Effect of Marketing Skills and Promotion on Small Scale Enterprise in Ihiala Local Government Area of Anambra State

[1]Dr. Gabriel .Chukwuemeka Mgbemena, [2]OKOYE, Vincent Chekwubechukwu, [3]ODITA, Onyebuchi Mario

[1&3]Department of Business Administration
Chukwuemeka Odumegwu Ojukwu University Igbariam, Anambra State, Nigeria
[2]Department of Entrepreneurship Studies
Chukwuemeka Odumegwu Ojukwu University Igbariam, Anambra State, Nigeria

Abstract: *The study examined the effect of marketing skills and promotion on small scale enterprise in Ihiala local government area of Anambra state. The objectives of the study are as follows to: Determine the effect of adverting on small scale enterprise in Ihiala local government area of Anambra state; Examine the effect of personal selling on small scale enterprise in Ihiala local government area of Anambra state; Investigate the effect of pricing on small scale enterprise in Ihiala local government area of Anambra state. Primary and secondary sources of data were used in the study. Percentage table and ANOVA methods were used in analyzing the collected data. Questionnaire was used to collect data from the respondents as it concerns marketing skill. The population of the study was 2870 of the sample respondents, while the sample size of 552 were gotten, through the use of Borg & Gall (1973) formula. The research adopted purposive sampling. From the analyses tested, the study found out that; Adverting has significant effect on small scale enterprise in Ihiala local government area of Anambra state; Personal selling has significant effect on small scale enterprise in Ihiala local government area of Anambra state; Pricing has significant effect on small scale enterprise in Ihiala local government area of Anambra state. The study recommended that SMEs managers and operators should always employ appropriate marketing practices for their firms; Small medium enterprise should endeavor to strictly follow the personal selling process so as to ensure that prospective industrial buyers are convinced and properly served in order for them to make purchase; The study recommends that appropriate pricing strategies be applied in pricing products. Preferably, the study recommends differential pricing or prestige pricing as most customers tend to associate price with the quality of products.*

Key words: *marketing skills, promotion, adverting, Personal selling, Pricing and ANOVA*

1.INTRODUCTION

Small scale businesses are those businesses which are independently owned and operated requiring limited capital with few employee and non-sophisticated technology and which is not dominant in its field of operation Obi (2012). Small businesses are small in operations. Types of small business include those engaged in trade and commercial activities, services, and small scale manufacturing .Examples include service or retail operations such as delicatessens, hairdressers or convenience stores, small grocery stores, bakeries tradespeople (e.g., carpenters, electricians), very small-scale manufacturing, and Internet-related businesses (Ambler,

Kokkinaki, & Puntoni, 2014).. Small business can be started with very minimal capital and without any formality .many small business are operated as family business and can be combined with regular employment. The promotion of small and medium scale enterprise requires essential marketing skills (Banabo and Koroy, 2011).

Due to the nature of small and medium scale enterprise, Personal selling is an aspect of salesmanship, which involves person to person interaction between a seller and the buyer to effect exchange of facts for making buying decision.. The salesperson has to communicate to the buyer by persuading and creating awareness for the product to be desired. The product so advertised has all the potential to satisfy the need of the customer more than the competing brand in the market. Personal selling has the advantage of communicating personally with potential customer about the unique feature of the product which provides the customer the option to inspect the product before buying to meet his expectation for the product. It is through personal selling therefore that this products and services are communicate and sold to the customers at an agreed price and terms of sales (Amine, and Cavusgil, 2019). Personal selling is a face-to-face communication, which has the potential to convince the buyer and demonstrate the workability of the product. Personal selling enables marketers to make their presentation to fit the needs, wants, motives and behavior of individual customer. Personal selling is an effective tool used by organizations to receive the desired response from its customers and prospects. Effective personal selling includes effective communication, education of customers on product usage, problem solving stimulating and motivating and ultimately soliciting for favorable response. Most SMES must adopt personal selling as its number one promotional tool. Due to its traditional nature and cost effectiveness. Håkan Håkansson & IMP Group. (1982).The research therefore seeks to investigate Marketing skill and promotion of small and medium scale enterprise in Ilorin South local government area

Advertising is the process, whereas any paid form of non-personal presentation and promotion of ideas, goods, or services by an unidentified sponsor are made. Personal selling is an oral presentation that takes place as a result of a conversation between one or more prospective buyers to make sales (Aremu and Lawal 2020).. Publicity/public relation; this refers to giving out information to the public or relating with one another about something to attract the attention of the audience. Sales promotion is identified as those marketing activities order than personal selling advertisement and publicity.

Sales promotion is an essential feature of a product package that propels the final consumers to act on his or her decision to buy; the success of every enterprise depends on the sales promotion received by the public. Creative sales promotion is the process of persuading potential customers to purchase the product, which has brought us changes and motivation in our marketing place, and both our producers and consumers also changed. Both are more sophisticated and intelligent in the marketplace (Armstrong, Kesten & Greene 2017).". There is close communication linkage between the two parties (buyers and sellers relationship).preparation and effectiveness of sales promotion procedures, which include giving out premium as branding and packaging of produce. The current globalization market has made companies to see the internationalization of their activities as a way to remain competitive. Marketing strategy has become important tool globally for any organization to remain in competitive market environment and was stronger. Marketing

strategy therefore, can be defined as a method by which a firm attempts to reach its target markets.

Marketing skill starts with market research, in which needs and attitudes and competitors' products are assessed and continues through into advertising, promotion, distribution and where applicable, customer servicing, packaging, sales and distribution. Marketing strategy must focus on delivering greater value to customers and the firm at a lower cost (Chiliya et al, 2019). Owomoyela et al, (2013) also see marketing strategy as way of providing a quality product that satisfies customer needs, offering affordable price and engaging in wider distribution and back it up with effective promotion strategy. Marketing strategy is a vital prerequisite of Industry's ability to strengthen its market share and minimize the impact of the competition.

Small and medium enterprises (SMEs) are the engine of economy growth and development globally, Nigeria inclusive. By their very nature, SMEs constitute the most viable and veritable vehicle for self-sustaining industrial development (Oyebamiji, kareem and Ayeni. 2013).SMEs in developing countries, like Nigeria are struggling to survive under intense competitive environments both domestic and international. Oyebamiji, kareem and Ayeni (2013) discover that Small and Medium Enterprises (SMEs) in Nigeria have not performed creditably well and hence have not played the expected vital and vibrant role in the economic growth and development of Nigeria. They note that the situation has been of great concern to the government, citizenry, operators, and practitioners. These challenges could be as a result of perceived ineffective marketing strategy which is having negative effect on the organization's performance, product quality, customer satisfaction and profitability. Small and medium enterprises (SMEs) operators need to provide a quality product with good packaging that satisfies customer needs, offering affordable price and engaging in wider distribution and back it up with effective promotion strategy in order to survive the pressure from global market competitive environment. The main objective of this research work is to examine marketing skills and promotion of small scale enterprise in Ihiala local government of area of Anambra state.

The management and operations of small business is confronted with some challenges which include effective marketing skills and promotion thereby limiting the growth of small business in Nigeria. Small business can be started with very minimal capital and without any formality .many small business are operated as family business and can be combined with regular employment. Some of that problem includes lack of huge capital to expand or take advantage of business opportunities .This also affect the salary of the salesmen who may not be motivated to perform ultimately. Also the lack of managerial skill also affects the smooth and successful operation of small businesses. Lack of planning skill, communication skills and salesmanship often leads many small businesses into failure. Poor decision making and improper accounting also constitute the problem confronted by Small businesses among her things. This combined together impedes on the performance of the sales men. Many SMEs lack both the finance and the promotional strategy to implement for the development of SMEs. The problem confronting the research is to proffer an appraisal of the effect of advertising skills and promotion on small scale enterprise in Ihiala local government area of Anambra state.

Objectives of the study

The main objective of this study is to examine the effect of marketing skills and promotion on small scale enterprise in Ihiala local government area of Anambra state. The specific objectives are to:

1. Determine the effect of adverting on small scale enterprise in Ihiala local government area of Anambra state.

2. Examine the effect of personal selling on small scale enterprise in Ihiala local government area of Anambra state.

3. Investigate the effect of pricing on small scale enterprise in Ihiala local government area of Anambra state.

2.REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

This work is anchored on Hierarchy-of-effects model by Lavidge and Steiners (2010). Hierarchy-of-effects model is created to show the process that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 2009). The model is based on seven steps, which as with the other models must be completed in a linear way. The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (2010) wrote that the steps have to be completed in a linear way, but a potential purchaser sometimes may move up several steps simultaneously (Lavidge & Steiner, 2010) which is supported by Munoz (2012) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers. The Hierarchy of effects theory suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference, conviction and purchase. The design of the advertisement has a huge effect on the result of the campaign. Advertising is a campaign that sets high demands on the creativity and to put all of this within a frame of models would kill the creativity (Jobber, 2004). Hierarchy of effects theory identifies the six steps in the following order: Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence, up a step are prospects who know what the product has to offer, still closer to purchasing are those who have favorable attitudes toward the product those who like the product, those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step, even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise, finally, of course, is the step which translates this attitude into actual purchase (Lavidge & Steiner , 2010).

Criticisms of the Hierarchy of effects theory are diverse and are as outlined below. The models that are based on the hierarchy of effects theory (Mackay, 2015) can be very helpful but are not conclusive. There are several factors that these models do not take in consideration. Not all

buyers go through all stages. The stages do not necessarily occur in hierarchical sequence. Impulse purchases contract the process (Smith & Taylor, 2011). The hierarchy models help the advertiser to identify the stages that buyers generally passes through, but cannot be used as obvious guidelines (Smith & Taylor, 2011). The criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product. The theory is missing the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2011).

2.2. Empirical Review

Olaniyan, Ogbuanu and Oduguwa (2017) explored the effect of entrepreneurial marketing and SMEs development in Oyo State. Nigeria. The design adopted for this study is the survey design. This design was considered in order to investigate the relationships that exist among variables of the research and also to collect data. The result of this study that adaptation strategy will significantly affect business policy as a tool for SME development in Oyo state and is consistent with findings revealed in the work of Ibidunni, Iyiola & Ibidunni (2014) revealed in their study titled Product adaptation, a survival strategy for small and medium enterprises in Nigeria. This study uses a small number of SME companies in one region and therefore the generalizability of the findings may be limited. Further research could extend the number of SME companies and to other regions of Nigeria. The findings have a bearing on the Malaysian SME performance. This study offers insights into how the marketing practices in Nigerian SMEs needs to be adapted in light of the findings to ensure marketing practices of SMEs are compatible with current digital approaches

Oyedijo, Adekunle and Adekunle (2012) investigated the impact of marketing practices on organizational performance of small business enterprises (SBEs) in Lagos State, Nigeria. The purpose of the study is to contextually validate recent findings as to the efficacy of marketing practices in developing economies. Within a survey design, data were obtained from 545 business owners and senior marketing personnel using structured questionnaire and analyzed using factor analysis, ANOVA and other relevant statistical tools in the predictive analysis software (version 19). The findings implicated marketing mix factors and product strategy issues as the most important and impacting factors in the marketing practices of small businesses in Nigeria while advertising and marketing research appears neglected. The study found a strong positive relationship between the marketing practices of Nigerian SBEs and organizational performance indicants. The paper proposes a model that can be used to explain the influence of marketing practices on the performance of small business enterprises. It also makes some recommendations for marketing practitioners and suggests areas for future research.

Mustapha, (2017) examined the effect of Marketing Strategy on Performance of Small Scale Business in Maiduguri, Borno State, Nigeria. The objectives of the study are to explore how Marketing mix elements are managed and they impacted on the performance of small scale enterprises in Maiduguri. Method of data collection consists of primary and secondary sources. Method of data analysis utilized was multiple regression. The study found that marketing

strategy (product, price, promotion and place,) were significantly independent and joint predictors of business performance. Each one has its unique contribution and impact to the performance of the small Businesses. This also shows the importance of the marketing strategy no matter how small the Business may be. Its performance is proportionately depends and goes with the marketing strategy applied. The study therefore recommends that since small Businesses have high potential and opportunity for growth, instituting appropriate and adequate measures of marketing strategy in their Business practice will go a long way in Business success.

Ogunode, Abereola and Oloyede (2020) examined the influence of entrepreneurship marketing on performance of SMEs in Nigeria. Specifically, the study addresses the following objectives: To examine the influence of entrepreneurial marketing on the growth of SMEs in Nigeria and to investigate the extent to which innovativeness, pro-activeness, opportunity-driven, resource leveraging, risk taking, customer intensity and value creation influence the growth of SMEs in Nigeria. This research adopted a descriptive survey design. All the data used for the study were elicited from the sampled respondents through the use of questionnaire. The study population consists of all the 345 registered SMEs in Delta state, Nigeria. Simple random sampling technique was used to select 120 SMEs which represents the sample size for the study. Multiple regressions were the statistical tool used to test the hypothesis proposed for the study. Data were coded and analyzed using the Statistical Packages for Social Sciences (SPSS version 20.0). The findings of the study show that entrepreneurship marketing is a driven force of economic growth and also helps to enhance the development of new product/service for existing markets. More so, the study reveals that the SMEs operators in Nigeria mostly use traditional form of marketing to reach potential customers and to entrench their brands. Interestingly, only few of them use modern marketing technology to promote their products and services. It was thus recommended that SMEs should take advantage of the emerging global technology to improve their overall performance.

Ogundeji et. al. (2013) focused on marketing practice of SMEs in Nigeria. The specific key learning objectives of the paper are; to highlight the strategic importance of SMEs in economic development of any economy; to sketch the patterns of Government support programmes for development of SMEs in Nigeria and Past Empirical Studies of SMEs performance in Nigeria; to highlight the importance SMEs for survival and continued growth of Nigeria Economy; to highlight the impact of environmental factors on marketing practice of SMEs; to establish the extent to which marketing practice of SMEs in Nigeria conforms with marketing principles and functions. The Nigeria marketing environment presents features that are quite different from the developed economies and even quite different from other developing countries. There are for examples infrastructural problems that are unthinkable in the context of developed economy. Equally government support programmes for SMEs are poorly managed such that intended results are not obtained. There are attitudinal problem on the part of the SMEs operators and officials of government supervisory agencies. All these have direct and indirect impacts on marketing practice of the SMEs in Nigeria.

Kuwu and Gakure (2014) investigates the effect of marketing strategies, 4Ps of marketing and firm resources on the performance of small and medium enterprises in Nigeria. Nevertheless, the effect of marketing strategies on business performance of small and medium enterprises remains elusive, even despite an established research tradition. A theoretical framework is developed to

examine the effect of marketing strategies, 4Ps of marketing and firm resources on Small and Medium Enterprises (SMEs) performance in Nigeria. The study proposes a research model of small and medium enterprises (SMEs) performance based on marketing orientation. The proposed model suggests significant interaction among marketing strategies, 4Ps of marketing and firm resources on small and medium enterprises (SMEs) performance in Nigeria. The study adopted descriptive survey and exploration design methods for the collection of vital information from sample SMEs in Nigeria. Primary data were collected through the use of questionnaires administered to 100 Small and Medium Enterprises selected through a multistage probability technique and a reports of operations over ten years period (2004 – 2014), chi-square and ANOVA were applied to data collected. Results confirmed positive effect between the dependent and explanatory variable. These research findings will help Small and Medium Enterprises (SMEs) managers in the effective use of marketing strategies, 4Ps of marketing elements and firm resources that could help them gain competitive advantage and achieve superior performance.

Auwalu, Abdullahi, and Sharfuddeen. (2020) identified the effect of applying (EM) dimensions on the SMEs performance, these parameters are, proactive, calculated risk taking, innovativeness, opportunity focus, resources leveraging, costumer intensity, and value creation. The study will adopt two main methods of collecting data as primary and secondary data. This paper aims to provide a propose framework that examine the relationship between proactive, calculated risk taking, innovativeness, opportunity focus, resources leveraging, costumer intensity, and value creation and SMEs performance. If validated the findings of the study will be used to various body in terms of better decision making, due to the fact the its will help entrepreneur in making an investment in SMEs sector, it will also helpful to owners /managers and practitioners, and the study also will enrich in adding contributions to so many literatures as regards to entrepreneurship marketing on SMEs and finally the study will play significant role on contribution of entrepreneurship marketing to SMEs performance in Nigeria.

Gbolagade, Adesola and Oyewale (2013) investigated the impact of marketing strategy on business performance with special reference to the selected SMEs in Oluyole local government area Ibadan, Nigeria. The survey research design method was used in this study which involves using a self-design questionnaire in collecting data from one hundred and three (103) respondents. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyze the data with the aid of statistical package for social sciences (SPSS) version 20. The results show that the independent variables (i.e Product, Promotion, Place, Price, Packaging and After sales service) were significant joint predictors of business performance in term of profitability, market share, return on investment, and expansion.($F_{(6, 97)} = 14.040$; $R^2 = 0.465$; $P < .05$). The independent variables jointly explained 46.5% of variance in business performance. Subsequently, recommendation were made to SMEs operators to produce quality products; charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and provide other distinctive functional benefits to consumers.

Momoh, Dare and Akeem (2019) focused on the effects of marketing mix strategies on the performance of SMEs in Kogi State. To achieve the study's objectives, a survey research design

was adopted. A purposive sampling was used, and 300 respondents were selected. Findings show that promotion strategy relates negatively and significantly with sales and profitability performance of SMEs in Kogi State. Findings further show that distribution strategy significantly and positively relates with sales performance; while pricing strategy significantly and positively relates with the profitability performance of enterprises in Kogi State. The study concluded that marketing mix strategies have significant effects on sales and profitability performance of SMEs in Kogi State.

Oyedapo, Akinlabi and Sufian (2012) examined sales promotion and its effects on organizational effectiveness in Nigerian manufacturing industry. The study focuses on how sales promotion is used to generate higher sales, increased profitability and greater market share. The study focused on sales promotional tools and how NESTLE Nigeria Plc has adopted sales promotion to generate its effectiveness. Sales promotion is an important component of any organization's overall marketing strategies alongside advertising, public relations, and personal selling. The study is significant because, it contributes to new knowledge by filling and reducing the gap that exist in the understanding of sales promotion by management and other stakeholders in the manufacturing sector. It also serves as source of references to other researchers in this field. A descriptive survey research design was applied to describes sale promotion activities of the organization. The sample size employed was 205 respondents from NESTLE Food Nigeria Plc. Questionnaires were administered to the sampled respondents to collect primary data used for this study. However, the study made use of survey design and purposive sampling technique in selecting the respondents comprising management and staff of NESTLE Nigeria Plc. The result of the study indicated that the beverage drink companies increasingly make use of sales promotions.

3.METHODOLOGY

3.1: Research Design

Survey research design was chosen because the sampled elements and the variables that are being studied are simply being observed as they are without making any attempt to control or manipulate them.

3.2: Area of the Study

Anambra is a state in southeastern Nigeria. It's name is an anglicized version of the original **Oma Mbala,** the Igbo name of the Anambra River. The capital seat of government is Awka. Onitsha, a historic port city from pre-colonial times, has developed as by far the largest urban area in the state. The state's theme is "light of the nation"

Location of Anambra on the map of Nigeria coordinates; 6 20N 7 00E. Anambra State was created on the 27th day of August 1991. The State legislature, is the Anambra House of Assembly. Anambra State has 21 Local Government Areas (LGA). The State has a reasonable geographical size and a population of about 4,177,828 people (2006,Census). Anambra State is comprised of three Senatorial Zones (Anambra Central, Anambra North and Anambra South.

3.3: Sources of Data

The primary source of data was used in this study because of the variables that were used. Questionnaire and semi-structured interview were used to collect data from the respondents and other relevant officers in the selected firms.

3.4: Population of the Study.

The population of interest therefore consists of all register small scale enterprises in Ihiala Local Government. Thus the population of this study is 2870 respondents.

3.5: Determination of Sample Size.

The sample size for this study was determined using the Borg & Gall formula of (1973). Statistically, the Borg & Gall (1973) formula for sample size is given by

$n = (Zx)^2(e) [N]$

$(Zx)^2 =$ Confidence level at 0.05

$e =$ Error of margin (0.05)

$N =$ Population of Interest $= 2870$

$X =$ Significance Level

3.6: Sample Size and Sampling Technique

Given the nature of this study, it was difficult to cover the entire population of (2870), so a fair representative sample of the population therefore was imperative.. Accordingly, the sample size for the study was determined by using the Borg & Gall (1973) formula for calculating sample size as follows
$n = (1.960)^2 (0.05) [2870]$

$n = (3.8461) (143.5)$

$= 551.91535 \implies 552$

$n = 552$

Sampling Technique

The research purposive sampling, Purposive sampling enables the researcher to choose the respondents that were of interest to the study

3.7: Method of Data Collection.
The researcher adopted the use of questionnaire as a method of data collection instrument to the identified set of respondents. Questionnaire is an instrument used to gather data, which allows measurement for or against a particular viewpoint. Questionnaire is useful in that; in efficient use

of time information can be collected from a large number of people and the questions can be easily analyzed, anonymity is possible and everyone gets the same questions that is, it is standardized (Orodho, 2009). Questionnaire was chosen because the sampled population is literate and they were able to read interpret and write. Closed ended questionnaire was preferred because it enabled the researcher to get feedback according to the research objectives. The questionnaire was physically dropped to the selected respondents and picked after two weeks.

3.8: Method of Data Analysis.

Statistics such as frequency tables and percentages was used in the analysis of personal characteristics while research hypotheses will be tested using ANOVA methods. The research hypotheses will be tested at 0.05 level of significance. The analysis will be carried out with the aid of Statistical Package for Social Science (SPSS) version 23

DATA PRESENTAION AND ANALYSIS

This chapter presents the data obtained from the respondents through the administered questionnaires. Five hundred and fifty-two (552) were administered, among staff of the selected rice mill However, five hundred and thirty-three (533) questionnaires were retrieved. Therefore the analysis and interpretation of data were only based on the returned questionnaires. The validity and reliability of this study is highly ensured, despite the number of questionnaires not returned.

Table 4.1: Respondents' Demographic Variables

4.1.1 Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	451	75.5	78.2	78.2
	Female	126	21.1	21.8	100.0
	Total	533	96.6	100.0	

Source: Field Survey 2022

The above table reveals that the four hundred and fifty-one (451) of the respondents which represents 78.2 persons were male respondents, while one hundred and twenty-six (126) respondents which represent 21.8% were female respondents. By implication, male respondents were more than female respondents by 56.1 respondents in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

4.1.2 Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	384	64.3	66.6	66.6
	Single	193	32.3	33.4	100.0
	Total	533	96.6	100.0	

Source: Field Survey 2022

In the table above, out of the five hundred and thirty-three (533) respondents, three hundred and eighty-four (384) of the respondents were married, while one hundred and ninety-three (193) respondents which represent 33.4 percent are single. It is therefore glaring that the majority of the respondents are married as at the time of this study. Thus marital status table help us to know the number of single, and married, and respondents that answered the distributed questionnaire

4.1.3 Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WAEC/NECO	123	20.6	21.3	21.3
	BSC/HND	177	29.6	30.7	52.0
	MSC/MBA	198	33.2	34.3	86.3
	PHD	79	13.2	13.7	100.0
	Total	533	96.6	100.0	

Source: Field Survey 2022

The table above indicates that one hundred and twenty-three (123) respondents which representing 21.3% percent maintain to acquired WAEC OR NECO while 30.7% percent of the respondents which represents one hundred and seventy-seven (177) have BSC/HND. However one hundred and eighty-nine (189) respondents which represent 34.3 percent either have MSC or MBA. More so, seventy-nine (79) respondent which represents 13.7% have acquires phd.This as the one of demographic item helps us to identify the education qualification of the respondents.

4.1.4 AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	313	52.4	54.2	54.2
	26-33	132	22.1	22.9	77.1
	34-40	31	5.2	5.4	82.5
	41-50	37	6.2	6.4	88.9
	51-ABOVE	64	10.7	11.1	100.0
	Total	533	96.6	100.0	

Source: Field Survey 2022

Table 4.3 above depicted the age bracket of the respondents. The distribution shows that 54.2% of the respondents are between the age brackets of 18 to 25 years while 22.9% respondents are within the age bracket of 26-33 years. On the same note, 5.4% of the respondents are within the age bracket of 34 - 40 years. On the same note, 6.4% of the respondents are within the age bracket of 41 - 50 years, while the remaining respondents representing 11.1% are within the age bracket of 51 years and above.

4.2 Hypotheses Testing

4.2.1: Test of Hypothesis One

$H_{01:}$ Adverting has no significant effect on small scale enterprise in Ihiala local government area of Anambra state

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.655	2	.328	12.778	.005^b
	Residual	23.464	531	.118		
	Total	24.119	533			

Sources: SPSS Output 2022

In testing this hypothesis, the F-statistics and probability value in table above is used. Adverting variables have a F-statistics of 12.778 and a probability value of 0.005 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Adverting has significant effect on small scale enterprise in Ihiala local government area of Anambra state

4.2.2: Test of Hypothesis Two

$H_{02:}$ Personal selling has no significant effect on small scale enterprise in Ihiala local government area of Anambra state

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.254	2	29.006	35.028	.000^b
	Residual	75.986	532	.828		
	Total	259.240	533			

Sources: SPSS Output 2022

Second hypothesis has f-statistics of 35.028 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that Personal selling has significant effect on small scale enterprise in Ihiala local government area of Anambra state

4.4.3: Test of Hypothesis Three

$H_{03:}$ Pricing has no significant effect on small scale enterprise in Ihiala local government area of Anambra state

ANOVA

Table 4.3.3

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.746	2	.373	7.286	.002
Within Groups	161.869	531	1.305		
Total	162.614	533			

Sources: SPSS Output 2022

The test conducted revealed that the large significance value (F.sig<.002) indicate no group differences. Since the F-value of 7.286 with a significance of .002 is less than .05 (i.e .002<.05), there exist no group difference. Therefore, Pricing has significant effect on small scale enterprise in Ihiala local government area of Anambra state

5. SUMMARY OF THE FINDINGS, CONCLUSION AND POLICY RECOMMENDATION

5.1 Summary of the Findings

The basic objective of this study is to critically marketing skills and promotion on small scale enterprise in Ihiala local government area of Anambra state. To empirically and statically established the nature of the relationship in Nigeria five hundred and fifty-three (552) respondents were randomly selected five hundred and thirty-three (533) questionnaires were returned and analysis of the data were based on this number. From the analysis of the data especially, and the testing of hypothesis it was realized that:

1. Adverting has significant effect on small scale enterprise in Ihiala local government area of Anambra state

2. Personal selling has significant effect on small scale enterprise in Ihiala local government area of Anambra state

3. Pricing has no significant effect on small scale enterprise in Ihiala local government area of Anambra state

5.2 Conclusion

The finding of this study has revealed that the marketing skills identified were rated to be highly needed by small and medium enterprises managers for successful business operation. This means that SMEs managers or prospective SMEs managers should be equipped with marketing skills before setting up an enterprise. Furthermore, the study revealed that male and female managers of small and medium scale enterprises did not significantly differ in their mean ratings on the level of marketing skills needed for business success. The study found that marketing strategy (advertising, personal selling and pricing,) were significantly independent and joint predictors of business performance. Each one has its unique contribution and impact to the performance of the small Businesses. This also shows the importance of the marketing skill no matter how small the Business may be. Its performance is proportionately depends and goes with the marketing skill applied.

5.3 Recommendation

1.SMEs managers and operators should always employ appropriate marketing practices for their firms

2.Small medium enterprise should endeavor to strictly follow the personal selling process so as to ensure that prospective industrial buyers are convinced and properly served in order for them to make purchase.

3. The study recommends that appropriate pricing strategies be applied in pricing products. Preferably, the study recommends differential pricing or prestige pricing as most customers tend to associate price with the quality of products.

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