



ENTREPRENEURIAL MARKETING AND BUSINESS SUSTAINABILITY IN BAYELSA STATE.

**Banabo Ekankumo (Ph.D.)¹, Otobo Perearau²,
and Warriwei Ebiere Rosemary (Ph.D.)³**

¹Email: banaboalex@yahoo.com; Tel.: 07066980905

²Email: fancyot@yahoo.com; Tel.: 08038769795

³Email: rewariwei@gmail.com; Tel.: 08036715225

Cite this article:

Banabo E., Otobo P., Warriwei E. R. (2024), Entrepreneurial Marketing and Business Sustainability in Bayelsa State. International Journal of Entrepreneurship and Business Innovation 7(3), 110-122. DOI: 10.52589/IJEI-O4XTPV02

Manuscript History

Received: 2 Jun 2024

Accepted: 4 Aug 2024

Published: 9 Sep 2024

Copyright © 2024 The Author(s).

This is an Open Access article distributed under the terms of Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0), which permits anyone to share, use, reproduce and redistribute in any medium, provided the original author and source are credited.

ABSTRACT: *This study investigated entrepreneurial marketing and business sustainability in Bayelsa State. The study formulated three specific objectives, three research questions and three hypotheses. The study adopted a descriptive survey design. The population of this study consists of 900 entrepreneurs and employees of the fifteen selected small scale businesses under investigation in Yenagoa Bayelsa State. Taro Yamane formula was used to arrive at the sample size of 200. A purposive sampling method was adopted. A structural questionnaire consisting of 15-item questions on a 4-point rating scale titled “Entrepreneurial Marketing and Business Sustainability Questionnaire (EMBSQ)” was used for data collection. The research instrument was validated by three experts in the Department of Business Education of Ignatius Ajuru University of Education Port Harcourt for face validation. The reliability of the instrument was ascertained using the Cronbach Alpha Reliability method. After the analysis, a reliability coefficient index of 0.78 was obtained which deemed the instrument highly reliable. To analyse the data collected, the mean and standard deviation was used while the hypotheses was tested using the t-test at 0.05 alpha level of significance. Findings revealed that entrepreneurial proactiveness, innovativeness and calculated risk-taking to a high extent relate to business sustainability in Bayelsa State. Hence, entrepreneurial marketing dimensions adopted for entrepreneurial ventures are very important and indispensable for the sustainability of the business. Based on the findings of the study it was recommended that entrepreneurial proactiveness should be propagated and encouraged as it seeks novel ways in creating value for the customers. Entrepreneurs should continue to invest in innovation that yields positive and significant influences toward the sustainability of business in Bayelsa State of Nigeria.*

KEYWORDS: Entrepreneurial Marketing, business sustainability, Entrepreneurial proactiveness, Entrepreneurial innovativeness, Risk-taking.



INTRODUCTION

Marketing due to globalisation has been able to remove stress from the manufacturers/producers, marketers and consumers. This is because the producers and consumers can be brought together in a few minutes to satisfy their wants. The producer can call from the factory for raw materials of different sizes, shapes and colours for production at any time and location. The consumer can equally stay far away and marketing choices of their wants. Hence, marketing today has been able to ring goods and services to the doorpost of the consumers thereby enhancing business sustainability. Marketing as defined by Theodore (2018) is the process of planning and executing the conceptions, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Also, marketing according to Onita and Owhoek (2021) is the management process responsible for identifying, anticipating and satisfying customer's requirements profitably. In the same view, Kotler (2015) asserted that marketing is the process by which two or more individuals or organizations give and take something of value. The author stressed that marketing is typically the task of creating, promoting and delivering goods and services and striving to ensure consumer satisfaction. The entrepreneur adopts marketing in order to enhance business sustainability.

Entrepreneurial marketing is a set of processes of creating, communicating and delivering value, guided by effectual logic in a highly uncertain environment (Ionita, 2016). Indisputably, entrepreneurship marketing is one of the key functions in any business which encompasses innovation, customer intensity, proactiveness and creativity (Collinson & Shav, 2021). Entrepreneurial spirit seeks employment opportunities in order to achieve business goals. In Nigeria, millions of jobs are provided by entrepreneurs, small-scale businesses as well as numerous other businesses. Such massive employment has multiplier and accelerator effects for the whole economy. More jobs entail more income. This increases demand for goods and services and in return stimulates production. Entrepreneurial refers to the overall activities and behaviour of entrepreneurs. Entrepreneurial marketing represents an opportunistic venture wherein entrepreneurs proactively seek novel ways to create value for the desired customer and also build customer equity (Pitsamorn, Hills & Hutman, 2016).

Entrepreneurial marketing captures the interface between entrepreneurship and marketing and also serves as an umbrella for many emergent perspectives on marketing. It is the marketing process of firms pursuing opportunities in uncertain market circumstances often under constrained resource conditions (Becherer et al., 2016). Undoubtedly, in a developing world, entrepreneurs need to emphasise the role of marketing for the sustainable growth of their enterprise so as to be able to overcome challenges posed by external forces like the global financial crisis, economic factors, and environmental factors. Due to rapid economic growth and development, there is a need for entrepreneurial businesses to support national growth.

Recently, entrepreneurial marketing appears to be considered as one of the best ways to leave recession and if firms can provide the highest degree of value for their customers, they will both benefit from their own competitive advantages (Panama & Ayodele, 2020). Due to an increase in awareness about the impact of entrepreneurship and innovations on marketing and the role in the success of entrepreneurial activity, the two fields have been combined and this concept of entrepreneurial marketing has emerged (Hill & Hulton, 2016). Importantly, the aspect of the interface between marketing and entrepreneurship involves how the marketing concept and principles can be made more relevant (Stoke, 2020). Pertinently, entrepreneurial



marketing dimensions consist of the following; entrepreneurial proactiveness, entrepreneurial innovativeness, calculated risk-taking, consumer intensity, opportunity focus and resource leveraging (Olannye & Eromafuru, 2016).

Relating the above to business sustainability, most small scale enterprises lack the understanding and application of entrepreneurial marketing concepts. Most Nigerian business owners equate entrepreneurial marketing to selling and this is reflected in their various dysfunctional business behaviours against customer satisfaction and good business marketing orientation (Ogechukwu, 2018). They lack the knowledge and competencies of basic entrepreneurial marketing ingredients. The outcome of this is poor quality products, unawareness of competition, poor promotion, poor distribution and poor pricing methods. It is against this background that this study was undertaken to investigate entrepreneurial marketing and business sustainability in Bayelsa State.

Statement of the Problem

Undeniably, the rise in the establishment of many entrepreneurial ventures in Nigeria especially in Bayelsa State has escalated competition among the entrepreneurs. The stiff competition in Nigerian small and medium scale enterprises has made the business owners, managers and other stakeholders in the entrepreneurial businesses look for survival strategies. Besides, conventional marketing practices appear not to be effective for entrepreneurial firms. Unfortunately, it is not news that firms face unique problems, which affect their performance in terms of growth and profitability and hence diminish their ability to contribute effectively to the sustainable development of Nigeria.

Regrettably, many entrepreneurs in Nigeria have several problems that lead to their inefficiency and even business failures. Unfortunately, many firms have problems ranging from not having enough customers, financial constraints, poor sales, low-quality products, little innovation and so on. Apparently, many ventures also operate in a very turbulent environment of increased risk and diminishing ability to forecast traditional marketing. The inability of business owners to unlearn the traditional ways of doing things and also to replace them with new thinking that not only incorporates change but also creates necessary changes in the marketplace. Although extant research have reported that many entrepreneurs and business owners do not position themselves well to spot and utilise unique opportunities.

Consequently, entrepreneurial marketing has been presented in the entrepreneurial business as a survival strategy that will lead to the sustainable development of entrepreneurial ventures in Nigeria. Notwithstanding that, a number of studies have been conducted on entrepreneurial marketing and the survival of entrepreneurial firms mostly in advanced nations but scanty literature still exists in South-South Nigeria. Therefore, it is against this backdrop that this study sought to fill the gap by examining entrepreneurial marketing and business sustainability in Bayelsa State in order to contribute to knowledge.



Purpose of the Study

The main purpose of the study was to investigate entrepreneurial marketing and business sustainability in Bayelsa State. Specifically, the study was designed to

1. Investigate the extent to which entrepreneurial proactiveness relates to business sustainability in Bayelsa State.
2. Assess the extent to which entrepreneurial innovativeness relates to business sustainability in Bayelsa State.
3. Determine the extent to which calculated risk-taking relates to business sustainability in Bayelsa State

Research Questions

The following research question guided the study.

1. To what extent does entrepreneurial proactiveness relate to business sustainability in Bayelsa State?
2. To what extent does entrepreneurial innovativeness relate to business sustainability in Bayelsa State?
3. To what extent does calculated risk-taking relate to business sustainability in Bayelsa State

Hypotheses

The following hypotheses are formulated to guide this study and were tested at 0.05 alpha level of significance.

1. There is no significant difference in the mean rating of male and female respondents on the extent entrepreneurial proactiveness relates to business sustainability in Bayelsa State.
2. There is no significant difference in the mean rating of male and female respondents on the extent entrepreneurial innovativeness relates to business sustainability in Bayelsa State.
3. There is no significant difference in the mean rating of male and female respondents on the extent calculated risk-taking relates to business sustainability in Bayelsa State



LITERATURE REVIEW

Entrepreneurial Proactiveness and Business Sustainability

Proactivity is a behavioural conduct that exhibits a relatively stable tendency in order to influence environmental change (Bateman & Crant, 2020). It reflects an entrepreneurial willingness to dominate competitors through a combination of proactive and aggressive moves. Proactivity entails defining your goals and your future and arriving there as planned (Mugambi et al., 2017). Proactiveness is a state of mind largely driven by one's consciousness, to sustain a vision, fulfil a mission, attain a challenging goal and achieve defined objectives. It is a determination to excel in one's own chosen field and to pursue and attain one's own goal largely defined by one. It can also be seen as the alertness of the firm. Entrepreneurial proactiveness is when an enterprise has insights that other ventures do not have. It is the recognition of the company's opportunity. In addition, entrepreneurial proactiveness depends on the attractiveness of the available opportunities and the ability of the firm to harness it once it is perceived (Kirzner, 1997). It entails the knowledge of coordinating inputs at below market value and converting the inputs into outputs of high performance. This makes the proactive company focus on the past, the present and the future (Mehran & Morteza., 2020). It prepares a business venture around a unique product, service or process. It is the willingness to take up opportunities that will yield profits (John, 2022). Furthermore, a company is proactive if it searches for market opportunities and also carries out experimentation with the hope of changing environmental trends.

Entrepreneurial Innovativeness and Business Sustainability

Entrepreneurial innovativeness is the tendency by an enterprise to employ and support new ideas, experimentations, creative processes and novelty that may create new services, products or advanced technological processes (Mehran & Morteza, 2020). It refers to a firm's tendency to engage in creative processes, experimentations of new ideas which may result in the institution of new methods of production and bringing new product to current or new markets. Innovation as a marketing action, involves ability to bring a new level of quality to the products, services, processes and opportunities to lead a company on new markets (Mohammed, 2021). There are different degrees of successful innovative actions of companies in a market. It can be the highly innovative new market or incremental market maker. The difference between the two dimensions is that market creator has to produce completely new solutions for the customer while market maker can just follow already existing customer relations and use market knowledge. Innovation makes the firm to concentrate on new ideas that lead to new markets, products or processes. Indisputably, the extent to which an organization emphasizes innovation in its market actions can range from the highly innovative new market creator to the incremental market builder (Becherer et al., 2018). Innovativeness facilitates changes as well as creative behaviors which enhance active exchange of ideas, increase information flows and novelty in new product development



Entrepreneurial Calculated Risk-Taking

Calculated risk-taking entails the willingness of using large resources to exploit lofty opportunities using business strategies (Janet & Ngugi, 2020). In spite of the fact that the consequences of risk taking can sometimes be catastrophic, entrepreneurs should continue to take calculated risk for him/her to progress. Risk taking entails involving in actions or decisions when the consequences or probabilities of outcomes are not known or partially known. The success of most enterprises depends on the capabilities of the entrepreneurs to evaluate risks and decide which path to pursue. Uncertainty has two component, risks and ambiguity. Perhaps, decision makers tend to see more opportunities in high risky situations. Decision makers are strongly encouraged to take calculated risk, as incorrect decision may bring a venture or an enterprise down. Moreover, it is important to understand the flip side of risk taking. Undoubtedly, risk taking has its benefit, but there are several factors which must be taken into account before leaping into the uncertainty. First, the decision should be based on accurate information. Thus, when a risk taker takes into account all the factors acknowledging the potential risk of failure, it is a calculated risk, as opposed to a complete lack of knowledge of risk factors. With respect to risk taking propensity, Taylor found that high risk takers make more rapid decision based on less information but tend to process information unhurriedly.

Business Sustainability

Sustainability refers to the development which satisfies the present consumer needs without threatening future generations' opportunities to satisfy their own needs . Firms that appreciate that the businesses they run do not operate in a vacuum, and are able to nurture the environment that support them, stand to build a high rapport with customers. These firms are in a better position to manage the innovation processes within their enterprises and run less risk of being outpaced by competitors (Yiu, Grant, & Edgar, 2017). The term sustainability is used to indicate programs, initiatives and actions by an entrepreneur aimed at the preservation of a particular resource. Extant literature indicated that there are four pillars of sustainability namely; human, social, economic and environmental. Human sustainability aims to maintain and improve the human capital in the society. An enterprise will view itself as a member of society and promote business values that respect human capital. Human sustainability focuses on the importance of persons involved in the making of products (Benn et al., 2020). It encompasses the development of skills and human capacity to support the functions and sustainability of the firm and to promote the wellbeing of society. Social sustainability aims to preserve social capital by investing and creating services that constitute the framework of our society. Social sustainability focuses on maintaining and improving social quality with concepts such as cohesion, reciprocity and honesty and the importance of relationships amongst people. Interestingly, economic sustainability aims to maintain the capital intact and also improve the standard of living. It entails efficient use of assets to maintain company profitability over time . Environmental sustainability aims to improve human welfare through the protection of natural capital. In addition, environmental sustainability according to Kilenthong, et al. (2020) places emphasis on how an entrepreneur can achieve positive economic outcomes without doing any harm to the environment. Sustainability can be seen as achieving the goals of the firm and maximizing the wellbeing of the entrepreneur in the long-run.



METHODOLOGY

The study adopts a descriptive survey design in its organization. The target population of this study consists of entrepreneurs and employees of the fifteen selected small scale businesses under investigation in Yenagoa Bayelsa state. The population size is 900 (source: field survey, 2022). Taro Yamane formula was used to arrived at the sample size of 200. A purposive sampling method was adopted. The main research instrument was a structural questionnaire, which consist of 15 item questions on a 4 point rating scale titled “ Entrepreneurial Marketing and Business Sustainability Questionnaire (EMBSQ). The response options were: Very High Extent, High Extent, Low Extent and Very Low Extent. The research instrument was given to three experts in the Department of Business Education of Ignatius Ajuru University of Education Port Harcourt for face validation. The experts were requested to read through the instrument, vet the items for clarity, relevance and suitability. The inputs and corrections from these were incorporated into the final copy of the questionnaire. The reliability of the instrument was ascertained using Cronbach Alpha Reliability method. After the analysis, a reliability coefficient index of 0.78 was obtained which deemed the instrument highly reliable. Data were collected through the administration of questionnaire by the researcher. The questionnaire was collected from the respondents immediately after completion to avoid some of it missing out. To analyze the data collected, the mean and standard deviation was used. For decision rule, the mean score, we add the four rating scale and divide by 4, $4 + 3 + 2 + 1 = 10/4 = 2.50$. Mean responses of 2.50 and above was considered needed while any mean responses below 2.50 was considered not needed. the hypotheses was tested using the t-test at 0.05 alpha level of significance. The decision rule is as follows: accept the null hypothesis if the p-value is greater than 0.05 the research stipulated level of significance (5%). Or accept the alternative hypothesis if the p-value is less than 0.05 the research stipulated level of significance (5%). Otherwise, reject.

DATA PRESENTATION

Research Question 1: To what extent does entrepreneurial proactiveness relate to business sustainability in Bayelsa State?

Table 1: Mean responses and standard deviation of the respondents on the extent entrepreneurial proactiveness relate to business sustainability in Bayelsa State (N = 200)

S/No	Items	Mean	SD	Decision
1	A strong proactive behavior gives SMEs the ability to anticipate needs.	3.29	0.75	High Extent
2	Entrepreneurial proactiveness leads to enhanced firm performance.	3.38	0.56	High Extent
3	Entrepreneurial proactiveness enables the introduction of new products and brands.	3.21	0.72	High Extent
4	Proactiveness influences environmental change of a firm.	3.47	0.63	High Extent



5	Proactivity helps in achieving entrepreneurial business goals.	3.20	0.48	High Extent
	Grand Mean	3.45	0.58	

The information analyzed in table 1; show that all the items regarding the extent entrepreneurial proactiveness relate to business sustainability in Bayelsa State are to high extent. Therefore, since the weighted mean is 3.45 and the standard deviation of 0.58 which is within the boundary limit of high extent, this shows that the respondent agreed that entrepreneurial proactiveness relate to business sustainability in Bayelsa State to high extent.

Research Question 2: To what extent does entrepreneurial innovativeness relate to business sustainability in Bayelsa State?

Table 2: Mean responses and standard deviation of the respondents on the extent entrepreneurial innovativeness relate to business sustainability in Bayelsa State (N = 200)

S/No	Items	Mean	SD	Decision
6	Entrepreneurial changes in business activity creates an environment conducive for further change.	3.24	0.16	High Extent
7	Adequate facilities promote change and creative behaviours.	3.25	0.20	High Extent
8	Entrepreneurship is a creative activity.	3.39	0.11	High Extent
9	Innovation involves new ideas that helps the firm exhibits its uniqueness..	3.38	0.46	High Extent
10	Entrepreneurs should be quick to adapt to new changes.	3.19	0.75	High Extent
	Grand Mean	3.28	0.56	

The information analyzed in table 2; show that all the items regarding the extent entrepreneurial innovations relate to business sustainability in Bayelsa State are to high extent. Therefore, since the weighted mean is 3.28 and the standard deviation of 0.56 which is within the boundary limit of high extent, this shows that the respondent agreed that entrepreneurial innovativeness relate to business sustainability in Bayelsa State to high extent.

Research Question 3: To what extent does calculated risk taking relate to business sustainability in Bayelsa State?



Table 2: Mean responses and standard deviation of the respondents on the extent calculated risk taking relate to business sustainability in Bayelsa State (N = 200)

S/No	Items	Mean	SD	Decision
11	The success of most enterprises depends on the ability of an entrepreneur to evaluate risks.	3.00	0.64	High Extent
12	An entrepreneur previous success propels him to take more calculated risks.	2.14	0.74	High Extent
13	Entrepreneur hopes on favorable outcomes.	3.33	0.68	High Extent
14	An entrepreneur is optimistic over uncertainty.	3.01	0.67	High Extent
15	High risk taker makes a wise and profitable decisions.	2.88	0.80	High Extent
Grand Mean		3.05	0.69	

The information analyzed in table 3; show that all the items regarding the extent calculated risk taking relate to business sustainability in Bayelsa State are to high extent. Therefore, since the weighted mean is 3.05 and the standard deviation of 0.69 which is within the boundary limit of high extent, this shows that the respondent agreed that calculated risk taking relate to business sustainability in Bayelsa State to high extent.

Test of Hypotheses

H₀₁: There is no significant difference in the mean rating of male and female respondents on the extent entrepreneurial proactiveness relate to business sustainability in Bayelsa State.

Table 4: Two-tailed t-test of difference between male and female respondents on the extent entrepreneurial proactiveness relate to business sustainability in Bayelsa State.

Respondents	N	Mean	Std	Df	level of sig	t-cal	t-crit	Decision
Male	120	3.36	0.59	198	0.05	1.52	1.98	accepted
Female	80	3,07	0.51					

In Table 4, since the calculated value of t-(1.52) at 198 degree of freedom is lesser than the critical value of t- (1.98), the null hypothesis is therefore accepted or upheld. Table 4 shows that there is no significant difference in the responses of male and female entrepreneurs on the extent entrepreneurial proactiveness relate to business sustainability in Bayelsa State. This means that male and female entrepreneurs responses on the extent to which entrepreneurial proactiveness relate to business sustainability in Bayelsa State are the same or similar



Ho2: There is no significant difference in the mean rating of male and female respondents on the extent entrepreneurial innovativeness relate to business sustainability in Bayelsa State.

Table 5: Two-tailed t-test of difference between male and female respondents on the extent entrepreneurial innovativeness relate to business sustainability in Bayelsa State.

Respondents	N	Mean	Std	Df	level of sig	t-cal	t-crit	Decision
Male	10	3.10	0.62	198	0.05	1.68	1.98	accepted
Female	80	3,08	0.55					

In Table 5, since the calculated value of t-(1.68) at 198 degree of freedom is lesser than the critical value of t- (1.98), the null hypothesis is therefore accepted or upheld. Table 5 shows that there is no significant difference in the responses of male and female entrepreneurs on the extent entrepreneurial innovativeness relate to business sustainability in Bayelsa State. This means that male and female entrepreneurs responses on the extent to which entrepreneurial innovativeness relate to business sustainability in Bayelsa State are the same or similar.

Ho3: There is no significant difference in the mean rating of male and female respondents on the extent calculated risk taking relate to business sustainability in Bayelsa State

Table 6: Two-tailed t-test of difference between male and female respondents on the extent calculated risk taking relate to business sustainability in Bayelsa State

Respondents	N	Mean	Std	Df	level of sig	t-cal	t-crit	Decision
Male	120	3.39	0.72	198	0.05	1.72	1.98	accepted
Female	80	3,20	0.65					

In Table 6, since the calculated value of t-(1.72) at 198 degree of freedom is lesser than the critical value of t- (1.98), the null hypothesis is therefore accepted or upheld. Table 6 shows that there is no significant difference in the responses of male and female entrepreneurs on the extent calculated risk taking relate to business sustainability in Bayelsa State. This means that male and female entrepreneurs responses on the extent to which calculated risk taking relate to business sustainability in Bayelsa State are the same or similar.



DISCUSSION OF RESULT

The finding of research question one shows that entrepreneurial proactiveness relate to business sustainability in Bayelsa State to high extent. This could be that a strong proactive behavior gives businesses the ability to anticipate needs, entrepreneurial proactiveness leads to enhanced firm performance and that entrepreneurial proactiveness enables the introduction of new products and brands. All these greatly enhances business sustainability. The finding is in agreement with Mugambi et al. (2017) that entrepreneurial proactiveness reflects entrepreneurial willingness to dominate competitors through a combination of proactive and aggressive moves hence entails defining your goals and your future and arriving there as planned for business suability. He finding also revealed that proactiveness influence environmental change for the business which helps in achieving entrepreneurial goals of the business for sustainability. He finding is in accordance with Mehran & Morteza. (2020) that entrepreneurial proactiveness led to knowledge of coordinating inputs at below market value and converting the inputs into outputs of high performance. This makes the proactive company to focus on the past, the present and the future.

The result of the study from research question two showed that entrepreneurial innovativeness relate to business sustainability in Bayelsa State to high extent. This finding could be that the respondents agreed that entrepreneurial changes in business activity creates an environment conducive for further change, adequate facilities promote change and creative behaviours, entrepreneurship is a creative activity, innovation involves new ideas that helps the firm exhibits its uniqueness and that entrepreneurs should be quick to adapt to new changes. This finding is in line with Mehran & Morteza. (2020) that innovativeness is the tendency by an enterprise to employ and support new ideas, experimentations, creative processes and novelty that may create new services, products or advanced technological processes. Hence, Innovation as a marketing action, involves ability to bring a new level of quality to the products, services, processes and opportunities to lead a company on new markets (Mohammed, 2021).

Result of the study from the analyzed on research question three showed that calculated risk taking relate to business sustainability in Bayelsa State to high extent. This fin findings could be as a result of the fact that the success of most enterprises depends on the ability of an entrepreneur to evaluate risks, an entrepreneur previous success propels him to take more calculated risks, entrepreneur hopes on favorable outcomes, an entrepreneur is optimistic over uncertainty and that high risk taker makes a wise and profitable decisions. This finding is in agreement with Janet & Ngugi, (2020) that calculated risk-taking entails the willingness of using large resources to exploit lofty opportunities using business strategies for business sustainability. Therefore, in spite of the fact that the consequences of risk taking can sometimes be catastrophic, entrepreneurs should continue to take calculated risk for him/her to progress and sustain the business operation.

The result of the hypotheses indicates that there is no significant difference in the responses of male and female entrepreneurs on the extent to which entrepreneurial proactiveness, innovativeness and calculated risk taking relate to business sustainability in Bayelsa State.



CONCLUSION

The study concludes that entrepreneurial proactiveness enhances sustainability of business. Entrepreneurial innovativeness has a significant and positive influence on the sustainability of business. Calculated risk taking has costively enhance business sustainability in Bayelsa State. Conclusively, entrepreneurs in Bayelsa State should be more creative and innovative so as to provoke and recognize opportunities in order to produce unique products in distinctive markets using unique strategies. Hence, entrepreneurial marketing dimensions adopted for entrepreneurial ventures are very important and indispensable for the sustainability of the business.

RECOMMENDATIONS

Based on the findings of the study it was recommended that:

1. Entrepreneurial proactiveness should be propagated and encouraged as it seeks novel ways in creating value for the customers.
2. Entrepreneurs should continue to invest on innovation that yielded positive and significant influences toward the sustainability of business in Bayelsa State of Nigeria.
3. Entrepreneurs should be educated on calculated risk taking as this will help them in taking wise decision in the place of uncertainty for business sustainability.

REFERENCES

- Becherer, R. C., Haynes, P. J., & Helmes, M.M. (2016). An exploratory investigation of entrepreneurial marketing in SMEs.
- Becherer, R.C., Helmes, M.M., & Mc.Donald, J.P. (2020). The effect of entrepreneurial marketing on outcome goals in small and medium scale enterprises. *New England Journal of Entrepreneurship*, 15(1),1-7. Doi: 10.1108/NEJE-15-01-2012-B001
- Collinson, E. & Shaw, E. (2021). Entrepreneurial marketing: a historical perspective on development and practice
- Hills, G.E., Hultman, C.M. & Kraus, S. & Schuite, R. (2016). History, theory and evidence of entrepreneurial marketing: an overview
- Janet, M. & Ngugi, K. (2020). Influence of entrepreneurial marketing on the growth of smes in Kiambu Town, Kenya. *European Journal of Business Management*, 1(11), 61-377.
- John, P. (2022). Effect of entrepreneurial marketing on outcome goals in SMEs” *New England Journal of Entrepreneurship*, 15(1), available at: <http://digitalcomonons.sacredheart.edu/neje/vol15/iss/3>.
- Ionita, D. (2016). Entrepreneurial marketing: a new approach for challenging times. *Journal of Management and Marketing*, 7(1), 131-150.
- Kilenthong, P., Hills, G.E., & Hutman, C.M. (2020). Entrepreneurial marketing and its antecedent: an empirical investigation of the role of entrepreneurial orientation. *Journal of Sustainable Global Market*.
- Kotler, P. (2015). *Marketing management*. India, Prentice-hall millennium publication



- Kirzner, I.M: (1973). *Competition and entrepreneurship*, University of Chicago Press, Chicago
- Mehran, R. & Morteza, K. (2020). Prioritization of entrepreneurial marketing dimensions: A case of in higher education Institutions by using entropy. *Interdisciplinary Journal of Contemporary Research in Business*, 4 (12); 297-306
- Mohammed, A. (2021). Market orientation and business performance among SMEs in Ghana: *Journal of International Business Research*, 4(1). www.ccsenet.org/ibr
- Mugambi, E.N. & Winifred, N. & Karugu, W.N. (2017). Effect of entrepreneurial marketing on performance of real estate enterprises: a case of Optiven Limited in Nairobi, Kenya. *International Academic Journal of Innovation, Leadership and Entrepreneurship*, 2(1), 26-45
- Olannye, A.P., & Eromafuru, E. (2016). The dimensions of entrepreneurial marketing on the performance of fast food restaurants in Asaba, Delta State, Nigeria. *Journal of Emerging Trends in Economics and Management Sciences*, 7(3),137-146.
- Ogechukwu, A. D., (2018). Small and medium scale enterprise (SMEs) in Nigeria. The Marketing Interface. *Global Journal of Management and Business Research*, 13(9): 1-12
- Onita, U & Owhoeke, G. N. (2021). *Nigerian marketing system and commercial policy*. Basjos printing press.
- Panama, A.E. & Ayodele, A.A. (2020). Entrepreneurial marketing dimensions and market performance of small and medium scaled enterprises in Niger Delta, Nigeria. *International Journal of Small Business and Entrepreneurship Research*, 8(2), 43-58.
- Pitsamorn, K., Hills, G. and Hutman, C. (2016). Entrepreneurial marketing and its antecedent: an empirical investigation of the role of entrepreneurial orientation. *Development in Marketing Science*, Proceedings of the Academy of Marketing Science, 266.
- Stoke, D. (2020). Entrepreneurial marketing: a conceptualization from qualitative research. *Quantitative Market Research*, 3(1), 47-54.