

## **Effective Marketing Strategies in Business Education as a Tool for the Development of Small Scale Enterprise in Yenagoa Local Government Area of Bayelsa State**

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### **Abstract**

**T**his study is on identifying effective marketing strategies in business education as a tool for the development of small scale enterprise in Yenagoa Local government area of Bayelsa State. The research design that was adopted for the study was a descriptive survey. This study used a population of one hundred and fifty (150) small scale enterprises owners in Yenagoa Local government area. The random sampling technique was used to select ninety (90) respondents for the study. The instrument that was used for the study was a self-designed questionnaire. The questionnaire consisted of two sections, Section A and Section B. The face, content and construct validity of the instrument was determined by the supervisor and two other experts. The data collected were analyzed using mean. It was found that production strategy, product strategy, selling strategy and marketing strategy can be used by small scale business owners in the development of their businesses. Based on the findings of the study, the following conclusions were arrived at: Production strategy can be used as an effective marketing strategy for small scale business, product strategy can be used as an effective marketing strategy for small scale business, selling strategy can be adopted as an effective marketing strategy for small scale business, marketing strategy can be used as an effective marketing strategy for small scale business. Based on the findings from this study, the following recommendations were made among others: Since production strategy can be used as a tool for the development of small scale enterprises, SMEs owners should utilize this medium especially among rural areas where quality may not be focus, since product strategy can be used as a tool for the development of small scale enterprises, sellers who are engaged in high profile production should engage in quality products since consumers like buying high quality products.

**Keywords:** *Marketing strategies, Business education, Small Scale Enterprise, Bayelsa State*

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### **Background to the Study**

In a world where unemployment has been a regular household name, graduates with competent skills who would have transform economies no longer easily secure jobs to sustain their selves and to contribute to the immediate society within which they find themselves. In other instances where graduates are able to develop their own businesses, the issue of competitive trade has also come to bear on their businesses, which hinders effective sustenance of such business. In this regard, the Nigerian government came up with plans which would make graduates to be self-dependent in an economy where unemployment is increasing (Brenard, 2008).

Among the numerous plans to boost graduates' self-dependence was the introduction of business courses in tertiary institutions where students would be taught how to develop entrepreneurial skills that would help them upon graduation to minimize dependence on white collar jobs (National Open University, 2014). To this end, business education Programme was introduced, now mostly found under the Faculty of Education in tertiary institutions across the country.

According to Popham (1975)in National Open University (2014), business education is a course that prepares students for entry into and advancement in jobs within business and it is equally important because it prepares students to handle their own business affairs and to function intelligently as consumers and citizens in a business economy. A little further, Nolan, Hayden and Malsbary (2007) defined business education as those business programmes and courses taught ordinarily at secondary level. According to Osuala (2004),business education is an essential part of the preparation of youth for live and living. It is a programme of instruction which consist of two parts (1) Office education, a vocational programme of office careers through initial, refresher and upgrading education; and (2) General business education; a programme to provide students with the information and competencies which are needed by all in managing personal business affairs and I using the services of the business. On his part, Njoku (2006) defines business education as that facet of Educational training that equips an individual with functional and suitable skills; knowledge, attitude and value that would enable him/her operate in the environment he/she finds himself/herself.

Business education could then be seen as a programme which seeks to build marketing competencies, knowledge and skills that would ensure the survival of individuals in an economy where unemployment is on the rise. All these definitions showed that business education aimed at building students' business competencies. After being able to conceive, start and develop a business, graduates of business education also needs marketing skills necessary to sustain their businesses in a competitive environment. Wikipedia (2014) defined marketing as the process of communicating the value of a product to customer, for the purpose of selling that product (goods or services). Another simple definition of marketing according to Wikipedia is 'managing profitable customer relationships'.

The Chartered Institute of Marketing (CIM) defined marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing means the ideas, the brand, how you communicate, the design, print process,

measuring effectiveness, market research and the psychology of consumer behaviour all count as part of the bigger picture of 'marketing'. Marketing can therefore be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behaviours and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange of processes and building long term relationships.

Strategy can simply be defined as market manipulations, tactics, skillful maneuver and preplan arrangements that make management achieve its business oriented goals. If this is the case, then how can business education serve as a tool for developing market strategies? It should be noted therefore that marketing strategies are the means by which a marketing goal is to be achieved usually characterized by a specified target market and a marketing programme to reach it. It is an overall plan for the attainment of institutional goals (Olujide and Bamiduro, 2009). Such marketing strategies such as production strategy, product strategy, selling strategy and marketing strategy.

Most business education programmes in higher institutions all over the country have a marketing option through marketing strategies could be developed. According to Ejike (2006), business education builds students to be alert to changes in the market. This is to say that graduates are taught to be sensitive to the environment, to change products where it is necessary, to minimize cost but maintain quality and so on. This study shall therefore focus on how business education can serve as a tool for the development of small scale enterprises in Yenagoa Local Government Area.

### **Statement of the Problem**

The problem which this study sought solution for is the identification of effective marketing strategies in business education as a tool from the development of small scale enterprises in Yenagoa Local Government Area. Over the years, small scale businesses have continued to struggle for their survival. Most SMEs battle with the issue of funds management, raw materials, increasing administrative cost amongst others. It is in view of this that the researcher intends to identify the effective marketing strategies in business as a tool for the development of small scale enterprises in Yenagoa Local Government Area.

### **Purpose of the Study**

The main purpose of this study is to identify the effective marketing strategies in business education as a tool for the development of small scale enterprises in Yenagoa Local Government Area. Specifically, the study tends to;

1. To ascertain how effective marketing strategies are, as determinants of production strategy in the development of small scale business.
2. To ascertain how effective marketing strategies are as determinants of product strategy in the development of small scale business.
3. Assess how effective marketing strategies are as determinants of product selling strategy in the development of small scale business in Yenagoa Local Government Area.

4. Ascertain market strategy as an effective determinant of the development of small scale business in Yenagoa Local Government Area.

### **Research Questions**

1. To what extent do effective marketing strategies serve as determinants of production strategy in the development of small scale businesses?
2. How effective marketing strategies do determine product strategies determines product strategy in the development of small scale businesses?
3. To what extent do marketing strategies in the determines the selling strategy in the development of small scale businesses?
4. How do marketing strategies determines effective development of small scale businesses?

### **Research Methodology**

This chapter was reviewed under the following sub-headings. This includes the research design, population of the study, sample and sampling techniques, research instrumentation, validity of the instrument, reliability of the instrument, administration of the instrument and method of data analysis.

### **Research Design**

The research design that was adopted for the study was a descriptive survey. Descriptive survey was used because the researcher intends to use it to describe how business education can be used as a tool for developing marketing strategies.

### **Population of the study**

The population of this study comprises of one hundred and fifty (150) small-scale enterprise owners in Yenagoa. The choice to limit the population to 150 SMEs owners was due to the inability of the researcher to conduct a study using all SME owners in Yenagoa.

### **Sample and Sampling Technique**

Random sampling technique was used to select ninety (90) respondents which are sixty percent (60%) of the total population of one hundred and fifty (150) respondents for the study.

### **Instrumentation**

The instrument that was used for this study was a self-designed questionnaire. The questionnaire consisted of two sections, section entailed basic information about the respondents and section (B), entails all questions based on the research variables. Further, under section (B), all research questions had five items each making it twenty (20) items which were used to source for information from the respondents. Response categories were (4), strongly Disagree (3), Disagreed (2), Agreed (1), strongly Agreed.

### **Validity of the Instrument**

The instrument was face validated by three other experts. The supervisor critically examined the face value of the instrument, one other expert from another option from the same department looked at the content value of the instrument and the other expert in measurement and evaluation unit of the same department reviewed the construct value of the instrument. Finally the supervisor and the experts' constructive suggestions and comments were adequately utilized to draft the final copy of the instrument for data collection for the study.

### Reliability of the Instrument

20 copies of the instrument validated by the supervisor were tested on students who are not part of the sample for the study. The administration of the instrument was carried out twice using the test-retest method within an interval of two weeks and the scores obtained were used to establish the reliability value using the analysis of Pearson Product Moment Correlation Coefficient (PPMCC). The value gotten was used in ascertaining the reliability of the instrument.

### Administration of the Instrument

Copies of the questionnaire were personally administered to the ninety (90) selected respondents in Yenagoa. This was done after permission from the business owners. They responded to the items of the questionnaire and same were collected from them after two weeks.

### Method of Data Analysis

The data from the questionnaire were analyzed using mean. A criterion mean of 2.50 was used as the decision rule for rejecting and accepting mean scores of 2.50 and were accepted.

### Presentation, Analysis of Data, And Discussion of Findings

This chapter presented the results and findings of the study. The responses were analyzed using mean for decision to be reached, which are presented in the various tables. The presentation of the results and findings are done according to the research questions.

**Research question one:** How does production strategy serve as an effective marketing strategy for small scale business?

**Table 1:** Computations of responses on the statement of research question one

N=90

S/N	Item Statements	SA	A	D	SD	X	Remark
1.	Consumers buy more of a product when they are much in the market	67	23	0	0	3.7	Agreed
2.	Consumers do not pay attention to quality but to availability	20	4	51	15	2.3	Disagreed
3.	Consumers are more concerned with low cost and not quality	41	27	11	11	3.0	Agreed
4.	Consumers pay more attention to availability than the features of a product	45	21	15	11	3.1	Agreed
5.	Low quality products are associated with poor people	71	19	0	0	3.7	Agreed
	<b>Grand mean</b>					3.1	Agreed

**Criterion mean = 2.50**

The table above shows that 1 item was rejected while the other 4 items were accepted. The accepted items were 1, 3, 4 and item 5, while the rejected item was 2. Items 1, 3, 4 and 5 with mean scores 3.7, 3.0, and 3.7 respectively were accepted because they were more than the criterion mean score of 2.50, while item 2 with mean score 2.3 was rejected because it was lower than the criterion mean of 2.50.

**Research question two: How can product strategy be used as an active marketing strategy for small scale business?**

**Table 2:** Computations of responses on the statement of research question two

N=90

S/N	Item statements	SA	A	D	SD	X	Remark
6.	Consumers prefer quality products	51	23	9	7	3.3	Agreed
7.	You sell more when you produce quality goods	59	31	0	0	3.0	Disagreed
8.	Quality goods attract more customers	33	29	15	13	2.9	Agreed
9.	Only the rich patronize high quality products	29	23	21	17	2.7	Agreed
10.	High quality products sell more than low quality products	15	19	29	27	2.2	Disagreed
	<b>Grand mean</b>					2.8	Agreed

**Criterion mean = 2.50**

The table above shows that 4 items were accepted, while 1 item was rejected. The accepted items were 1, 2, 3 and 4 with mean scores 3.3, 3.0, 2.9 and 2.7 respectively. They were accepted because they were more than the criterion mean score of 2.50, while item 5 with mean score 2.2 was rejected.

**Research question three: How does selling strategy serve as an effective marketing strategy for small scale business?**

**Table 3:** Computations of responses on the statement of research question three

N=90

S/N	Item statements	SA	A	D	SD	X	Remark
11	Your sales are usually low if you do not engage in adverts	69	13	5	3	3.6	Agreed
12.	When you engage in advertisements of granting discounts, customers buy more	57	19	7	7	4.0	Agreed
13.	Some of your goods are not bought unless you advertise them	29	33	13	15	2.8	Agreed
14.	Large firms who have the capacity more than demand can use advertisement to attract more buyers	25	55	5	5	3.1	Agreed
15.	companies who have large capacity do not give attention to quality	19	23	25	23	2.4	Disagreed
	<b>Grand mean</b>					3.1	Agreed

**Criterion mean = 2.50**

The table shows that item i5 was rejected while the other 4 (i.e. 11, 12, 13 and 14) items were accepted. The rejected item has a mean score of 2.4, while the accepted items have mean scores of 3.6, 4.0, 2.8 and 3.1 respectively. This decision was informed by the criterion mean which is 2.50.

**Research question four: Is market strategy an effective strategy for small scale business?**

**Table 4:** Computations of responses on the statement of research question four

N=90

S/N	Item statements	SA	A	D	SD	X	Remark
16.	More sales can be made when products are customer friendly	57	19	7	7	4.0	Agreed
17.	Companies have a larger market share when their products focus on customer's needs	21	31	19	15	2.6	Agreed
18.	Satisfying customers' needs attract more sales	31	25	19	15	2.8	Agreed
19.	In order to outperform competitors, firms must create, deliver and communicate customers' need effectively	31	41	9	9	3.0	Agreed
20.	Customers would not ordinarily purchase you products when not motivated	9	1	57	23	1.9	Disagreed
	<b>Grand mean</b>					2.5	Agreed

**Criterion mean = 2.50**

The table shows that item 20 was rejected while the other 3 (i.e. 16, 17, 18 and 19) items were accepted. The rejected item has a mean score of 1.9, while the accepted items have mean scores of 4.0, 2.6, 2.8 and 3.0 respectively. This decision was informed by the criterion mean which is 2.50.

**Discussion of Findings**

Based on the results retrieved from the questionnaire, the following findings were discovered. From research question one, on how production strategy can be used as an effective marketing strategy for small scale business, it was found that consumers buy more of a product when they are much in the market; consumers pay attention to quality of only availability but are also concerned with low cost and not quality; consumers pay more attention to availability than the features of a product and that low quality products are associated with poor people. This is in contrast with Umunakwe (2004), who noted that production strategy cannot buy the attention of high quality consumers, Umunakwe argued that even if the specific product is to be proliferated, quality should also follow.

From research question two, on how product strategy can be used as an effective marketing strategy for small scale business, it was discovered that consumers prefer quality products, business owners sell more when they produce quality goods; quality goods attract more customers; only the rich patronize high quality products and that high quality products sell more than low quality products. This corroborated Akpojisheri (2009) who opined that while all consumers will want to buy quality products, not all consumers can afford these. Therefore, there would be a mixture of both quality and a lesser quality product to provide for a wider option for consumers to choose from.

From research question three, on how selling strategy can serve as effective marketing strategy for small scale business, it was gathered that sales are usually why low sellers do not engage in adverts; when sellers engage in advertisements of granting discounts, customers buy more; the goods are not bought unless sellers advertise them; large firms who have the capacity more than demand can use advertisement to attract more buyers and that companies who have large capacity give attention to quality. From research question four, on whether marketing strategy

is an active marketing strategy for small scale business, it was found that more sales can be made when products are customer friendly; companies have a larger market share when their products focus on customer's needs; satisfying customers' needs attracts more sales; in order to outperform competitors, firms must create, deliver and communicate to customers' needs effectively and that customers would still purchase products even when not motivated.

### **Summary**

This study is on identifying effective marketing strategies in business education as a tool for the development of small scale enterprise in Yenagoa Local government area of Bayelsa State. The research design that was adopted for the study was a descriptive survey. This study used a population of one hundred and fifty (150) small scale enterprises owners in Yenagoa Local government area. The random sampling technique was used to select ninety (90) respondents for the study. The instrument that was used for the study was a self-designed questionnaire. The questionnaire consisted of two sections, Section A and Section B. The face, content and construct validity of the instrument was determined by the supervisor and two other experts. The data collected were analyzed using mean. It was found that production strategy, product strategy, selling strategy and marketing strategy can be used by small scale business owners in the development of their businesses.

### **Conclusion**

Based on the findings of the study, the following conclusions were arrived at:

1. Production strategy can be used as an effective marketing strategy for small scale business.
2. Product strategy can be used as an effective marketing strategy for small scale business.
3. Selling strategy can be adopted as an effective marketing strategy for small scale business.
4. Marketing strategy can be used as an effective marketing strategy for small scale business.

### **Recommendations**

Based on the findings from this study, the following recommendations were made:

1. Since production strategy can be used as a tool for the development of small scale enterprises, SMEs owners should utilize this medium especially among rural areas where quality may not be focus.
2. Since product strategy can be used as a tool for the development of small scale enterprises, sellers who are engaged in high profile production should engage in quality products since consumers like buying high quality products.
3. Although selling strategy can be used as a tool for the development of small scale enterprises, it is advised that producers should also ensure durability and quality products being sold to consumers.
4. Since marketing strategy can be used as a tool for the development of small scale enterprises, manufacturers should engage in aggressive advertisements to attract the attention of consumers.

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