



## **Effect of Entrepreneurial Marketing Tools on Consumer Adoption of Poultry Products in Ilorin Metropolis**

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### **Abstract**

*Poultry farming is one of the most lucrative farming businesses to start up in Nigeria. This aspect of livestock farming presents one of the finest opportunity for entrepreneurs to make profit within a short time period and it is a significant contribution to job creation. Poultry firm as segment of SMEs in Nigeria are faced with several challenges resulting in inefficient operation and failure to survive in the market. Their unimpressive performance in recent year has generated a lot of concern among tier of government as well as research interests among academia. This study was carried out to investigate the effect of entrepreneurial marketing tools on consumer adoption of poultry products in Ilorin Metropolis. This study focused on poultry firms in three different local government area of Kwara State. In this study, proactiveness and opportunity-driven strategy were antecedents of entrepreneurial marketing, while consumer adoption acts as the dependents variable. This study used explanatory designs to collect primary data through quantitative methods. A total of 400 copies of questionnaire were distributed to the selected respondents using convenience sampling technique, 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 predictors of entrepreneurial marketing evaluated were significantly associated with consumer adoption*

*of poultry product. Based on correlation and multiple regression analysis, the study found that entrepreneurial marketing has a significant relationship with consumer adoption of poultry products. Besides, one out of two hypotheses tested shown a positive significant effect on consumer adoption of poultry products, while, opportunity-driven strategy indicated no positive significant effect on consumer adoption of poultry products. It was therefore recommended that poultry firms should focus on the proactiveness, and also opportunity-driven strategy to stimulate and enhance consumers to form an attitude towards their products.*

**Keyword:** *Entrepreneurial marketing, proactiveness, opportunity-driven strategy, cognitive state, emotional state.*

## ***Introduction***

In a contemporary business where creativity and innovation drive competition, entrepreneurial marketing (EM) is significant to the firms across any industry. Marketing and entrepreneurship have remained two different concept in scholarly domains until recent development fuses the major aspects of marketing thought and practice with the area of entrepreneurship into a comprehensive construct. Ever since, the research work in this context has grown significantly across the globe and addresses critical issues that related to small, medium and large businesses from local and global perspectives.

Behavior is of fundamental interest to the entrepreneurial marketer due to its

significant role in the product diffusion process. It is important for the owner or entrepreneur to understand the process of consumption direct from the first time the customers learned about the product till the very last where the decision is taken i.e. whether to adopt or reject the product. Hence, a founder or entrepreneur must understand what precisely influences the consumer to move from a cognitive state towards the emotional state and finally reaching towards the behavioral or conative state (Thorsten, Caroline, & Fabian, 2015; Zhenfeng, Zhiyong, & Mehdi, 2014). Therefore, identifying factors of entrepreneurial marketing that influence consumer adoption of certain product or service is very

crucial for the successful management of poultry firms.

Poultry farming is one of the most lucrative farming businesses to start up in Nigeria. This aspect of livestock farming presents one of the finest opportunity for entrepreneurs to make profit within a short time period and it is a significant contribution to job creation (Lagos State Employment Trust Fund, 2018). The poultry industry in Nigeria has emerged as the most commercialized and fastest expanding segment that occupies a prominent position as a major source of animal protein supply to the citizen. Over the years, the growth of poultry industry has followed a direction that closely dictated by the economic fortunes of the country.

### **Statement of the Problem**

In recent years, research study reveals that small and medium-sized enterprises (SMEs) in Nigeria which poultry firm is classified are faced with a series of problems that result in their inefficiency or hindered their performance. Thus, they fail to compete in a highly competitive market environment. They have not creditably performed well and played expected vibrant role in the economic development of Nigeria (Olaniyan, Ogbuanu, & Oduguwa, 2017). Research findings revealed that SMEs in Nigeria die prematurely within their first five years of existence, while a smaller percentage goes into extinction between the sixth and tenth year and only about five (5) to ten (10) percent thrive, survive and grow to maturity stage regardless government intervention, aids, and financial support. Previous research study identified several factors that are contributing to SMEs' premature death in Nigeria which include lack of focus, irregular power supply, insufficient capital, lack of market research, lack of business strategy, etc. (Mba & Cletus, 2014; Uzairu & Noor, 2017). However, it seems no research work has identified the issues of customer patronage such as customer adoption of particular products and services which is a major factor that determines the success and failure of the business.

### **Research Aims, Objectives**

The aim of this study is to investigate the effect of entrepreneurial marketing tools on consumer adoption of poultry product in Ilorin Metropolis.

### **Objectives of the Problem**

1. To investigate the effect of proactiveness on consumer adoption of poultry products in Ilorin Metropolis;
2. To examine the effect of opportunity-driven strategy on consumer adoption of poultry products in Ilorin Metropolis.

### **Hypotheses**

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

*H<sub>02</sub>*: Opportunity driven strategy does not have a significant effect on consumer adoption of poultry products.

### **Literature Review**

Stoke, (2000) defined entrepreneurial marketing as the marketing activities engaged by the owner of entrepreneurial ventures in which tactics are used to attract new business that is different from administrative or generic marketing. Morris, Schindehutte and Large, (2002) referred to entrepreneurial marketing as proactive identification and exploitation of opportunities that is adopted for acquiring and retaining profitable customers through innovative methods to resources leveraging, risk management and value creation. While, Zubin, Rosalind and Paul, (2013) refers to entrepreneurial marketing as the adaptation or effectual action of marketing theory for the unique needs of small businesses and these effectual actions simultaneously address several issues such as innovation, opportunity, and risk and resources constraints. Therefore, entrepreneurial marketing is a process that entails responsiveness, 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**

#### **Proactiveness**

The dimension of proactiveness reflects the top management orientation in a firm pursuing enhance competitiveness. It encompasses initiative, risk-taking, boldness and competitive aggressiveness (Antoncic & Hisrich, 2001). Bateman and Grant (1993) approach proactive behavior as a dispositional scale that could

identify differences between an individual and the extent to which action is taken.

Li, Liu, and Zhao (2006) emphasized that proactiveness entails the attitude and capabilities of entrepreneur/marketer which allow implementation and control of the products, services, or process engaged ahead of the competitors in the market environment. Lumpkin and Dess, (2001) approach proactiveness from the forward-looking perspective and opportunity-seeking that involves introducing products or services before the competition and acting in anticipation of future demand to create change as well as shape the environment. Richard, Marilyn, and John, (2012) look at proactivity from the perspective of entrepreneurial, proactivity can be referred to as marketing actions in which the firm redefines its conditions externally to reduce uncertainty and by lessening dependency as well as vulnerability.

### **Opportunity-Driven Strategy**

Richard, Marilyn, and John, (2012) stated that opportunity-driven symbolize unnoticed market positions which are sources of potential sustainable profit, this opportunity is derived from imperfections market and entrepreneurial marketing differentiates knowledge about identified imperfections and how to explore them. Opportunity-focused is referring to as marketing actions such as firm ability to recognize and pursuit of opportunity which is critical to the success of SMEs firm. The potential of market can be evaluated by the level of fit relative to the capabilities and resources at the firm disposal, which is firm ability to select the right opportunity that could lead to success (David, Tomas & Hult, 2011).

Stevenson, Roberts, and Grousbeck (1989) propose a continuum of managerial approaches that range from an emphasis on pursuing an opportunity in the market regardless current resources controlled by the firm (such as more entrepreneurial behavior) to a focus on the efficient utilization of existing resources (e.g. more administrative behavior). Recognition and pursuit of opportunity become fundamental and cogent to entrepreneurial which is a core dimension of entrepreneurial marketing. Thus, the availability of opportunities is liable to correlate with rates of environmental change, thus indicating the need for marketers to engage in a heightened degree of both active search and discovery. Morris, Schindehutte and Large (2002) stated that exploitation of opportunity involves marketers learning and ongoing adaptation before, during

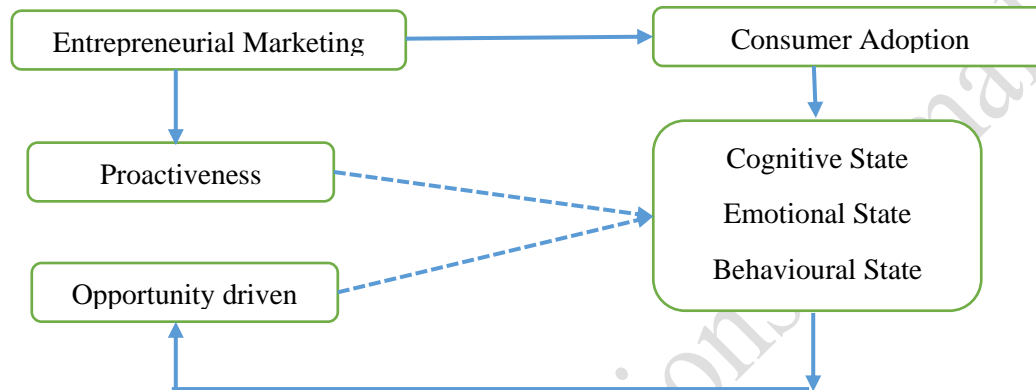
and after the actual implementation of an innovative concept. While, market knowledge serves as constraint under less ideal circumstances which prevent firm from resources squandering (Collinson & Shaw, 2001).

### **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). Consumer adoption is a decision reach by an individual to become a regular user of a certain product, this can be reached through sequential stages start from learning about the product, seeking information about the product, consider the likely product benefit, make purchase trial so as to determine the product usefulness and decide to adopt or reject the product as a result of trial if satisfactory or dissatisfactory (Mahmud, Yogesh, Sven, & Norm, 2016). In the process of adopting the product, many factors affect consumers' intention but the ultimate decision depends on psychological and sociological forces (Ishola, 2015). Bhatt (2016) refers to the adoption process as a way of selects, arrange and interpret stimuli that are filtered and adjusted to become a personal view of the product/service.

Consumer decision to adopt or reject a product is a complex process which usually related to the learning memory i.e. unintended acquisition of knowledge, perceptions, attitudes, and behavior of consumers. Intention to adopt particular product depends on the relationship between new knowledge acquire which can be obtained through reading, opinion, discussion, and experience (cognitive state) and how consumer think or feel (emotional) about the product/service (Ishola, 2014; Kim, 2013). Consumer intention to adopt product/service is one of the major concept studies in the marketing literature. Many research studies on the consumer adoption process were developed from its significant relationship and decision behavior to buy, use and repurchase the product (Reema, Vigneswara, Arpan, & Shrihari, 2018; Akhmad, Rama, & Edelina, 2013; Zhenfeng, Zhiyong, & Mehdi, 2014). Therefore, entrepreneurs are interested in the consumer adoption process to apply appropriate tools that will stimulate the consumer to adopt their products/services (Chiew, Norhayati, Mohd, Muhammad, Khalid & Nawawi, 2014).

Conclusively, these identified factors were considered in this study because of their significant impact on consumer buying behavior. Consumer intention to buy or patronize and adopt poultry 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 consists of two variables; namely, proactiveness and opportunity-driven strategy. While, dependent construct consists of cognitive state, emotional state, and behavioral state. Previous research studies have clearly reported a significant effect of proactiveness, opportunity-driven social influence, networking, information benefit, word-of-mouth 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 process in Ilorin Metropolis.

## Theoretical Review

### Theory of Reasoned Action (TRA)

This research work anchored on the theory of reasoned action (TRA). The theory was first introduced by Fishbein in 1967, it was developed to understand the relationship between people's attitudes and behavior (Ajzen & Fishbein, 1980). TRA is a prescriptive cognitive theory that focused on beliefs, attitudes, intention, and behaviour, it is used by researcher to determine consumer buying behaviour as the theory posit that the most accurate determinant of behavior is behavioral intention that can be influenced by information, awareness (cognitive) and developed to individual likes/dislikes, desired (emotional) towards (behavior) decision making (Ajzen & Fishbein, 1980). The theory of reasoned action has potential benefits that can predict people's intention to perform a behavior depended on an individual's attitudinal and normative beliefs (Fishbein & Ajzen, 1975 cited by Gregory, 2011). Basically, customer intentions can be determined by their attitudes towards the behaviour and subjective norms that surrounding that behaviour .i.e. other people influence through networks that can facilitate the formation and generation of customer contacts and also word-of-mouth recommendation which could facilitated by the used of personal contacts networks and inter-organizational network relationships to get consumer inform and aware of the product/service (Kraus, Gilmore, O'Dwyer & Miles, 2012; Hills, Hultman, & Miles, 2008).

The theory of reasoned action has been an object of criticism on the purported different reasons such as makes risky predictions and one of its assumptions has been falsified under reasonable standards of falsification (David, 2011). Other scholars argued that behavior is not always within actor total control, although TRA acknowledge the social influence such as family, friends, networks, etc. through the concept of subjective norm but fail to emphasize on the importance of information benefit that can be obtained through word of mouth (WOM) which can also greatly create product awareness and influence consumer behaviour intention (Aurelio & Roberta 2013; Nurhanan, Mallinga, Azizah & Mazlina, 2014). TRA was reviewed in this study to deepen the understanding of each determinant of entrepreneurial marketing to predict the consumer adoption process. This theory was later extended for modification and it accommodates additional variables that resulted in the theory of planned behavior (TPB) by Ajzen in 1991.

## **Empirical Review**



**James and Carol** (2010) conducted a study on enhancing entrepreneurial marketing education from the student perspective. A total of 10, 500 copies of the questionnaire were distributed online through email to students across the USA, Canada, and Mexico. Whereas, 4,300 questionnaires were returned and analyzed. The findings of the study revealed that there is a large segment of marketing students who desire to be an entrepreneur and feel strongly about entrepreneurial marketing, exposure to entrepreneurial marketing tools, experiential activities and networking opportunities were deemed to be significantly important. By implication, this study suggests that entrepreneurial marketing is needed in business activities, training in entrepreneurial marketing will be better prepare students interested in being an entrepreneur or small business owner.

Another research study conducted in Canada by **Linda, Jessica, Jihyeong, and Amrut**, (2013) on the context of entrepreneurial marketing on scale development and validation in the small firm. Surveys method was used and 429 data were analyzed as they reflected retail/service-related firms. The findings showed that entrepreneurial marketing represents a perspective in which small firms seek new and innovative ways to market their products and create value for the customers. Further results indicated that four dimensions of entrepreneurial marketing (i.e. proactive orientation, opportunity-driven, innovation focus, and consumer-centric) have a significant relationship with small business firms.

In a similar direction, **Osiri** (2013) conducted a hypothetical study in the USA in entrepreneurial marketing on activating four Ps of marketing strategy in entrepreneurship. The findings of the study show that the entrepreneurial marketing model was consists of four phases i.e. opportunity exploration, opportunity examination, opportunity exploitation, and opportunity expansion. Each phase was correlated with each of the four marketing strategies i.e. product, pricing, promotion, and placement strategy. Further findings revealed that there is a significant relationship between entrepreneurial marketing and marketing strategies of firms' business which translated to firm performance.

**Gergely, Rebecca, Sharon, Liz, and Steve** (2018) carried a study on how to use social media as resources leverage for consumer interaction from an international comparison of winery adoption and activity. This study investigates the social media adoption and activities of 1173 wineries that were located in the USA, Australia, Germany, and New Zealand. The findings show

that the process of networking through social media contributes significantly to the success of wineries across the countries. Further findings revealed that Facebook is the main networking platform that wineries explore to engage with consumers, meanwhile, there is the positive significant impact of networking (resource leveraging of entrepreneurial marketing) on consumer adoption of wineries.

**Muhammad and Elizabeth** (2015) carried out a research study on entrepreneurial marketing in online businesses, the case of ethnic minority entrepreneurs in the UK. This study explores marketing in an online business operated by ethnic minority entrepreneurs. Interviews were undertaken with 22 entrepreneurs that operating online businesses in the UK. The findings show that the use of an entrepreneurial marketing perspective demonstrates that marketing in an online business is not chaotic or haphazard. Instead, it reflects the emergent and flexible use of resources, the affordances of online businesses appear to offer firm opportunities to break out. Further findings show that entrepreneurial marketing has a significant influence on the performance of online businesses in the UK.

## **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 2 above		.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. Brace, (2008) stated that it is important to check the internal consistency of any instrument that is adopted for the collection of data to determine the relevancy of the scales in testing variables in the research. Cronbach alpha coefficient which 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**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>No. of Items</b>
<b>Proactiveness</b>	.721	.725	5
<b>Opportunity Driven</b>	.700	.702	5
<b>Cognitive State</b>	.762	.761	5
<b>Emotional State</b>	.709	.708	5
<b>Behavioral State</b>	.712	.714	5
<b>Overall</b>	.715	.709	7

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

All items used were good for internal consistency in which proactiveness showed Cronbach alpha coefficients of 0.721, and opportunity-driven with 0.700. 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 0.715 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		Skewness		Kurtosis	
		Statistic	Std. Dev	Statistic	Std. Error	Statistic	Std. Error
Proactiveness	383	3.5520	.76425	-.418	.125	-.387	.249
Opportunity Driven	383	3.5232	.72188	-.419	.125	-.321	.249
Cognitive State	383	3.3943	.80435	-.146	.125	-.551	.249
Emotional State	383	3.5384	.74831	-.175	.125	-.470	.249
Behavioral State	383	3.5728	.77019	-.157	.125	-.558	.249
Consumer Adoption of Poultry Products	383	3.4990	.62718	.065	.125	-.392	.249
Valid N (listwise)	383						

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

Based on table 4.5 above, the value of skewness and kurtosis were within the range between -0.38 and 0.65 and kurtosis were within the range of -0.321 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.

**Table 4.8. Correlations**

Correlations	
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		Proactiveness	Opportunity Driven	Cognitive State	Emotional State	Behavioral State
<b>Proactiveness</b>	Pearson	1	.109*	.383**	.366**	.286**
	Correlation					
	Sig. (2-tailed)		.033	.000	.000	.000
	N	383	383	383	383	383
<b>Opportunity Driven</b>	Pearson	.109*	1	.080	.115*	.060
	Correlation					
	Sig. (2-tailed)	.033		.120	.025	.245
	N	383	383	383	383	383
<b>Cognitive State</b>	Pearson	.383**	.080	1	.568**	.452**
	Correlation					
	Sig. (2-tailed)	.000	.120		.000	.000
	N	383	383	383	383	383
<b>Emotional State</b>	Pearson	.366**	.115*	.568**	1	.429**
	Correlation					
	Sig. (2-tailed)	.000	.025	.000		.000
	N	383	383	383	383	383
<b>Behavioral State</b>	Pearson	.286**	.060	.452**	.429**	1
	Correlation					
	Sig. (2-tailed)	.000	.245	.000	.000	
	N	383	383	383	383	383

\*. Correlation is significant at the 0.05 level (2-tailed).

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

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

Table 4.8 revealed that all items used in this study are correlated with each other with a correlation coefficient range between 0.109 and 0.496. The table also showed a weak uphill (positive) linear relationship between consumer adoption of poultry products (dependent variable) and proactiveness with a correlation coefficient of 0.424, and opportunity-driven strategy with 0.109 (independent variables). By implication, the inter-relationship between determinants of consumer adoption of poultry product and entrepreneurial marketing items have a positive significant relationship which suggesting that a minor change in proactiveness and opportunity-driven could have significant changes in consumer adoption of poultry product.

### 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 proactiveness and opportunity-driven experience high levels of consumer who adopt their product. On the other hand, poultry firms with low levels of proactiveness and opportunity-driven 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. proactiveness, opportunity-driven, 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 proactiveness with a tolerance and VIF value of 0.988, 1.012 and opportunity-driven with 0.988, 1.012 respectfully.

### **Analysis of Variance**

This study performed ANOVA assessment to calculate the extent to which entrepreneurial marketing items (such as proactiveness and opportunity-driven) can significantly predict consumer adoption of poultry 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 proactiveness and opportunity drives can significantly predict consumer adoption of poultry product (cognitive state, emotional state, and behavioral state). Table 4.10 shows the result of the analysis of variance (ANOVA) with a score:  $F= 42.547$ ,  $sig= 0.000$ .



**Table 4.10. ANOVA<sup>a</sup>**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.492	2	13.746	42.547	.000 <sup>b</sup>
	Residual	122.768	380	.323		
	Total	150.260	382			

**a. Dependent Variable: Consumer Adoption of Poultry Products**

**b. Predictors: (Constant), Opportunity Driven, proactiveness**

**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 poultry products which was based on two independent factors. The two independent predictors (i.e. entrepreneurial marketing determinants such as proactiveness and opportunity-driven).

The output of regression as contained in Table 4.11 bellow revealed that a model summary predicting consumer adoption of poultry product with an R-value of 0.428, R square of 0.183 and Adjusted R square with 0.179. This indicates that 18.3 percent of consumer adoption of poultry products can be predicted by determinants of entrepreneurial marketing (such as proactiveness and opportunity-driven). This suggesting that the model is good enough to explain (18.5%) of the variance in consumer adoption of small and medium enterprises product. The Durbin-Watson Statistics provides a coefficient with 1.426 that shows that serial correlation is absent in the error terms of the model as such rule out the problems associated with spurious regressions.

**Table 4.11. Model Summary<sup>b</sup>**

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.428 <sup>a</sup>	.183	.179		.56840	1.426

**a. Predictors: (Constant), Opportunity Driven, proactiveness**

**b. Dependent Variable: Consumer Adoption of Poultry Products**

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

### 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 poultry products based on *Beta* coefficients. Specifically, the findings show a positive relationship between proactiveness and consumer adoption of poultry product such that a unit increase in proactiveness scores caused about 0.342 unit increase in consumer adoption of poultry product scores which was statistically significant at 1 percent with the aid of p-value (sig= 0.000).

There was a positive relationship between opportunity-driven and consumer adoption of poultry product such that a unit rises in opportunity-driven scores induced about 0.052 unit to rise in consumer adoption of poultry product scores which was statistically significant at 1 percent going by p-value (sig=0.201).

### 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)	2.100	.188		11.148	.000		
proactiveness	.342	.038	.417	8.942	.000	.988	1.012
Opportunity Driven	.052	.041	.060	1.280	.201	.988	1.012

a. Dependent Variable: Consumer Adoption of Poultry Product

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

### 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.** Proactiveness does not have a significant effect on consumer adoption of poultry products.

This hypothesis focused on how proactiveness could not influence consumer adoption of poultry products. The null and alternative hypotheses are listed below:

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

$H_A: \beta \neq 0$  (Proactiveness have a significant effect on consumer adoption of poultry products)

Based on table 4.11, the regression coefficient predicting that proactiveness measured the beta coefficient with  $\beta=.342$ , **t-value**= 8.942, while the p-value **sig** = 0.000 (less than alpha 0.005). Thus, the Null hypothesis ( $H_0$ ) is rejected, and the alternate is supported. By implication, this indicates that proactiveness as an entrepreneurial marketing tool has a positive significant effect on consumer adoption of poultry products, which means proactiveness can effectively influence consumer adoption of poultry products. This result supports the past research study carried out in the context of "dimension of entrepreneurial marketing on the performance of fast-food restaurants in Asaba, Delta State, Nigeria" (Olannye & Eromafuru, 2016).

**Hypothesis: 2.** Opportunity driven strategy has no significant effect on consumer adoption of poultry products.

This hypothesis focused on how opportunity-driven could not influence consumer adoption of poultry products. The null and alternative hypotheses are listed below:

$H_0: \beta = 0$  (Opportunity driven strategy has no significant effect on consumer adoption of poultry products)

$H_A: \beta \neq 0$  (Opportunity driven strategy has a significant effect on consumer adoption of poultry products)

Table 4.11, shows that opportunity-driven measure beta coefficient with  $\beta=.052$ , **t-value**= 1.280, and p-value **sig** = 0.201 (higher than alpha 0.005). Thus, the Null hypothesis ( $H_0$ ) is accepted, while the alternate is rejected. This indicates that an opportunity-driven strategy has no significant effect on consumer adoption of poultry products. Opportunity driven cannot effectively influence consumer adoption of poultry products; these findings contradict the

previous research study carried out on "An exploratory study of entrepreneurial marketing in poultry: The role of the founder-entrepreneur (Mario, Maria de, Isabel, & Cristina, 2014).

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

The main aim of this study is to investigate the effect of entrepreneurial marketing tools on consumer adoption of poultry products in Ilorin Metropolis. 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 tools (such as proactiveness and opportunity-driven strategy) and consumer adoption of poultry products. Thus, the study found that proactiveness as entrepreneurial marketing tool has a positive significant effect on consumer adoption of poultry product, which means proactiveness can effectively influence consumer adoption of poultry products. While, the result of the quantitative analysis revealed that an opportunity-driven strategy has no significant effect on consumer adoption of poultry products, which literarily means that an opportunity-driven strategy cannot effectively influence consumer adoption of poultry products.

For the research objective one, investigates the effect of proactiveness on consumer adoption of poultry products in Kwara State. Correlation analysis provides substantial evidence indicating that proactiveness has a significant relationship with consumer adoption of poultry products. While regression analysis was conducted to test the formulated hypothesis. The outcome revealed that proactiveness as entrepreneurial marketing tool found to predict consumer adoption of poultry products; thus, proactiveness has a positive significant effect on consumer adoption of poultry products.

The second research objective examines the effect of opportunity-driven strategy on consumer adoption of poultry products in Ilorin Metropolis. The result of correlation analysis revealed that an opportunity-driven strategy has a significant relationship with consumer adoption of poultry products. While regression analysis carried out to test formulated hypothesis indicates that opportunity-driven strategy as entrepreneurial marketing tool cannot predict consumer adoption of poultry products; thus, the opportunity-driven strategy has no significant effect on consumer adoption of poultry products.

## **Conclusion and Recommendations**

The study made use of the quantitative methods to determine the effect of entrepreneurial marketing tools on consumer adoption of poultry products in Ilorin Metropolis. The quantitative method was limited to proactiveness and opportunity-driven strategy these themes were correlated with consumer adoption of poultry product indices (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 poultry products.

From the study, it was established that anticipating, sensitivity, action-oriented, and market surveys are essential elements of proactiveness that stimulate consumer adoption of poultry products. Collaboration with social media would help poultry firms to create awareness, keep the customer informed as well as helping customers to know about the product. Besides, collaboration through word-of-mouth will help to form an attitude towards the product as well as facilitating the adoption decision of the product.

Besides, an opportunity-driven strategy prompt identifies and pursues an opportunity, filtering, and evaluation of opportunity, exploitation of customer needs, choose the right opportunity and innovation and creativity in which each of these elements relates to consumer adoption in their unique way. It is important for poultry firms owner to understand how this element influence consumer to move from a cognitive state towards the emotional state and to the final stage where the decision to adopt the product were reached. Therefore, this element is very crucial and its absence will affect the sustainability of poultry firms in the market which can lead to premature death.

## **Recommendations**

The study of entrepreneurial marketing and consumer adoption of poultry product has open up series of recommendation that can further enhance poultry 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) It is suggested that poultry firms should keep responding quickly to issues that are relating to the price, product quality, and their processes to be able to create awareness, keep the customer informed as well as helping customers to know their product uniqueness. It is

also recommended that poultry firm should keep their customer closer, keep them well informed by disseminating information through word-of-mouth to help them form an attitude towards poultry product as well as facilitating adoption decision of the product.

- ii) It is recommended that small and medium enterprises should focus on the opportunity-driven strategy such as innovation and creativity, exploit an unexploited customer needs, recognition and pursuing opportunities, filtering and evaluating opportunities from market imperfection, these will help consumers to move from a cognitive state towards the emotional state and to final stage where a decision to adopt the product will be reached.

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