the customer to accept some responsibility and disclose results in a transparent manner. Brenner (n.d) states that "accountability is something you choose to exhibit – it is not assigned to you." Hence the role is not forced on the customer but they willingly accept it.

The National academic Press (2011) asserts that the idea of accountability has diverse meanings that cover the fields of law, accounting, ethics, management theory and practice, and governance. Within this study, we are looking at accountability from the angle of marketing and how it concerns the consumers of goods and services. As a marketing manager, sales agent or business owner, you already know that satisfying your customer is very vital for business survival and profitability hence will put in your best to achieve this satisfaction and beat competition. But according to Eizips (2017), "there comes a time when all of your efforts are not enough and your clients do not collaborate with you enough in order to achieve the desired outcomes which often happens when your client doesn't understand their end of the bargain in the equation called *Customer Success*". In order to achieve customer success in a business - to - customer relationship, most businesses assigns all the rights and privileges to the customers since he is the king in the relationship. But according to Newman (2016) "such a relationship will not last long – it would be one-sided where customers hold all the 'trumps' and all the company would ever be able to do is provide service and appear to have control over the relationship, and in order for a long-term robust relationship, it is essential to hold customers accountable for success too." This simply implies that the customer needs share in the responsibility when it comes to a transaction in keeping to specification of product usage and terms and conditions, so that all the blames will not go to the marketer when after purchase regret sets in. They need to be accountable in the area of keeping to recommendations that comes with the product in terms of proper handling, good maintenance and usage of the product to avoid spoiling the product and returning it to the seller while blaming the seller for selling bad or not durable product to the customer

When most goods are purchased by customers, they the customers don't keep to the strict regulations of how to use the product or how to handle it, and along the line the product brakes down. Most dishonest customers will come back to the marketer with the damaged product claiming refund and using negative word of mouth to even run the business down while they were at fault in not using the product in the proper manner and these incidents weigh down on the business and its reputation. Some scholars have shifted from the normal where customers are blameless to advocating for customer accountability where customers are to be responsible in certain area of the business transaction whereby they keep to the product regulations and usage after purchase so as to avoid defaults. That is why Murphy (n.d.) opines that:

> But at some point you also need to let the customers know that they are accountable for some portion of the results. In fact, one of the things we have to do as part of an operationalized customer success initiative is to tell the customer what they need to hear – not what they want to hear – so they do the right thing. Which means we have to be realistic with our customers about what is on their plate – and what is on our plate – and who's ultimately responsible for the success of the customer. This is called Customer Accountability and it's the missing piece in your customer success strategy.

This should be done because most customers are ready to blame the marketer and service provider even when it is not fair. Kjeruff (2006) states that "the phrase *The customer is always right* was originally coined by Harry Gordon Selfridge, the founder of Selfridge's department store in London in 1909, and is typically used by businesses to: (a) convince customers that they will get good service at this company, (b) convince employees to give customers good service, but fortunately more and more businesses are abandoning this maxim – ironically because it leads to bad customer service". This signifies that there is an upcoming paradigm shift from traditional view of customer been the king and served as a lord to them having to take on small responsibility by been accountable for small portion of the success to be achieved in marketing offerings they so desire. Clayton et al. (2013) states that responsibility is not top of mind for consumers and only comes up as an issue when things go wrong.

Murphy (2006) suggests that when customers come to you for business because they feel you can help them achieve their desire, if you can, you do whatever it takes, but that doesn't mean you bear the whole burden, "part of doing *whatever it takes* is pushing back on the customer to hold up their end… to keep them accountable for what they need to do". Jantsch (n.d.) asked questions regarding customer accountability:

> "at what point are there consequences if customers don't live up to their part of the bargain? At what point do you stop inspiring, cajoling and yelling and just start backing off or disengaging all together? What about building monetary penalties into service agreements that kick in when a customer does not complete assignments they agreed to? I know this may run counter to the "customer is always right" line of thinking, but I wonder if a customer who won't allow you to do what you were hired to do contributes to devaluing your service? At some point they will disengage anyway and conclude that your service didn't really help them. Is that any way to build a business?"

All these assertions point to the fact that customer accountability is necessary to foster understanding and cooperation between customer and service provider in filling the success gap which will enable customers get their expected desires and bring about continuous good relationship between the business and the customer. This paradigm shift is coming with the increasing negative word of mouth complaints from some customers about product and services they bought and in most cases seeking for full refund even when they the customers are the ones that damaged the product or didn't follow the requirements of the services stipulated by the marketer, and will let the business bear the full brunt of their negligence. Cendon (n.d.) identified responsibility as a dimension of accountability.

Consumer responsibility according to SF Environment (2019) is "taking personal responsibility for the environmental costs and consequences of what you purchase and use". Smartcampaign.org listed the following customer responsibilities as "(1) customer has responsibility to treat individuals with respect, (2) customer has responsibility to evaluate the costs of a product, (3) customer has responsibility to comply with the terms and conditions of the chosen product, (3) customer has responsibility to provide truthful and timely information, (4) customer has responsibility to protect other people's personal sensitive information". Hence the responsibilities which the customers are to take in other to achieve marketing success and better

enjoyment of goods and services they bought which includes strict adherence to product terms and condition of usage can serve as a dimension of customer accountability.

2.3 Concept of Nation Building

In other to understand what nation building is, one needs to have a clue of what a nation is all about. The word *nation* according to Harper (2011) "came from the Old French word *nacion* – meaning birth (*naissance*), place of origin -, which in turn originates from the Latin word *natio* (*nātĭō*) literally meaning *birth*." Stephenson **(2005)** defined "a nation as a group or race of people who shared history, traditions, and culture, sometimes religion, and usually language. While Nation, State, Nation-State (2019) opines that "peoples with common ethnic roots, language, religion, historical memory and the explicit desire to act as a political unity make up a nation". Butt (2010: 33) opines that:

> "Nationalism has played a significant role in bringing people together and removing differences among them, but at the same time, it has also been used as an instrument of dividing the world in different camps and groups. It has helped create feelings of love and assimilation for the fellow beings, but at the same time, it has sowed the seeds of hatred, enmity, and intolerance among the people belonging to different races, religions, and sects".

The hatred stressed above could be noticed in Nigeria where different ethnic nationalities hate one another because of political propaganda and quest to control resources. "The country of Nigeria is viewed as a multinational state as it is inhabited by 250 ethnic groups (*Nigeria Fact Sheet, 2018)*, of which the three largest are the Hausa, Igbo and Yoruba; these ethnic groups speak over 500 different native languages and are identified with a wide variety of cultures (*Nigeria Fact Sheet, 2018;* Ethnicity in Nigeria, 2007; Pereltsvaig, 2011; Ethnologue, 2019). Hence in Nigeria, we have several nations but the three dominant once are Igbo, Hausa and Yoruba. These different ethnic groups are of lately hating, killing and castigating one another which calls for the need of nation building in Nigeria.

Nation-building According to Market Business News (n.d.) means "creating a country that functions out of a non-functioning one – either because the old one has been destroyed in a war, has fallen apart, or never really worked properly, as occurred in Iraq, the Soviet Union, and Afghanistan respectively". Nation-building as defined in www.dac.gov.za is "the process whereby a society of people with diverse origins, histories, languages, cultures and religions come together within the boundaries of a sovereign state with a unified constitutional and legal dispensation, a national public education system, an integrated national economy, shared symbols and values, as equals, to work towards eradicating the divisions and injustices of the past; to foster unity; and promote a countrywide conscious sense". Dinnen (2006) defines nation-building as "refers to more abstract process of developing a shared sense of identity or community among the various groups making up the population of a particular state. Also, Stephenson (2005) saw nation-building programs as "those in which dysfunctional or unstable or *failed states* or economies are given assistance in the development of governmental infrastructure, civil society, dispute resolution mechanisms, as well as economic assistance, in order to increase stability".

Within this study, we align with the definition given by www.dac.gov.za and define nation building as a process whereby a society of people with diverse origins, language, religion and cultures come together within the boundaries of a sovereign state with a unified constitutional and legal dispensation. One thing about nation building is that it indicates the fact that someone is intentionally trying to do the building.

Creasey *et al.* (2011) in their study *Does Nation Building Spur Economic Growth* concluded that "nation building operations occur for many varied reasons, including attempting to promote security and stability of strategic regions, thwarting the spread of terrorism or nuclear weapons or abhorrent ideologies, protecting natural resource stockpiles, and promoting democracy". Nation building tries establishing unity and peace which promotes security and stability, Datta (2015) asserts that marketing as a social process is continuously trying to eliminate problems from the society to keep the world in peace. In this study, we discussed nation building from the angle of using marketing strategy of customer accountability where customer is meant to understand their roles and responsibility in the business transaction so as to foster peace and unity through the use of business transactions. This is further evaluated below.

2.4 Customer Accountability and Nation Building

Customer accountability can be traced to help build peace and unity which is used to measure nation building in this study through its ability to reduce blames and argument from the customers when they accept to be accountable for the attainment of small portion of the customer success they so desire, whereby building long lasting relationship, peace and unity between the business and customers whom are in most cases from different ethnic nationality. According to Alesina and Reich (2015), "nations stay together when citizens share enough values and preferences and can communicate with each other". Homogeneity amongst people can be built through business relationships and understandings where both customer and business concern understand each other in the areas of the transaction they are accountable for.

Nweke and Nwoye (n.d.) opines that "before and from the inception of Nigeria as an Independent nation, it has been from one form of organized discourse to another in search of principled arrangement that would make Nigerians one united people irrespective of obvious differences". One little area that can unite people of different nationality or tribe in Nigeria is business transaction mostly between customers and businesses. Because, customers and businesses can enter into a close relationship (relationship marketing strategy) where both gets to build trust and commitment towards one another and benefit from it at the long run. Lima and Fernandes (2015) in their study found out that relationship bonds customers creates with businesses leads to customer loyalty. Arantola (2002) argues that bonds and bonding have has taken a central stage in the study of customer relationships.

In Nation building, the key factor is the establishment of peace and unity through bonding which promotes security and stability. That is why Grotenhuis (2016) asserts that "peacemaking is the preliminary step towards nation-building". Previous literatures on Nation building has looked at it from political angle (Mylonas, 2013; Fabbe, 2016; Maboloc, 2017; Ekine, 2018), but Castelló

and Mihelj (2017) asserts that, "the current revival of the national extends well beyond the realm of politics; it is anchored in the logic of global capitalism, and has become inextricably intertwined with the practices of promotion and consumption. Hence moving away from politics and democracy as means of nation building, marketing also can contribute to the objective of nation building through uniting people of different ethnic background in marketing transactions using marketing tenets which creates relationships, bonds and peace amongst the buyers and sellers.

That is why Datta (2015) assert that "marketing as a social process is continuously trying to eliminate problems from the society to keep the world in peace. Ademiggbuji (2016) also opine that Nigeria may soon adopt strategic communication as tool for nation building. Hence one can see that marketing through its strategies (which include customer accountability) can unite individuals and people from different ethnic nationality into close peaceful relationship through business transactions whereby encouraging nation building.

Customer accountability tries to build understanding, peace and stronger relationship between customers and the marketer since according to Eizips (2017) there will be a time when all the efforts the marketer puts in to satisfy the customers will not be enough and their clients will not collaborate with them enough in order to achieve the desired result. Hence Murphy (n.d.) advised that at that point in time, the marketer needs to let the customers know that they are as well accountable for small portion of the outcome they so desire to get. Because, if the consumers are not in any way involved in the process, will blame the marketer for any failure even when the fault is not theirs. That is why Brenner (n.d.) asserts that "when you refuse to be accountable, you'll place the blame on someone else for the project's failure". But, in order to be able to indulge the customer in being accountable for their desired success, the marketer needs to build a strong relationship that is based on mutual understanding and trust (Eizip, 2017). Once the relationship is established, the marketer needs to clearly draw up roles and responsibilities which detail the little contribution such as adhering to product usage regulations the customer needs to make in order to satisfy his desired needs and wants. That is why Eizip (2017) opines that one of the ways a marketer can ensure that their customers comprehend their part to play in achieving their own desired success is by drawing up clear roles and responsibilities.

Putting the accountability measure ahead of the transaction helps eliminate surprises and give a clearer vision of what reality is rather than too many lofty promises. This assertion was supported by www.walkthetalk.com (n.d.) when they suggested that the secret which most successful businesses have come to discover is to infuse accountability on the front end of their interactions before the outcome is known, and that most successful businesses front-load accountability into their strategy which generates better relationships, removes elements of surprises, and greatly enhance job satisfaction and performance. Taking about clear roles to play, Bregman (2016) listed five areas a marketer should clarify when fostering accountability with another as - **clear expectations, clear capability, clear measurement, clear feedback and clear consequences.**

Once these roles are clear to customers, they will know their expectations (accountability) and will be involved as well which will reduce tension between them and the marketer whereby
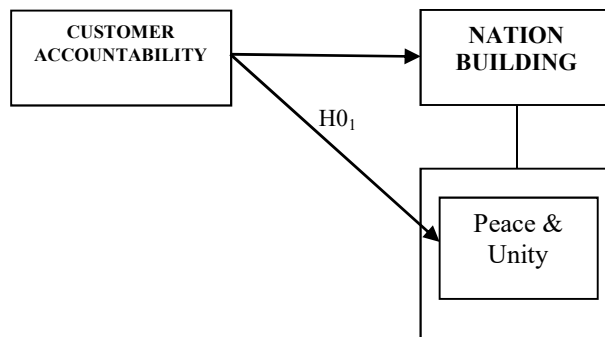
fostering peace and unity. Hence marketing through its activities which units and creates friendship bonds between the business and customers contributes to nation building.

Due to the importance of consumers towards nation building several authors (Castello & Mihel, 2017; Acikdilli *et al*., 2017; Aramendia-Muneta, 2016; Vida & Dmitrovic, 2001) have coined constructs such as consumer ethnocentrism, commercial nationalism etcetera to discuss customers impact on nation related issues. Castello and Mihel (2017) argue that "concepts such as ethnocentric consumption, consumer nationalism, ethno consumerism or consumer patriotism gives primacy to the activities of the customers, examining how their practices relate to their sense of national belonging".

Hence we propose that:

Ho$_1$: There is no significant relationship between customer accountability and nation building through peaceful relationship between individuals from different ethnic nationalities and business concerns.

2.5 Operational Conceptual Framework of Customer Accountability and Nation building

Source: Researchers Conceptualization from Literature, 2019.

3.0   Research Methodology
Our philosophical stands in this study took a realist viewpoint and a positivist epistemology. Hence, the study utilized quantitative research method thereby adopting a cross-sectional survey research design. The target population comprised of the residents of Port Harcourt City Local Government Area with an estimated population of **3,171,076** residents (World Population Review, 2021). Using Taro Yamen formula, we generated a sample size of 399, and convenient sampling technique was used to select the 399 individuals for the study in Port Harcourt City Local Government Area and a copy of questionnaire was given to each of them.

Our scales of measurements were validated using a pilot survey of six (6) individuals. The consistencies of our study variables were determined using Cronbach's Alpha test. Their reliability coefficients are above 0.70 benchmark recommended by Nunnally (1978).

  Table 3.1 Reliability Statistics

S/N	Construct	No of items	Cronbach's Alpha
1.	**Customer Accountability**	**3**	**0.860**
2.	Peace & Unity	3	0.773

Source: SPSS Output on Data collected August-November, 2021.

4.0   Analyses of Data
4.1 Results

399 copies of the questionnaire were distributed to residents of Port Harcourt City Local Government. Due to mistakes and incomplete responses, 12 copies accounting for 3% were dropped, while 6 copies representing 2% were lost in transit. Hence, the total response rate that formed the basis of our analysis was 381 representing 95%.

4.1.1 Decision Rule

Reject the null hypothesis (H_0) and accept its alternative (Ha) if p-value < 0.05 for 2 – tailed test and conclude that significant relationship exists

We adopted Pearson moment correlation coefficient to analyze the relationships between the study variables. Tables 4.1 below shows the tests of the hypotheses.

H_{o1}:   There is no significant relationship between customer accountability and nation building.

H_{a1}:   There is a significant relationship between customer accountability and nation building.

Table 4.1: Correlations Analysis of Customer Accountability and Nation Building

Variables 1	Statistics	Customer Accountability (CA)	Nation Building (NB)
Customer Accountability (CA)	Pearson Correlation Sig. (2-tailed) N	**1.000** **.** **381**	**.973**** **.000** **381**
Nation Building (NB)	Correlation Coefficient Sig. (2-tailed) N	**.973**** **.000** **381**	**1.000** **.** **381**

**. Correlation is significant at the 0.05 level (2-tailed).
b. Listwise N = 381
Source: SPSS Output (based on 2021 Field Survey Data)

Table 4.1 above shows the outcome of the analysis using the SPSS version 25.1. The Pearson moment correlation coefficient is estimated as 0.973**. This suggests that a significant positive relationship exists between customer accountability and nation building. Since the p-value (0.000) < 0.01, we reject the null hypothesis and conclude that a significant relationship exists between the two variables.

4.2   Discussion of Findings
The objective of this study was to ascertain if there is a relationship between customer accountability and nation build. Customer accountability was discovered to have a positive

relationship with the nation building in terms of uniting customers and contact personnel of businesses from different ethnic nationalities.

The foregoing finding as seen from the result of the analysis is believed to be premised on the fact that customer accountability tries to build understanding, peace and stronger relationship between customers and the marketer since according to Eizips (2017) there will be a time when all the efforts the marketer puts in to satisfy the customers will not be enough and their clients will not collaborate with them enough in order to achieve the desired result. Which made Murphy (n.d.) to advise that at that point in time, the marketer needs to let the customers know that they are as well accountable for small portion of the outcome they so desire to get.

5.0 Conclusion, Recommendation and Contribution

From our finding of our analysis and review of literature, we were led to conclude that there is a positive relationship between customer accountability and nation building within the context of Nigeria.

This study hence recommends that marketing practitioners should learn to engage their customers in the most friendly and appealing manner to account for and contribute to the achievement of the needs they so desire through adhering to product warrantees, terms and conditions and usage manuals since they have proven to help reduce customers blame on marketers, strengthen the bonds and unite them with the business and foster long time harmony. Secondly, marketing practitioners should learn to draw up policies that will explain in simple terms roles customers have to play before and while their desire offering is been processed so as to help marketers deliver accurate customer success and on time.

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