# THE EFFECT OF ENTREPRENEURAL MARKETING ON THE GROWTH OF SMEs IN KARU NASARAWA STATE, NIGERIA

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## ABSTRACT

The term entrepreneurial marketing is used to describe the marketing processes of firms pursuing opportunities in uncertain market circumstances often under constrained resource conditions. The purpose of this research is to find out the effect of entrepreneurial marketing on Small and Medium Scale Enterprises (SMEs) in Karu Local Government Area of Nasarawa State, Nigeria. The dimensions of entrepreneurial marketing are tested with data collected through structured questionnaires administered face-to-face to 100 entrepreneurs in the study area. Analyses of results revealed that the regression coefficient for innovativeness (β1) is 0.170, which implies that 1 % increase in innovativeness will result to 17.0 % growth in SMEs in the study area if other variables are kept constant. The T value is 1.345 which is significant at .002 because significance level is less than P < .05. The regression coefficient for Value Creation (β2) is 0.463, which means that 1 % increase in level of Value Creation results to 46.3 % growth in SMEs in the study area if other variables are kept constant. The T value is 1.730, which is significant at .000. The regression coefficient for Proactiveness (β3) is 0.188, which implies that 1 % increase in proactiveness result to 18.8 % in SMEs in the study area provided other variables are kept controlled. The T value is 1.466, which is significant at .000 levels. Therefore, proactiveness, value creation, and innovativeness, are positively related SMEs in the study area.

**Keywords:** Entrepreneurial, SMEs, growth, uncertain

## INTRODUCTION

Nigerian government rebased its economy in 2014 to adequately capture the data on its economic activities (Omali, 2019). The rebased GDP of Nigeria shows that its GDP was N82 trillion naira ($509.9 billion), which signifies a major increase by 89 %. Many factors are responsible for this robust economy including the Small and Medium-scale Enterprises (SMEs) sector. SMEs are critical drivers of a country’s economy as they contribute to employment generation, income generation, and growth of GDP. SME is a nursery of entrepreneurship, often driven by individual creativity and innovation (Aremu and Adeyemi, 2011). Its importance as a factor in the Nigerian economy cajoled the Federal Government to establish the Small Scale Industries Credit Scheme (SSIC) (Adegbuyi, et al, 2015). SMEs have had a long history in Nigeria following their capability to offer great and alternative means of survival for the people. Also, SMEs is widely recognized as the platform for sustaining economic development, and they are expected to play the role of entrepreneurial enhancement, to serve as enabler of economic delivery and national development.

Marketing plays a major role in the success of SMEs, for which the loss or gain of a single customer can frequently determine the survival of a firm. The duty to create customers, inform them of the availability of the enterprise’s goods and services and actually get customers to purchase the goods and services or ideas of SMEs is the function of marketing (Ebitu, 2015). But, the dismal performance of many SMEs can be ascribed to the marketing strategy used. What has become increasingly apparent to researchers is that conventional marketing practices are not always available or appropriate for entrepreneurial firms (Becherer, 2006). The very fact of its newness means a nascent business venture is more likely to face both uncertain market conditions and limited resources for marketing. However, the steady growth of Entrepreneurial Marketing (EM) since the last three decades provides an alternative for conventional marketing at new firms. This is because, EM is characterized as opportunistic and intuitive marketing activities aim to offer customers something different or more than competitors, that is, add value to the customer (Gilmore, 2011).

The concept of entrepreneurial marketing which serves as the interface of marketing and entrepreneurship is a concept which has been developing for almost 30 years (Hills and Hultman, 2013). Entrepreneurial Marketing can be seen as the process of bringing in creativity and initiative into marketing so as to serve customers better. It is the responsiveness to the marketplace and a seemingly intuitive ability to anticipate changes in customer demands (Collinson and Shaw, 2001). EM helps small businesses that are resource-constrained and face a liability of smallness, to be competitive and successful in the market. Therefore, studies of Entrepreneurial Marketing are very important in contemporary society. It is against this background that this study seeks to determine the effect of entrepreneurial marketing on the growth of SMEs in Karu L.G.A of Nasarawa State, Nigeria.

1. **OBJECTIVE AND HYPOTHESIS OF THE STUDY**
   1. *Objective*
2. to determine the extent to which innovativeness affect the growth of SMEs in Karu L.G.A
3. to investigate the relationship between value creation and the growth of SMEs in Karu L.G.A
4. to determine the effect of proactiveness on the growth of SMEs in Karu L.G.A
   1. *Hypothesis*

**Ho1**: Innovativeness has no significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State.

**Ho2**: There is no significant relationship between value creation and growth of SMEs in Karu L.G.A of Nasarawa State.

**Ho3**: Proactiveness does not significantly affect the growth of SMEs in Karu L.G.A of Nasarawa State.

1. **RESEARCH METHOD**

The descriptive research design was chosen for this study, whereby a group of people was studied by collecting and analysing data about this people considered being representative of the entire group.

The instrument used in the collection of data is a structured questionnaire entitled “Effect of Entrepreneurial Marketing on the growth of SMEs in Karu L.G.A of Nasarawa State”. The questionnaire was divided into two (2) sections: Section A deals with the demography of the respondent while items in Section B deals with the research questions. It is well-structured, which permit the respondents to thick from the option. Also, the questions are designed in the closed ended manner in order to ensure accurate statistical evaluation. A total of one hundred (100) questionnaires were shared among the group used as the population of the study out of which ninety Six (96) were returned while four (4) were not returned.

Furthermore, the data collected was analysed using simple percentages and presented on tables and charts. Research questions investigated the effect of entrepreneurial marketing on the growth of SMEs was analysed using simple percentage.

Percentage = F × 100 …………………………………………[1]

N 1

where F=Frequency of response

N=Total number of respondent

1=A constant

## RESULT AND DISCUSSION

* 1. *Demographic Attributes of Respondents*

The socio-demographic attributes of the respondents presented in this section include, age, gender, educational attainment and type of business. A total of 100 copies of the questionnaire were administered to the respondents, out of which 96 copies were completed and retrieved for analysis (see table 1).

Table 1: Demographic Attributes of Respondents

|  |  |  |
| --- | --- | --- |
| **Attributes** | **Frequency** | **Percentages (%)** |
| **Age** |  |  |
| 18-25 | 15 | 15.63 |
| 26-35 | 18 | 18.75 |
| 36-45 | 41 | 42.70 |
| 46 and above | 22 | 22.91 |
| **Total** | **96** | **100.00** |
| **Gender** |  |  |
| Male | 69 | 71.87 |
| Female | 27 | 28.12 |
| **Total** | **96** | **100.00** |
| **Educational status** |  |  |
| Primary | 18 | 18.75 |
| Secondary | 12 | 12.50 |
| Tertiary | 7 | 7.29 |
| Vocational | 19 | 19.79 |
| Non-Educated | 11 | 11.45 |
| **Total** | **96** | **100.00** |
| **Type of Business** |  |  |
| Sole Proprietorship | 78 | 81.20 |
| Partnership | 14 | 14.00 |
| Family Business | 4 | 4.00 |
| Joint Stock | 0 | 0 |
| **Total** | **96** | **100.00** |

**Source:** Researchers’Field Survey, 2023.

Data in table 1 above describes the demographic attributes of respondents that were relevant to the current study. The distribution of respondents by age indicates that 15.63 % of the respondents were from the age range of 18-25, while 18.75 % were between 26 and 35 years. Also, 42.70% were 36-45 years and 22.91 % were 46 years and above. This distribution implies that the respondents were drawn across different age categories. The distribution further indicates that majority of the sample were old enough to understand the topic under investigation.

The distribution of the respondents by gender shows that 71.87 % of the respondents were male and 28.12% of the respondents were females. This implies that the male respondents participated actively in the study more than their female counterparts.

Furthermore, the distribution of the respondents based on educational attainment show that, 18.75% attained primary education while 12.50% of the respondents attained secondary school education. Equally, 7.29% of the respondents attained tertiary education, and 19.79 % of the respondents attained vocational training, while 11.45% of the respondents are non-educated. This distribution of the respondents shows that most of the respondents were educated and literate enough to understand the effect of entrepreneurial characteristics on the performances of their business. It also indicates that vocational training dominates the educational attainment in the study area within the current context.

The distribution of respondents according to business type reveal that 81.20% of the respondents are involved in sole proprietorship, 14% of the respondents engage in partnership business, and 4% of the respondents are involve in family business, while no respondent show involvement in the joint stock business. This distribution of respondents shows that the sole proprietorship dominates the SMEs sector in the study area, followed by the partnership business and family business in order of dominance, while the joint stock is completely lacking.

* 1. *Presentation of the Results Based on the Specific Objectives*

**Objective One:** To determine the extent to which innovativeness affect the growth of SMEs in Karu L.G.A

Table 2: Respondents’ View on Innovativeness

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question Response**

**SA (%) A (%) D (%) SD (%)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. You create an atmosphere that 34(35.42) 29(30.21) 15(15.63) 18(18.75)

encourages creativity and

innovativeness all the time.

1. You anticipate future consequences 37(38.54) 28(29.16) 23(23.95) 8(8.33)

or implications of current situations

or events.

1. You have an ability to identify fresh 25(26.04) 44(45.83) 16(16.66) 11(11.45)

and innovative approaches to existing

situations.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Source:** Researchers’Field Survey, 2023.

Table 2 above showed the result of the analysis of the question on innovativeness. Assessing whether the respondents creates an atmosphere that encourages creativity and Innovativeness all the time in question one, that 35.42% of the respondents strongly agreed, 30.21% agreed, 15.63% disagreed and 18.75% strongly disagreed. Majority of the respondents (35.42 %) strongly agreed to this which show that the respondents always have creates an atmosphere that encourages creativity and Innovativeness all the time.

Investigating whether the respondents anticipate future consequences or implications of current situations or events in question two, 38.54% of the respondents strongly agreed, 29.16 % agreed, 23.95% disagreed while 8.33 % of the respondents strongly disagreed. Since 38.54 % of the respondents which constitute the majority strongly agreed on this, we therefore conclude that most of small businesses in the study area have the ability to anticipate future consequences or implications of current situations or events.

Investigating whether the respondents have the ability to identify fresh and innovative approaches to existing situations in question two, 26.04% of the respondents strongly agreed, 45.83% of the respondents agreed, 16.66% of the respondents disagreed, while 11.45% of the respondents strongly disagreed. Since 45.83 % of the respondents which constitute the majority agreed on this, we therefore conclude that most of small businesses in the study area have the ability to identify fresh and innovative approaches to existing situations.

**Objective Two:** To investigate the relationship between value creation and the growth of SMEs in Karu L.G.A

Table 3: Respondents’ View on Value Creation

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question Response**

**SA (%) A (%) D (%) SD (%)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. You create value for consumers 28(29.16) 50(52.00) 8(9.30) 10(10.40)

with excellent customer service.

1. You excel at identifying opportunities 28(29.16) 32(33.3) 21(20.80) 15(15.6)

to stay ahead of your competitors.

1. You integrate business to serve 40(41.60) 31(32.2) 13(13.50) 12(12.5)

the target market needs better.

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**Source:** Author’sField Survey, 2021.

In order to assess the level of relationship that exists between value creation and the growth of Small and Medium scale Enterprises in Karu L.G.A, table 3 was drawn and the results are hereby revealed as follows:

In ascertaining whether the respondents creates value for consumers with excellent customer service, in question four, 29.16 % of the respondents strongly agreed, 52.00% agreed, 9.30 and 10.40% of the respondents strongly disagreed. Here, 29.16 % of the respondents which constitute the majority agreed and this implies that, business owners in the study area create value for consumers with excellent customer service.

Finding out whether respondents excel at identifying opportunities to stay ahead of their competitors in question five, 29.16 % of the respondents strongly agreed, 33.3% agreed, 20.80% disagreed and 15.6 % strongly disagreed. Majority of the respondents (33.3 %) agreed to the question which means that many people of the respondents excel at identifying opportunities to stay ahead of their competitors.

Considering whether the respondents integrate business to better serve the target market needs in question six, 41.60% of the respondents strongly agreed, 32.2% agreed, 13.50% disagreed and 12.50% strongly disagreed. Since majority of the respondents (41.60 %) strongly agreed to this question, we conclude that most people who own small businesses in the study area integrate business to better serve the target market needs.

**Objective Three:** To determine the effect of proactiveness on the growth of SMEs in Karu L.G.A

Table 4: Respondents’ View on Proactiveness.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question Response**

**SA (%) A (%) D (%) SD (%)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. You are good at turning problems in 21(21.80) 38(39.50) 21(21.80) 16(16.60)

your business into opportunities.

1. You are more action oriented than 18 (18.70) 23(23.90) 22(22.9) 23(23.90)

reaction oriented.

1. You enjoy facing and overcoming 22(22.90) 32(33.30) 20.4(20.80) 22(22.90)

obstacles to your ideas.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Source:** Researchers’Field Survey, 2023.

Table 4 above seeks to explore the effect of proactiveness on the growth of SMEs in Karu L.G.A and the following results were revealed: Asked whether the respondents are good at turning problems in your business into opportunities in question seven, 21.80% of the respondents strongly agreed, 39.50% agreed, 21.80% disagreed and 16.60% strongly disagreed. Majority of the respondents (39.50 %) agreed turning problems in your business into opportunities.

Probing whether respondents are more action oriented than reaction oriented in question eight, 18.70% strongly agreed, 23.90% agreed, 22.9% disagreed and 23.90% strongly disagreed. Having majority of the respondents (23.90%) agreeing to this question implies that entrepreneurs in the study area evenly divided between action and reaction.

Considering whether respondents enjoy facing and overcoming obstacles to their ideas in question nine, 22.90% of the respondents strongly agreed, 33.30% agreed, 20.80% % of the respondents disagreed while 22.90% strongly disagreed. With majority of the respondents (33.30%) agreeing to the question, we conclude that owners of small businesses in the study area enjoy facing and overcoming obstacles to their ideas.

Table 5: Model Summary

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Model R R Square Adjusted Std. Error of Sig. F R Square the Estimate Change**

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1 .487a .464 .463 .14000 .000

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Predictors: (Constant)- Innovativeness, Value Creation, and Proactiveness.
2. Dependent Variable: Small and Medium scale Enterprises

**Source:** SPSS Output, 2023

The result in Table 5 showed that the regression coefficient, R = .487 or 48.7 % which shows positive relationship between the independent variables and dependent variable. The coefficient of determination (R2) was .463. Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (SMEs) that is explained by all independent variables. The coefficient of determination showed that 48.7 % of the growth in SMEs is explained by innovativeness, value creation, and proactiveness.

Table 6: ANOVA

**Model Sum of Squares Df Mean Square F Sig.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Regression** 70.359 2 23.453 311.999 .000b

**Residual** 7.104 94 .038

**Total** 77.463 96

1. Predictors: (Constant), Innovativeness, Value Creation, and Proactiveness
2. Dependent Variable: SMEs

**Source:** SPSS Output, 2023.

The F value from the ANOVA (Table 6) is 311.999 and is significant because the significance level = .000 is less than P < 0.05. This implies that over all regression model is statistically significant, valid and fit. The valid regression model implies that all independent variables are capable of explaining that there is a positive and significant relationship with dependent variable.

Table 7: Regression Coefficient

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Variable B t-value p-value Decision**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Constant .564 1.345 .000

Innovativeness .170 2.246 .002\*\* Rejected

Value Creation .463 1.730 .000\*\* Rejected

Proactiveness .188 1.466 .000\*\* Rejected

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

a. Dependent Variable: SMEs \*\*Correlation is significant at 0.01 level (2-tailed), F Calculated value = 311.999 at 0.05, R = 0.487, R2 = 0.464.

**Source:** SPSS Output, 2023

The regression coefficient in Table 7 for innovativeness (β1) = .170 which implies that 1% increase in innovativeness will result to 17.0% growth in SMEs in Karu L.G.A, if other variables are kept constant. The T value is 1.345 which is significant at .002 because significance level is less than P < .05. The regression coefficient for Value Creation (β2) = .463 which means that 1% increase in level of Value Creation results to 46.3% growth in SMEs in the study area, if other variables are kept constant. The T value is 1.730 which is significant at .000. The regression coefficient for Proactiveness (β3) = .188 implies that 1% increase in proactiveness result to 18.8 % in SMEs in the study area provided other variables are kept controlled. The T value is 1.466 which is significant at .000 level.

* 1. *Test of Hypothesis*

The three hypotheses formulated in this study were tested as follows:

**Ho1:** Innovativeness has no significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State.

To test this hypothesis, the strength of the relationship between innovativeness the growth of and SMEs was measured by the calculated p-value = 0.002 at a significance level (α) of 0.05. Since the computed p-value is less than the significance level (α) of 0.05 (*p-value* 0.004 < α 0.05), the null hypothesis was rejected. Therefore, we conclude that innovativeness has positive significant effect on the growth of SMEs in Karu L.G.A Nasarawa State.

**Ho2:** There is no significant relationship between value creation and growth of SMEs in Karu L.G.A of Nasarawa State.

To test this hypothesis, the strength of the relationship between value creation and the growth of SMEs was measured by the calculated p-value = 0.000 at a significance level (α) of 0.05. Since the computed p-value is less than the significance level (α) of 0.05 (*p-value* 0.000 < α 0.05), the null hypothesis was rejected and alternate accepted. Therefore, it was concluded that value creation has positive significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State.

**Ho3:** Proactiveness does not significantly affect the growth of SMEs in Karu L.G.A of Nasarawa State.

To test this hypothesis, the strength of the relationship between Proactivess and the growth of SMEs was measured by the calculated p-value = 0.000 at a significance level (α) of 0.05. Since the computed p-value is less than the significance level (α) of 0.05 (*p-value* 0.000 < α 0.05), the null hypothesis was rejected. Therefore, we conclude that Proactivess has positive significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State.

* 1. *Discussion of Findings*

The analysis of the data collected from the respondents revealed that innovativeness has a positive significance on the growth of SMEs in Karu L.G.A of Nasarawa State. Regression was used to test the hypothesis at 5 % level of significance and the p-value (0.002) was lower than the significance level. This can be statistically given as P-value 0.002 < α = 0.05. The findings agree with those in Dess and Lumpkin (2005) that innovativeness was of high importance because as the markets nowadays change in a rapid pace, maintaining competitive advantage is crucial and innovativeness is crucial as it can be a source of significant progress and growth for a firm. The study revealed that proactiveness has a positive significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State.

The analysis of the data collected from the respondents indicated that value creation has a positive significant effect on the growth of SMEs in Karu L.G.A of Nasarawa State. Regression was used to test the hypothesis at 5 % level of significance and the p-value (0.000) was less than the significance level. This can be statistically given as P-value 0.000 < α = 0.05.

## CONCLUSION

This work was conducted to ascertain the effect of entrepreneurial marketing on SMEs in Karu L.G.A of Nasarawa State. In this research, a general background was initially presented in chapter one. This was followed by a Conceptual and Theoretical framework, as well as comprehensive review of relevant literatures so as to set the researcher on appropriate platform for the current research. Furthermore, the researcher conducted a general assessment using questionnaire as means of data collection. The data were eventually analysed using descriptive statistics and the result of the analysis was presented in tables in chapter four.

The result of this research demonstrates that Entrepreneurial Marketing directly influence the growth of SMEs with particular reference to Karu L.G.A of Nasarawa State. Selected dimensions of entrepreneurial marketing including innovativeness, proactiveness and value creation can be seen as crucial tools to enhance growth for Small and Medium scale Enterprises. Thus the survey examines the relationship between these dimensions and the growth of SMEs. Data collected through structured questionnaires were administered face-to-face to 100 respondents from SMEs in the study area. Result of the analysis reveal that tested dimensions are positively related to the growth of SMEs. Thus, it can be argued that, Small and Medium scale Enterprises in the study area attach a great importance to consumers to reach higher innovative performance. Besides, they tend to be proactive and emphasize the importance of innovativeness. Also they are aware of value creation as a tool for customer satisfaction.

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