

Analysing Trends in Educational Marketing in Nigeria (A case study of Federal Polytechnic, Orogun, Delta State)

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Abstract

This study on analysing trends in Educational Marketing is written to examine the extent to which educational marketing influences performance of the educational sector. The study used a descriptive research survey design, the study carried out a Pilot study using a test-retest method and tested using Cronbach alpha coefficient to determine the reliability of the research instrument which yielded 0.88. The researchers adopted the Godden sample size formula to obtain the view of respondents using 27 items structured questionnaire designed in a 5 points Likert scale. The analytical tools used were descriptive and inferential statistics and the hypotheses tested using simple linear regression. Finding of the study revealed that there is a significant positive relationship between customised service and patronage ($r = .0866$, $p\text{-value} < 0.0$), there is a significant positive relationship between prices and customers retention ($r = .0832$, $p\text{-value} < 0.0$), there is a significant positive relationship between promotion and performance ($r = .0896$, $p\text{-value} < 0.0$). Based on the findings, the study concludes that trends in educational marketing in Nigeria revealing significant insights into the country's education sector. The study therefore recommends that for educational Institutions particularly the "Federal Polytechnic Orogun, Delta State, Nigeria should develop targeted marketing strategies focusing on specific demographic and student segments.

Keywords: Trend, Educational, Marketing, Nigeria

Introduction

Higher education institutions play an important role for economic development. The programmes that will be developed for Federal Polytechnic, Orogun should be highly competitive conscious because of the many sizes of quality, technology, service and highly prepared resources that become critical factors of success of educational marketing globally. Educational institutions need to know their reality, compare it with that of other competitors and analyze it over to see how they can offer something different and in a better way than that of the competitors (Salines & Martins et. al 2006, Uchenna & Audu, 2021).

Westerland and Leminen (2018), Watson et al (2019), behind any marketing effort, there is an underlying motive to build a long-term relationship with the customers students, their parents) retention of this customers is also paramount to the Polytechnic of Federal Polytechnic, Orogun as it depends on our ability to meeting expressed and unexpressed needs (designs, aspirations) of the student who are our customers. All these will require building of very careful relationships through friendly but pleasant engagements and transparent and very fruitful communications (Sanjib et. al 2021, Uchenna & Audu, 2022).

Education marketing is all about educating potential customers on specific topics or industries that can guide their purchasing decisions and about the value of the results they get from

using your product or service. Education marketing is a way to approach your content marketing strategy. Specifically, it's about moving leads further to the sales funnel and creating content that focuses on education about the service, rather than promoting sales.

According to Clementina (2021), Nzewi and Audu (2023) educational institutions are undergoing a process of change that maybe too fast for their institutional times. However, it is necessary that the people in charge assume the real usefulness of new tools that, like marketing, help to improve institutional management and contribute to the process of change.

From the new institutional perspective, schools must recognize that:

- a) Educational marketing is complementary to efficient administrative management.
- b) There are limitations to the use of marketing by educational establishments, especially informal education.
- c) There is limited knowledge of marketing by educational institutions and its correct application.
- d) There is a difference between minimal marketing, balanced marketing, and commercial marketing.
- e) In educational institutions there are different cultural structures, history and purposes.
- f) It is necessary to evaluate administrative and organizational decisions within the framework of ethics.
- g) It is necessary for managers to understand the need for training in marketing and educational management.
- h) It is necessary to understand that today the educational institution must incorporate marketing as a process and designate a person in charge of the area at the service of the community.

Educational marketing is the strategic tool of management, carried out by educational institutions (at all levels or school grades) and that allows satisfying personal development. Needs for the acquisition of new knowledge, through the marketing (exchange and sale) of a service, directly or indirectly (face-to-face or virtual). Likewise, educational marketing is the process of researching social needs, to develop educational services tending to satisfy them, according to their perceived value, distributed in time and place and ethically promoted to generate well-being among individuals and Organizations (Alhakimi et al, 2020, Malik & Audu, 2023).

Although it is true that educational marketing has gone through a series of complications, many institutions do not apply it 100%. According to AlManum et al (2018), educational marketing is atopic poorly addressed by some institutions; however, it is convenient to place it at the service of the growth process of higher education institutions. Thus, the importance of educational marketing increases significantly in the educational sector at all levels.

Educational marketing is the process of researching social needs, to develop educational services tending to satisfy them, according to their perceived value, distributed in time and place, and ethically promoted to generate well-being among individuals and organizations (Audita et al, 2022) educational marketing is the satisfaction of individual and social needs that allow quality educational services in a given time and place, creating value for the well-being of society.

Dushi et al, (2019), highlights that educational marketing is the fulfilment of the commercial action that guides the flow of the service, from the universities towards the consumers of the service to satisfy needs. Educational quality is one in which the results combine the quality of promise and quality of demand. "Strategy is a game plan for getting there" (James et al, 2021). Every business must design a strategy for achieving its goals, consisting of a complete marketing strategy. And this is carried out majorly by or through a marketing plan. A marketing plan is a written document that summarizes what the marketers has learned about the market place and indicates how the firm plans

to reach its marketing objectives (Wang et al, 2021 & Basha, 2019). It contains tactical guidelines for the marketing programmes and financial allocations over the planning period.

Marketing in itself is about identifying and meeting human and social needs. It is said to be “meeting needs profitability”. It is also seen as organizational function and a set of processes responsible for creating, communicating, and delivering value to customers and for managing customer relationships in a way that benefit the organization and its stakeholder. It is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer values (Isabella et. al, 2022).

The service sector globally attracts economic potentials considering its delivery to customers profitably. Thus, Educational Marketing forms part of the service sector and attract huge investment potentials as well as broadening socio-economic fortunes to the citizens and nation (James et al, 2012). Federal Polytechnic, Orogun has a lot of opportunities in terms of its market of the Educational Marketing owing to its strategic location. However, despite these potentials, the application of marketing strategies in terms of customized services, pricing, distribution and promotion need to be fully utilized thereby affecting the performance. Thus, these researches seek to examine the application of marketing strategies on the performance of Educational Marketing in Federal Polytechnic, Orogun. It is all geared towards delivering a higher standard of living (Haryonto et al, 2017; Nzewi & Audu, 2023).

The marketing strategies to be considered in this study include {but not limited to} product, price, promotion, place and marketing environment. And this involves the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical contemporary measures of performance such as cost, quality, and service and speed (Cheben, 2015). Strategy therefore is the determination of the basic long-term goals and objectives of an enterprise and the adoption of the causes of action and the allocation of basic and appropriate resources for carrying out these goals (Nabil, 2021).

Marketing is a dynamic and challenging activity that requires an understanding of both its principles and strategies (Maka & Leminen, 2018). Marketing practitioners in all sectors of the Nigerian economy must possess the requisite skills and the practical experiences of implementing marketing ideas, processes and techniques in the market place so as to gain sustainable competitive advantage. For a marketer to achieve marketing objectives more effectively and efficiently, the right blend of the marketing mix strategies has to be made at all the time. It is in realization of this that Hotel managers in the Educational Marketing have been devising several marketing mix strategies in a bid to better their offerings. The Educational Marketing provides services for people who are away from home regardless of whether it is for long or short periods of time. These services can vary according to the specific needs of both the person away from home and the organization operating those services (Baker et al, 2005). But in spite of these range of services the educational services in Nigeria have witness some performance failures over time as a result of poor implementation of marketing mix strategies. As some new schools are springing up, some fail while some survives; some others have been successful, expanding and succeeding (Taiwo et al, 2019).

The need to study the application of marketing mix strategies in hospitality business is pertinent to this study, to underpin the marketing strategies that best fit the organization for effective performance. The industry is important as it contributes to the growth of an economy by providing a lot of employment opportunities for the people, funding a large percentage of a country's Gross Domestic Product, thereby helping to raise the national income and by earning foreign currencies through the goods and services provided to foreign visitors, thus improving the balance of payments (Basha 2019).

Statement of the Problem

Marketing objective is a statement of what is to be accomplished through marketing activities and marketing strategy therefore, entails selecting target markets, setting marketing objectives and developing, implementing and managing (Malik & Audu, 2023). Marketing programmes positioning strategies. It builds competitive advantage by combining the customer influencing strategies of the firm or business unit into an array of market focused actions; and guide the organization and the employees or staff to gauge and focus on their performance (Audita et al, 2020).

The issue of location plays a significance influence on the educational marketing of Federal Polytechnic Orogun in Delta State, and this will undoubtedly affect the public responses to the communication to Federal Polytechnic, Orogun admissions Sought.

Inability to customize services: In mass marketing the seller engages in mass production, mass distribution, and mass promotion of one product for all buyers. But micro marketing delivers needs more at the level of segmentation, niches, local areas and individuals (Clementina et al, 2021). Peoples taste, culture, socialization levels, economic and psychographic variables differ.

Objectives of the Study

The main objective of this study is to investigate the factors that influence the application of marketing strategies and the performance of educational marketing in Nigeria, a case of Federal Polytechnic, Orogun. However, this study also seeks to achieve the following specific objectives;

- i. To determine whether customized services lead to increase patronage.
- ii. To determine the relationship between the prices charged and the customers retention.
- iii. To ascertain the extent to which promotion (personal selling, sales promotion, publicity, public relations, online retailing and advertising affect performance.

Hypotheses of the Study

H₁: There is no significant relationship between customised services and increased patronage.

H₂: There is no significant relationship between prices and customer retention.

H₃: There is no significant relationship between promotion and performance.

Conceptual Review

Marketing Mix

Marketing mix is considered the most famous phrase used in marketing which has been described as the element of marketing tactics (Sadiku-Dushi et al, 2019). It is the term used to describe the combination of the four inputs that constitute the core of a company's marketing system i.e., Product, Price, Place and Promotion. Some authors have attempted to extend its usefulness by proposing a seven P's, such as people, process and physical evidence (Wales et al, 2021). It is a set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. This are discussed below: Product: Uchenna and Audu (2022) defined product as a set of tangible and intangible attributes including packaging, colour test, price, manufacturer's prestige, retailer's prestige, as well as manufacturers and retailer services which the buyer may accept as offering wants satisfaction.

A product is anything offered to the market for attention, acquisition, use or consumption that might satisfy a want or need. Products can be physical objects, service, persons, organizations and ideas. Price: pricing is a very important element in the marketing mix for it is the only one which produces revenue (Basha, 2019). All the other parts of the marketing mix are cost-driven". **Price** is the term being used to describe money value of an item; it is the term expressed in any monetary

medium whereby the exchange occurs. Basha, (2019) suggested that, “consumers often use price as one of the inputs forming expectations when making purchase decisions”, while Kotler (1996) argued that pricing decisions tremendously impact on customers and play a significant role in building an image for the company.

Place: place is an element of the marketing mix which deals with how manufacturers distribute products to the consumers. The movement of goods and services from the manufacturer to the consumer is known as distribution (Zeinob et al,2022).

Promotion: promotion is one of the major forms of marketing communications, which include advertising, personal selling, sales promotion, and public relations (Audita et al, 2020). These are therefore referred to as the promotional mix. Most scholars have used different words at different times to connote promotion. Audita (2022) use the term “communication mix” rather than promotional mix, in the same context, while (Wang et al, 2021) use the term “communications” to represent company-wide communications rather than just marketing communications.

Research Methodology

The Research adopts a descriptive research survey technique. This method is adopted as survey research thus responses were collected and analyzed relying on empirical data. In addition, this study collected data through primary sources. The primary data obtained was through a structured questionnaire. The population of the study consists of all the observable units of analysis that are of importance to the research. Thus, the population size of this study comprises or consists of the people who resides at Asaba, Ugheli, Abraka and Wari in Delta State Nigeria; these majorly are the intending students and the guardian or parents or sponsors in this area. This population is infinite population and hence a pilot survey will be conducted on respondents.

And further description of the study area is that, the story will be limited to “Analysing trends in Educational Marketing in Nigeria, A case study of Federal Polytechnic, Orogun.

The data that was used for this research work is from both primary and secondary data. Information is also gathered from the internet as part of secondary data collection. The secondary data therefore came from already existing materials mostly Journals, government publication and bulletins, online survey reports among others.

Reliability of the Instrument

The Reliability of this study was carried out to determine the internal consistency of the instrument. Thus, Malik and Audu (2023) proposed that an instrument is deemed reliable if it gives similar outcomes under consistent circumstances. Furthermore, any coefficient of reliability that is up to 0.70 and above is considered reliable. To this end, in testing the reliability of the research instrument, the researchers carried out a pilot study by distributing questionnaires numbering twenty (20) to the respondents through the help of three trained research assistants; and the Cronbach Alpha coefficient measure of internal consistency was adopted. The reliability of the research instrument using the Cronbach alpha reliability test with the Statistical Package for Social Sciences (SPSS) yielded the result of 0.89 for items on independent variable, 0.87 for items on dependent variable thus giving the average reliability result of 0.88. The reliability result is shown in this table.

Table 1. Reliability Statistics

Proxies/ Independent Variable	Number of items	Cronbach Alpha
Independent variable	18	0.89
Dependent Variable	9	0.87

Source: SPSS statistical analysis

The table revealed that all the variables have Alpha Values above 0.70. Thus, in line with the submission of Malik and Audu (2023) the instrument is deemed reliable.

Data Analysis and Results

Table 2. Descriptive Statistics

	Mean	Std. Deviation	N
CS	3.76	1.23	344
PRI	3.23	1.15	344
PRO	3.56	1.26	344
PG	3.19	0.33	344
CR	3.37	1.45	344
PER	3.08	1.44	344

The table shows the selected scale mean lies within the accepted range; thus, they are of high extent and the researchers conclude that data obtained and analyzed is significant and reliable. Therefore, in order to ascertain the variability of the data the standard deviations of both variables were examined. The mean for customers service (CS) is 3.76 and the standard deviation is 1.23, the mean for price (P) is 3.23 and the standard deviation is 1.15, the mean for promotion (PR) is 3.56 and the standard deviation is 1.26, the mean for patronage (P) is 3.19 and the standard deviation is 0.33, the mean for customer retention (CR) is 3.37 and the standard deviation is 1.45 while that of performance (P) has the mean value of 3.08 and standard deviation of 1.44, hence all variables lies within the value of high extent as indicated by their corresponding means and standard deviations which are closely related.

Test of Hypotheses

The statistical decision rule of p- value states that the Null hypotheses should be accepted if P- value is greater than alpha value (i.e. level of significant which is 0.05) otherwise it should be rejected while the Alternative hypothesis is adopted.

H₁: There is no significant relationship between customised services and increased patronage.

Table 3. Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.866 ^a	.749	0.748		.32315

a. Predictors: (Constant), CS.

Source: Field survey, 2025

Table 3 reported that the change in patronage which is brought about by the change in customised service variables by 75% (.75) as indicated by the adjusted R² value. The independent variables explain 75% of the variability of the dependent variable.

Table 4. Fitness of the Model

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.023	1	28.023	11.325	.000 ^b
	Residual	13.322	343	.841		
	Total	41.435	344			

a. Dependent Variable: S

b. Predictors: (Constant), CS.

Source: Field survey, 2025

The *F*-ratio in table 4 shows that the variables of customised services statistically significantly predict patronage, $F(1, 343) = 11.325, p < .0005$ (this means that the regression model is a good fit of the data).

Table 5. Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	PSig.
		B	Std. Error	Beta		
1	(Constant)	.332	.023		1.242	.000
	CS	.263	.034	.023	1.231	.000

a. Dependent Variable: P

Table 5 shows that customised services ($B = 0.332$ S. E = 0.23, $t_{cal} = 1.242, p = 0.000, P < 0.05$). This implies that there is a significant positive relationship between customised services and patronage.

H₂: There is no significant relationship between prices and customer retention.

Table 6. Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.832 ^a	.699	0.68		.32175

a. Predictors: (Constant), CR.

Source: Field survey, 2025

Table 6 reported that the change in customer retention which is brought about by the change in prices variables by 70% (.699) as indicated by the adjusted R^2 value. The independent variables explain 70% of the variability of the dependent variable.

Table 7. Fitness of the Model

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.065	1	34.065	9.212	.000 ^b
	Residual	9.321	343	.752		
	Total	43.386	344			

a. Dependent Variable: CR

b. Predictors: (Constant), P.

Source: Field survey, 2025

The *F*-ratio in table 7 shows that the variables of price statistically significantly predict customer retention, $F(1, 343) = 9.212, p < .0005$ (this means that the regression model is a good fit of the data).

Table 8. Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	PSig.
		B	Std. Error	Beta		
1	(Constant)	.372	.021		1.229	.000
	CS	.232	.032	.026	1.226	.000

a. Dependent Variable: CR

Table 8 shows that prices ($B = 0.372$ S. E = 0.21, $t_{cal} = 1.229, p = 0.000, P < 0.05$). This implies that there is a significant positive relationship between prices and customer retention.

H₃: There is no significant relationship between promotion and performance.

Table 8. Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.896 ^a	.802	0.801		.223762

a. Predictors: (Constant), P.

Source: Field survey, 2025

Table 8 reported that the change in performance which is brought about by the change in performance variables by 80% (.802) as indicated by the adjusted R^2 value. The independent variables explain 80% of the variability of the dependent variable.

Table 9. Fitness of the Model

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.332	1	32.332	8.242	.000 ^b
	Residual	8.329	343	.432		
	Total	40.661	344			

a. Dependent Variable: PR

b. Predictors: (Constant), PER.

Source: Field survey, 2025

The *F*-ratio in table 9 shows that the variables of promotion statistically significantly predict performance, $F(1, 343) = 8.242, p < .0005$ (this means that the regression model is a good fit of the data).

Table 10. Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	PSig.
		B	Std. Error	Beta		
	(Constant)	.318	.031		1.952	.000
1	PR	.232	.034	.029	1.321	.000

a. Dependent Variable: PG

Table 10 shows that prices ($B = 0.318$ S.E = 0.31, $t_{cal} = 1.952, p = 0.000, P < 0.05$). This implies that there is a significant positive relationship between promotion and performance.

Conclusion

This study analyzed trends in educational marketing in Nigeria, revealing significant insights into the country's education sector. Key findings include: Increasing competition among educational institutions. Again, growing importance of digital marketing and the need for targeted marketing strategies. Furthermore, Influence of social media on student enrolment as well as limited budget allocation for marketing. The study highlights the importance of adopting innovative marketing strategies to attract students and stay competitive in the Nigerian education market.

Recommendations

For Educational Institutions particularly the “Federal Polytechnic Orogun, Delta State, Nigeria should develop targeted marketing strategies focusing on specific demographic and student segments. There should intensify Investment in digital marketing (social media, email, online advertising).

- i. Utilize data analytics to track marketing effectiveness.
- ii. Collaborate with influencers and educational stakeholders.
- iii. Allocate sufficient budget for marketing initiatives.

Policy Statement for “Federal Polytechnic Orogun, Delta State, Nigeria.”

- i. Establish clear guidelines for educational marketing.

- ii. Provide support for institutions to develop marketing capacity.
- iii. Encourage public-private partnerships for education marketing.
- iv. Foster a culture of innovation and entrepreneurship in education.

Suggestions For Future Research

- i. Investigate the impact of educational marketing on student outcomes.
- ii. Explore the role of technology in enhancing educational marketing.
- iii. Analyze the effectiveness of specific marketing channels (e.g., social media, outdoor advertising).
- iv. Examine the relationship between educational marketing and institutional reputation.

Implementation of Strategies

- i. Conduct workshops and training for educational marketers.
- ii. Develop a national educational marketing framework.
- iii. Establish a network of educational marketing professionals.
- iv. Monitor and evaluate the effectiveness of marketing initiatives.

By implementing these recommendations, “Federal Polytechnic Orogun, Delta State, Nigeria.” and other policymakers can enhance the effectiveness of educational marketing in Nigeria, ultimately improving student enrolment, retention, and overall education quality.

Study Limitations

This study was limited by its sample size and geographic scope. Future research should aim to expand the sample size and explore other regions of Nigeria.

Future Directions

This study provides a foundation for further research into educational marketing in Nigeria. Future studies can explore:

- i. Comparative analysis of public and private institutions' marketing strategies.
- ii. The impact of COVID-19 on educational marketing.
- iii. Exploring innovative marketing channels (e.g., ramifications, virtual reality).

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