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THE IMPACT OF SMALL BUSINESS MANAGEMENT ON SOCIETAL MARKETING PRACTICES IN LAGOS MEGA CITY, NIGERIA

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ABSTRACT

This paper examined the Impact of small business management on societal marketing practices in Lagos Mega City, Nigeria. The study was conducted in Badagry Division, Ikeja Division and Ikorodu Division of Lagos State, Nigeria. Multi-stage and random sampling techniques were used in selecting 3,000 respondents of the study using staff of small business organizations, traders and consumers. Information was gathered using primary and secondary data. Questionnaires were used to elicit information and were validated by experts. The data generated from the survey were subjected to both descriptive and inferential analyses using statistical package for social scientists SPSS version 11.0. The findings revealed that small business management had impact on societal marketing in Lagos Mega City, such as product quality, safety, package, labeling and after sales services $\chi^2 = 3481.00$; $p < 0.001$, advertising related issued; false advertising and misleading $\chi^2 = 1458.00$; $p < 0.001$, high prices $\chi^2 = 3481.00$; $p < 0.001$, sponsorship $\chi^2 = 3422.33$; $p < 0.001$, scholarship $\chi^2 = 1723.56$; $p < 0.001$, compensation for pollution $\chi^2 = 1642.56$; $p < 0.001$, environmental pollution $\chi^2 = 1530.89$; $p < 0.001$, health services $\chi^2 = 2653.00$; $p < 0.001$, educational services $\chi^2 = 1283.56$; $p < 0.001$ and lottery promo $\chi^2 = 3307.00$; $p < 0.001$. The study concluded that small business management had Impact of societal marketing in Lagos Mega City, Nigeria.

KEYWORDS

Small Business Management, Societal Marketing, Marketing Practices, Lagos, Mega City.

INTRODUCTION

The importance of small business management on societal marketing practices in Lagos Mega City can not be overemphasized. Small business dominates the overall business scene in Lagos Mega City. They can be established by individual groups. It is interesting to note that most big businesses in Lagos Mega City started as small ones but with proper management expanded and growth. On the same note, it is risky to assume that small business are exactly like big ones especially as size is a significant difference. The societal marketing practices is an activities that the small business organizations should determine the needs, wants and interests of target markets and deliver the desired satisfactions more effectively and efficiently than do competitors in a way that maintains or improves the consumer's and society's wellbeing. The societal marketing practices questions whether the pure marketing practices is adequate in an age of environmental problems, resource shortages, rapid population growth, worldwide economic problems, and neglected social services. It asks if small scale business organizations that senses, serves, and satisfies individual wants is always doing what is best for consumer and Lagos society in the long run. According to the societal marketing practices, the pure marketing practices overlook possible conflict between consumers' short-run wants and consumers' long run welfare. Bala (2008) observes that the societal marketing practices require marketers to consider not only their customers' wants but also the wants of other people whose welfare is affected by their operations. Marketers have to recognize that they exist within a larger social system that includes non-customers to whom they have obligations, they are the stakeholder.

Today in Lagos most people see fast-food claims as offering tasty and convenient food at reasonable prices. Yet many consumers and environmental groups have voiced concerns. Critics point out that foods sold by fast-food small business are high in fat and salt. The products are wrapped in convenient packaging, but this leads to waste and pollution. Thus, in satisfying consumer wants, these successful small businesses may be harming consumer health and causing environmental problem. Such concerns and conflicts lead to the societal practices. The societal marketing practices calls on marketers to balance society, consumers and business organizations consideration in setting their marketing and society's interest. Originally, most business organizations based their marketing decisions largely on short-run company profit. Eventually, they began to recognize the long-run importance of satisfying consumer wants, and the societal marketing concept emerged. Now many small business organizations think of society's interest when making their marketing decision.

THE STUDY AREA

The study was carried out in Lagos Mega City, Nigeria. Until December 12, 1991, Lagos was Nigeria's capital. It was moved to Abuja. However, Lagos still maintains its status as the commercial hub of Nigeria bringing together a variety of business. Though Lagos State is the smallest in the country in terms of size with only 3,475,1km sq. It's the second highest in population in the country; It has a population of 9,013,534 people. Ikeja serves as its capital. The state has 20 local government areas with five administrative divisions. Lagos State is predominantly Yoruba but other tribes are within their mix. The Aworis are found in Ikeja while the Oguns are in Badagry, which was famous for its share trade. At Ikorodu and Epe areas are mostly inhabited by the Ijebus with pockets of Eko-Aworis along the coast lines. Lagos State is divided into 5 administrative divisions, which are further divided into 20 local government areas, and 37 local development areas: Badagry Division – Ajeromi – Ifedun, Amuwo-Odofin, Badagry and Ojo. Epe Division – Epe and Ibeju – Lekki. Ikeja Division – Agege, Alimosho, Ifako – Ijaiye, Ikeja (Capital of Lagos State), Kosafe, Mushin, Oshodi – Isolo and Somolu. Ikorodu Division – Ikorodu only. Lagos Division – Apapa (home of the main port of Lagos), Eti-Osa (home of one of Lagos's largest business centers and of the upscale communities of Victoria Island and Ikoyi, formerly the residence of the Nigerian Federal Government), Lagos Island (The historical centre and commercial core of the Lagos agglomeration) and Lagos Mainland Surulere.

OBJECTIVE OF THE STUDY

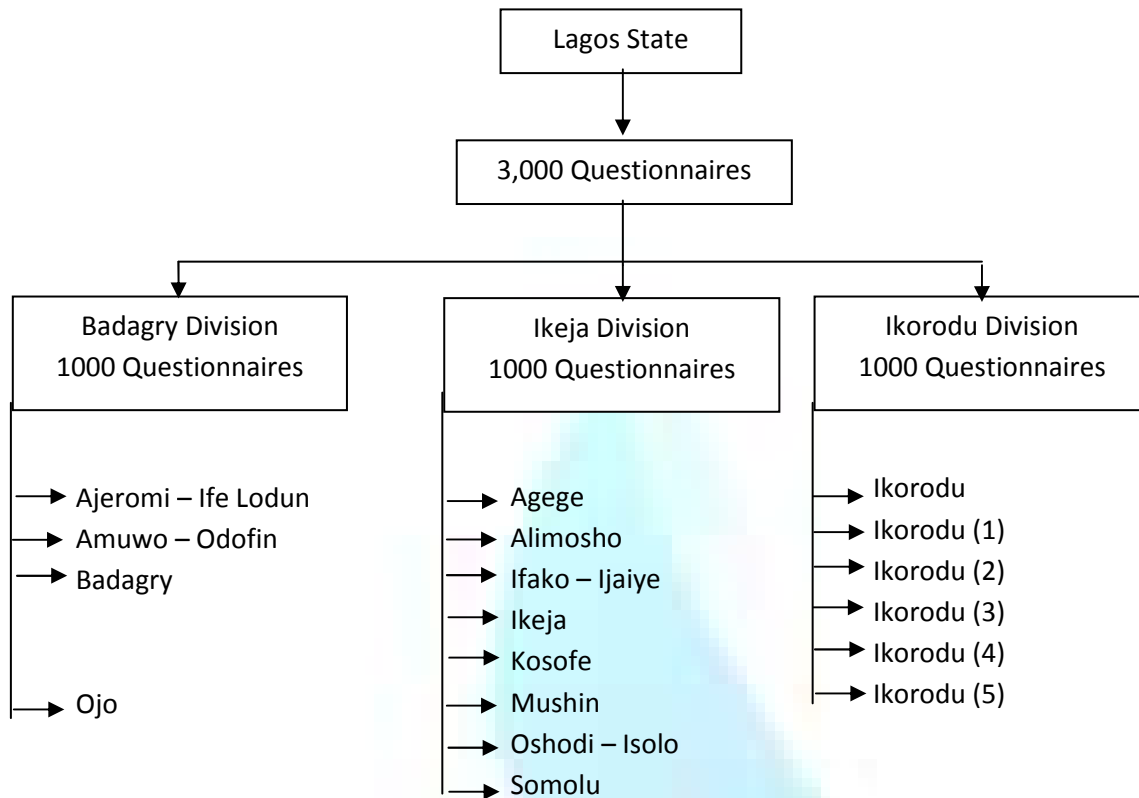
The study investigated the impact of small business management on societal marketing practices in Lagos Mega City, Nigeria.

METHODS

RESEARCH DESIGN

The goals of this study is to generate quantitative data that would allow a comprehensive description of the impact of small business management on societal marketing practices in Lagos Mega City, Nigeria. The study *ex post factor* is in nature, since none of the variable(s) was manipulated by the researcher. The data were collected through a survey conducted in Badagry Division, Ikeja Division, and Ikorodu Division. Survey research affords the opportunity of obtaining information from a representative sample of the population in an attempt to describe the prevailing situation about the variables under examination.

FIGURE 1: SAMPLING PROCEDURE



Source: Bala (2011)

SAMPLE SIZE AND SAMPLING TECHNIQUES

In determining the sample plan and sample size, the procedures involved the random selection of a subgroup or samples of 3,000 from the overall membership pool of a defined population so that the resulting data structures and information are generalisable and reliable. The researcher ensured that the sample is representative of the population. In achieving this objective, the researcher developed an explicit sampling plan as of the overall research design. This sampling plan served as the blue print for defining the appropriate target population for identifying the possible respondents for establishing the procedural steps in drawing the required sample and for determining the appropriate size of the sample. However, sample size affects data quality and generalizability. The researcher therefore, through carefully about how many people to include.

INSTRUMENT

The questionnaire used was subjected to validation process. Copies of the questionnaires were given to a panel of experts for validation. The comments and suggestions made were utilized in restructuring the research instrument; the validation exercise ensured not only the face validity of the questionnaire but also its content validity.

VALIDATION OF THE INSTRUMENT

The test-retest method was used to determine the reliability of the research instrument i.e. questionnaire. To this end, the instrument was used to collect data using a plot sample of 100 respondents in Lagos division; Apapa 25 respondents, Eti-Osa 25 respondents, Lagos Island 25 respondents and Lagos Mainland Surulere 25 respondents. These local governments were not included in the final data collection exercise of the study. The instrument was administered twice in the internal of two weeks. The second test was correlated with the first test scores for the entire variable(s) measured in the research instrument.

MEASUREMENT OF VARIABLES

Two groups of variables, independent and dependent variables, were measured through the application of Likert scale. The questionnaires comprised mostly structures closed-ended items and were comprised of five sections. Each section has ten questions.

INDEPENDENT VARIABLE(S) = SMALL BUSINESS MANAGEMENT

The independent variables are the variables of small business management which includes:

1. Small business planning variables such as: business forecasting, business objective, business policies, business programmes, business procedures, business decision making.
2. Small business organizing variables such as; dividing small business work, allocating small business work, business group responsibilities, business relations, business delegation.
3. Small business coordinating variables are; business groups, persons work efficiently and economically, harmony towards the common objective.
4. Small business command variables are; business centralized authority, business centralized leadership.
5. Small business direction variables are; business guided toward improved performance, motivated to work effectively towards business goals.
6. Small business control variables are: checking business plans, measured business performance, corrected business deviations.

DEPENDENT VARIABLES = SOCIETAL MARKETING PRACTICES

The dependent variables are societal marketing practices which includes: product quality, product safety, product package and labeling, product after sales services, product high prices, product false advertising, product misleading, sponsorship, scholarship, compensation for exploration, environmental pollution, public safety, lottery promo. Respondents from Badagry Division, Ikeja Division and Ikorodu Division were requested to indicate their levels of agreement through a 5 – point scale viz: strongly agree (5 points), agree (4 points), undecided (3 points), disagree (2 points) and strongly disagree (1 point).

DATA ANALYSIS TECHNIQUES

On data analysis techniques, the researcher followed a five step approach, beginning with data validation, then editing and coding of the data, followed by data entry, error detection, and data tabulation. The purpose of this data preparation process is to use data in its raw form and convert it so as to establish meaning and create value. In analyzing the data, both descriptive and inferential statistics were used. The descriptive statistics included frequency counts, percentages, mean and standard deviation. The variables highlighted using chi-square test.

RESULTS AND DISCUSSIONS

The data for study were collected from a sample of 3,000 respondents residing in Ajeromi- Ifelodun, Amuwo, Odofin, Badagry, Ojo, Agege, Alimosho, Ifako – Ijaiye, Ikeja, Kosofe, Mushin, Oshodi – Isolo, Somolu and Ikorodu areas of Lagos State which have small scale business organizations. The statistical package for the social sciences SPSS, was used to analyse the data and responses to each question were code as SD, D, U, A and SA representing strongly disagree, disagree, undecided, agree and strongly agree respectively. Table 1 shows the distribution of respondents on the small business management variables. The responses followed the same patterns for all the items. There is positive favourable affirmation to the issued as the level of agreement ranges from 89.8% to 98.1% for strongly agree category. This makes the response highly positive. In most cases, strongly disagree, disagree and undecided categories had less than 5% when pooled together. In essence, respondents are more familiar with the trends of events on the issues. Respondents strongly agree that small business planning includes the forecasting and selection of objectives with the business policies, business programmes and business procedures for achieving them. It involves making production and product choices, for example production and product decision making (89.8%).

However, there is overwhelming agreement that all possible market imperfections such as monopoly, hoarding and the like must be adequately dealt (95.2%). Respondents also believed that marketers in small business management should be entitled to a fair price to consumers (96.7%) and that in small business management system, some social security system need to be put in place to take care of the weak (96.9%). There is common agreement that small business organizing involves determining and noting activities needed to achieve objectives of the undertaking; grouping these and assigning such groups of activities to managers, ensuring effective delegation of authority to enable activities to be carries out and providing coordination of authority relationships (97%). The participants are also fully aware that marketers are forbidden to sell products that they fully know are defective or harmful to the consumers (99%). It is also well known that small business production must be well managed (98.1%). More than ninety seven percent of the respondents agree that small business coordinating involves seeing that all groups and persons work efficiently and economically, in harmony, towards the common business objective. There is also full agreement among the respondents that in small business system, command was the exercise of centralized authority and leadership (97.7%). Majority also agreed that small business emphasized that business control involves checking to see that plans have been carried out and attending to any deviations (95.2%).

TABLE 1: DISTRIBUTION OF RESPONDENTS ON SELECTED ITEMS ON SMALL BUSINESS MANAGEMENT VARIABLES

S/N	Variable(s)	SD %	D %	U %	A %	SA %	X ²	df	p-val
1	Small business planning	0.3	0.3	2.9	7	89.8	3529.65	4	0.001
2	Market imperfection	0.1	1	1.7	2.3	95.2	4075.19	4	0.001
3	Fair price to consumers	0.6	0.8	0.4	1.5	96.7	4236.19	4	0.001
4	Social security system	0.4	0.6	0.7	1	15.2	4265.19	4	0.001
5	Small business organizing	0.3	0.6	0.6	1.6	97	4265.19	4	0.001
6	Defective or harmful products	0.1	0.1	0.1	0.7	99	4498.84	4	0.001
7	Small business production	0.1	0.3	0.2	1.4	98.1	4391.27	4	0.001
8	Small business coordinating	0.1	0.2	0.3	1.5	97.9	4371.85	4	0.001
9	Small business command	0	0.2	0.3	1.5	97.7	3251.81	4	0.001
10	Small business control	0.1	0.6	1.1	3	95.2	4077.10	4	0.001

Source: Field Survey (2011)

SMALL BUSINESS MANAGEMENT IN BADAGRY, IKEJA AND IKORODU DIVISIONS OF LAGOS STATE, NIGERIA

There is no significant difference among the three division – Badagry Division, Ikeja Division and Ikorodu Division on the items on small business management variables except on the defective and harmful products. The major difference was observed in Ikeja Division where respondents had higher level on the issue. The result is presented in table 2.

TABLE 2: CROSS-TABULATION OF BADAGRY DIVISION, IKEJA DIVISION AND IKORODU DIVISION OF LAGOS STATE AND SMALL BUSINESS MANAGEMENT VARIABLES

S/N	Variables	X ²	df	p-val
1	Small business planning	65.15	8	0.001
2	Market imperfection	40.29	8	0.001
3	Fair price to consumers	44.40	8	0.001
4	Social security system	42.24	8	0.001
5	Small business organizing	61.03	8	0.001
6	Defective or harmful products	7.76	8	0.46
7	Small business production	17.27	8	0.027
8	Small business coordinating	29.66	8	0.001
9	Small business command	53.20	8	0.001
10	Small business control	38.24	8	0.001

Source: Field Survey (2011)

SMALL BUSINESS MANAGEMENT AND SOCIETAL MARKETING PRACTICES IN BADAGRY DIVISION, IKEJA DIVISION AND IKORODU DIVISION OF LAGOS STATE, NIGERIA

Table 3 presents the percentage and frequency distribution of respondents on societal marketing practices in Badagry Division, Ikeja Division and Ikorodu Division of Lagos State. Majority of the responses tend towards agreement with the items. The level of agreement ranges from 89.9% to 99.4%. It is a general opinion that small business management has impact on product quality, safety, packaging, labeling and after sale services 89.9%. Small business Management does not consider ownership rights to be absolute especially if they may lead to environmental pollution and threatened public safety 92.2%. Small business management also has impact on social programme organized by their activities 97.8%, educational development 90% and lottery promo 99.4%.

TABLE 3: DISTRIBUTION OF RESPONDENTS ON SELECTED ITEMS ON SMALL BUSINESS MANAGEMENT VARIABLES ON SOCIETAL MARKETING PRACTICES IN BADAGRY DIVISION, IKEJA DIVISION AND IKORODU DIVISION OF LAGOS STATE

S/N	Variable(s)	SD %	D %	U %	A %	SA %	X ²	df	p-val
1	Product quality, safety, package, labeling and after sales services	0.6	0.6	0	0	89.9	3481.00	2	0.001
2	Advertising related issues: some advertising false and misleading	0.6	1.1	0	0	98	1458.00	1	0.001
3	High prices	0	5	0	0	95	3481.00	2	0.001
4	Sponsorship	0	1.1	0	0	98.9	3422.33	2	0.001
5	Scholarship	0	2.2	0	0	97.8	1723.56	1	0.001
6	Compensation for pollution	0	3.9	0	0	96.1	1643.56	1	0.001
7	Environmental pollution	0	7.8	0	0	92.2	1530.89	1	0.001
8	Education services	0	5.6	0	3.9	90	1283.56	1	0.001
9	Health services	0.6	2.2	0	0	97.2	2653.00	2	0.001
10	Lottery promo	0	0.6	0	0	99.4	3307.00	2	0.001

Source: Field Survey (2011)

CONCLUSION

From the analysis of data collected and interpretation of the various descriptive analysis, this study concluded that the small business management variables such as small business planning, small business organizing, small business coordinating, small business command and small business control have impact on societal marketing variables such as product quality, product safety, product package, product labeling, after sales services, high prices, sponsorship, scholarship, compensation for pollution, environmental pollution, education services, health services and lottery promo in Lagos State, Nigeria.

RECOMMENDATIONS

In line with the findings of this study, small scale managers should note that there are dangers in simplifying and classifying the variables of small business management as there is a wide range of small business managerial tasks that do not lend themselves to simple classification. Another danger in attempting to be specific about variables is that each variable appears to have equal prominence and emphasis. At each level of small business management the emphasis changes on the various variables. In other small business organization, it can be quite different for example 90 per cent of time spent may be on planning, and in other small business organization only 10 per cent. The importance of the variables cannot be assessed by the time spent on them in order to develop a society.

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