
INFLUENCE OF ENTREPRENEURIAL MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMES) IN KWARA STATE NIGERIA

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Abstract

Entrepreneurial marketing practices differ from continent to continent, country to country, city to city, and sector to sector concerning the social, cultural, and economic backgrounds of every given area. The differentiation of entrepreneurial marketing among space, time, and effectiveness of marketing practices could be the distinction in the rate of survival for any firm or business in a particular environment. Thus, this study investigated the influence of entrepreneurial marketing on the performance of SMEs within the Ilorin metropolis (Kwara State, Nigeria). Specifically, the study examined (i) how innovativeness influences the sustainability of SMEs (ii) the extent to which value creation affects the competitiveness of SMEs (iii) the effect of pro-activeness on SMEs' product expansion. The study employed a descriptive survey and results were analyzed using Statistical Product and Service Solutions (SPSS). Multiple regression analyses were used to test the hypotheses. From the results of correlation analysis, the first hypothesis showed that there is a significant relationship between innovativeness and sustainability of SMEs with an r^2 value of 0.892 & p -value is 0.0000.05. The second hypothesis also showed that value creation has a significant impact on competitiveness with an r^2 value of 0.608 & p -value is 0.0230.05. The third hypothesis showed that pro-activeness has a significant effect on product expansion with an r^2 value of 0.541 & p -value is 0.0160.05. The study concludes that entrepreneurial marketing significantly affects the performance of SMEs and recommends that SMEs should adopt entrepreneurial marketing strategies to enhance the level of competitiveness and performance of their enterprise..

Keywords: Entrepreneurial, Marketing, Performance, Competitiveness, Strategies, Innovativeness.

INTRODUCTION

Small and Medium Enterprises (SMEs) have been severally described as the largest employers of labor worldwide and their places in the socio-profitable development of a developing nation like Nigeria cannot be exaggerated (Essien, 2014). Accordingly, Small and Medium Enterprises play a veritably pivotal part in fostering accelerated profitable growth, development, and stability within several husbandries. They play tremendous places in employment generation, provision of goods and services, creating a better standard of living, as well as contributing to the growth of the Gross Domestic Product (GDP) of the nation, (Organisation for Economic Cooperation and Development, 2017).

The small-scale enterprise consists of the driving force of similar artificial growth and development of frugality and this is substantially due to their great driving force in icing diversification and growth of artificial products as well as the achievement of the introductory objects of developments. Small businesses regard a lesser chance of all businesses in nearly every frugality and induce the maturity of private sector employment and affair. The specific roles SMEs play in advanced husbandry are not only limited to employment creation and donation to GDP, rather they serve as discerners of innovative ideas due to their propinquity to the original request and consumers of invention. Despite the global strategic competitive positioning of SMEs in idea generation, SMEs in Nigeria have been rendered onlookers in the struggle to break societal challenges which they perceive before being overrun by larger enterprises. This situation can be attributed to several factors which continue to serve as detriments to the successful establishment, survival, and sustainability of SME businesses in the country.

Marketing has come as an encyclopedically important tool for any association to remain competitive in an artificial setting. Thereby, SMEs find themselves in a competitive terrain both locally and encyclopedically and thus bear effective marketing strategies to survive and ameliorate their business performances. Due to their nature, size of operations, and inadequate access to finances, SMEs frequently warrant

acceptable fiscal and mortal coffers needed to run conventional marketing conditioning competitively, and thus must calculate heavily on creative and simpleminded marketing tactics in the form of unplanned, nonlinear and visionary marketing conduct, an exertion which Morris(2012) appertained to as Entrepreneurial Marketing. This marketing tactic thrives more in lower enterprises because decision-making tends to appear from the entrepreneur(s) who are suitable to singly act on openings and apply strategies briskly than larger enterprises would. One of the abecedarian factors linked to developing and developed frugality is the relinquishment of well-defined business exposure in small and medium enterprises (SMEs). SMEs are focal as the backbone of the frugality of Nigeria not because it constitutes about 87 percent of all enterprises, but because, it contributes to about 61 percent of the Gross Domestic Product (GDP) (Effiom & Edet, 2018).

Lack of access to acceptable and affordable finance, poor structure, lack of introductory business knowledge, chops, and station; high operating costs, poor station to marketing conditioning, government policy, and overall lack of entrepreneurial exposure are various challenges that pose difficulty on the growth and survival of SMEs in Nigeria (Arisi-Nwugballa et al., 2016). Also, the current trend of the global business terrain has led to tight competition for SMEs and this has come necessary for them, despite their operations and sizes (Aroyeun et al., 2019).

Entrepreneurial marketing describes the marketing enterprises of micro, small, and medium-sized entrepreneurs (Kraus et al 2010; Bjerke & Hultman, 2002). It provides the tool to contend with the request with limited coffers and therefore innovative marketing strategy might be a good armament and particular value for micro and small-sized entrepreneurs. Still, it must be noticed that if entrepreneurial marketing is entrepreneurial, it is because there are limited coffers for marketing and so the absence of formal marketing strategies and planning within micro and small enterprises isn't to be interpreted as a lack of marketing at large (Bjerke & Hultman, 2012). Micro and small enterprises manifest specific forms of marketing that differ from conventional and structured forms typical of large associations, and they bear new abstract fabrics to be

completely understood (Hills et al, 2018). Thus, small and micro-entrepreneurs, from an entrepreneurial perspective, need to request in a way that suits a small and/ or growing establishment that doesn't have the coffers or functional structure of a large company (Gilmore, 2011). Despite the large figures of marketing models and generalities, there are notable successes that diverge from the conventional marketing practices which are labeled 'entrepreneurial' and since its preface, this new marketing approach has gained fashion ability in the marketing and entrepreneurship disciplines, and the success of numerous businesses pursuing non-traditional marketing approaches can be attributed to the relinquishment of its practices. The relative failings of SMEs in terms of technological, directorial, and mortal capabilities may reduce their chances of survival in the face of the unstable profitable realities in Nigeria. In prostrating this challenge, only few of these enterprises have realized the need to constantly engage in entrepreneurial marketing conditioning, and therefore entrepreneurs in Nigeria will continue to face the fear of starting an enterprise, and many who take the courage to start an enterprise will be forced to wind up in the face of heavy competition. It's in light of this that this study sought to examine the influence of entrepreneurial marketing on SMEs performance in the Ilorin Metropolis of Kwara, with an intent to give a more detailed and comprehensive understanding of the core conditioning that takes preeminence in conducting entrepreneurial marketing conditioning and how SMEs can borrow it in a shot to increase their chance of performance. The main objective of this study is to examine the influence of entrepreneurial marketing on the survival of small and medium enterprises in the Ilorin metropolis, while the specific objectives are to: access how innovativeness influences the sustainability of SMEs; examine the extent to which value creation affect the competitiveness of SMEs, and to examine the impact of pro-activeness on SMEs product expansion.

Literature Review

Conceptual Review

Entrepreneurial Marketing

The concept of Entrepreneurial Marketing was first introduced by the International Council for Small Business and American Marketing Association in 1982 (Kamarudin & Yusof, 2017). Beforehand, exploration within this field centered on the confluence amongst traditional and marketing propositions that are harmonious with the entrepreneurship literature. EM is a unique construction with seven confines occasion, pro-activeness, value-creation, threat-taking, resource-using, client intensity, and invention. SMEs are principal contributors to the development of new products and perfecting living bones and machines of growth (Ayandibu & Houghton, 2017). Marketing is a major function in any business association; it is irrefutable to assert that SMEs face marketing challenges due to scarce coffers in comparison to their larger counterparts (Sagolsem, 2019). Marketing is at the center of any enterprise because it's responsible for relating to and meeting the requirements and wants of the guests. In other words, it acts as a ground between an enterprise and its guests. In marketing services, the possibility of distribution of products and services is greatly enhanced. Also, it brings information about the guests, products, services, and associations to the request (Bygrave & Zacharakis, 2018). Marketing is a major function in any business association; it's irrefutable to assert that SMEs face marketing challenges due to scarce coffers in comparison to their larger counterparts (Sagolsem, 2019).

Marketing is at the center of any enterprise because it's responsible for relating to and meeting the requirements and wants of the guests. In other words, it acts as a ground between an enterprise and its guests. Entrepreneurial marketing (EM hereafter) has been viewed as a marketing practice that's suitable for businesses that are functional in constantly changing surroundings (Hills & Hultman, 2015). EM incorporates two preliminarily well-defined disciplines marketing and entrepreneurship. It involves the marketing practice of enterprises seeking openings in a request clouded with queries and limited coffers. According to Abdul (2020), EM has seven confines 1)Pro-activeness, i.e., when an

entrepreneur or establishment behaves like an agent of change and creates a new request by offering new products or services (Lumpkin & Dess, 2001); 2) occasion driven, i.e., nonstop recognition and pursuit of occasion without regard to coffers controlled; 3) threat operation, whereby an entrepreneur stays in comfort with arbitrary friction and nebulosity; 4) Innovation concentrated, that promotes new and different results and amusement of the establishment as an invention plant; 5) client intensity, i.e., the underpinning of passion for the client where an entrepreneur acts as an agent for the client; 6) Resource using, i.e., doing further with limited coffers; and, 7) Value creation, i.e., the rate between the benefits and cost(Kotler, 2001) which distinguish entrepreneurial marketing from traditional marketing.

Innovativeness

Abdul (2020) Innovative entrepreneurial firms that are good at maintaining a stream of innovative ideas that can be transformed into new products or services are known to take innovation-focused marketing actions (Dzuljastri, 2018). This dimension allows SMEs to focus on ideas that will permit them to develop new products, processes, or new markets (Becherer et al., 2012). Entrepreneurial enterprises have the propensity to be innovation-oriented which is motivated by concepts as well as instinct instead of customer-oriented approach determined by evaluations of the needs of the market. Innovativeness refers to a firm's willingness to engage in creativity, new insights, and experimentation to create value for customers (Eggers et al., 2020)

Pro- activeness

Pro-activeness is a word that can describe someone who goes into the world with their eyes open, looking for opportunities. It is the most important skill in life because it increases the ability to take advantage of opportunities as they arise and make things happen. Pro-activeness is a strategy to achieve the business success of an organization characterized by confidently seeking opportunities where they introduce new products, services, or markets ahead of the competitors and acting in anticipation of future changes in demand and emerging uncertainty in the firm's internal and external environment (Edwinah, 2017). It is the

ability and willingness to seek new opportunities that may not be related to the existing line of operation or market.

Value Creation

This is described as a specific act of offering a product or service to a customer in other to satisfy their needs. Value creation is the process that converts inputs into outputs that have more worth than their components. Value can be seen as how many customers will pay for a product or service compared to what a company spends in producing it. Value is the perceived worth of an entity. The more customers perceive a product or service to be valuable, the more they will buy it. Understanding the basic meaning of value is critical for any business owner or entrepreneur because value creation is at the heart of a company's success (Bachmann et al 2021)

Traditional versus Entrepreneurial Marketing

Traditional marketing tends to concentrate on managing and growing programs and brands from the companies that enjoy lower resources analogous as substantial financial support and large numbers of marketing professionals to steer their sweats. Still, marketing for small- and medium-sized businesses with 500 or lower workers and lower than is different because financial resources are limited, and it's constantly the entrepreneur alone who is in charge of marketing efforts. However, they might use a small agency on a figure-for-design base, if they do have finances for marketing charges. Small launch-ups are generally tight on resources, so they need to compound their resources through creativity and hard work. For illustration, it allows new companies to be more flexible, nimble, and creative than their established competitors. These rates can allow new companies to disrupt their industriousness and come major global players by employing entrepreneurial marketing practices.

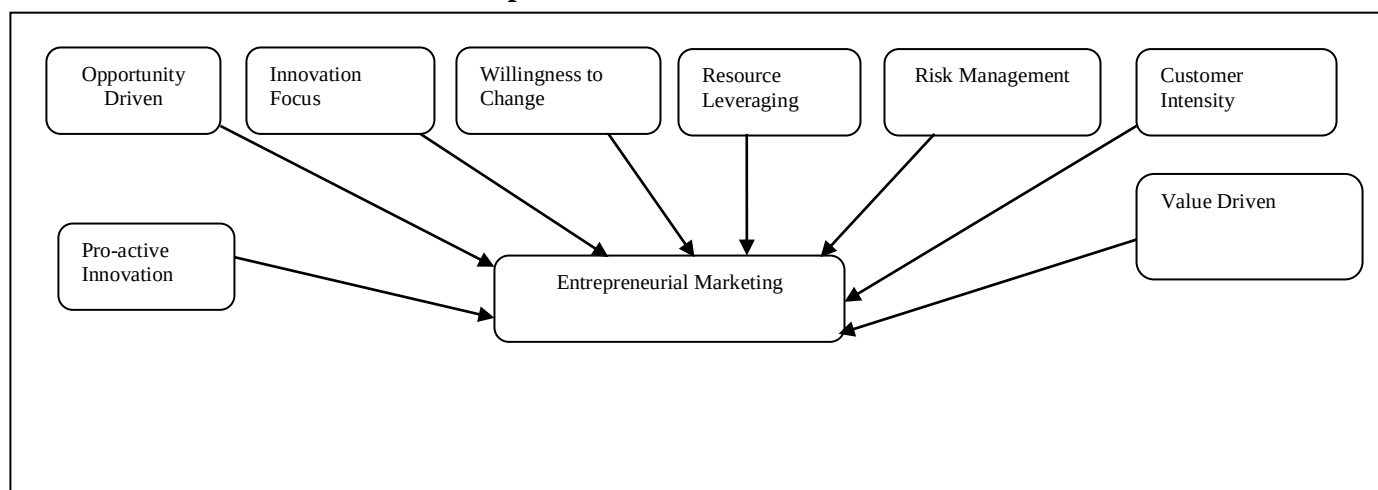
Unconventional practices that can help start-ups and youthful enterprises crop and have an edge in competitive requests are regarded as entrepreneurial marketing. The concentration of entrepreneurial marketing is on the satisfaction of the customer which enhances the trust that is furnishing innovation of products and services that can appeal to a request which has a provision of an overview of

differences between traditional and entrepreneurial marketing. (Amjad, Abdul & Amli 2020; Erin, 2004).

Table 1: Traditional Versus Entrepreneurial Marketing

Traditional Marketing	Entrepreneurial Marketing
Greater measure of fund	Many to no finances; author drives sweats (sweat equity)
Administration of an established brand, monument advertising	Must be ingenious, energetic, and tenacious to develop story and brand; leads to trust
Financial and market share pretensions	Satisfaction and mindfulness pretensions
Manage being clients	Capture first guests; develop a customer base and long- term connections
Manage being products, upgrading, pricing, placement, people, physical terrain, and process(the “ 7 Ps ”)	Develop new products, price points, channels (placement), communication, process, training, and design
Continue doing what works	Trial and error; request aviators
Communication with clients formalized, one-directional; more delicate to produce one- on- one connection.	Communication with guests is more fluid and robotic; two- way connections

Table 2: Dimensions of Entrepreneurial



Small and Medium Enterprises

Small and medium enterprises are small companies with limited manpower & financial turnover. SMEs are those companies whose personal numbers fall below the set criteria. SMEs or small and medium enterprises are defined differently in every country, some countries define it based on employees in the enterprise whereas other countries define it based on investment in the plant and machinery of the enterprise. SMEs are the backbone of industrial development. They play an important role in the economy of both developed and developing countries. The various opportunities for growth in the SME sector are: Less capital investment, Extensive growth and support by the government, Project Profiles, Ease in Raw Material Procurement, Ease in Machinery Procurement, and Growth in demand in the domestic sector due to overall economic growth whereas some factors can affect their operations these include; Lack of availability of adequate and timely credit, High Cost of Credit, Limited Access to equity capital, Designing, packaging and displaying of product, Inventory Problem and Lack of Infrastructures like road, transport, power, among others

Empirical Review

Abdul (2020) researched the rewards and challenges of entrepreneurial marketing in SMEs. The study discovered that entrepreneurial marketing enables entrepreneurs to think strategically and contribute positively to the success of their enterprises, positively impacts SMEs' performance, helps SMEs to generate sales, grow and survive in modern-day competition, increase market share, increase revenue, improved efficiency as well as customer relationships. The study also identified the challenges of entrepreneurial marketing, including inter alia, limited managerial and marketing knowledge and skills, poor marketing and sales efforts, narrow customer base, inadequate marketing activities, lack of expertise, and managerial poverty. The study by Ahmed and Teklu (2021) on the effect of entrepreneurial marketing on firm performance, the moderating part of entrepreneurial alertness was carried out in Ethiopia in order to know the impact of this concept on the deals and profitability of SMEs. The data was collected from 160 SMEs possessors and it was discovered that visionary development and marketing of new innovation and creative use of resources enhances SMEs short term thing success. Also, SMEs could enhance their enterprises' competitive advantage where the failure of resources inhibits planting traditional marketing similar to marketing exploration and announcing through precious media outlets

Methodology

This study employed a check exploration design, which is a methodical system of data collection that explores the relationship between independent and dependent variables. The population for this study comprised possessors of SMEs in the Ilorin Metropolis. Hence, the targeted population for this study is 287 who are possessors of SMEs in the Ilorin Metropolis of Kwara State attained from the Small and Medium Scale Enterprises Development Agency of Nigeria (SMEDAN) Kwara State Chapter. The slice size of 140 was attained through Krecjie and Morgan (1980). Questionnaire was the primary instrument for collecting data in this study. The questionnaire was structured into two sections. Section A was designed to gain the demographic profile of repliers while Section B pointed to questions on the colorful gauged for measuring the individual delegates' confines of the variables of interest to answer the exploration questions. The data collected were anatomized using descriptive analysis. Multiple Linear Regression analysis was used to test the formulated suppositions with a significant position of 0.05 and all the analyses were examined using the SPSS software package to conclude.

Results and Discussion

Socio-Economic Characteristics of the Respondents

The copies of questionnaire were administered to registered SMEs in Ilorin Metropolis of Kwara state, the total number of questionnaire administered summed up to a total of 287. 140 copies of the questionnaire were returned and received. The result of the descriptive analysis revealed that (5) respondents representing 3.6% fall within the age of 15-24 years, (7) respondents representing 5% fall within the age of 25-34 years, (74) respondents representing 52.9% fall within the age of 35-44 years while (54) respondents representing 38.6% fall within the age of 45 years and above. It shows a majority of the respondents fall within the age of 35-44 years and implies that the respondents are at their productive age to contribute to the development of the nation's economy through entrepreneurial activities. The distribution of academic qualification reveals that (46) respondents representing 32.9% had a certificate in SSCE, (66) respondents representing 47.1% had a certificate in NCE/OND, and (27) respondents representing 19.3% had a certificate in HND/B.Sc while (01) respondents representing 7% had the certificate in MSC/Ph.D. This shows that the majority of the respondents had a certificate in NCE/OND. This is because the SME is dominated by mature people who are responsible enough to start a business and develop it to a fully grown state with entrepreneurial marketing skill

Test of Hypotheses

There is no significant influence of innovativeness on the Performance of SMEs in Kwara State. These hypotheses were examined and tested using simple regression analysis as presented in the tables below:

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.892	.889	1.0415

Table 3: presents the model summary which shows the coefficient of determination r^2 is 0.892. This implies that 89.2% of the variation in the dependent variable (Innovativeness) was explained by the constant variables while the remaining 10.8% is the exogenous variable that is not explained by the model. An increase in innovativeness will lead to an increase in the sustainability of SMEs

Table 4: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	192.601	3	64.200	373.150	.000 ^b
	Residual	23.399	136	.172		
	Total	216.000	139			

Source: Researcher's computations, 2023

The ANOVA table 4 is analyzed whether the variables are significant therefore $p\text{-value } 0.000 < 0.05$ (sig) since $p\text{-value} < 0.05$, the null hypothesis is rejected and the alternative is accepted. One of the predictors affects the performance of SMEs

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.070	.185		.376	.000
Process Innovation	.019	.033	.616	.566	.000
Product Innovation	.005	.033	.545	.164	.020
Market Innovation	.962	.030	.943	32.129	0,010

Source: Researcher's computations, 2023

Table 5 shows how innovativeness contributes to the performance of SMEs with a standard coefficient of 0.616, 0.545, and 0.943 with $p\text{-value}$ less than 0.05% showing a strong relationship between the variable.

Test of Hypothesis Two

Value Creation has no significant effect on the competitiveness of SMEs

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	.608	.407	1.036

Predictors: (Constant), Value opportunity, value delivery, product attribute value

Table 6: presents the impact of value creation on the sustainability of SMEs and from the table, the coefficient of determination r^2 is 0.608 this implies that 60.8% of the variation in the dependent variable (value creation) was explained by the constant variables (value opportunity, value delivery, and product attribute value) while the remaining 39.2% is the exogenous variable that is not explained by the model. When there is an increase in value creation, it will lead to a corresponding increase in the performance of SMEs and this will enhance their sustainability.

Table 7: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	10.575	3	3.525	3.287	.023
Residual	145.846	136	1.072		
Total	156.421	139			

Source: Researcher's computations, 2023

From ANOVA of table 7, $p\text{-value } 0.023 < 0.05$, since $p\text{-value} < 0.05$ the null hypothesis is rejected, and the alternate is accepted. This implies that at least one of the predictors affects value creation

Table 8: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.683	.419		8.799	.000
Value Opportunity	.189	.079	.522	2.405	.011
Value Delivery	.132	.077	.642	1.709	.030
Product attribute value	.089	.071	.506	1.260	.010

Source: Researcher's computations, 2023

Table 8 shows how value creation contributes to the performance of SMEs with beta values of 0.522, 0.642, and 0.506 there is a strong relationship between value creation and SMEs.

Test of Hypothesis Three

Pro-activeness does not have any significant effect on SMEs product expansion

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203 ^a	.541	.327	1.106

Predictors: (Constant), Adaptation, Technology, Opportunity

Table 9 presents the impact of pro-activeness on the sustainability of SMEs and from the table the coefficient of determination r^2 is 0.541 this implies that 54.1% of the variation in the dependent variable (pro-activeness) was explained by the constant variables (Adaptation, Technology) while the remaining 45.9% is the exogenous variable that is not explained by the model. When there is an increase in the pro-activeness, it will lead to a corresponding increase in the performance of SMEs and this will enhance their sustainability

Table 10: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7.198	2	3.599	2.940	.016
Residual	167.688	137	1.224		
Total	174.886	139			

Source: Researcher's computations, 2023

From ANOVA of Table 10, $p\text{-value } 0.016 < 0.05$, since $p\text{-value} < 0.05$ the null hypothesis is rejected, and the alternate is accepted. This implies that at least one of the predictors affects pro-activeness

Table 11: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.009	.403		9.950	.000
Adaptation	.178	.074	.526	2.408	.017
Technology	.077	.100	.566	.769	.014

Source: Researcher's computations, 2023

Table 11 shows how value creation contribute to the performance of SMEs with a beta value of 0.526 and 0.566 there is a strong relationship between pro-activeness and SMEs performance

Conclusion and Recommendations

The findings revealed that innovativeness must be considered because process innovation, product innovation, and market innovation are significant to maximize the sustainability of SMEs. When SMEs are innovative, and move from their current state to a better one in terms of their performance (operation, process, production, product, or market-wise) this will enhance the continuous growth and expansion of the enterprise, thus, contributing to the continued survival of SMEs. Furthermore when values are created by SMEs through opportunities and the values are delivered to customers in the form of service or product, customers perceive the quality of the service delivered or product offered for sale and this will make the customers remain loyal to SMEs and even attract more customers to the business thereby enhancing the competitive advantage of SMEs. Lastly, Pro-activeness such as adaptation and technology are important factors affecting the product expansion of SMEs when entrepreneurs of SMEs are proactive, the business will take opportunities arising, produce new or improved products that will suit the anticipation and expectations of customers which will add up to the product portfolios of SMEs and make them survive. Therefore the study suggested the following recommendations

□ SMEs should ensure that they are always familiar with innovation as needs arise to sustain their business and remain relevant, develop the products, and always work on customers' feedback with changes in their marketing strategies.

□ SMEs should create values for their customers that will make them to be loyal, attractive products, thereby enhancing the competitive advantage for the business. This can be done by taking advantage of every opportunity in creating value for customers and integrate more new and better features into their product(s) and make it affordable for them.

□ Entrepreneurs of SMEs should be proactive in expanding their products that will enhance the survival of the business by engaging the latest technologies to produce better products, adaptation to new changes and latest trends, and also take opportunities that can help develop new products for the business.

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