



MARKETING FUNCTIONS AND ENTREPRENEURIAL ROLES FOR NATIONAL DEVELOPMENT IN NIGER STATE, NIGERIA.

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Abstract

Marketing from the beginning entails interaction between the buyer and seller, in the process of transaction they most exchange ideas on the amount to buy and amount to sale a product that consumer have the need for while the seller is ready to transfer the tittle ownership to the agreed buyer of the commodity. While entrepreneurial venture offer an innovative products, process a service, a successful entrepreneurs have the ability to lead a business in a positive direction by proper planning, to adapt to changing environments and understand their own strengths and weakness. The researchers employed the observation method because of concomitant of everyday contact in watching, listening to the observation of marketing of Agricultural products that are consumable and easily bought by people in Bida town, the analyses or the interpretation using the path agoras theory its show that Usman Zaki market is customers preferred, because is in the centre of Bida town with 100km North and East than Etsu-Masaba, Etsu-Umaru Majigi and Gwadabe market in the environs. The paper concluded that people who sale agricultural products help many people to overcome hunger as they are able to get the things they needed from the market and it was recommended that a successful new product should breaks even, and cross into profitability during the introduction phase.

Keywords: *Marketing, Market, Customers, Products, Raw material, Entrepreneurial, Development, Business, Seller and Buyer.*

Introduction

Marketing provide such needs and wants at the time they are needed, where they are needed, how they are needed, and at time price they are needed at an optimal profit. Magit (2011) who define entrepreneurship in terms of three essentials

and linked it attributes as; (i) Ability to perceived profitable business opportunities.(ii) Willingness to act on what is perceived,(iii) the necessary organizing skill associated with the project. Therefore, entrepreneurship refers to the act of and process of identifying opportunities and organizing to initiate a successful business, while marketing entails movement of goods services from the producers to the final consumers (Akambi, 2000).

Marching the above definition, it becomes apparent that marketing has a big role to play in development of an entrepreneur, while the duty of entrepreneur is to make sure they combine products that will suit the needs of the consumers. The act of getting customer to purchase the products or services of an entrepreneur is the function of marketing (Anosike and Gara, 2012). Marketing enables the entrepreneur to identify the goods and services the customer needed before they goes into production. The entrepreneur ranges from the ordinary peasant farmers, palm wine taper, oil miler to be highly business men and women engage in small medium and large scale industrial, commercial and Agriculture enterprises with modern and sophisticated technology. Furthermore, Alausa (2018) Entrepreneurial marketing is the organizational function of marketing by taking into account innovativeness, risk taking, pro activeness and the pursuit opportunities without regards for the resources currently controlled. This definition must not be restricted to young and small ventures, but can equally be applied to large firms. As such entrepreneurial marketing has developed within a vibrant and promising fresh field of research, while the analysis of marketing in new and small ventures is an important issue, given the large share of economic activities that can be attributed to marketing activities with an entrepreneurial mindset, irrespective of firm size or age.

Small and medium enterprise find it difficult to survive during economic down turn, because of the inability to formulate and implement good business strategies, equally small medium enterprise owners experience poor business performance as a result of economic down turn. Inability to reduce cost production as well as concentration on one line of business, lack of suitable training in the business technological processes, and development to export our locally made goods to international markets, and also lack of succession plan in the event of death of the proprietor, leads to many cases of frequent early demise of business in the country. Lastly numbers of policies formulated to improved small and medium scale enterprises in Nigeria today failed as a result of no implementation or method of check and balances. Therefore, the paper has the following objectives: to evaluate marketing activities on entrepreneur development in reducing rural and urban migration, to examine extensively how

entrepreneur will use its available resources to produce desired needs and wants of the population and to ascertain how marketing and entrepreneur will bring about economic growth in such areas; (i) Link their services to end users of their products (ii) creating employment opportunities to young graduates (iii) As a local ground for entrepreneurs with intensive users of our basic raw materials.

Research questions

- (i) Does marketing involved buying and selling of goods for consumer's satisfaction?
- (ii) Could marketing strategies adopted increase consumers patronage on the productions for national development?
- (iii) Are there any relationship between marketing and entrepreneur for national development?
- (iv) Does entrepreneur entails the skill for career development?
- (v) Does marketing and entrepreneur bring about economic growth?

Hypotheses

H_i = Easy accessibility to the market increase consumers patronage.

H_i = Closeness of market and plant location brings about economic growth.

Literature review

MARKETING

It is not easy to define marketing in a manner that is satisfactory to everyone; consequently, there are as many definition of marketing as there are marketers themselves. Each author defines marketing to reflect the viewpoint adopted by him. Similarly, the businessman defines marketing to reflect functions performed by him for example, the department store does its marketing parity by bringing products to the store where they are made available to meet the needs of the customers. In addition, a farmer does his marketing when he makes his produce available to the consumers through market traders (middlemen). Finally, the soft-drink companies do their marketing by planning products to meet the needs of consumers and moving these products through channels of distribution so that they are available in stores after being advertised through various media of communication, hence we shall define marketing as a process which identifies, anticipates, and satisfies consumer needs and wants through conception, promotion, mutual exchanges, and physical distribution of economic goods and services (Ifezue, 1990).

Development

The term development means different things to different people some people take it to mean change. Others take it as advancement, improvement, and progress. Kawu and yahaya (2017) define development as a continuous process of positive change in the quality and span of life of a person or group of persons. They went further to outline some indicators of positive change on the side of development as; ability to feed, clothe and shelter oneself resulting from more income earned from ones occupation. Ability to live much longer life as a result of provision of health and medical facilities, prevention of diseases through better sanitation. Ability to participate meaningfully in political activities and policy making at all levels. Ability to read, writes, and understands forces surrounding one through provision of formal and informal education, when all these are available in a place, society or community, the ultimate goals are achieved the wellbeing, comfort of the people are standard we can justifiably said there is development.

The Roles Entrepreneur Played for National Development

The role entrepreneur plays in economic development of a country are as follows;

- (i) Entrepreneur promotes capital formation by mobilizing the idle saving of the public.
- (ii) It encourages effective resource mobilization of capital and skill which might otherwise remain unutilized and idle.
- (iii) It promotes balanced regional development.
- (iv) It provides immediate large-scale employment thus help in reducing the unemployment problem of the country that is the root of all socio-economic problems.
- (v) It helps to reduce the concentration of economic power.
- (vi) It stimulates the equitable redistribution of wealth, income and even political power in the interest of the country.
- (vii) It also promotes a country's export trade ie an important ingredient to economic development.
- (viii) It induces backward and forward linkages which stimulate the process of economic development in the country.

Magit (2011), explain further that entrepreneur is the most effective method of bringing the gap between science and the market place creating new good and services.

The Roles Marketing Played for the National Development.

- (i) It create demand to be in conformity with the determined needs.
- (ii) It engages in a large proportion of the human, population e.g those engaged in retailing, wholesaling, transportation and advertisement.
- (iii) Provides finance to the organization through increased sales.
- (iv) It enhances transfer of tittle through price negotiations.
- (v) Links different nations and communities of the world.
- (vi) Ensure effective distribution of goods and services by directing them to where they are needed.
- (vii) Stimulates and accelerates accumulation of capital for industrialization.
- (viii) Creates awareness for purchases required to sustain production.
- (ix) Leads to better allocation of resources.
- (x) Is a means of achieving and maintaining better standard of living
- (xi) It represents the organization in term of public reputation, cordial relationship and patronage.

From the above roles of marketing may be said to be the totality of business activities designed to plan, produce, promote, distribution of wants, satisfying goods and services to present, and potential customers at appropriate prices(Mamman,2017).

Marketing Activities for National Development

Marketing activities are these efforts or totality of sum total efforts put in the identification, preparation, distribution, and satisfaction of customers' needs and wants, some of such activities are as follows;

- (i) Pre activities
- (ii) Present activities
- (iii) Post activities

Pre activities involved

- Research into the needs and wants of the consumers.
- Marketing information to the production unit
- Product planning and
- price Structure.

Present activities involved

- Promotional effort; ie advertising, personal selling, sales promotion, public relation, and publicity.

- Distribution effort; ie the wholesaling, retailing, warehousing, transportation, and insurance.

Post activities are;

Consumers Feelings (ie cognitive dissonance) after using the product this many be positive or negative. Them the organizations reactions to feedback ie the response of consumer (Saidu and Mamman, 2004).

MARKETING OF FARM RAW MATERIALS TO INDUSTRIAL USERS

Marketing of farm raw materials is influenced by factors that are similar to those which characterize farm products going to consumers market. The major factors to be considered are:

- (i) The need for middlemen
- (ii) High transportation cost, and
- (iii) The need for storage facilities

(i) The Need for Middlemen

Middlemen are needed since these farms are most of the time located at very distant places from the industrial market. In addition, most users of these raw materials usually have preferences to buy them in large quantities from central wholesale markets hence a large amount of concentration is required to permit transportation to central wholesale markets on an economical basis. Likewise, the majority of farmers who produce farm products used as raw materials lack the knowledge of market conditions required for successful marketing and therefore they are happy to let the middlemen handle the marketing problem since the middlemen are marketing specialist. Furthermore, funds are needed by most farmers as soon as the crops are harvested and ready for marketing and these funds are usually provided by middlemen.

(ii) High Transportation Cost.

Transportation is an important factor for consideration because of the bulk of the products in relation to their value, the distance they have to be moved to reach the market and sometime the factor of perishability.

(iii) Need for Storage Facilities.

Many farm products used as raw materials are produced seasonally where as demand are fairly distributed throughout the year. These characteristics of farm products create important storage problems. In addition, the bulkiness of such products in relation to their value and the large quantities stored, make storage quite costly. Consequent upon the above three major reasons,

indirect sales predominate in the marketing of farm raw materials to industrial users (Ifezue, 1990).

Social System Theory

The social system theory is a holistic theory which is based on the basic assumption that “the whole is more than the sum of its parts” in this context, development is seen as a product of interaction between the individual and various other systems of which an individual may be or may not be an active participant. To explain the above theory, development is a product produced by individuals (farmers) such as farm products like cassava, yam, G/corn, maize, and ground nut while individuals are the consumers that put ends utility to these products produced by the farmers. They must come in contact with each other in a place called market “market is defined as a group of people coupled with needs and wants with relevant purchasing power eager to spend and consume” Agriculture is the main source through which food is provided for everybody in the society. It is only when people eat and they are alive that they can think of any other things, the importance of agriculture satisfies three basic needs of man which are food, clothing and shelter. The above theory has exhausted the variables in the topic of the discussion.

Empirical review

Alaus, (2018) the problem of unemployment can be tackled using the medium of entrepreneurship marketing. An entrepreneur hinges on his own creativity and judgments, learns through the process of trial and error and promotes his own job environment. This paper looks into entrepreneurial marketing and how it can be sustained developmentally. In order to decide a sound product policy in terms of product quality, good service, good packaging and good brand, a good distribution policy in terms of distribution channels and logistics must be formulated and made available. Also a good communication policy in advertising, personal selling, sales promotion, sponsoring and public relation must be put in place.

Anosike and Gara (2011) reported that many people have chosen entrepreneurial careers because doing so seem to offer greater economic and psychological rewards, which contribute considerably to economic growth and vitality involving the ability to recognize a business opportunity and mobilize both human and material resources to exploit and identify the opportunities, it is the organizer and director of labour, land and capital for the purpose of production, thereby giving the role of marketing in entrepreneurial development

a focus on essential variables that range from brand names, packaging, sales promotion, publicity, advertising and personal selling. Therefore, a source of information for this write up is secondary evidence about entrepreneurship. Thus this paper

Methodology

The research design for this study was observation method on the position and the location of the market in Bida town, using path agora theory to calculate whether the distance among the markets is at the centre or preferred to people on their purchases. And secondary sources of information were used to obtain some relevant data to make this research work a reality.

Formula of the path agora theory.

$$Zn = \frac{\sum TCZ}{\sum TC}$$

Where T = Total capacity
C = cost of product
Z = distance

Gwadabe Market = 900 litres G/oil @ =N=9.50/litre

Etsu Umaru Majigi Market 750 litres of G/oil @ =N=11 /litre

Etsu Masaba Market 600 litres G/oil @ =N=15 / litre

Etsu Usman Zaki Market 700 litres @ =N=10 / litre

From the origin

Gwadabe Market 20km north 20km East

Etsu Umaru Majigi Market 210km North 30km East

Etsu masaba Market 20km North 180km East

Etsu Usman Zaki Market 160km North 180km East

North: Zx

$$\frac{900 \times 9.50 \times 20 + 750 \times 11 \times 210 + 600 \times 15 \times 20 + 700 \times 10 \times 160}{900 \times 9.50 + 750 \times 11 + 600 \times 15 + 700 \times 10}$$

$$\frac{171000 + 1732500 + 180000 + 1120000}{8550 + 8250 + 9000 + 7000}$$

$$\frac{3203500}{32800} = 97.66 = 98\text{km North location}$$

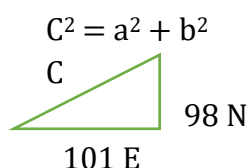
East Zx

$$\frac{900 \times 9.50 \times 20 + 750 \times 11 \times 30 + 600 \times 15 \times 180 + 700 \times 10 \times 180}{900 \times 9.50 + 750 \times 11 + 600 \times 15 + 700 \times 10}$$

$$\frac{171000 + 247500 + 1620000 + 12600000}{8550 + 8250 + 9000 + 7000} = \frac{3298500}{32800} = 100.56$$

101 km East location

Distance of location using path agoras theories



Gwadabe Market: 20 km North, 20 km East

$$98 - 20 = 78 \text{ North } 101 - 20 = 81 \text{ East}$$

$$C^2 = a^2 + b^2 \quad a=78 \quad b=81$$

$$C^2 = 78^2 + 81^2$$

$$C^2 = 6084 + 6561$$

$$C^2 = 12645$$

$$C = \sqrt{12645}$$

$$C = 112 \text{ km}$$

Estu Umaru Majigi's Market

210 Km mark, 30 km East

$$98 - 210 - 112 \text{ marks } 101 - 30 = \text{East}$$

$$C^2 = a^2 + b^2$$

$$C^2 = -112^2 + 71^2$$

$$C^2 = 12544 + 5041$$

$$C = \sqrt{17585}$$

$$C = 132.6$$

$$\underline{\underline{133 \text{ KM.}}}$$

Etsu Masaba market:

20km north, 180 East

$$98 - 20 = 78\text{km}, 101 - 180 = -79\text{km}$$

$$C^2 = 9^2 + B^2$$

$$C^2 = 78^2 + 79^2$$

$$C^2 = 6084 + 6241$$

$$C = \sqrt{12325}$$

$$\underline{\underline{C = 111\text{KM}}}$$

Etsu Usman Zaki:

$$\begin{aligned} &160 \text{ km north, } 180 \text{ km east} \\ &98 - 160 = 62 \text{ north, } 101 - 180 = -79 \\ &C^2 = a^2 + b^2 \\ &C^2 = 62^2 + 79^2 \\ &C^2 = 3844 + 6241 \\ &C = \sqrt{10085} \\ &= 100.0 \\ &= 100\text{km} \end{aligned}$$

The above calculation show the utilization and the consumptions of our farm produce, it can be deduced that Usman Zaki market was the preferred market to people to purchase their needs whenever the need arises in Bida town with 100km through the use of path agora theory. From the calculation and research observation that market was located at the centre of Bida town from the north and East, while customers gain easily accessed to this market in obtaining their needs and wants quickly as possible because some farm products needed to be consumed fresh or purchase early in the morning for than to retained their nutritional value such as tomatoes and vegetables. But in the above analyses we used ground nut oil and plant location to determining which market is the closer to people in Bida town which we eventually demonstrated in the above calculation. The aim of marketing here is to understand the customers well and how the product or service fits him and sells itself. This is so because no product (food) should ever be produced unless it has a market. Ugwuanyi and ugwuanyi (1999) opines that marketing, therefore, begins before production on the farm. The above analyses shows the role of physical distribution, which is concerned with the physical handling and transfer of food or raw materials to be move from the producers the (farmers) to customers the users of the products, which we refers to cash crops. Most of these cash crops are now being locally used to feed our local industries. For example, most of the palm kernel and palm oil produced in Bida or in Nigeria are now been used by local industries to produce vegetable oil, pomades, feeds, and lubricants, cocoa, cotton groundnut, and ground nut oil which in the past formed the bulk of the export crops for the nation are now used locally in our industries. Our pharmaceutical industries are not left out in this provision. Our forests and plantations make available different herbs, fruits hides and roots as raw materials to them.

Conclusion

A market is place where people buy and sell goods, the products from the farm not eaten by the farmer end up in the market. Most farmers smile home, having benefited from the sales of their agricultural products. People who sell

agricultural products help many people to overcome hunger as they are able to get the things they needed from the market. Okwoma (2011) reported that for market to operate successfully certain fundamental conditions must prevail such as; policy consistency / transparency, fairness and efficiency in securities transactions that market must be allowed to operate freely, and must have depth and breath, interestingly up till now many Nigerians who are engaged in agricultural production are still illiterate. This makes it almost impossible for them to enjoy government incentives, and implement or adopt the finding of research institutions as demonstrated by the extension workers and other government agencies.

RECOMMANDATIONS

The central bank of Nigeria should develop appropriate investments to influence liquidity, and the cost of funds in the market, free flow of information about the market, while the production units should have enough vehicles for transportation of finished products to other states for the expansion of sales and awareness of their products, a successful new product should breaks even, and cross into profitability during the introduction phase, while sales are still on the rise as customers become familiar with the product. Furthermore federal government should make the Nigerian investment environment more investor friendly by making effort towards building the confidence of the investors in the country. More so government should improve storage system, transportation system; improve farming, and processing implements, processing skills to boost the production of farm products to meet the daily population of the country.

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