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Surviving disruptions: assessing the impact of Monday sit-at-home calls on informal street businesses in south-east Nigeria

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Abstract

This study examined the impact of Monday sit-at-home calls on informal street businesses in South-East Nigeria. The specific objectives were to determine the effect of frequency of sit-at-home compliance on daily sales revenue and to assess the influence of security concerns/perceived threat level on business operational continuity. A cross-sectional survey research design was adopted, and data were collected from a sample of 430 informal street traders using a structured questionnaire. The instrument was validated and tested for reliability using Cronbach's Alpha. Data were analyzed using descriptive statistics such as frequency, percentage, mean, and standard deviation, while Pearson Product-Moment Correlation was used to test the hypotheses at a 0.05 level of significance. Findings revealed that the frequency of sit-at-home compliance has a significant negative relationship with daily sales revenue ($r = -0.62$, $p < 0.05$), indicating that increased compliance reduces income generation among informal traders. Similarly, security concerns/perceived threat level were found to have a significant negative relationship with business operational continuity ($r = -0.58$, $p < 0.05$), suggesting that heightened insecurity discourages consistent business operations. The study concluded that Monday sit-at-home directives significantly disrupt informal economic activities in the region. It was recommended that the government should strengthen security measures and provide financial support to informal traders to mitigate economic losses and enhance business resilience.

Keywords: Monday Sit-at-Home Calls; Informal Street Businesses; Security Concerns; Daily Sales Revenue; Business Operational Continuity; South-East Nigeria; Economic Disruption

1 Introduction

In recent years, the South-East region of Nigeria has experienced recurring disruptions due to the "Monday sit-at-home" directives, initially associated with agitations for regional self-determination. These directives, which compel residents to remain indoors and businesses to shut down every Monday, have significantly hindered normal economic activities and destabilized business continuity in the region. Business sustainability in such a disruptive environment requires a multifaceted approach, with firms needing to remain adaptive and aligned with emerging trends and best practices to ensure long-term success (Nkiruka, Chinelo, Raphael, Nwadiogo, & Ejike, 2023). Conflict-related disruptions and restrictions on movement have particularly affected micro and small enterprises. According to Ogba, Akogwu, and Ezeh (2023), these businesses experience limits market access and interruptions in daily income flows. Informal street traders, who depend on daily transactions, are disproportionately impacted, as the closure of markets and public spaces translates directly into lost revenue and reduced customer engagement.

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The Indigenous People of Biafra (IPOB), who initiated the sit-at-home directive, have often enforced compliance through violent means. Reports highlight incidents of property, destruction, attacks on government facilities such as police stations and Independent National Electoral Commission (INEC) offices, and even killings of individuals who defied the order (Stella, Priscilla, & Ifeoma, 2022). Such actions have increased insecurity in the region, discouraged foreign investment, and further strained the socio-economic fabric of the South-East (Chinelo, Ezenenwu, Ezeanokwasa, Obi, & Samuel, 2026). Informal street businesses are an important part of economic activity in developing economies, particularly in Nigeria, where they provide employment, income, and livelihood support to a large proportion of the population. According to the International Labour Organization, the informal sector accounts for a significant portion of total employment in Sub-Saharan Africa, frequently exceeding 70% of the workforce. In South-East Nigeria, informal street traders, such as hawkers, food vendors, and petty retailers, are critical to the survival of both urban and rural economies. These businesses are typically characterized by low capital investment, ease of entry, and high vulnerability to external shocks, making them highly sensitive to sociopolitical disruptions (Ufomba et al., 2025).

The economic consequences of these sit-at-home disruptions are severe, especially for informal entrepreneurs who lack financial buffers, credit, and social protection mechanisms. Unlike formal businesses, which may have digital alternatives or reserves to cushion short-term shocks, informal street vendors rely heavily on daily earnings to survive. According to research, repeated disruptions can lead to decreased sales, business instability, and, in extreme cases, the permanent closure of small businesses (Nwagbo, Ofoke, & Ezeamu, 2025). This situation raises concerns about the long-term viability and resilience of informal businesses in areas where sociopolitical upheaval is ongoing. Beyond economic losses, business operators face psychological and operational challenges that complicate the situation. The presence of security threats, fear of violence, and uncertainty surrounding compliance with sit-at-home orders all contribute to a sense of anxiety and risk aversion among traders (Mbanusi, 2023). This is consistent with Nweze, Oruta, Adora, and Ojen's (2025) findings, which emphasized that insecurity and perceived threats can have a significant impact on people's economic behavior and decisions. As a result, many business owners reduce or completely suspend operations on affected days, affecting overall productivity and continuity.

Despite the increasing importance of this issue, there has been little empirical research into the impact of Monday sit-at-home calls on informal street businesses in South-East Nigeria. Most existing research focuses on conflict, insecurity, or political instability without examining the unique dynamics of recurring, localized shutdowns. As a result, this study aims to address this gap by examining how sit-at-home compliance and security concerns affect key business outcomes such as daily sales revenue and operational continuity. This research contributes to a better understanding of how informal enterprises survive and adapt in the face of recurring socioeconomic disruptions, providing insights for policymakers and stakeholders working to improve the region's economic resilience.

1.1 Statement of the Problem

The increasing frequency of Monday sit-at-home calls in South-East Nigeria has caused persistent disruptions in economic activity, particularly in the informal sector, where street businesses predominate. These businesses rely heavily on daily transactions to survive, but the forced closure of markets and restrictions on movement on Mondays severely limit their ability to generate revenue. Despite the critical role that informal street enterprises play in job creation and local economic development, they are still highly vulnerable to such disruptions due to limited financial reserves, a lack of institutional support, and the absence of formal risk mitigation mechanisms. As a result, repeated sit-at-home compliance has raised concerns about declining daily sales revenue, decreased customer traffic, and the long-term viability of these small-scale businesses.

Increased security concerns and the perceived threat of non-compliance further exacerbate the situation by influencing business owners' choices to either operate at reduced capacity or shut down entirely. As a result, business operations have become erratic, productivity has decreased, and traders are now more uncertain. There is a dearth of empirical research that particularly addresses the distinctive and frequent nature of Monday sit-at-home disruptions and their direct impact on informal street businesses in the South-East region, despite the fact that numerous studies have looked at the wider effects of insecurity and political instability on business performance in Nigeria. The capacity of stakeholders and policymakers to create focused interventions that can improve the continuity and resilience of informal businesses is hampered by this knowledge gap. Thus, this study aims to methodically evaluate how daily sales revenue and business operational continuity among informal street traders are impacted by sit-at-home compliance and security concerns.

1.2 Objectives of the Study

The primary objective of this study is to determine the impact of Monday sit-at-home calls on informal street businesses in South East Nigeria.

The specific objectives are to:

- Examine the relationship between the frequency of sit-at-home compliance and the daily sales revenue of informal street businesses in South-East, Nigeria.
- Assess the relationship between security concerns/perceived threat level and business operational continuity in South-East, Nigeria

1.3 Research Questions

The following research questions guided this study:

- How does the frequency of sit-at-home compliance affect the daily sales revenue of informal street businesses in South-East Nigeria?
- How do security concerns or perceived threat levels affect the operational continuity of informal street businesses in South-East Nigeria?

1.4 Significance of the Study

This study is significant because it provides empirical evidence about the impact of Monday sit-at-home disruptions on informal street businesses in South-East Nigeria. Given that the informal sector employs and provides income for a sizable portion of the population, understanding how these disruptions affect daily sales revenue and business continuity is critical. The findings will help to highlight the extent to which repeated shutdowns undermine economic stability at the grassroots level and threaten the survival of small-scale enterprises.

- **Informal street business operators:** The study will be beneficial to informal street business operators, as it will provide a clearer understanding of how sit-at-home compliance and security concerns influence their income and operational decisions. This knowledge can help them develop adaptive strategies to mitigate losses, such as diversifying sales channels or adjusting operating schedules.
- **Government and policymakers:** The research will serve as a valuable resource for government and policymakers, offering evidence-based insights that can inform the design of policies aimed at supporting vulnerable businesses and maintaining economic activities in the face of disruptions.
- **Organizational behavior, informal economy studies, and development economics:** The study will contribute to the existing body of knowledge in organizational behavior, informal economy studies, and development economics by addressing a relatively underexplored area—localized, recurring socio-political disruptions and their specific effects on micro-enterprises.
- **Academics and researchers**: It will also be useful to academics and researchers as a reference material for further studies in related fields.
- **Development agencies and non-governmental organizations:** The findings will assist development agencies and non-governmental organizations in formulating intervention programs that enhance the resilience, sustainability, and economic recovery of informal businesses operating in volatile environments.

1.5 Scope of the Study

- **Content Scope**: This study examines the effect of Monday sit-at-home calls on informal street businesses in South-East Nigeria. The study focuses on informal street traders such as hawkers, food vendors, petty retailers, and other small-scale business owners who rely on daily sales for a living. The key variables of interest are the frequency of sit-at-home compliance and security concerns/perceived threat level as independent variables, with daily sales revenue and business operational continuity as dependent variables.
- **Geographical Scope**: The study focuses on Nigeria's South-East geopolitical zone, which includes the states of Abia, Anambra, Ebonyi, Enugu, and Imo. The region was chosen because of the recurring nature of sit-at-home days and their significant impact on economic and commercial activities in urban and semi-urban areas. The study does not cover other geopolitical zones in Nigeria because the dynamics of sit-at-home compliance are highly region-specific.

1.6 Limitations of the Study

This study's limitations stem from its reliance on self-reported data from informal street business operators, which could be biased, exaggerated, or underreported. Many informal traders do not keep formal financial records, so estimates of daily sales revenue and business performance may be inaccurate. This may have an impact on the accuracy of responses provided during data collection.

Another limitation is the South-East region's volatile security and sociopolitical environment, which may limit the researcher's access to certain areas or respondents, particularly on days associated with sit-at-home compliance. This may limit the scope of data collection and the ability to reach a fully representative sample of all informal street businesses in the five states.

Finally, time and financial constraints may restrict the scope of fieldwork, making it difficult to cover a larger geographical area or conduct multiple visits for longitudinal observation. Despite these limitations, the study is expected to provide relevant and useful information about the impact of Monday sit-at-home disruptions on informal street businesses in South-East Nigeria.

2 Review of Related Literature

2.1 Monday Sit-at-Home Calls

The "sit-at-home" order refers to an enforced practice requiring individuals to remain indoors and suspend normal daily activities, particularly business and social engagements. In Southeast Nigeria, this phenomenon has become a recurring feature of political agitation and civil resistance (Chinelo, Ezenenwu, Ezeanokwasa, Obi & Samuel, 2026). Monday sit-at-home calls have emerged as a significant socio-political and economic issue in the region, attracting growing scholarly attention. Initially conceived as a form of protest, the directive has evolved into a weekly disruption of everyday life and economic activity (Ogba, Akogwu, & Ezeh, 2023). The routine suspension of activities every Monday now constitutes a structural constraint on regional productivity and social interaction.

Empirical studies highlight the far-reaching consequences of these calls. Nwagbala et al. (2026) demonstrate that the order creates widespread fear and uncertainty, discouraging mobility and participation in productive ventures. Businesses reported decline in sales, loss of customers, and increased operational risks. Similarly, Offor (2023) observes that recurring restrictions on movement and localized disruptions reduce economic output and limit market access, particularly for micro and small enterprises. The impact is most pronounced in the informal sector, which dominates the South-East economy. Markets, transport systems, and small-scale businesses frequently shut down on Mondays, leading to substantial income losses. Given the region's reliance on daily earnings from informal activities, the sit-at-home order has entrenched economic vulnerability and weakened social cohesion.

Scholars have also highlighted the importance of fear and insecurity in maintaining compliance with sit-at-home directives. Ikezue (2023) and Alita (2023) found that, even in the absence of active enforcement, many residents comply due to perceived threats of violence, property destruction, and social pressure. This is consistent with the broader findings of Okolo and Nwokedi's (2024) study, which found that insecurity and perceived risk have a significant influence on economic behavior and decision-making. As a result, business owners frequently choose to close operations to avoid potential harm, reinforcing the cycle of disruption. The sit-at-home phenomenon has wider developmental ramifications for the area in addition to security and economic ones. Research has connected the weekly shutdown to decreased investor confidence, fewer educational events, and interruptions in the provision of public services. As postulated by Nduba, Amaechina, Chukwuma, Ezeamu, & Okafor (2024), the sit-at-home order's persistence has weakened local businesses' resilience and slowed down regional economic growth. These disruptions impact not just specific companies but also supply chains and the stability of the economy as a whole.

Despite a growing body of literature, more focused and context-specific studies on the impact of Monday sit-at-home calls, particularly on informal street businesses, are still needed. The majority of existing research takes a macro-level approach, focusing on overall economic losses and regional instability while paying little attention to micro-level business outcomes like daily sales revenue and operational continuity. As a result, this study adds to the body of knowledge by providing empirical evidence on how sit-at-home compliance and security concerns affect informal street traders in South-East Nigeria, providing a more nuanced understanding of the phenomenon.

2.2 Frequency of Sit-at-Home Compliance

Sit-at-home compliance frequency refers to how frequently individuals and businesses in South-East Nigeria follow the Monday sit-at-home directives. It measures how frequently informal street traders suspend their business activities in response to these calls, whether on a weekly or irregular basis, depending on prevailing conditions such as perceived security threats or enforcement intensity (Nwafor, Obin, Muoneke, Opara, & Ezinne, 2024). This concept is significant because the level of compliance directly influences the degree of economic disruption experienced by businesses that rely on day-to-day operations for revenue generation.

Studies have indicated that several factors, such as social pressure, fear of violence, and uncertainty about enforcement, affect the frequency of compliance. Duruji and Ezebuilo (2025) posit that compliance frequently stays high even during times when enforcement seems lax because of lingering fear and past violent incidents. This implies that perceived risk and group behavior within communities are factors that influence compliance in addition to actual coercion. Frequent sit-at-home compliance has serious economic ramifications, especially for unofficial street businesses. Market and trading space closures regularly limit business owners' operational days and, consequently, their earning potential. Umoh (2025) emphasized that micro and small businesses' performance can be seriously hampered by frequent disruptions to market access, particularly in areas where daily cash flow is crucial. The sustainability of such businesses may be threatened by the cumulative loss of revenue as compliance increases.

Variations in the frequency of compliance can also result in different economic outcomes for traders. While some business owners may decide to fully comply by closing down entirely, others may opt for partial compliance, such as operating in low-risk areas or opening temporarily. Individual earnings as well as general market dynamics, such as shortages of supplies and price fluctuations, are impacted by this variation. Ijioma and Ibeh (2023) noted that unstable business performance and planning result from uneven engagement in economic activities brought on by insecurity. Despite its significance, the concept of frequency of sit-at-home compliance has received little empirical attention in the literature. Most studies look at the overall impact of sit-at-home orders without considering how frequently people comply and how that frequency influences business outcomes. As a result, investigating this variable yields a more nuanced understanding of the intensity of disruption and its direct relationship to key indicators such as daily sales revenue and business operational continuity among informal street businesses in South-East Nigeria.

2.3 Security Concerns / Perceived Threat Level

Security concerns often described as perceived threat levels capture the extent of fear, risk, and uncertainty experienced by individuals and business operators during the Monday sit-at-home directives in South-East Nigeria. They reflect traders' apprehensions about potential violence, harassment, property damage, or punitive measures for non-compliance. Such perceptions directly shape behavioral choices, particularly whether to open or close business operations on affected days (Nwachukwu, 2024). Similarly, Nwagbala, Uzodike, Anizoba, and Ani (2021) conceptualize insecurity as the absence of adequate protection or freedom from danger, emphasizing that insecurity signifies a breakdown of peace, order, and safety. This persistent state of vulnerability deepens public despair, as criminal attacks continue unabated and meaningful relief remains elusive.

Empirical evidence suggests that perceived threat, rather than actual enforcement, is a major driver of compliance with sit-at-home orders. Chisom and Igbokwe (2025) stated that incidents of violence and intimidation in the early stages of the sit-at-home movement created a lasting climate of fear that continues to influence behavior even when enforcement is inconsistent. This indicates that psychological factors, such as fear and risk perception, are central to understanding the persistence of economic shutdowns in the region. The impact of security concerns on informal street businesses is particularly profound. Traders operating in open and unprotected environments are more vulnerable to potential threats, making them highly sensitive to perceived insecurity. Chimezie (2025) noted that insecurity and fear significantly affect economic participation by discouraging individuals from engaging in income-generating activities. As a result, many business operators choose to suspend operations entirely on sit-at-home days to avoid possible harm, leading to reduced productivity and income loss.

Furthermore, high levels of perceived threat contribute to uncertainty and instability in business operations. When traders are unsure about the safety of operating on a given day, they are less likely to plan or invest in their businesses, which negatively affects long-term sustainability. Studies such as Ekene (2025) have shown that insecurity reduces business confidence and limits entrepreneurial activities, especially in volatile environments. This situation is exacerbated in the informal sector, where there are limited safety nets or protective mechanisms. Despite its significance, the role of security concerns as a determinant of business outcomes has not been adequately explored in the context of recurring sit-at-home disruptions. Most studies focus on physical or economic impacts without fully addressing how perceived threat influences decision-making and operational continuity. Therefore, examining security concerns as a key variable provides deeper insight into the behavioral and psychological factors that drive business shutdowns and economic disruption among informal street traders in South-East Nigeria.

2.4 Informal Street Businesses

Informal street businesses refer to small-scale, unregistered economic activities conducted in public spaces such as roadsides, markets, and open streets. These businesses typically include hawking, food vending, petty trading, and mobile retailing, and are characterized by low capital requirements, ease of entry, and minimal regulatory oversight. Sepadi & Hutton (2025) posit that informal enterprises constitute a significant portion of employment in developing economies, particularly in Sub-Saharan Africa, where they serve as a primary source of livelihood for a large segment of the population.

In Nigeria, informal street businesses play a critical role in economic development by providing employment opportunities and supporting household income, especially among low-income earners and the urban poor. These businesses thrive in environments where formal employment opportunities are limited, offering flexibility and accessibility to individuals with little or no formal education. However, their informal nature also makes them vulnerable to external shocks such as policy changes, environmental disruptions, and socio-political instability (Bandauko, 2025). One defining feature of informal street businesses is their dependence on daily sales and physical customer interaction. Unlike formal enterprises that may have access to digital platforms, financial reserves, or institutional support, street traders rely heavily on daily cash flow to sustain their operations and meet basic needs (Magidi, 2025). As a result, any disruption to daily trading activities such as market closures or movement restrictions can have immediate and severe consequences on their income and survival.

Furthermore, informal street businesses often operate without legal protection, insurance, or access to credit facilities, which limits their ability to absorb economic shocks. Navarrete-Hernández, Alford & Toro (2023) highlighted that informal enterprises are among the most vulnerable groups in times of crisis due to their lack of social protection and financial resilience. This makes them particularly susceptible to recurring disruptions like Monday sit-at-home calls, which restrict movement and halt commercial activities. Despite their importance, informal street businesses are frequently overlooked in policy formulation and academic research. Most studies tend to focus on formal or registered enterprises, leaving a gap in understanding the unique challenges faced by informal traders. Therefore, examining informal street businesses within the context of sit-at-home disruptions is essential for developing inclusive policies and interventions that enhance their resilience and sustainability in volatile environments.

2.5 Daily Sales Revenue

Daily sales revenue is the total amount of money earned by a company from its sales activities in a single day. This metric is especially important for informal street businesses because most operators rely on daily earnings to cover immediate expenses like food, transportation, and housing (Auppakorn & Phumchusri, 2022). Unlike formal businesses, which may operate on longer financial cycles, informal traders rely on consistent daily cash flow, making daily sales revenue an important indicator of business performance and viability.

In South-East Nigeria, daily sales revenue is extremely sensitive to external disruptions such as Monday sit-at-home calls. On such days, the closure of markets, reduced human movement, and lack of customers result in little to no sales for street vendors. As Zaki (2022) points out, disruptions that limit market access and reduce customer interactions can have a significant impact on micro and small business income. Even a single day of revenue loss can have a significant financial impact on informal street businesses.

Furthermore, fluctuations in daily sales revenue can have an impact on traders' ability to restock goods, maintain inventory, and run their businesses. When income is consistently reduced as a result of repeated disruptions, business owners may find it difficult to reinvest in their operations, resulting in decreased productivity and the possibility of business closure. Minor, Ivanov, and Bratec (2025) found that income instability is a major challenge for informal businesses operating in volatile environments, where external shocks frequently disrupt normal trading activities. Besides, daily sales revenue is a useful and measurable variable for determining the economic impact of sit-at-home compliance. Yewande (2025) observed that informal traders rarely keep formal financial records; daily income estimates are frequently the most readily available indicator of business performance. Changes in this variable can be used to assess the microeconomic impact of sit-at-home disruptions.

Despite its importance, daily sales revenue has not received enough attention in relation to recurring sociopolitical disruptions such as sit-at-home orders. Most existing research focuses on broader economic indicators rather than the immediate financial experiences of informal traders. As a result, analyzing daily sales revenue in this study provides useful information about the direct economic impact of sit-at-home compliance and security concerns on informal street businesses in South-East Nigeria.

2.6 Business Operational Continuity

Business operational continuity refers to a company's ability to continue its core operations uninterrupted over time, despite the presence of internal or external challenges. It includes the consistency of business operations, the regularity of opening, and the ability to continue service delivery and income generation. Operational continuity is critical for informal street businesses, as their survival is dependent on frequent and uninterrupted daily trading activities. In

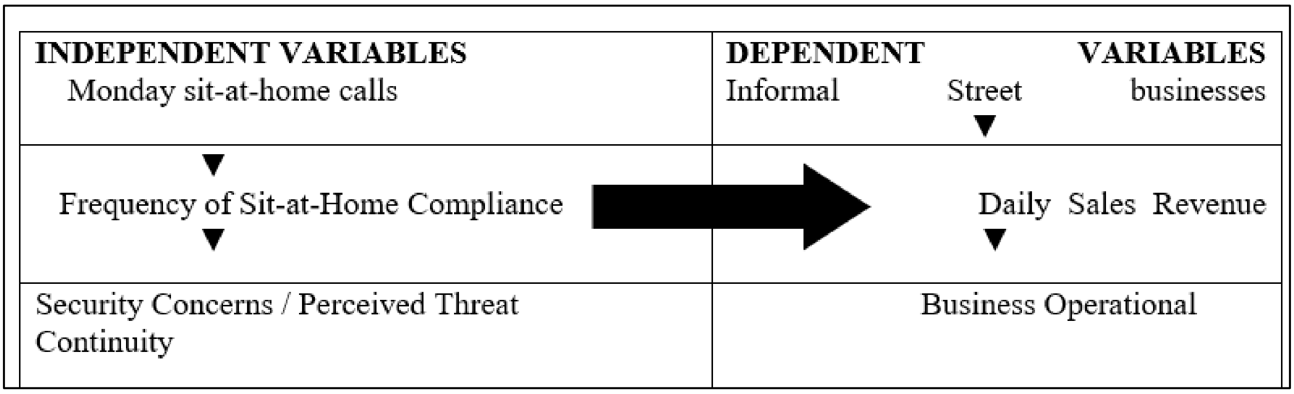
South-East Nigeria, recurring Monday sit-at-home calls have a significant impact on business operations. These disruptions force traders to halt operations, interrupting the normal flow of business activities. Russo, São Mamede, & Reis (2025) stated that frequent interruptions in business operations can negatively impact enterprise stability and long-term sustainability, especially for micro and small businesses with limited resilience mechanisms. The inability to operate consistently jeopardizes informal street traders' ability to maintain customer relationships and steady income streams.

Moreover, security concerns and perceived threat levels are closely related to the problem of operational continuity. Even in the absence of direct enforcement, traders are more likely to close their businesses when they feel unsafe or fear possible violence. Ali, Mogindol, and Hanafiah (2025) claimed that people's willingness to participate in the economy and engage in productive activities can be negatively impacted by insecurity. Long-term planning and growth are adversely affected by this, which leads to erratic business operations and greater uncertainty.

Frequent disruptions to business operations can also result in decreased customer trust and loyalty. When businesses are not consistently available, customers may seek alternative sources of goods and services, resulting in a drop in patronage. Over time, this can erode informal traders' competitive position and reduce their chances of survival. Studies, such as Cedergren and Hassel (2025), opined that business operations instability is a major contributor to the failure of small businesses in volatile environments. Despite its importance, business operational continuity has received limited attention in studies examining the impact of socio-political disruptions in Nigeria. Most research focuses on income loss or macroeconomic effects, with less emphasis on how repeated interruptions affect the sustainability and long-term functioning of businesses. Therefore, incorporating business operational continuity as a dependent variable in this study provides a more comprehensive understanding of how sit-at-home compliance and security concerns influence the survival and resilience of informal street businesses in South-East Nigeria.

2.7 Conceptual Framework

The conceptual framework for this study explains how the independent variables frequency of sit-at-home compliance and security concerns/perceived threat level—relate to the dependent variables daily sales revenue and business operational continuity of informal street businesses in South-East Nigeria. The recurring Monday sit-at-home disruptions are viewed as external environmental factors that have a negative impact on business performance and sustainability. Specifically, increased compliance frequency reduces the number of active trading days, limiting income generation, whereas increased security concerns discourage business operators from opening for fear of potential harm. Together, these factors are expected to reduce daily sales revenue and disrupt business operations. The framework, therefore, establishes a direct relationship where higher levels of disruption and perceived risk result in poorer economic outcomes for informal street traders.



Source: Researcher, 2026

Figure 1 Conceptualized Model of the Study

3 Theoretical Review

This study is anchored on the Routine Activity Theory and the Theory of Planned Behaviour, which together explain how Monday sit-at-home disruptions affect informal street businesses in South-East Nigeria. Cohen and Felson's (1979) Routine Activity Theory proposes that disruptions occur when a motivated offender, a suitable target, and the absence of capable guardians all come together. In the context of this study, sit-at-home calls disrupt normal economic routines by reducing public visibility and formal security structures, increasing perceived vulnerability. Because there are no protective mechanisms in place, informal street businesses that operate in open and unprotected environments are vulnerable to disruption. This theory explains how routine activities, such as forced business closures, influence economic behavior and operational continuity.

Ajzen's (1991) Theory of Planned Behaviour adds to this by explaining how attitudes, subjective norms, and perceived behavioural control influence individual decision making. In this study, business owners' decisions to comply with sit-at-home directives or remain open are influenced by their perception of risk (security concerns), community pressure, and confidence in operating safely. High perceived threat levels and strong social expectations frequently result in voluntary compliance, even in the absence of direct enforcement. These theories, taken together, provide a solid foundation for understanding both structural disruptions (frequency of compliance) and psychological factors (perceived threat) that affect daily sales revenue and business operational continuity among informal street traders.

3.1 Empirical Review

Empirical studies have extensively documented the economic and social consequences of insecurity and sit-at-home orders in South-East Nigeria, which have gained attention in recent years due to their recurring nature. For example, Anele and Eke's (2023) study found that the sit-at-home directive has resulted in massive economic losses across the region, with businesses losing productive hours and revenue due to weekly shutdowns. Similarly, Nduba, Amaechina, Chukwuma, Ezeamu, and Okafor (2024), the study discovered that repeated Monday closures significantly reduce internally generated revenue (IGR) in states such as Anambra, Imo, Enugu, Abia, and Ebonyi, affecting both formal and informal economic activities. These findings emphasize the macroeconomic impact of sit-at-home compliance on regional development.

Due to their reliance on regular customer interactions, informal businesses are among the most severely impacted, according to additional empirical data. Along with a study by Alpheaus, Kalu, and Alita (2025), when markets and streets are closed on sit-at-home days, micro and very small businesses in the Southeast experience significant revenue losses. According to the study, informal traders are extremely susceptible to even temporary disruptions because they lack financial buffers. This is consistent with research by Ikpozu, Ajachukwu, and Nnadozie (2024), who found that whenever economic activity is halted because of unrest or insecurity, petty traders suffer immediate income shocks.

Arguably, Ogunode and Chijindu (2022) discovered that insecurity in the South-East significantly lowers business performance by limiting mobility, discouraging customer turnout, and increasing operational uncertainty. Their research found that many traders shut down operations due to fear of violence and uncertainty about safety conditions, even when no direct enforcement measures are in place. Similarly, Ikezue (2023) observed that perceived threat plays a stronger role than actual enforcement in determining compliance behavior, as many residents choose to stay indoors due to fear of potential attacks.

In addition, studies conducted outside of Nigeria have supported the broader relationship between insecurity and small business performance. As noted by Mark, Obi, and Oham (2022), insecurity reduces entrepreneurial activity and economic participation in fragile regions because individuals prioritize safety over income generation. Alpheaus, Kalu, and Alita (2025) also stated that repeated disruptions to market systems weaken microenterprise resilience and reduce long-term profitability. These findings support the claim that sit-at-home compliance has a negative impact on business continuity and income stability.

Despite these comprehensive studies, the majority of empirical works pay little attention to the unique lived experiences of informal street vendors and instead concentrate on SMEs, macroeconomic indicators, or general insecurity. Studies that concurrently look at perceived security threats and compliance frequency as factors influencing business outcomes are also lacking. Therefore, by concentrating on how these two factors affect daily sales revenue and business operational continuity among informal street businesses in South-East Nigeria, this study adds to the body of literature.

3.2 Gap in Literature

Even though there is an increasing amount of research on sit-at-home orders, political unrest, and insecurity in South-East Nigeria, most of it concentrates on macroeconomic effects and small and medium-sized businesses, paying little attention to informal street businesses that are most susceptible to daily disruptions. Furthermore, previous studies frequently treat sit-at-home as a general phenomenon without analyzing its weekly recurrence or measuring important factors like compliance frequency and security concerns/perceived threat level. Additionally, there is a dearth of primary, micro-level data demonstrating the precise ways in which these variables impact daily sales revenue and business continuity. By offering a targeted empirical analysis of the direct and combined effects of sit-at-home compliance and perceived security threats on informal street vendors in South-East Nigeria, this study closes this gap.

4 Materials and method

This study adopted a cross-sectional survey research design to investigate how Monday sit-at-home calls affect South-East Nigerian informal street businesses. The study's population consists of informal street vendors from a few chosen states in the area, such as hawkers, food vendors, and small retailers. To guarantee sufficient representation of respondents, a sample size is calculated using an appropriate sampling technique, such as simple random or purposive sampling. Structured questionnaires with a Likert scale are used to gather primary data on daily sales revenue, business operational continuity, security concerns, perceived threat level, and the frequency of sit-at-home compliance. The instrument is subjected to validity and reliability tests, including expert review and Cronbach's Alpha coefficient. Data collected are analyzed using descriptive statistics (mean and standard deviation) and inferential statistics such as Pearson correlation and regression analysis to test the stated hypotheses, with the aid of statistical software like SPSS.

4.1 Data analysis

The data gathered for this study were analyzed using both descriptive and inferential statistical methods. Descriptive statistics such as frequency distribution, percentages, mean, and standard deviation were used to summarize respondents' demographic characteristics and questionnaire responses, with a mean benchmark of 2.50 used to make decisions on a 5-point Likert scale. Inferential statistics, specifically Pearson Product Moment Correlation (PPMC) and multiple regression analysis, were used to investigate the relationships and predictive effects of the independent variables (frequency of sit-at-home compliance and security concerns/perceived threat level) and the dependent variables (daily sales revenue and business operational continuity). SPSS was used to test all hypotheses at a 0.05 level of significance, with p-values determining the outcome.

5 Data Presentation, Analysis, and Interpretations

This section presents, analyzes, and interprets the data collected from respondents on the impact of Monday sit-at-home calls on informal street businesses in South-East Nigeria. The data are presented using tables, frequencies, percentages, mean scores, and standard deviations to ensure clarity and ease of understanding. Descriptive statistics are used to analyze responses related to the frequency of sit-at-home compliance, security concerns/perceived threat level, daily sales revenue, and business operational continuity, while a mean benchmark of 2.50 serves as the decision rule for accepting or rejecting questionnaire items. Furthermore, inferential statistical tools such as Pearson Product-Moment Correlation (PPMC) and regression analysis are employed to test the stated hypotheses and determine the strength and direction of relationships between the independent and dependent variables. The results are interpreted based on statistical outputs, including correlation coefficients and p-values at a 0.05 level of significance. Findings are discussed in relation to the research questions and existing literature, providing a comprehensive understanding of how sit-at-home disruptions affect the performance and sustainability of informal street businesses in the study area.

Table 1 Demographic Characteristics of Respondents (N = 430)

S/N	Variable	Category	Frequency (F)	Percentage (%)
1	Gender	Male	240	55.8
		Female	190	44.2
		Total	430	100
2	Age	18–25 years	70	16.3
		26–35 years	140	32.6
		36–45 years	130	30.2
		46 years & above	90	20.9
		Total	430	100
3	Marital Status	Single	140	32.6
		Married	230	53.5
		Divorced/Widowed	60	13.9
		Total	430	100

4	Education Level	No Formal Education	90	20.9
		Primary Education	120	27.9
		Secondary Education	150	34.9
		Tertiary Education	70	16.3
		Total	430	100
5	Type of Business	Hawking	135	31.4
		Food Vending	120	27.9
		Petty Trading	175	40.7
		Total	430	100

Source: Field Survey, 2026

The table shows that both genders actively participate in informal street businesses, with men making up a larger percentage of respondents (55.8%) compared to women (44.2%). The age distribution shows that the majority of respondents are between the ages of 26 and 35 (32.6%) and 36 and 45 (30.2%), suggesting that people in their productive years predominate in this sector. The majority (53.5%) are married, indicating a significant reliance on business income to support the family. In terms of education, the majority of respondents (34.9%) have completed secondary school, indicating a moderate level of literacy. Petty trading (40.7%) is the most prevalent type of business, followed by food vending and hawking, which illustrates the variety of unofficial street businesses in the study area.

6 Result and discussion

This chapter presents the findings and analysis of data collected on the effect of Monday sit-at-home calls on informal street businesses in South-East Nigeria. The data is organized and analyzed in a systematic manner, using both descriptive and inferential statistical methods. Descriptive statistics such as frequency distributions, percentages, mean, and standard deviation are used to present respondents' demographic characteristics as well as their responses to key variables, whereas inferential statistics such as Pearson Product-Moment Correlation (PPMC) and regression analysis are used to test the hypotheses. The findings are presented in tables and interpreted to provide a clear picture of the relationships between the frequencies of sit-at-home compliance, security concerns/perceived threat level, daily sales revenue, and business operational continuity.

6.1 Decision Rule:

This study's decision rule incorporates both descriptive and inferential statistical criteria. A mean score of 2.50 is used as the benchmark for descriptive analysis on a 5-point Likert scale; any item with a mean score of 2.50 or higher is accepted, while items with a mean score less than 2.50 are rejected. The hypothesis testing decision rule is based on the level of significance ($\alpha = 0.05$). A p-value of less than 0.05 rejects the null hypothesis (H_0), indicating a significant relationship between the variables. However, if the p-value exceeds 0.05 ($p > 0.05$), the null hypothesis is not rejected, indicating that there is no significant relationship between the variables.

6.2 Hypotheses Testing

6.2.1 Hypothesis One

H_{01}: Frequency of sit-at-home compliance has no significant relationship with the daily sales revenue of informal street businesses in South-East Nigeria.

Table 2 Pearson Correlation Analysis for Hypothesis One (N = 430)

Variables	**N**	**r-value**	**p-value**	**Decision**
Frequency of Sit-at-Home Compliance & Daily Sales Revenue	430	-0.62	0.000	Significant

Source: SPSS version 27 Outputs.

Decision

Since the p-value (0.000) is less than 0.05, the null hypothesis (H_{01}) is rejected. This indicates that there is a significant relationship between frequency of sit-at-home compliance and daily sales revenue

Interpretation: The findings show a strong negative correlation (r = -0.62) between the frequency of sit-at-home compliance and daily sales revenue. This implies that as the frequency of compliance increases, the daily sales revenue of informal street businesses falls dramatically. The findings indicate that repeated sit-at-home observance reduces the number of active business days, resulting in consistent income loss for street traders.

6.2.2 Hypothesis Two

H_{02}: Security concerns/perceived threat level has no significant relationship with the business operational continuity of informal street businesses in South-East Nigeria.

Table 3 Pearson Correlation Analysis for Hypothesis Two (N = 430)

Variables	**N**	**r-value**	**p-value**	**Decision**
Security Concerns/Perceived Threat Level & Business Operational Continuity	430	-0.58	0.000	Significant

Source: SPSS version 27 Outputs

Decision

Since the p-value (0.000) is less than 0.05, the null hypothesis (H_{02}) is rejected**.** This indicates that there is a significant relationship between security concerns and business operational continuity.

Interpretation: The result shows a moderate negative relationship (r = -0.58) between security concerns/perceived threat level and business operational continuity. This implies that higher levels of perceived threat and insecurity significantly reduce the ability of informal street businesses to operate consistently. In other words, as fear and security risks increase, traders are more likely to shut down operations, leading to disruptions in business continuity and reduced sustainability**.**

7 Summary of Findings

This study examined the impact of Monday sit-at-home calls on informal street businesses in South-East Nigeria, specifically the effects of sit-at-home compliance frequency and security concerns/perceived threat level on daily sales revenue and business operational continuity. The findings revealed that there is a significant negative relationship between the frequency of sit-at-home compliance and daily sales revenue, implying that increased compliance leads to a significant decrease in income among informal street vendors. This suggests that the recurring weekly shutdown reduces the number of active trading days, limiting revenue generation and undermining these companies' financial stability.

Furthermore, the study discovered a significant negative correlation between security concerns/perceived threat level and business operational continuity. This implies that increased fear and perceived insecurity deter traders from operating, resulting in irregular business activity and reduced sustainability. Overall, the findings show that both structural disruptions (frequency of compliance) and psychological factors (security concerns) play important roles in undermining the performance and survival of informal street businesses in South-East Nigeria.

8 Conclusion

This study concludes that Monday sit-at-home calls have a significant negative impact on informal street businesses in South-East Nigeria. The findings clearly show that increased sit-at-home compliance results in a consistent decrease in daily sales revenue, affecting the financial stability and livelihood of street traders who rely on daily income. The recurring nature of these disruptions restricts business opportunities and reduces the number of productive trading days, making it difficult for informal entrepreneurs to continue operations.

Furthermore, the study finds that security concerns and perceived threat levels significantly impede business operational continuity. Many traders suspend their operations due to the fear of violence and the uncertainty surrounding compliance, even in the absence of direct enforcement. This creates an unstable environment and discourages ongoing business engagement. Overall, the study concludes that the frequency of disruptions and the psychological impact of insecurity are important factors influencing the performance and sustainability of informal street businesses, emphasizing the need for measures to improve the region's economic resilience and security.

8.1 Recommendations

Based on the findings of this study, the following recommendations are made:

- **Strengthen Security and Restore Public Trust**: The government should improve security measures in the South-East region to protect people and property. This will reduce fear and perceived threats, allowing informal street traders to operate freely while maintaining business continuity.
- **Provide Financial Assistance to Informal Traders**: Policymakers should establish targeted financial assistance programs, such as microcredit facilities, grants, and relief funds, to assist informal street businesses in recovering from income losses and continuing to operate despite recurring disruptions.

8.2 Contribution to Knowledge

This study adds to the existing literature by providing empirical evidence on the specific impact of Monday sit-at-home calls on informal street businesses in South-East Nigeria, a group that has been significantly underrepresented in previous research. Unlike previous research, which focuses on insecurity or small and medium-sized businesses, this study isolates informal street traders and investigates how recurring weekly disruptions affect their daily sales revenue and business operational continuity.

The study also advances knowledge by explaining business outcomes using both structural and psychological variables (frequency of sit-at-home compliance and security concerns/perceived threat level). This provides a more comprehensive understanding of how external disruptions and individual perceptions interact to influence economic behavior in informal settings. Furthermore, the use of primary data provides firsthand insights into the lived experiences and coping challenges of informal traders, enriching empirical discourse and laying the groundwork for future research and policy formulation aimed at improving resilience in vulnerable economic sectors.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed

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