

# **E**NTREPRENEURIAL MARKETING AND CONSUMER ADOPTION OF SMALL AND MEDIUM-SIZED ENTERPRISES PRODUCTS IN NIGERIA

**ISHOLA ABDULFATAI IDOMI**

*Department of Business and Entrepreneurship, Kwara State University, Nigeria.*

## **ABSTRACT**

**S**mall and medium-sized enterprises are regarded as the engine of economic development and equitable growth in developing economies. Although SMEs are facing many problems that hindered their performance in Nigeria. They have not creditably performed well and played expected vibrant role in the economic development of Nigeria. This study aimed to investigate the effect of entrepreneurial marketing on consumer adoption of SMEs products in Nigeria. This study focused on manufacturing processes that operate within SMEs firm in three different local government area of Kwara State. In this study, customer intensity and resource leverage are determinants of entrepreneurial marketing, while consumer adoption acts as the dependents variable. A sample size of 400 respondents was conveniently selected from customers

## **Introduction:**

Small and Medium Scale (SMEs) was primarily introduced into the growth and development landscape to improve trade and industrialization of the country in the presently developed nations. In recent time, empirical evidence showed that SMEs contributed to over 55% of GDP and over 65% of total employment rate mostly in high-income countries (Ayyagari, Thorsten, & Asli, 2003). Although SMEs regarded as the engine of economic development and equitable growth in developing economies, their unimpressive

*of manufacturing processes firms (clothing and textile, leather and footwear and furniture) that operate within SMEs in Kwara State, whereas 383 were analyzed after removal of outliers. Cronbach alpha was conducted to ensure the reliability of the data used. The findings indicated that all determinants of entrepreneurial marketing examined are most significantly associated with consumer adoption of SMEs products. Based on correlation and multiple regression analysis, the study found that entrepreneurial marketing has a significant relationship with consumer adoption of SMEs products. Besides, all hypotheses tested such as customer intensity and resources leverage shown a positive significant effect on consumer adoption of SMEs products. It was therefore recommended that SMEs firms should focus more on the customer intensity, and also resources leverage to be able to increase their customer base as well as their profitability.*

**Keyword:** *Entrepreneurial marketing, customer intensity, resource leverage, cognitive state, emotional state, behavioural state*

---

Performance in the recent year has generated a lot of concern among the tiers of government as well as research interests among academia (Mba & Cletus, 2014). Previous research studies showed a positive significant relationship between entrepreneurial marketing and SMEs' performance (Mba & Cletus, 2014). Meanwhile, small and medium scale is an important area that is keeness to the interest of this study due to the government policy on SMEs to develop economy of the country.

Entrepreneurial marketing is an integrative construct that is used to conceptualize marketing in the era of complexity, change, contradiction, chaos, and diminishing resources and more importantly one that will differently manifest itself as a firm's age and grow (Morris, Schindehutte, & Large, 2002). These two distinct disciplines are formally merged and used to describe the process of marketing that firms adopt in pursuing opportunities in uncertain market circumstances often under resources constrained conditions (Hills, 1987; Narver & Slater, 1999; Collinson &

Shaw, 2001). Ever since, the integration of entrepreneurship and generic marketing has dominated the definition of entrepreneurial marketing, and addresses critical issues that related to small, medium and large businesses from local and global perspectives.

### **Statement of the Problem**

In recent years, research study shows that small and medium-sized enterprises (SMEs) in Nigeria faced with a series of problems that result in their inefficiency. The research studies done in the past identified some factors that are contributing to SMEs' premature death in Nigeria and these include lack of focus, insufficient capital, irregular power supply, lack of business strategy, lack of market research etc. (Mba & Cletus, 2014; Uzairu & Noor, 2017). However, it seems no research work has identified the issues of customer adoption of SMEs products which is a major factor that determines the success and failure of the SMEs business.

Recently, this has been a critical issue of great concern to government at all levels (i.e. federal, state and local levels) which had taken measures through policies and budgetary allocation (the Nation News, 2017). Specifically, in September 2017. Kwara State Commissioner for Commerce and Cooperative, Alhaji Ahmed Rifun, said that "Kwara State administration spends N2.25 billion on SMEs to strengthen the capacity of SMEs operators in the state, it also earmarks a sum of N 500 million yearly towards SMEs scheme commitment. "He further stated that this is complemented by the effort of the Federal Government to assist entrepreneurial development in the state" (Tribune News, 2017; Vanguard News, 2017). Despite the effort of government at all levels to boost SMEs through grants, incentives, and aids, some small and medium enterprises are not performing well to the expectation. Probably due to their lack of entrepreneurial marketing process application. The specific problems identify in this research study, are as follows.

Customer intensity is issue of great concern among SMEs firms in Nigeria. Many firm owners don't consider the significant importance of relating to their customers with an intent that when one customer did not patronize

them, another customer will. This nonchalant attitude or lack of customer intensity has contributed to the failure of most SMEs businesses in Nigeria. Another major issue is resources leverage, many SMEs firms in Ilorin fail to create the synergistic process that could help them to effectively use their limited resources for a greater outcome. Many firms does not engage in networking processes that could stimulate customer willingness to adopt their products, this seems to have led to their failure.

### **Research Aims, Objectives**

This study aim to investigate the effect of entrepreneurial marketing on consumer adoption of SMEs products in Nigeria.

### **Objectives of the Problem**

1. To determine the effect of customer intensity on consumer adoption of SMEs products in Nigeria;
2. To evaluate the effect of resources leverage on consumer adoption of SMEs products in Nigeria

### **Hypotheses**

*H<sub>01</sub>*: Customer intensity does not have a significant effect on consumer adoption of SMEs products.

*H<sub>02</sub>*: Resources leverage has no significant effect on consumer adoption of SMEs products.

### **Literature Review**

Bhuian, Menguc, and Bell, (2005) defined entrepreneurial marketing as overlapping aspects between entrepreneurship and marketing; and it is the behavior that is shown by an individual and/or organization which attempts to establish and promote market ideas while developing new ones to create value. Martin, (2009) defined entrepreneurial marketing as a term that is frequently used to describe the marketing activities undertaken often at start-up or early growth phase by small entrepreneurial ventures; though it is argued that entrepreneurial

approaches to marketing are not peculiar or sole preserve of small, neophyte firms as the term can also be applied to larger or established firms which adopt innovative methods to their marketing (Jones & Rowley, 2011). Meanwhile, Ann, Linda, Jessica, Jihyeong and Amrut, (2013) described entrepreneurial marketing as dynamic, informal and responsive to customer needs which mostly simple in its design and execution. Therefore, entrepreneurial marketing is a process that entails responsiveness, and exploitation of opportunities that is undertaken by the owner of entrepreneurial ventures, mostly simple in its design and execution to acquire and retain profitable customers through innovative approaches to resources leveraging, risk management and value creation.

### **Dimensions of Entrepreneurial Marketing**

#### **Customer Intensity**

Customer intensity dimension was built on what is viewed as the central driving force of marketing in the organization, it is a customer-centric orientation exploiting innovative approaches to create, build, and sustain customer relationships (Morris, 2011). According to researchers, entrepreneurs need to be conscious about their public image which might reflect consumers' perception of their firm (Spence & Essoussi, 2010). Deshpande, Farley, and Webster, (1993), suggested that extreme customer orientations may inhibit the breakthrough innovations which can create markets and disrupt equilibrium since radical changes are open to the customers. Entrepreneurial marketing incorporates the need for creative approaches to customer acquisition and retention, therefore a philosophy of customer intimacy produces a dynamic knowledge base of changing customer circumstances and requirements. Another aspect of customer intensity dimension is the goal of creating visceral relationships with the company customer base, the relationship must be dyadic and the firm must identify with the customer at a fundamental level. Similarly, the customer must equally be identified with the firm. Furthermore, this binary relationship could stimulate customer purchase intention, since it can create customer loyalty (Daniela, 2012).

### Resources Leveraging

Leveraging at its most basic level is refers to doing more with less, resources leveraging is about a creative synergistic process and not just a matter of effectively using limited resources. In other words, it is about recognizing a resource that has not been discovered by others (Morris, Schindehutte, & Large, 2002). Entrepreneurial marketers must develop a creative capacity for resources leveraging, they must possess the ability to discover and recognize a resources that are not being optimally used so as to see how that resource can be put to properly used in a non-conventional way, and also to convince those that control the resource to allow it to be used by marketer through insight, skill, and experience (Morris, 2011). Slater and Narver (1999) believed that SMEs devise an innovative marketing strategy instead of being constrained by resource limitations and thus, they were able to access more resources that can be done with less and most often they mitigate the risk through the means of leveraging. Therefore, the most critical form of leveraging entails the ability of the firm to use other peoples' resources to accomplish its marketer purpose.

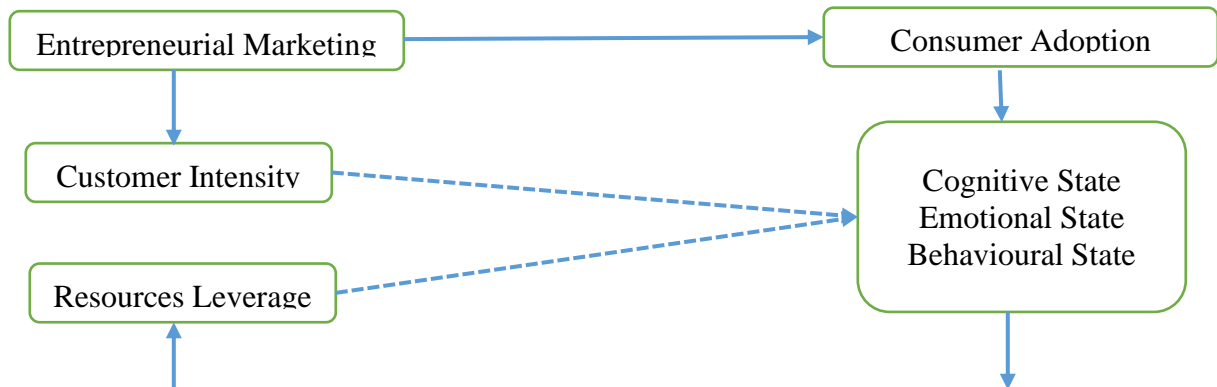
### Consumer Adoption

Consumers' adoption is classified as a process that is conceptualized based on sequence of steps that consumer passes through from initial state of cognitive that is having knowledge of the product, to the state of forming an attitude towards particular product and to the behavior state where adoption decision is reached (Anshul, Suresh, & Swati, 2017). Bhatt, (2016) contributed to consumer adoption process concept by emphasized on the relationship between consumer adoption of product/service and perception by suggested that consumer intention to adopt product/service depend on decision reach to buy, patronize or repurchase specific product through product awareness. This decision is taking through the perception of consumers towards the brand or product/service that the customer intends to buy. Vahidreza, Hamid and Hamid (2015) explains that the adoption of certain product increase when the consumer was well informed and aware of the product. Another group of authors, Shareef,

Archer, and Dwivedi (2012) opined that consumer intention to adopt a certain product is a type of decision-making which studies the reason to buy, use and repurchase a specific brand, product/services by the customer/consumer.

The adoption process is a critical point for a consumer to evaluate and access certain products/services. Consumer adoption is an effective mechanism that can be used to predict buying process because deciding on buying a product is affected by the selection procedure of a brand for well-known products (Guangping, Wenyu, & Nan, 2008; Francisco, Inma, Juan, Manuel, & Claudia, 2010). Intention to adopt a product can be changed as a result of acquiring new information, knowledge or experience, that is consumer decision can be affected by internal and external influence during the process (Guoxin, Ruijin, & Chao, 2015). Researchers in the field of marketing proposed six steps that can be taken before consumer would be made decision to buy certain product/service i.e. awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010; Kawa, Rahmadiani & Kumar, 2013; Kim, 2013). Another scholar argued that decision making to buy a product is solely dependent on the level of information that is made available to the consumer by the firm, literary the level of awareness created (Gogoi, 2013). Although, some research found the relationship between social influence, word-of-mouth and purchase intention (Nor, 2014; Long-Chuan, Wen-Pin, and Hsiu-Hua, 2014; Lynda & Constanza, 2014; Antonis & Spyros, 2013; Juhee, 2014). Furthermore, the information provided by the company about the brand has been used by group members of the public to buy a specific brand.

Conclusively, these identified factors were considered in this study because of their significant impact on consumer buying behavior. Consumer intention to adopt products solely depends on firm commitment to create awareness and stimulate consumer interest, desire, willingness, readiness and made effort to buy through the application of entrepreneurial marketing determinants. Figure: 2.1 below illustrate the conceptual framework.



**Figure 2.1. Conceptual Framework**

**Sources:** Researcher Conceptual Framework, (2019).

The conceptual framework is based on a review of the literature on entrepreneurial marketing and consumer adoption process. The independent construct (Entrepreneurial marketing) consists of two variables; namely, customer intensity and resources leverage. While, dependent construct (Consumer adoption) consists of cognitive state, emotional state, and behavioral state. Previous research studies have clearly reported a significant effect of customer intensity, resources leveraging, social influence, opportunity-driven, networking and continuous participation on consumer intention to buy product/service (Ishola, 2015; Chiew, Norhayati, Mohd, Muhammad, Khalid & Nawawi, 2014; Nor, 2014). Therefore, the relationship between entrepreneurial marketing dimensions and consumer adoption process is a debated issue, it seems there is little or no empirical research done on the relationship between entrepreneurial marketing and consumer adoption of SMEs products in Nigeria.

## Theoretical Review

### Theory of Planned Behaviour (TPB)

This research work anchored on the theory of planned behavior (TPB). This theory was proposed by Fishbein and Ajzen in 1975. The theory proposes that primary behavior predictors are an individual intention and perceived behavioral control that can use to measure how human actions



are guided (Fishbein & Ajzen, 1975; Ajzen, 1991; Ajzen & Fishbein, 2005). This theory postulated that the occurrence of a specific behavior obtained is intentional and largely influenced by the attitudes of an individual towards target behavior. It framed the motivation component as a behavioral intention or one's conscious plan to exert effort to perform the behavior. This theory highlighted three basic variables that suggest it determined behavioral intention towards behavior (i.e. attitudes towards the behavior, subjective norms surrounding the behavior, and perceived behavioral control). In this regard, perceived behavioral control is a reflection of both external factor (e.g. social support) and internal factors (e.g. skill information, ability).

Ajzen (1985) suggests that behavior is the best determinant of intention because the intention is a cognitive representation of an individual's readiness to perform a certain behavior, which is why it is considered to be the immediate predictor of behavior that has positive significant effect on consumer decision-making process (Aurelio & Roberta, 2013). Therefore, the critic of this theory based their argument on the fact that this model focused on the psychological aspect of consumer and its (internal) constructs or variable can be directly measured on specific behavioural beliefs which is not enough to determine customer intention to make decision (Gregory, 2011; Sheppard, Hartwick, & Warshaw, 1988).

In recent years, the theory of reasoned action and the theory of planned behavior have framed under the umbrella of the reasoned action approach (Ajzen & Albarracin, 2007; Fishbein & Ajzen, 2010). RAA comprises all components earlier proposed in the previous models (i.e. attitudes towards behavior, subjective norms, perceived behavioral control and intentions). It also includes additional factors e.g. actual control that refers to abilities, skills and environmental factors that influence an individual's ability to perform target behavior. Solomon's model (1996) posits that consumer concentrates more on information benefit made available by the firm through friends, social networking e.g. Twitter, Facebook, LinkedIn, or by visiting stores. This study will investigate whether entrepreneurial marketing predictors can create awareness and inform the consumer

about the poultry product to develop consumer likes/dislikes as well as the desire to decide on poultry products adoption.

### **Empirical Review**

**Jose, Pablo, Celso, and Wesley**, (2013) on connections between entrepreneurial orientation, marketing capability, and business performance perception. Empirical evidence from micro and small business retailers. Data were collected in a non-probabilistic sample. A total of 262 respondents was selected from retail and service business in the Mato Grosso do Sul State. The findings show that there are no significant differences in the practices of entrepreneurial orientation and marketing capability among firms like micro or small business. **Lisa, Sandra, and Harry** (2013) conducted a study on entrepreneurial marketing within the French wine industry. The findings of the study show that entrepreneurial marketing allowed leverage of superior knowledge on customer preferences, market intelligence and product through the process of delivering value to the customer. Further results reveal that engaging in cooperative relationship development among wineries at the regional and international level appears to be significant in creating opportunities for knowledge acquisition and innovation.

Another study carried out by **Affendy, Asmat-Nizam, and Farid** (2015) on entrepreneurial orientation effects on market orientation and SME's business performance from SEM Approach. The study used the SEM method to analyzed data collected from 386 SME's management in Malaysia. The results indicate that entrepreneurial orientation and market orientation have a positive significant influence on firm performance. Further results reveal an important ground for the management of SMEs to formulate and implement strategies that will improve their business performance.

**Mario, Maria de, Isabel, and Cristina** (2014) carried out a research study on an exploratory study of entrepreneurial marketing in SMEs, the role of the founder-entrepreneur in Portugal. The results show that entrepreneurial marketing has a positive significant influence on the

consumer decision-making process. Therefore, the importance of entrepreneurial marketing is recognized, although it differs considerably based on the size of the firm. Further findings indicated that marketing in SMEs is informal and reactive to opportunities and founder-entrepreneurs has an influence on the consumer decision-making process. The study suggests that founder-entrepreneur have a role to play in the firm to develop entrepreneurial marketing activities. From a practical point of view, it concluded that entrepreneurial marketing majorly depends on networking to build and support firm marketing activity.

Contrary to the previous findings, a research study conducted by **Nwaizugbo and Anukam (2014)** on "Assessment of entrepreneurial marketing practices among small and medium scale enterprises in Imo State Nigeria, the prospects and challenges". Data were collected through a primary source using structured instruments. Personal interviews, focused-group discussion, and questionnaires were adopted to collect data from twenty (20) SMEs. The convenient sample was explored. The findings show that entrepreneurial marketing is improvised and it does not seek for a perfect condition to grow a firm. By implication, the findings indicated that entrepreneurial marketing does not have a significant impact on firm growth and performance.

**Kesinro, Ogunlusi, and Adu (2016)** in their study examine the effect of entrepreneurial marketing on organizational performance among small and medium enterprises in Lagos State, Nigeria. This study collected data from 100 owners of SMEs in Badagry Local Government Area of Lagos State. The findings revealed that there is a significant relationship between entrepreneurial marketing and the organizational performance of SMEs. The findings of the study carried out by **Olaniyan, Ogbuanu, and Oduguwa (2017)** show that using entrepreneurial marketing as an adaptation strategy could significantly affect business policy that will translate to SME development. Although, the results of this study were inconclusive.

**Olannye and Eromafuru, (2016)** conducted a hypothetical study on the dimension of entrepreneurial marketing and the performance of Fast Food Restaurants in Asaba, Delta State, Nigeria. Data were collected from 160

employees and customers of selected Fast Food Restaurants in Asaba. The findings revealed that entrepreneurial pro-activeness, innovation and opportunity recognition exhibited a significant positive effect on the firm's competitive advantage. The study concluded that entrepreneurial innovation can greatly influence new market's development, products or process that could help the firm to establish an edge over its competitors. Concerning consumer adoption of product/service, a research study conducted by **Sohail, Faiza and Anas** (2015). The findings show that intention is an accurate predictor of the actual buying behavior of the consumer. Further findings revealed that consumer intention might be favorable or unfavorable depending on the way the firm attracts or stimulate consumer through firm-customer relationship. An empirical study conducted by **Dachyar and Liska** (2017), revealed that information and awareness found to significantly affect consumer intention to adopt a product. While further findings show that perceived usefulness and benefit have a positive significant effect on consumer intention towards a particular product. A hypothetical study conducted by **Chiew, Norhayati, Mohd, Muhammad, Khalid and Nawawi** (2014), showed that actual behavior was significantly affected by the consumer behaviour intention and intention to adopt the product was significantly influenced by the consumer's perception of safety, health and environmental factors. The result of a study conducted by **Muhammad and Tahir** (2013) shows that consumer intention has a positive significant influence on private brand adoption.

## Methodology

### Research Design

This study employed explanatory design because of its fundamental capacity to investigate the cause-effect relationship and its capability of obtaining data that deal with the present situation. Explanatory design were used to collect primary data through quantitative methods. Therefore, convenience sampling technique was used for this research study to allow a researcher to be able to utilize available participants who

volunteered to take part in this research process until the desired amount number of participants were reached (Frank & Lindsay, 2000; Miller & Salkind, 2002). This technique is considered appropriate for this study because it is non-random sampling, and there is no way of knowing the pattern of variability in the process, unlike random sampling whereas the sampling variability pattern can be ascertained (Otokiti, 2010). This technique is accurate, suitable and acceptable for carrying out the research process and it make it easy for entrepreneurs and the customers that willingly volunteered to participate to be reached without a waste of time. Questionnaire method of data collection were employed and the instruments used for the questionnaire was compiled from the conceptual variables items, which were categorized into scales consisting of proactiveness and opportunity-driven cognitive state, emotional state, and behavioral state. This compilation instrument provides a questionnaire with 5 scales. While the first section of the questionnaire constitutes demographic data that covers the respondent's profile.

### **Method of Data Analysis**

This research study used SPSS version 21 to analyze the data collected. This statistical package (SPSS) allows data collected to be scrutinized, and it described variables categorically through frequency and numerical. Descriptive statistics describe data in terms of frequency and percentage in the form of figure, table, and charts. A normality test was carried out to measure skewness and kurtosis to ensure that items normality is evenly distributed. While Cronbach's alpha was used to check the reliability of data. Principal analysis component, one-way ANOVA were equally applied to investigate the variance between the components. In this study, Pearson correlation was used to establish the existence, nature and strength and significance of the relationship between independent variables and dependent variable. Multiple linear regression analysis was employed to determine the level of a significant association between independent variables (entrepreneurial marketing determinants score) and dependent

variable (consumer adoption score) tests of hypotheses. Thus, the p-value of 0.05 is a judge to be statistically significant (Singh & Masuku, 2014).

## Analysis, Results and Discussion

### Frequency Distribution of the Respondents' Demographic Characteristics

**Table 4.2: Frequency Distribution of the Respondents' Demographic Characteristics (n=383)**

Profile of Respondents	Category	Frequency (N = 383)	Percent (%)	Cumulative percent (%)
<b>Gender</b>	Male	203	53.0	<b>53.0</b>
	Female	180	47.0	<b>100.0</b>
<b>Total</b>		383	100.0	
<b>Age</b>	18-24	101	26.4	<b>26.4</b>
	25-34	143	37.3	<b>63.7</b>
	34-44	88	23.0	<b>86.7</b>
	45-54	49	12.8	<b>99.5</b>
	55 and above	2	.5	<b>100.0</b>
<b>Total</b>		383	100	
<b>Marital Status</b>	Single	208	54.3	<b>54.3</b>
	Married	175	45.7	<b>100.0</b>
<b>Total</b>		<b>383</b>	<b>100</b>	

**Source:** Author's Fieldwork Computation Using SPSS 21, (2019)

For this study, a total of 383 consumers were valid for descriptive analysis. As the frequency distribution of the respondent's demographic characteristics is presented in table 4.2. The table revealed that out of 383 customers who had participated in this study, male customers represented 53.0 percent (n=203) and was considered the majority compared to female customers with 47.0 percent (n=180). By implication, there are more male respondents to female respondents who participated in this study.

Table 4.2 revealed that a majority of customers who participated were between the age of 25 and 34 which represent 37.3% (n=143) of the total sample. The second biggest age group was from 18 to 24 with 26.4% (n=101). Other age groups were between 34 and 44 years old, 45 and 54 years old, and 55 above years old with percentages of 23.0 percent (n=88), 12.8 percent (n=49), and .5 percent (n=2) respectively. Among the customers that participated in this study, single customers represented 54.3% (n=208) and were considered the majority compared to customers that were married with 45.7% (175).

### Reliability Test of the Scale

A reliability test was carried out on the items used to check the degree of stability or internal consistency of the measurement to determine the relevancy of these items. This is necessary to check how reliable the instruments used were able to measure the constructs. Cronbach alpha coefficient is one of the most commonly used methods among the researchers was employed to check the reliability of the items used in this study. Ideally, the coefficient of the Cronbach alpha of a scale should not be less than .7 (Julie, 2013). Table 4.5 below represents the overall result of scale reliability statistics.

**Table 4.4. Reliability Statistics**

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Customer Intensity	.702	.704	5
Resources Leverage	.705	.702	5
Cognitive State	.762	.761	5
Emotional State	.709	.708	5
Behavioral State	.712	.714	5
Overall	.857	.855	25

Source: Author's Fieldwork Computation Using SPSS 21.0, (2019)

All scales used were good for internal consistency in which customer intensity showed Cronbach alpha coefficients of 0.702, and resources leverage with 0.705. Whereas cognitive state showed Cronbach alpha coefficients of 0.762, emotional state with 0.709, and behavioral state

scales with 0.712. While overall scales indicate 0.857 respectively. Conclusively, coefficients of the Cronbach's alpha obtained in this study indicating that the instruments adopted for data collection are very good for internal consistency reliability, notable confidence can be placed on the result of the test since all the values are above 0.7 which is considered acceptable.

### Normality Test for Scale

In this study, normality assessment was carried out to measure the skewness and kurtosis of every item used. Ideally, skewness and kurtosis are basic important issues to check when conducting a normality test to ensure that the scale used is evenly distributed. Skewness is a parameter that depicts the symmetry probability distribution of items, notably to be confident that the data used were evenly distributed (Gravetter & Wallnau, 2012). According to Julie, (2013) zero is the skewness for normal distribution and any symmetric data should have a skewness near zero. Kurtosis is a statistical analysis is used to measure the degree of tailedness in the data distribution, it measures the combined sizes of the two tails and the degree of probability in the tails (Kothari, 2004). Gravetter & Wallnau, (2012) opined that the value of kurtosis is often compared to the normal distribution that is equal to 3. Meanwhile, if the coefficient of kurtosis is greater than 3, then the dataset has heavier tails or outliers; similarly, if the kurtosis coefficient is less than 3, then the dataset has lighter tails than a normal distribution which means it lack of outliers. Table below details the result of the skewness and kurtosis of each item.

### Descriptive Statistics

	N	Mean	Std. Dev	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
<b>Customer Intensity</b>	383	3.6935	.67096	.032	.125	-.591	.249
<b>Resources Leverage</b>	383	3.5410	.74368	-.038	.125	-.535	.249
<b>Cognitive State</b>	383	3.3943	.80435	-.146	.125	-.551	.249
<b>Emotional State</b>	383	3.5384	.74831	-.175	.125	-.470	.249



<b>Behavioral State</b>	383	3.5728	.77019	-.157	.125	-.558	.249
<b>Consumer Adoption of SMEs Products</b>	383	3.4990	.62718	.065	.125	-.392	.249
<b>Valid N (listwise)</b>	383						

Source: Author's Fieldwork Computation Using SPSS 21.0, (2019)

Based on table 4.5 above, the value of skewness were within the range between .032 and 0.65 and kurtosis were within the range of -0.392 to -0.591. By implication, the coefficient of skewness and kurtosis signified that data used in this study were somewhat distributed evenly, and it is an indication that the required level of -2.58 and 2.58 as suggested by Hair, Black, Babin, and Anderson, (2014) was achieved.

### Correlation Analysis

In this study, correlation analysis was conducted to measure the quality of the items by heading straight to examine the strengths of inter-relationship between the two constructs. Pearson correlation coefficients (r) has a value between +1 and -1, which means the correlation coefficient ranges from -1 to 1. Thus, a value of 1 implies that a linear equation depicts the relationship between independent variables and dependent variables perfectly. Hence, all data points lying on a line for which dependent variable increase as independent variables increases. Similarly, -1 implies that all data points lie on a line for which dependent variable decreases as independent variables decreases; while, a value of 0 signifies that there is no linear correlation between the variables. Table 4.8 below detail the result of correlation analysis.

### Correlations

		<b>Customer Intensity</b>	<b>Resources Leverage</b>	<b>Consumer Adoption of SMEs Products</b>
<b>Customer Intensity</b>	Pearson Correlation	1	.146**	.243**
	Sig. (2-tailed)		.004	.000

	N	383	383	383
<b>Resources Leverage</b>	Pearson Correlation	.146**	1	.496**
	Sig. (2-tailed)	.004		.000
	N	383	383	383
<b>Consumer Adoption of SMEs Products</b>	Pearson Correlation	.243**	.496**	1
	Sig. (2-tailed)	.000	.000	
	N	383	383	383

**\*\* . Correlation is significant at the 0.01 level (2-tailed).**

**Source:** Author's Fieldwork Computation Using SPSS 21.0, (2019)

The table above revealed that all items used in this study are correlated with each other with a correlation coefficient range between 0.146 and 0.496. The table also showed a weak uphill (positive) linear relationship between consumer adoption of SMEs products (dependent variable) and customer intensity with a correlation coefficient of 0.146, and resources leverage with 0.146 (independent variables). By implication, the inter-relationship between determinants of consumer adoption of SMEs products and entrepreneurial marketing items have a positive significant relationship with less than .005 which suggesting that a minor change in customer intensity and resources leverage could have significant changes in consumer adoption of SMEs products.

### **Assumption Test of Multiple Regression Analysis**

Multiple linear regression was explored to analyzed data in this study, using this requires data to pass through some certain assumptions for the statistical tool. These assumptions are shown below:

**Assumption 1:** Test of Normality, it is assumed that the dependent variable should be normally distributed. Meanwhile, the scores of regression standardized residual in this study are reasonably normally distributed, with scores occurring at the center of histogram shown lighter tails than a normal distribution which means there is a lack of outliers, and the

distribution of dependent variable was considered to be perfectly normal. Notably, the multiple linear regressions normality requirement was satisfied.

**Assumption 2:** Test of Linearity plot of regression analysis, it is assumed that the relationship between observations (i.e. dependent and independent variables) is linear. However, the expected probability in the plot chat shown a linear progression which means the requirement for linearity of multiple regression were considered to be satisfied.

**Assumption 3:** Test of Homoscedasticity, it is assumed that the variations among the observations (i.e. dependent and independent variables) are even. Based on the figures below, the output indicates a moderate, positive correlation among the dependent and independent variables. Small and medium enterprises which exercise high levels of customer intensity and resources leverage experience high levels of consumers who adopt their product. On the other hand, SMEs firms with low levels of customer intensity and resources leverage have much lesser consumer adoption of their product. Meanwhile, the scatter plot indicates a fairly even cigar shape along its length.

**Assumption 4:** Test of Multicollinearity, it is assumed that independent variables (i.e. customer intensity and resources leverage) are not correlated with each other. As part of the multiple regression process, SPSS performs "collinearity statistics" on items used and this would pick up the problems with multicollinearity that might not evident in the correlation matrix. Therefore, the result of multicollinearity statistics which showed that there is a low Multicollinearity problem among entrepreneurial marketing determinants such as customer intensity with a tolerance and VIF value of 0.979, 1.022 and resources leverage with 0.979, 1.022 respectfully.

### **Analysis of Variance**

This study performed ANOVA assessment to calculate the extent to which entrepreneurial marketing items (such as customer intensity and resources leverage) can significantly predict consumer adoption of SMEs

products. Thus, the value of 0.000 (sig value) indicates that the model is a significant fit as it was less than the  $p=$  value of 0.05. Notably, a framework uses customer intensity and resources leverage can significantly predict consumer adoption of SMEs products (cognitive state, emotional state, and behavioral state). Table below shows the result of the analysis of variance (ANOVA) with a score:  $F= 72.448$ ,  $sig= 0.000$ .

### ANOVA<sup>a</sup>

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	41.479	2	20.739	72.448	.000 <sup>b</sup>
	Residual	108.781	380	.286		
	Total	150.260	382			
<b>a. Dependent Variable: Consumer Adoption of SMEs Products</b>						
<b>b. Predictors: (Constant), Resources Leverage, Customer Intensity</b>						

Source: Author's Fieldwork Computation Using SPSS 21.0, (2019)

### Model Summary

In this study, multiple regression analysis was conducted to predict the consumer adoption of SMEs products which was based on two independent factors. The two independent predictors (i.e. entrepreneurial marketing determinants such as customer intensity and resources leverage).

### Model Summary<sup>b</sup>

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.525 <sup>a</sup>	.276	.272	.53504	1.553
<b>a. Predictors: (Constant), Resources Leverage, Customer Intensity</b>					
<b>b. Dependent Variable: Consumer Adoption of SMEs Products</b>					

Source: Author's Fieldwork Computation Using SPSS 21.0, (2019)

The result of regression as contained in table above revealed that a model summary predicting consumer adoption of SMEs products with an R-value of 0.525, R square of 0.276 and Adjusted R square with 0.272. This indicates that 27.6 percent of consumer adoption of SMEs products can be predicted by determinants of entrepreneurial marketing (such as customer intensity and resources leverage). This suggesting that the model is good enough to explain (27.6%) of the variance in consumer adoption of small and medium enterprises products. The Durbin-Watson Statistics provides a coefficient with 1.553 that shows that serial correlation is absent in the error terms of the model as such rule out the problems associated with spurious regressions.

### Model fit analysis: Multiple Linear Regression Coefficients

The results of regression coefficients in table 4.12 revealed that all two determinants of entrepreneurial marketing are significant enough to influence consumer adoption of SMEs products based on *Beta* coefficients. Specifically, the findings show a positive relationship between customer intensity and consumer adoption of SMEs products such that a unit increase in customer intensity scores caused about 0.174 unit increase in consumer adoption of SMEs products scores which was statistically significant at 1 percent with the aid of p-value (sig= 0.000).

### Regression Coefficients<sup>a</sup>

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.492	.188		7.924	.000		
	Customer Intensity	.163	.041	.174	3.947	.000	.979	1.022
	Resources Leverage	.397	.037	.471	10.671	.000	.979	1.022

a. Dependent Variable: Consumer Adoption of SMEs Products

Source: Author's Fieldwork Computation Using SPSS 21.0, (2019)

The finding equally shows that there was a positive relationship between resources leverage and consumer adoption of SMEs products such that a unit rises in resources leverage scores induced about 0.471 unit to rise in consumer adoption of SMEs products scores which was statistically significant at 1 percent going by p-value (sig=0.000).

### Test of Hypotheses

In this study, the regression analysis was conducted to test hypotheses that were formulated, however, the sign in the bracket represent both null hypotheses ( $H_0$ ) and alternative hypotheses ( $H_A$ ). Therefore, the rule of hypotheses decision is as follows: Accept null, if  $p$  (probability) is greater than alpha (0.005) it means there is no significant effect between scales. So the null hypothesis will be accepted while alternative will be rejected. Reject null, if  $p$  is less than alpha (0.005) it shows that there is a significant effect between the scales, so the null will be rejected while alternative hypotheses will be accepted.

**Hypothesis: 1.** Customer intensity does not have a significant effect on consumer adoption of SMEs products.

This hypothesis focused on how customer intensity does not have a significant effect on consumer adoption of SMEs products. The null and alternative hypotheses are listed below:

$H_0: \beta = 0$  (Customer intensity does not have a significant effect on consumer adoption of SMEs products)

$H_A: \beta \neq 0$  (Customer intensity have a positive significant effect on consumer adoption of SMEs products)

Based on table 4.11, the regression coefficient predicting that customer intensity measured the beta coefficient with  $\beta = .174$ , **t-value** = 3.947, while the p-value **sig** = 0.000 (less than alpha 0.005). Thus, the Null hypothesis ( $H_0$ ) is rejected, while the alternate is supported. By implication, this indicates that customer intensity as determinant of entrepreneurial marketing has a positive significant effect on consumer adoption of SMEs products, which means customer intensity can effectively influence consumer adoption of SMEs products. This result supports the findings of

the previous research studies carried out on "entrepreneurial marketing and SMEs performance in Lagos State, Nigeria" (Kesinro, Ogunlusi & Adu, 2016).

**Hypothesis: 2.** Resources leverage has no significant effect on consumer adoption of SMEs products.

This hypothesis focused on how resources leverage has no significant effect on consumer adoption of SMEs products. The null and alternative hypotheses are listed below:

$H_0: \beta = 0$  (Resources leverage has no significant effect on consumer adoption of SMEs products)

$H_A: \beta \neq 0$  (Resources leverage have a positive significant effect on consumer adoption of SMEs products)

Table 4.11, shows that resources leverage measure beta coefficient with  $\beta=.471$ , **t-value**= 10.671, and p-value **sig** = 0.000 (less than alpha 0.005). Thus, the Null hypothesis ( $H_0$ ) is rejected, while the alternate is accepted. By implication, this indicates that resource leverage as determinants of entrepreneurial marketing has a positive significant effect on consumer adoption of SMEs products. Resource leverage can effectively influence consumer adoption of SMEs products; these findings support the previous research studies carried out on the entrepreneurial marketing context by Olannye and Eromafuru, (2016), and Richard, Marilyn and John, (2012).

### **Discussion of the research based on the main findings**

The main aim of this study is to investigate the effect of entrepreneurial marketing on consumer adoption of SMEs products in Nigeria. The result of this study answers the research questions through empirical findings. Therefore, the results of the study represented the responses of the participants from questionnaires through correlation and regression analysis. The statistical findings suggest a significant relationship between entrepreneurial marketing determinants (such as customer intensity and resources leverage) and consumer adoption of SMEs products. Thus, the study found that both customer intensity and resources leverage as determinants of entrepreneurial marketing has a positive significant effect

on consumer adoption of SMEs products, which means customer intensity and resources leverage can effectively influence consumer adoption of SMEs products.

For the research objective one, determine the effect of customer intensity on consumer adoption of SMEs products in Nigeria. Correlation analysis provides substantial evidence reveals that customer intensity has a significant relationship with consumer adoption of SMEs products. While regression analysis was conducted to test the formulated hypothesis. The outcome revealed that customer intensity as determinant of entrepreneurial marketing found to predict consumer adoption of SMEs products; thus, customer intensity has a positive significant effect on consumer adoption of SMEs products.

The second research objective evaluate the effect of resources leverage on consumer adoption of SMEs products in Nigeria. The result of correlation analysis revealed that resources leverage has a significant relationship with consumer adoption of SMEs products. While regression analysis carried out to test formulated hypothesis indicates that resources leverage as determinant of entrepreneurial marketing can predict consumer adoption of SMEs products; thus, the resources leverage has a positive significant effect on consumer adoption of SMEs products.

### **Conclusion and Recommendations**

The study made use of the quantitative methods to determine the effect of entrepreneurial marketing on consumer adoption of small and medium-sized enterprises (SMEs) products in Nigeria. The quantitative method was limited to customer intensity and resources leverage, these themes were correlated with consumer adoption of SMEs product indices (such as cognitive state, emotional state, and behavioral state). Therefore, the study concluded that there is a strong positive relationship between entrepreneurial marketing and consumer adoption of SMEs products.

From the study, it was concluded that trust, satisfaction, retention, loyalty and desire value are essential elements of customer intensity that has a positive relationship with consumer adoption of SMEs products. It was



observed that small and medium-sized enterprises (SMEs) firm is not exploring the full potential of these elements which resulted in a negative effect on the consumer adoption of SMEs products. This is an important element that needs to be explored to the fullest by the SMEs firm to be able to stimulate consumer willingness as well as facilitate consumer decision making towards the product.

It was equally concluded that stretching resources, use other available resources, use particular resources to obtain advantage and putting resources to profitable uses which are elements of resource leverage have a positive significant effect on consumer adoption of SMEs products. Small and medium-sized enterprises (SMEs) must focus on this element to create awareness, help the consumer to gain knowledge of their product existence which could enhance consumers to form an attitude towards the product as well as reaching decision making to buy the product repeatedly.

### **Recommendations**

The study of entrepreneurial marketing and consumer adoption of SMEs products has open up series of recommendation that can further enhance SMEs firm's sustainability in the competitive market environment, expanding the customer base, and increase profitability. Based on the findings of the study, the following recommendations were suggested.

- i) The study highlighted the significance of customer intensity as a mechanism that can be used to stimulate consumer willingness to buy SMEs products. Although, the study indicated that it is ignored by some SMEs firms. Meanwhile, it is recommended that customer intensity should be fully explored by the SMEs firm's to be able to stimulate consumer willingness as well as facilitate consumer decision making towards their products.
- ii) The issues of resource leverage are identified as an important element that plays a vital role in consumer adoption of poultry products. Based on the result of this study, it is recommend that small and medium enterprises must concentrate much more on this element in order to be able to create awareness, help

consumer to gain knowledge of their product which could enhance consumer to form attitude towards the product as well as reaching decision making to buy the product repeatedly.

## References

- Affendy, A. H., Asmat-Nizam, A.-T., & Farid, M. S. (2015). Entrepreneurial orientation effects on market orientation and SMEs business performance – A SEM approach. *Rev. Integr. Bus. Econ. Research*, 4 (3), 259-271.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50: 179-211.
- Ajzen, I., & Albarracin, D. (2007). *Predicting and changing behavior: A reasoned action approach*. In I. Ajzen, D. Albarracin, & R. Hornik (Eds), *Prediction and change of health behavior: Applying the reasoned action approach*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Ajzen, I., & Fishbein, M. (2005). *The influence of attitudes on behavior*. In D. Albarracin, B.T. Johnson, & M.P. Zanna (Eds), *The Handbook of Attitudes*. Mahwah, New Jersey: 173-222. Lawrence Erlbaum Associates.
- Ajzen, I. (1985). *From Intention to actions: A theory of planned behavior*. In J. Kuhl & J. Bechmann (Eds), *Action Control: From Cognitions to Behavior*. New York: Springer-Verlag.
- Ann, M. F., Linda, N. S., Jessica, H. L., Jihyeong, S., & Amrut, S. (2013). Entrepreneurial marketing: Scale validation with small, independently-owned businesses. *Journal of Marketing Development and Competitiveness*, 7 (4), 63- 86.
- Anshul, M., Suresh, S., & Swati, S. (2017). Factors influencing consumers' attitude towards adoption continuous use of mobile applications: a conceptual model. *Procedia Computer Science*, 106-113.
- Antonis, K., & Spyros, A. (2013). Consumer perception and attitude towards advertising on social networking sites: The case of Facebook. *International Conference on Communication, Media, Technology and Design*, 2(0).
- Aurelio, G. M., & Roberta, M. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality Management*, 34: 99-107.
- Ayyagari, M., Thorsten, B., & Asli, D.-K. (2003). *Small and Medium Enterprises Across the Globe*. Washington D.C.: World Bank Policy Research Working Paper 3127.
- Bhatt, A. (2016). Factors affecting customer's adoption of mobile banking services. *Journal of Internet Banking and Commerce*, 21(1), 1-23.
- Bhuiyan, S. N., Menguc, B., & Bell, S. J. (2005). Just entrepreneurial enough: The moderating effect of entrepreneurship on the relationship between market orientation and performance. *Journal of Business Research*, 58(1), 9-17.
- Biola, A. (2017, September 3). *tribuneonlineng.com*. Retrieved from [www.tribuneonlineng.com](https://www.tribuneonlineng.com): <https://www.tribuneonlineng.com/109697/>

- Chiew, S. W., Norhayati, Z., Mohd, S. A., Muhammad, N. M., Khalid, I., & Nawawi, I. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Interdisciplinary business research*, 3(2), 378-397.
- Collinson, E., & Shaw, E. (2001). Entrepreneurial marketing - A historical perspective on development and practice. *Management Decision*, 39(9): 761-766.
- Dachyar, M., & Liska, B. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5),946-968.
- Daniela, I. (2012). Entrepreneurial marketing: A new approach for challenging times. *Management and Marketing Challenges for the Knowledge Society*, 7 (1),131-150.
- Deshpande, R., Farley, J. U., & Webster, F. E. (1993). Corporate culture, customer orientation and innovativeness. *Journal of Marketing*, 57 (1), 23-37.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison Wesley.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. New York: Taylor & Francis.
- Francisco, J. M.-L., Inma, R.-A., Juan, C. G.-A., Manuel, J. S.-F., & Claudia, C. C. (2010). Psychological elements explaining the consumer's adoption and use of a website recommendation system: a theoretical framework proposal. *International Journal of Marketing*, 3:1-25.
- Frank, B., & Lindsay, P. (2000). *Principles of research design in the social sciences*. London: Taylor & Francis, First Edition.
- Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, 3(2), 73-86.
- Gravetter, F. J., & Wallnau, L. B. (2012). *Statistics for the behavioural sciences*. Belmont, CA: 9th ed. Wadsworth.
- Gregory, S. (2011). The theories of reasoned action and planned behaviour applied to business decisions: A selective annotated bibliography. *Journal of New Business Ideas & Trends*, 9(1), 43-50.
- Guangping, W., Wenyu, D., & Nan, Z. (2008). Consumption attitudes and adoption of new consumer products: a contingency approach. *European Journal of Marketing*, 42 (1/2), 238-254.
- Guoxin, L., Ruijin, Z., & Chao, W. (2015). The role of product originality, usefulness and motivated consumer innovativeness in new product adoption intention. *Journal of Product Innovation Management*, 32(2), 214-223.
- Hair, J. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis. A global perspective. 7th Ed*. USA: Prentice Hall.
- Hills, G. (1987). *Marketing and entrepreneurship research issues: Scholarly justification*. In: Hills GE (ed.) *Research at the marketing/entrepreneurship interface*. Chicago IL: University of Illinois, 3-15.
- Ishola, A. I. (2015). Effect of facebook in influencing student intention to enroll foreign degree programme in Malaysia. *International Journal of Accounting and Business Management*, III (1), 35-58.
- Jones, R., & Rowley, J. (2011). Entrepreneurial marketing in small businesses: A conceptual exploration. *International small Business Journal*, 29(1), 25-36.

- Jose, F. R., Pablo, A. M., Celso, C. S., & Wesley, O. R. (2013). Connections between entrepreneurial orientation, marketing capability and business performance: Empirical evidence from micro and small business retailers. *Ram. Rev. Adm. Mackenzie*, 14(3), 236-271.
- Juhee, K. e. (2014). Enhancing consumer-brand relationships on restaurant Facebook fan pages: Maximizing consumer benefits and increasing active participation. *International Journal of Hospitality Management*, 36:145-155.
- Julie, P. (2013). *A step by step guide to data analysis using IBM SPSS: SPSS survival manual*. New York: 5th ed. McGraw-Hill.
- Kawa, L. W., Rahmadiani, S. F., & Kumar, S. (2013). Factors affecting consumer decision-making: A survey of young-adults on imported cosmetics in Jabodetabek, Indonesia. *The SIJ Transactions on Industrial, Financial & Business Management*, 1(5):.
- Kesinro, O. R., Ogunlusi, G., & Adu, C. A. (2016). Entrepreneurial marketing and SMEs performance in Lagos State, Nigeria. *Imperial Journal of Interdisciplinary Research*, 2 (1), 98-101.
- Kim, J. e. (2013). Impact of SNS Ad type and product involvement on consumer purchase intentions. *International Journal of Software Engineering and Its Applications*, 7(6), 325-332.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Delhi: 2nd ed. New Age International (P) Ltd.
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. New Jersey: Peason Prentice Hall.
- Lisa, T. C., Sandra, P., & Harry, B. (2013). Entrepreneurial marketing within the French wine industry. *International Journal of Entrepreneurial Behaviour and Research*, 19, (2), 238-260.
- Long-Chuan, L., Wen-Pin, C., & Hsiu-Hua, C. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computer in Human behavior*, 34: 258-266
- Lynda, A., & Constanza, B. (2014). Consumer internet purchase behaviour in Chile. *Journal of Business Research*, 66: 1791-1799.
- Mario, F., Maria de, F. S., Isabel, R., & Cristina, N. (2014). Mario Franco, Maria, de Fatima Santos, Isabel Ramalho and An exploratory study of entrepreneurial marketing in SMEs: The role of the founder-entrepreneur. *Journal of Small Business and Enterprises Development*, 21, (2), 265-283.
- Martin, D. M. (2009). The entrepreneurial marketing mix. *Qualitative Market Research: An International Journal*, 12(4), 391-403.
- Mba, O. A., & Cletus, I. E. (2014). Issues, Challenges and prospects of small and medium scale enterprises (SMEs) in Port-Harcourt City, Nigeria. *European Journal of Sustainable Development*, 3(1), 101-114.
- Miller, D. C., & Salkind, N. J. (2002). *Handbook of research design and social measurement*. Thousand Oaks, CA: 6th ed. Sage Publishing.
- Morris, M. H., Schindehutte, M., & Large, R. W. (2002). Entrepreneurial marketing: A construct for integrating emerging entrepreneurship and marketing perspectives. *Journal of Marketing Theory and Practice*, 10(4), 1-15.

- Morris, S. (2011). Entrepreneurial marketing: A strategy for the twenty-first century? *Journal of Research in Marketing and Entrepreneurship*, 13(2), 110-119.
- Muhammad, B., & Tahir, A. (2013). Factors influencing consumer purchase intentions towards private brands. *JISR-MSSE*, 11 (2),17-28.
- Narver, J. C., & Slater, S. F. (1999). *The effect of a market orientation on business profitability. In: Deshpande R (ed.) Developing a Market Orientation*. Thousand Oaks, CA: SAGE, 45-77.
- Nor, e. a. (2014). Attributable e-commerce toward purchase intention: online search of food product. *The SIJ Transactions on Industrial, Financial & Business Management*, 2(3), .
- Nwaizugbo, I. C., & Anukam, A. I. (2014). Assessment of entrepreneurial marketing practices among small and medium scale enterprises in Imo State, Nigeria: Prospects and challenges. *Review of Contemporary Business Research*, 3 (1), 77-98.
- Olaniyan, T., Ogbuanu, B., & Oduguwa, A. (2017). Effect of entrepreneurial marketing on SMEs development in Nigeria. *International Journal of Advanced Studies in Business Strategies and Management*, 5 (2), 48-60.
- Olannye, A. P., & Eromafuru, E. (2016). The dimension of entrepreneurial marketing on the performance of fast food restaurants in Asaba, Delta State, Nigeria. *Journal of Emerging Trends in Economic and Management Sciences (JETEMS)*, 7 (3),137-146.
- Otokiti, S. O. (2010). *Contemporary issues and controversy in research methodology*. Dubai: Dubai Printing Press.
- Richard, B. C., Marilyn, H. M., & John, M. P. (2012). The effect of entrepreneurial marketing on outcome goals in SMEs . *New England Journal of Entrepreneurship*, 15 (1), 7-18.
- Shareef, M. A., Archer, N., & Dwivedi, Y. K. (2012). Examining adoption behavior of mobile government. *Journal of Computer Information Systems*, 53(2), 39-49.
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15(3), 325-343.
- Singh, A. S., & Masuku, M. B. (2014). Sampling techniques and determination of sample size in applied statistics research: An overview. *International Journal of Economics, Commerce and Management*, II(11), 1-22.
- Slater, S. F., & Narver, J. C. (1999). Market-orientated is more than being customer led. *Strategic Management Journal*, 20: 1165-8.
- Sohail, Y., Faiza, R., & Anas, Z. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research: A Administration and Management*, 15(2), 9-13.
- Solomon, M. R. (1996). *Consumer behaviour: Buying, having and being. 3rd ed*. New Jersey: Prentice Hall.
- Spence, M., & Essoussi, L. H. (2010). SME brand building and management: An exploratory study. *European Journal of Marketing*, 44(7/8), 1037-1054.
- The Nation, O. (2017, August 6). *thenationonlineng.net*. Retrieved from thenationonlineng.net: <http://thenationonlineng.net/kwara-boosts-smes-wtih-n2-2bn/>

- Uzairu, M. G., & Noor, A. A. (2017). Entrepreneurial competencies: SMEs performance factors in the challenging Nigerian economy. *Academic Journal of Economic Studies*, 3 (4), 55-61.
- Vahidreza, M., Hamid, A., & Hamid, T. (2015). A study of factors affecting on customers purchase intention. Case study: The agencies of Bono brand tile in Tehran. *Journal of multidisciplinary Engineering Science and Technology*, 2(1), 267-273.
- Vanguard News. (2017, September 3). *vanguard News Online*. Retrieved from [www.vanguardngr.com](http://www.vanguardngr.com): <https://www.vanguardngr.com/2017/08/Kwara-disburses-n2-2bn-boost-smes/amp/>