

Advertising Strategies Possessed by Business Education Lecturers for Survival of Small-Scale Enterprises in Rivers State

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Abstract

The aim of the study was to investigate the extent of advertising strategies possessed by business education lecturers for survival of small-scale enterprises in Rivers State. Two specific objectives, research questions and hypotheses were posed and formulated for the study. The study adopted a descriptive survey research design. The population of the study comprised of 104 business education lecturers in Rivers State University (RSU) and Ignatius Ajuru University of Education (IAUE). The entire population was used as the sample and census sampling technique was adopted for the study. A structured questionnaire titled: Advertising Strategies Possessed by Business Education lecturers for Survival of Small-Scale Enterprises Questionnaire (ASPBELSSMSEQ) was used as instruments for data collection. The instruments were designed on a 5points likert scale (strongly agreed = 5points, Agreed=4points, Undecided = 3points, Disagreed = 2points and Strongly Disagreed = 1points and used to elicit responses from the respondents. The instrument was validated by three experts two from the Department of Business Education in Ignatius Ajuru University of Education and one from Department of Measurement and Evaluation in Rivers State University for face and content validations. The reliability of the instrument was determined using Cronbach Alpha method which yielded a reliability coefficient index of 0.87 respectively. All copies of the questionnaire were retrieved and used for the analysis. Mean and standard deviation were used to answer the research questions while t-test was used to test the hypotheses at 0.05 level of significant. The finding of the study revealed that business education lecturers possessed broadcast and online advertising strategies for survival of small-scale enterprises. Therefore, the researchers recommend that there should be constant advertising strategies for survival of small-scale enterprises in Rivers State.

Keywords: Advertising strategies, business education lecturers, small scale enterprises.

Introduction

Advertising strategy refers to a plan created to inform potential customers about products and services with the goal of convincing them to buy such products and services. When prepared sensibly and wisely, this plan will also take into account other business aspects (total budget, brand awareness campaigns, and market share growth) and objectives. Four

important factors should be considered when developing an advertising strategy: target audience, product concept, advertising message, and communications media (Clow & Baack, 2014). By persuading consumers to purchase new or existing products, an advertising campaign plays a crucial role in increasing sales. Many small and medium scale enterprises simply pay attention to providing better products/services and hope that consumers will come to them, which is called the “build a better mouse trap” syndrome (McKee, 2009). Nevertheless, in a highly competitive market, it is not easy for small scale enterprise products to appeal to consumers without any advertising tool or strategies (Mikoluk, 2013). However, it does not mean that the more SMEs spend on advertising, the more profit the SMEs owners can gain. The budget for advertising activities varies in proportion to a small scale enterprises size, life cycles and other factors (Cheong et al., 2013). Advertising strategies play requisite role in sustaining the small scale enterprises in Nigeria (Fisher, 2013).

It requires customers to be reached in the right way by creating maximal awareness about a particular product which are dimensionalise into broadcast advertising, print advertising, outdoor advertising, online advertising and direct advertising, Broadcast advertising has to do with radio and television advertising. Radio and television advertising fall under the heading of mass marketing because they can reach both a domestic and international audience (Crawford & Sturgeon, 2017). Broadcast advertising basically tend to persuade potential consumers to take advantages over goods and services available displace in the marketing. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers Thomas (2018). Online advertising is the quick promotion of product information without geographical boundary limits which is geared toward defining markets through unique and useful applications used to promote small scale enterprises. Small scale enterprises sector plays pivotal roles in the growth and development of modern economy due to its ability to generate or create more employment opportunities to majority of citizens. (Neagu, 2016).

The immense contribution of SMEs to economic development across the globe is a reality that is unanimously recognized by citizens of various nations irrespective of profession, education, sex and race. Business education Lecturers are the most important ingredients in the development of Small and medium enterprises in Nigeria, in the 21th century. This is because of the role in the human development. Usoro (2016) emphasized the need for business education for skills acquisition and development for posterity among business educators. Avasilicai (2009) pointed out that the economic development and social benefit accruing from the small scale enterprises led to the consideration of the small scale enterprises sector as a field of strategic interest for the economy. In addition, Drucker (2009) noted that small scale enterprises contribute immensely to the fundamental goals of any national economy.

This made small scale enterprises becomes one of the backbones of social-economic progress across the globe as its contribution to a Country’s Gross Domestic Products (GDP) remains remarkable. Business education is an integral part of vocational education aimed at

equipping the students with relevant skills for purpose of making them functional and resourceful in the society., Inegbedion, Njoku, and Ekpenyong (2018) described business education as education that enriches basic education for teaching career, entrepreneurship, business understanding, office understanding, office environment and vocational practices. Business education lectures are equipped with requisite skills of teaching and entrepreneurial skills that will contribute to the growth of Nigerian economy

Statement of the Problem

The researcher's experience and very careful observation has shown that small scale enterprises in Rivers State have not performed admirably. This could be as a result of lack of advertising strategies such as broadcast advertising, print advertising, outdoor advertising, online advertising and direct advertising. The situation is more disturbing and worrisome when compared with what other developing and developed countries have been able to achieve with their small scale enterprises (Basil, 2011). It has however given rise to the high rate of liquidation of most small scale enterprises in Rivers State. Thus, in such increasingly competitive environment, small and medium scale enterprises are required to attract and retain customers with better cost effective strategies. The effect of not appropriately addressing the above situation will not only dwindle the performance of small scale enterprises, but further slowdown the economic development of the State.

Purpose of the Study

The main aim of the study was to advertising strategies possessed by business education lecturers for survival of small scale enterprises in Rivers State.

Specifically, the study sought to determine:

1. the broadcast advertising strategies possessed by business education lecturers for the survival of small scale enterprises in Rivers State
2. the online advertising strategies possessed by business education lecturers for the survival of small scale enterprises in Rivers State

Research Questions

The following research questions guided the study:

1. What are the broadcast advertising strategies possessed by business education lecturers for the survival of small scale enterprises in Rivers State?
2. What are the online advertising strategies possessed by business education lecturers for the survival of small scale enterprises in Rivers State?

Null Hypotheses

The following null hypotheses were formulated to guide the study:

1. There is no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the broadcasting advertising strategies possessed for the survival of small-scale enterprises in Rivers State
2. There is no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the online advertising strategies possessed for the survival of small-scale enterprises in Rivers State

Methodology

The study adopted the descriptive survey design. The population of the study comprised of 104 business education lecturers in Rivers State University (RSU) and Ignatius Ajuru University of Education (IAUE). The entire population was used as the sample and study adopted census sampling technique. A structured questionnaire titled: Advertising Strategies Possessed by Business Education lecturers for Survival of Small Scale Enterprises Questionnaire (ASPBELSSSEQ). The instrument was designed in five points Likert scale of agreement (Strongly Agreed =5points, Agreed=4points, Undecided = 3points, Disagreed = 2points and Strongly Disagreed = 1points, used to elicit responses from the respondents. The instrument was validated by three experts two from the Department of Business Education in Ignatius Ajuru University of Education and one from Department of Measurement and Evaluation in Rivers State University for face and content validations. The reliability of the instrument was determined using Cronbach Alpha method which yielded a reliability coefficient index of 0.87 respectively. All copies of the questionnaire were retrieved and used for the study. Mean and standard deviation were used to answer the research questions while t-test was used to test the hypotheses at 0.05 level of significant. The criterion means score of 3.00 and above was agreed, while the mean score below 3.00 was disagreed

Results

Research Question 1: What are the broadcast advertising strategies possessed by business education lecturers for the survival of small-scale enterprises in Rivers State?

Table 1: Mean and Standard Deviation of the Responses of broadcast advertising strategies possessed by business education lecturers for the survival of small scale enterprises in Rivers State

S/N	Items	RSU= 69			IAUE = 35		
		M	SD	Rmks	M	SD	Rmks
1.	Radio advertising hold the attention of the listener	4.22	1.05	Agreed	4.08	1.02	Agreed
2.	Television advertising hold the attention of the viewer	4.00	1.00	Agreed	3.99	0.87	Agreed
3.	Radio advertising cover a wider range of audience	4.58	1.11	Strongly Agreed	4.02	1.00	Agreed
4.	Television advertising cover a wider range of audience	4.25	1.06	Agreed	4.18	1.06	Agreed
5.	Radio advertising has the greatest reach and frequency	4.40	1.08	Agreed	3.85	0.74	Agreed
6.	Television advertising is a popular means of advertising media.	4.45	1.10	Agreed	4.10	1.03	Agreed
7.	Radio advertising has a great impact on purchasing habit	4.38	1.01	Agreed	4.42	1.15	Agreed
Grand Mean		4.33	1.05	Agreed	4.09	0.98	Agreed

Source: Field Data, (2023)

As indicated by the grand mean of 4.33 and 4.09 for RSU and IAUE on the broadcast advertising possessed by business education lecturers for the survival of small scale enterprises in Rivers State .The item by item analysis shows that item 1, 2, 4, 5, 6 and 7 with mean ratings ranging from 3.85 to 4.45 for both RSU and IAU respondents were rated agreed, while item 3 for the RSU respondents with a mean of 4.58 was rated strongly agreed. The respondents were close in their opinion as evidenced from the standard deviation which ranged from 4.33 to 4.09

Research Question 2: What are the online advertising strategies possessed by business education lecturers for the survival of small-scale enterprises in Rivers State

Table 2: Mean and Standard Deviation of the Responses of online advertising strategies possessed by business education lecturers for the survival of small-scale enterprises in Rivers State

S/N	Items	RSU= 69			IAUE = 35		
		M	SD	Rmks	M	SD	Rmks
1	Making goods and services visible to online purchaser	4.04	1.00	Agreed	4.25	1.06	Agreed
2.	Online advertising aids in overcoming the challenges of saturation of local markets	3.48	0.62	Undecided	4.09	0.01	Undecided
3.	Online advertising decrease competition of goods and services	4.20	1.04	Agreed	4.30	1.10	Agreed
4.	Online advertising creates avenue for access to new markets	4.47	1.12	Agreed	4.10	1.03	Agreed
5	Online advertising enabled individual and organization to participate whole	4.12	1.07	Agreed	4.05	1.01	Agreed
6	Online advertising improve marketing mix	3.34	0.57	Undecided	3.46	0.61	Undecided
7.	Online advertising improve demand and supplied of online goods and services across the globe	4.49	1.12	Agreed	4.42	1.07	Agreed
	Grand Mean	4.02	0.93	Agreed	4.09	1.00	Agreed

Source: Field Data, (2023)

The analysis in Table 2 shows the grand mean of 4.02 and 4.09 for RSU and IAUE respondents on the online advertising possessed by business education lecturers for the survival of small scale enterprises in Rivers State. The item by item analysis reveals that item 8, 10, 11, 12 and 14 with mean ratings ranging from 4.04 to 4.49 for both RSU and IAUE respondents were rated agreed, item 9 with mean ratings of 3.48 for male and 4.09 for IAUE respondents were rated undecided and agreed respectively, while item 13 with mean ratings of 3.34 and 3.46 for RSU and IAUE respondents were rated undecided. The respondents were close in their opinion as evidenced from the standard deviation which ranged from 4.02 to 4.10 .

Test of Null Hypotheses

Null Hypothesis 1: There is no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the broadcasting advertising strategies possessed for the survival of small scale enterprises in Rivers State

Table 3: t-test Summary of significant difference on the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the broadcasting advertising strategies possessed for the survival of small scale enterprises in Rivers State

Variables	N	\bar{x}	SD	DF	t-cal	t-crit	Decision
RSU	69	4.33	1.10	102	1.09	1.98	Accepted
IAUE	35	4.09	0.98				

Source: Field Data, (2023)

The analysis in Table 3 shows that there is no significant differences in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the broadcasting advertising strategies possessed for the survival of small scale enterprises in Rivers State This is shown by t-cal value of 1.09 and the t-crit of 1.98 which is greater than the stipulated 0.05 level of significance. This implies that 0.5 level of significance there’s no significant differences in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the broadcasting advertising strategies possessed for the survival of small scale enterprises in Rivers State

Null Hypothesis 2: There is no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the online advertising strategies possessed for the survival of small scale enterprises in Rivers State

Table 4: t-test Summary of Significant Difference on the Mean ratings of mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the online advertising strategies possessed for the survival of small scale enterprises in Rivers State

Variable	No	\bar{x}	SD	Df	t-cal	t-crit	Decision
RSU	69	4.02	0.93	102	0.40	1.98	Accepted
IAUE	35	4.10	1.00				

Source: Field Data, (2023)

Also, the analysis in Table 4 reveals that there is no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the online advertising strategies possessed for the survival of small scale enterprises in Rivers State. This is shown by t-cal value of 0.40 and the t-crit of 1.98 which is greater than the stipulated 0.05 level of significance. This implies that 0.5 level of significance there's no no significant difference in the mean ratings of business education lecturers in Rivers State University and Ignatius Ajuru University of Education on the online advertising strategies possessed for the survival of small scale enterprises in Rivers State.

Discussion of Findings

Discussion in this study is done according to finding of the study. One of the findings of the study indicated that business education lecturers rated strongly agreed to which broadcast advertising improves survival of small scale enterprises. This finding is corroborated with (Crawford & Sturgeon, 2017) who stated that radio and television advertising fall under the heading of mass marketing because they can reach both a domestic and international audience. Broadcast advertising influence consumers to takes advantages of essential goods. The finding is in agreement with Thomas (2018) which stated that radio and television as a form of marketing and advertising which uses the radio and television to promote products and services to the audience and platform users . In addition, the finding of the associated null hypothesis revealed that there is no significant difference in the mean responses of male and female business education lecturers on the extent to which broadcasting advertising of small scale enterprises of business education lecturers improves quality sales and the profit maximization of a business in Rivers State.

Findings of the study also revealed that business education lecturers rated the agreed to which online advertising improves survival of small scale enterprises to a high extent. This finding is in consonance with that of Thomas (2018) which stated that online advertising is a form of marketing and advertising which users used internet to reach out to millions of consumers of goods and services. Online advertising frequently involves a publisher who integrates advertisements into its online content and an advertiser who provided the advertisements to be displayed on the publisher's content. The finding is also in line with that of Avasilicai (2009) pointed out that the economic and social benefit accruing from the small scale enterprises led to the consideration of the small scale enterprises sector as a field of strategic interest for the economy development. In addition, Drucker (2009) noted that online advertising improves small and Medium-sized enterprises across the globe which represents the main catalyst of economic growth and development. The finding is in agreement with Iweyah (2022) which stated that online advertising is extremely fast in reaching out to millions of people in demand of goods and services across the globe.

Conclusion

This study investigates advertising strategies and survival of small scale enterprises among business education lecturers in Rivers State. The study revealed that business education lecturers possessed advertising strategies to improve small scale enterprises in Rivers State. The study also revealed that most of the advertising strategies were agreed with few undecided improvements. The advertising strategies have made a significant impact on the economic growth and sustainability of small scale enterprises among business education graduates in Port Harcourt metropolises of Rivers State. It is also concluded that advertising strategies was a viable tools used among business education lecturers to improve small scale enterprise to strive in bid to achieve economic growth and development in Rivers State.

Recommendations

Based on the conclusion of the study, the following recommendations are made:

1. Business education lecturers should acquire knowledge on the various tools for advertising strategies
2. Government through its agencies should focus on how to create avenue for business educators to learn outside the traditional advertising
3. Educational planners in Nigeria should provide training for business educators on how to use various tools in marketing their business.
4. Rivers State Government should encourage business education lecturers by subsidize advertising rate on radio and television advertisement in Rivers State

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