

Effect of Social Responsibility Marketing on Performance of SMES in Abraka

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Abstract

This study examined social marketing responsibility and performance of SMEs in Abraka. The study adopted cross sectional research design method to determine the relationship between the independent and dependent variables of the study. The total target population was one hundred three (103) owners of selected SMEs in Abraka, Delta State. Data was collected using semi-structured questionnaire which is made of close-ended questions. The qualitative data was presented by use of tables and numeric frequencies. The gathered data was quantitatively analyzed by use of the Statistical Package for Social Science (SPSS). The data were analyzed with statistics including means, percentages and frequencies. Data interpretation was carried out within the reference frame of the study problem. Model of multiple regression analysis was utilized to establish the relationship between the independent and dependent variables. From the findings, the regression analysis findings indicated that the dimensions of evangelism marketing adopted in this study were significant on consumer purchase intention. From the findings, respondents agreed that constructs of social marketing responsibility have significant effect on performance of SMEs in Abraka, Delta State. The study concluded that social marketing responsibility is a predictor of performance of SMEs. The study recommended that organizations should take a bold step on investments and donate courteously to their business environment. This will increase goodwill, erect rugged bond between the company and her employees, customers and the host neighbourhood as a whole.

Key Word: social responsibility marketing, performance, social innovation, trade-fair, green marketing, performance, SMEs

INTRODUCTION

The latest modifications to marketing strategies, operations, and operational environments have left business organizations with a multitude of challenges. Consequently, there are serious concerns over the organizations' capacity to endure, win over the public, and accomplish their stated aims and objectives. Thus, the management of an organization is focused on efficiently handling these difficulties and managing the organization's activities to please business owners. Ehiedu and Imoagwu, (2022); Ehiedu,(2022). Ehiedu, (2022); Ehiedu, (2022); Siddig and Javed (2014) assert that social responsibility marketing is still a successful business strategy that aids organizations in both outperforming rivals and increasing their market share in the community. Stated differently, by focusing on both financial success and the extension of community welfare and development, a company can outperform its rivals in today's very competitive business market. Researchers have argued that by increasing performance measures like acceptability, market share, and profitability, SRM involvement gives companies a competitive edge over rivals with lower or less accepted social involvement in their working environment (Obiekwe&Nwaeke, 2019). Moreover, Dhaliwal (2019) contends that "engagement in corporate social responsibility (CSR) assists organizations in attaining comparatively higher levels of performance and reaping the advantages of lower owner equity costs." Nwachukwu (2017) asserts that the reason behind Nigeria's sluggish economic growth, high jobless rate, and fierce competition among businesses for clients is the poor performance of business organizations. One strategy employed by firms to prosper and function efficiently is participation in and disclosure of corporate social responsibility programs. Their ability to attract new customers and maintain a favourable public image is enhanced by this tactic, both of which boost organizational performance.

However, even with all of corporate social responsibility's benefits, Participation in social responsibility marketing improves an organization's financial success; claim Boafa and Kokuma (2016). The differing perspectives of many authors have also made it challenging to understand how social responsibility marketing affects how organizations operate. Thus, this study used an empirical methodology to examine the impact of social responsibility marketing on performance by focusing on the definitions, perspectives, benefits, and implications of social responsibility marketing for small company organizations in relation to their overall business domain. As organizations grow, the public's interest in their policies and actions increases due to their increased complexity. Laws that will eventually make it more difficult for these institutions to survive or the public's dissatisfaction of the way these organizations are run will eventually force society to compel them to conform to social demands. Furthermore, in a highly competitive environment, the public's opinion of the organization is quite important. Therefore, it is essential that businesses follow the law, file their taxes on time, provide wholesome products on a regular basis, and contribute to the creation or provision of fundamental social amenities (Baridam 1995; Aluko et al, 2014; Ehiedu, 2020; Ehiedu, 2020; Ehiedu, 2020; Obi, and Ehiedu, 2020; Okolie, and Ehiedu, 2023).

The aim of the research is to determine the impact of social responsibility marketing on the performance of small and medium-sized enterprises in Abraka Delta State. SMR techniques and programs have been the focus of several research studies conducted in a variety of industries, with consideration given to the scope of these programs and their impact on the overall performance of the companies. However, from the standpoint of the SMEs, they need more.

LITERATURE REVIEW

Concept of Social Marketing Responsibility

Social responsibility Marketing is an essential strategic component as many organisations try to navigate the quickly changing business environment. In order to make a profit, businesses must also build strong bonds with the community and produce high-quality items. CSR and associated business principles are now widely acknowledged business practices as a means of improving company image and brand equity (Ehiedu, 2021; Robbins & Coulter, 2017). No organisation can survive in isolation as society is the fundamental and necessary source of inputs for all organisations, which depend on a series of exchanges between her and its surroundings (Aluko, et al., 2021). These continuous interactions and exchanges between companies and their working environment have given rise to a broader set of obligations known as social responsibilities. These duties fall within both internal and external purview of the company (Obiekwe & Nwaeke, 2019; Ehiedu. and Brume-Ezewu, (2022; Ehiedu and Okorie, 2022; Ehiedu and Okorie, 2022).

Different Views of Social Responsibility

Regarding the concept of corporate social responsibility, public discourse has been dominated by two points of view. One side is the classical or solely economic viewpoint, while the other is the socio-economic perspective. Arguments Against the Traditional Theory: This viewpoint holds that management's only social responsibility is to maximise profit. A manager's primary responsibility, according to Friedman (2020), is to operate the business in the best interests of the company's investors, or its owners. Friedman claims that stockholders are just concerned with their financial gain. Furthermore, he contends that managers who decide to allocate the organization's resources to "social good" just increase operating costs. Conventional wisdom states that these costs will either be passed on to customers in the form of increased pricing or paid by stockholders in the form of a lower profit given as dividends. A company's responsibility, in Friedman's view, is to maximise profits for its owners.

The socio-economic viewpoints (views on social responsibility): According to the socio-economic viewpoint, management has a social obligation to protect and improve societal welfare that goes beyond financial benefit. This point of view is based on the notion that businesses are not independent entities that are only accountable to their shareholders. Furthermore, they are

accountable to the larger society, which provides support for these organisations through a range of legal frameworks and regulations (Robbins & Coutler, 2017). Aluko et al. (2014) assert that corporate organisations are either products of society as a whole or subsystems of it. Consequently, individuals should adhere to societal norms. They made the point that organisations exist because of society. In a society without society, organisations cannot exist. Furthermore, if society doesn't buy their products or services, production objectives and, consequently, profitability, will be compromised.

The Case for Social Responsibility

The three reasons Flippo and Musinga (2022) provided for social duty are as follows.

- i. Complementary activities, socially responsible behaviour, and the company's long-term financial interest. It makes logical to pursue these two objectives concurrently because they are not incompatible.
- ii. Companies won't make maximising profits their exclusive goal. Rather, levels that are considered adequate will be sought after based on multiple unique goals. Even if it could be true that profit comes first, objectives shouldn't be abandoned.
- iii. Companies will act responsibly towards the environment to the degree that they recognise dangers to the environment. Supervisors will assess the impact of each group and any risks to the smooth functioning of the organisation.

Carroll (2019); argues that in addition to their financial performance, businesses should also be evaluated on non-financial criteria. A company needs to do the following actions in order to fulfill its obligations as a good corporate citizen:

- i. Economic: Provide owners a fair return on their investment, expand the business's revenue and employment base, and promote innovation.
 - ii. Legal: Following the law at home.
 - iii. Ethical: To preserve morality, justice, equity, and respect for the rights of others while averting personal injury, harm to society, and harm from other people.
 - iv. Philanthropic: Engage in activities that advance the common good. The term "humanitarian" or "altruistic" is used by Lantos (2021); Lantos (2022) to describe this type of CSR and suggests that companies use it as a marketing tactic to enhance their brand image
- Social Responsibility Marketing within SMEs** Large enterprises were traditionally seen to be the purview of social responsibility. Nonetheless, because the SME sector affects the economy, the environment, and society on a global scale, there has been a surge in interest in the discussion and analysis of SME

practices and principles (Kechiche&Soparnot, 2022; Edeme, Eboh, Ehiedu, 2024; Ehiedu, 2018; Ehiedu, 2021; Ehiedu, (2020).

Additionally, considering the significance of the SME sector, their combined impact on the environment and society might be substantial (Kim & Bhalla, 2021; Oduro et al., 2022). This demonstrates how important it is to research social responsibility initiatives and how they affect small and medium-sized businesses. Prior research examined how SMEs perceived and understood the concepts of social responsibility and sustainability. The idea that SMEs were ignorant of social responsibility and its potential benefits led to this (Oduro et al., 2021). Since it has been shown in the literature that SMEs actively engage in social responsibility initiatives, research has increasingly focused on performance evaluation, environmentally friendly practices and behaviour, and the reporting and disclosure of SMEs (Oduro et al., 2021). The concept of social responsibility was originally put forth in the middle of the 1950s, despite the fact that scholars have recently been more interested in it (Carroll, 1999). Here, it was said that companies should take stakeholders into account and commit to objectives other than maximising profits. Bowen (1953) defined social responsibility as the foundation for making decisions and enacting laws that have the potential to improve society as a whole. Since the 1980s, social responsibility has been viewed as a management concern and needs to be integrated into an organization's daily operations, according to Rodriguez-Gomez et al. (2020). Following this, the concept of social duty began to take shape. Carrol (1991) introduced the "Pyramid of Social Responsibility," which states that companies have four main obligations: economic, legal, ethical, and charitable (Carroll, 2021). This illustrates how performance-driven internal and external motivators work together to motivate SMEs to adopt social responsibility programs.

Sigurdsson and Candi (2020) claim that the term "social innovation" is still lacking a clear definition and inclusion in the literature. The broadest definition of social innovation, as stated by Phillips et al. (2015), is "innovative activities and services that are motivated by the goal of meeting a social need." In a broader sense, Herrera (2015) defines social innovation as "a measurable, replicable initiative that uses a new concept or a new application of an existing concept to create shareholder and social value." Social innovations tackle a wide range of issues, such as health concerns, sustainable consumerism, and the creation of sustainable cities and communities (Eichler& Schwarz, 2019).

While social responsibility practices are mainly concentrated on philanthropic or general initiatives intended to overcome external restrictions and improve the reputation of enterprises, social innovation aims to co-create shareholder profit (Dionisio& de Vargas, 2020; Herrera, 2015). Consequently, social innovation aims to achieve environmental, social, and economic goals. The literature presents a variety of viewpoints on the connection between social innovation and social responsibility. Van der Have and Rubalcaba (2016) found that social responsibility motivates companies to develop by addressing societal problems instead of relying just on state-of-the-art

technology. Herrera (2015) claims that firms can integrate social responsibility through social innovation. Additional research indicates that there is a reciprocal relationship between social responsibility and innovation, meaning that both have an impact on the other. According to MacGregor and Fontrodona (2018), SMEs will either be driven by values or by the pursuit of value, with values being more strongly associated with the categories of "community" and "environment" and values being more closely associated with the categories of "employees," "supply chain," and "customers" in the context of CSR. They predict that value will drive the majority of SMEs, which also leads to a less risky and more sustainable strategy by closely analysing the supply chain, employee, and customer behaviours. which, in turn, motivates SMEs to grow with a social purpose? Consequently, social responsibility will most likely motivate companies to incorporate innovation that prioritizes meeting social and environmental requirements.

The concept of a trade exhibition

Comparable to trade shows, trade exhibits, or trade expos, trade fairs are organised by organisations to allow companies to display their newest goods and evaluate industry trends and prospects. According to Rahman (2013) Agbogun, and Ehiedu, (2022); Anuku, and Ehiedu, (2007); Eboh, Afinotan, Okonji, & Edeme, (2022); Ehiedu, (2020), these events involve marketing costs such as space rental, networking and telecommunications, display design and building, travel and housing, and attendee freebies. Trade show attendees cover these marketing costs in an effort to grow their customer bases and revenue.

Environmental Promotion

Influencing consumers' decisions during the purchasing process is one of marketing's main objectives. Marketing aims to influence and educate the public in addition to selling goods and services. Ecological marketing, environmental marketing, and sustainable marketing are other terms for "green marketing". Green marketing gained traction in the late 1980s and early 1990s after being used for the first time in the late 1970s (Yan & Yazdanifard, 2014). In order to satisfy the needs of both society and customers, green marketing refers to the strategy used by businesses to address environmental challenges by providing environmentally friendly goods and services (Soonthonsmai, 2017). At the moment, green marketing is thought to be a big trend in business (Kassaye, 2021). According to Misra and Sharma (2012), green marketing is a dynamic marketing strategy that includes a number of initiatives, including product revisions, eco-friendly production, fair-trade norms, and packaging. Marketers now recognise the need of green marketing due to the public's growing concerns about ecological degradation (Kinoti, 2021). The relevance of green marketing, according to McTaggart, Findlay, and Parkin (2015), is founded on economic theories, which contend that studying economics is a means of understanding how to make an effort to satisfy infinite wants with limited resources. Businesses will be able to address environmental issues through marketing strategies, products, and services in order to remain competitive, claims

Lozada (2020). Implementing green marketing involves five elements, according to Worthington and Patton (2015): financial incentives, stakeholder demand, regulations, resources, motivation, and knowledge.

Accountability on Social Media and the Performance of SMEs

The actual output or results (or aims and objectives) that an organization has reached can be referred to as performance. An organisation evaluates its performance by contrasting its objectives, targets, or proposition with those of its competitor. Performance is defined as "how corporation performs on contain criteria as profitability, market share, return on asset, and return on investment," by Emenike (2016). Put another way, an organization's profitability level, and market share in its industry, and asset and investment returns all affect how well it performs. According to Darrocha and Mcnaughton (2015), performance is a company's position in an industry relative to its rivals and the industry average. Performance, then, is the outcome of both an organization's and an individual's combined performance. Performance on an individual basis affects performance within the group (unit/department), which affects performance throughout the organization as a whole.

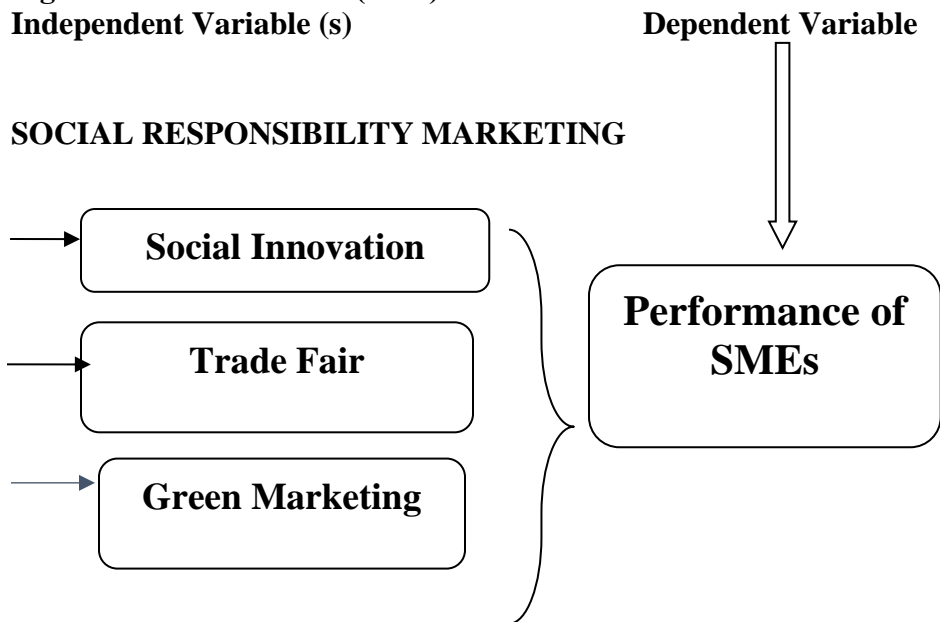
There are several strategies to operationalise performance, according to Scholam, Rose, and Krupp (2015). These approaches include "profitability, market share, return on assets or investment, changes in market share or profitability, and new product success." They also assessed customer loyalty, sales growth, and long-term survival. It is their contention that "corporate performance can be high or low, respectively, and therefore be satisfactory or unsatisfactory." The best possible output is produced with the least amount of effort when the human and material sides of production are combined, claims Drucker (2014). This is how corporate performance is defined. Chen et al. (2016) define organizational performance as the "transformation of inputs into outputs for achieving certain outcomes." Madanchian, Hussein, Noordin, and Teherdoost (2006) defined performance as the ability of an organization to accomplish its goals. Making a profit is essential for any kind of business. Making money is every company's primary goal. Without a profit, any business will have a very tough time surviving over the long term. The ability of business organizations to secure the financial resources required to maintain the human capital that drives the organization and to continue delivering goods and services in the most efficient manner is the primary driver behind their adoption of diverse business strategies to gain a competitive edge. Enekweet al. (2013) defines profit as an organization's ability to generate a positive return on the capital and labour invested in its activities. The goals of every business venture and revenue are what define profitability. Marianne (2013) argues that in a competitive business setting, a company's profitability is both its primary support system and the most pertinent indicator of its efficacy.

Conceptual Framework

The conceptual framework above is derived from the literary discussion on the relationship between management by objectives and organizational performance. The conceptual framework illustrates the presumptive relationship between the independent (moderating) and dependent variables. Trade exhibitions, social innovation, and green marketing are included as the independent variables in the framework. The performance of SMEs is the dependent variable.

The study's independent and dependent variables are shown below in the conceptual model.

Fig: Researcher's Model (2024)



Source: Researcher's conceptualization (2024)

Theoretical Review

This study is anchored on ethical theory (ET).

Theory of Ethics (ET)

Kant (1990) asserts, however, that the ethical theory holds that corporate entities have a moral duty to the individuals within their host community and to society as a whole, and that this one goal takes precedence over the business's quest of profit. The theory also emphasised that the management of organisations should treat all of its shareholders fairly and generously (Nasieku, Togun&Olubunmi, 2014). In light of this, the integration of an organization's CSR initiatives with its daily operations has been conceptualised as the ethical philosophy. This approach enables

organisations to treat their employees and the public fairly. An organisation may have a competitive advantage over other organisations if fairness, equity, and justice are applied. Additionally, it would allow businesses to be organised so that they serve the interests of owners and stakeholders alike and there is never a conflict of interest. This idea applies to this research because companies engage in charitable endeavours (green marketing). Most ethical theories, in general, aim to define or recommend what advocates of certain goods and services refer to as "right action" and "wrong action." Deontological and consequentialist theories comprise the majority of contemporary ethical views.

Empirical Review

The impact of corporate social responsibility (CSR) initiatives on the financial performance of small and medium-sized enterprises (SMEs) was investigated by Abriam, Belvistre, Denna, Inocencio, Lumaban, Hermosura, and Gaoat (2023), with a focus on the financial aspect rather than the CSR practices of larger industries. For this study, a cross-sectional descriptive survey design was adopted. Given that such a representative is a continuous employee with at least three years of service in the business, a sample of 77 wholesalers and retailers from Santiago City who are either proprietors or designated representatives of the business owner replied. According to the report, there is a significant positive correlation between SMEs' financial success and their CSR efforts, with CSR initiatives acting as a strategic tool to enhance business operations. It also implies that CSR does not result in financial gain but rather in participation in a range of economic, social, and environmental activities that have a major impact on the financial performance of SMEs in an indirect manner. The importance of CSR activities in SMEs' business plans is discussed in the paper, with an emphasis on how they can improve operations, financial performance, competitiveness, and revenue growth while also benefiting the business sector, the economy, and the environment.

In their 2023 study, Olorunnisola and Usman evaluate the impact of the corporate social responsibility disclosure index on the market value of specific sectoral sectors in Nigeria as well as the firm performance of these businesses. This research uses multi-phase sampling techniques. Using a logical technique and a quantitative approach, the research was grounded in pre-existing hypotheses and data from earlier studies. For this investigation, cross-sectional analysis, correlation regression panels, and descriptive statistics were used. According to the results, the most sensitive variable is CSR (mean = 69.7608) with a standard deviation of 11.7713. Leverage (LEV) has the second-highest mean = 55.0760 with a standard deviation of 182.3009, and SIZE (mean = 16.9473 with a standard deviation of 1.0996) suggests that corporate SIZE is also a significant factor in the study. On the other hand, return on equity (ROA) at the five percent significance level exhibits a positive correction of 0.4468 in the correlation statistics for return on asset (ROE). At the five percent significance level, TobinQ shows a positive correlation with ROE = 0.0842 and ROA = 0.5321, respectively. At the five percent significance level, CSR is negatively correlated with ROA = -0.0948*, ROE = -0.0760, and Tobin Q = -0.0734, in that order. The

correlations between SIZE and ROA = 0.0589, ROE = 0.0826, and CSR = 0.2449 are all positively significant. The results showed that, unlike businesses in developed economies, Nigerian companies have not yet made a significant use of corporate social responsibility (CSR) to enhance their performance. Nigerian businesses are therefore encouraged to focus more on being CSR responsible and look for ways that this can transfer to increased profit and improvement of their overall performances as part of the study's recommendation.

Obafemi and Ihunwo (2022) investigated the connection between corporate wellbeing and green marketing strategies in Nigerian food and beverage companies. Given its close ties to environmental preservation, green marketing is seen as a successful strategy for promoting goods, services, and business concepts. Twelve (12) food and beverage businesses located in Rivers State were the study's target audience, and sixty respondents were selected from the management of the sampled businesses. Primary data were gathered using a self-administered structured questionnaire. The Spearman Rank Order Correlation Coefficient Statistical Tool was then used to analyse the data and test the hypotheses with the help of Special Packages for Social Sciences (SPSS) version 20.0. The findings showed that innovativeness moderates the impact on green marketing practices and business wellness, but there is a significant and positive association between green marketing practices and business wellness of Nigerian food and beverage enterprises. The study's results support the paper's conclusion, which states that there is a strong correlation between corporate wellbeing and green marketing strategies. since a result, it advises Nigerian food and beverage companies to implement green marketing strategies, since doing so is anticipated to boost the company's competitive edge, improve customer relations, and result in the creation of new or improved products.

Egwuenu, Iyadi, and Olannye (2019) looked at how trade shows affected marketing outcomes in the manufacturing sector of Nigeria. A sample of 380 workers from a few chosen organisations in Lagos State was used for the study. The study design approach chosen was a cross-sectional survey, and the statistical instruments included multiple regression analysis, correlation, and simple percentages. According to the findings, trade shows had the most favourable impact on marketing performance. The study came to the conclusion that trade shows assist businesses in showcasing their goods and services, demonstrating and sharing technological advancements, know-how, and innovation; building and enhancing networks and commercial relationships with guests to create strategic alliances, increase market share, and share information. Therefore, it is advised that companies attend exhibitions only if they align with their entire strategy and help them achieve their goals.

THE RESEARCH METHODS.

Design of Research

For this study, the descriptive research design approach was employed since it helped the researcher evaluate customer opinion through the use of sample methods and questionnaires (Idogho, 2021). Because it works well for answering quantitative research questions such "who,

what, when, where, and how" in relation to a particular research topic, the descriptive research design approach was selected. Through direct contact, a subset or portion of the population of interest was contacted as part of the cross-sectional research design method.

Study Population

Customers of the chosen SMEs in Delta State (Delsu Bread/Water, Ogas Venture, Bosco Limited, and King Aslem Enterprises) make up the study's population because it is not feasible to investigate all of the chosen SMEs' clients in Abraka, Delta State, because of financial and geographic limitations. One hundred three (103) people were estimated to make up the total population from whom the study sample was recruited. These people were consumers of particular SMEs in Abraka, Delta State, as indicated below:

Showing the population of customers of Selected SMEs for the study.

S/N	Event/ Location	Frequency	Percentage (%)
1	Ekrejeta	16	15.5
2	Lucas Extention	21	20.3
3	Ivie Avenue	29	28.1
4	Ugbedi	37	36
Total		103	100

Source: Customers of Selected SMEs in Abraka (2024)

Sample Size

A sample is a proportion or subset of the population which is studied in place of the entire population based on the data obtained from the sample, generalizations or inferences about the population. For the purpose of this research, the appropriate number of representation of the population for the study was determined using the Taro Yamani sample size determination formula cited in Edeme (2022).

The analysis thus below:

$$n = \frac{N}{1 + N (e)^2}$$

Where n = sample size sought

e = level of significance

N = population size

Working reveals the desired sample size thus:

$$n = \frac{103}{1 + 103 (0.05)^2}$$

$$n = \frac{103}{1 + 103 (0.0025)}$$

$$n = \frac{103}{1 + 0.2575}$$

$$n = \frac{103}{1.2575} = 91$$

Sample size n = 91

Method of Sampling

To ensure that every participant had an equal chance of being chosen, the sampling strategy used in this study was simple random sampling (Yomere&Agbonifoh, 1999; Olannye, 2017). SRS works best when you have a complete population list in an accurate, readily accessible sample frame, ideally with more than a few hundred entries (Olannye, 2017).

Research Tool

The primary tool to be used in the data collection process was the questionnaire. A questionnaire is a tool used to collect information from respondents in order to help solve research problems, according to Olannye (2017). There are two sections on the questionnaire (A & B). Section B has additional questions about the performance of SMEs and the constructs of social marketing responsibility, whereas Section A asks questions about the respondents' profiles. The purpose of the covering letter and introductory letter was to encourage respondents to fill out the survey form honestly and completely (Yomere&Agbonifoh, 1999; Olannye, 2017). Five (5) point Likert-type items, ranging from 1-Strongly Disagree to 5-Strongly Agree, make up the questionnaire that was employed. Because it is especially useful for gauging attitudes towards an object or determining how an object is responding, it was appropriate for this study (Yomere&Agbonifoh, 1999; Olannye, 2017).

Validity

To determine whether the questionnaire's content is appropriate and pertinent to the study's goal, content validity was used. The researchers consult experts in the field of marketing research in order to estimate the content validity.

Reliability

Validity is concerned with an instrument's capacity to measure what it is intended to assess, reliability is the degree to which your data collection or analysis methods produced consistent results (Olannye, 2017). A test-retest methodology was employed in order to determine the instrument's reliability. This meant that two sets of scores had to be collected twice. The equipment was given to Abraka, Delta State, clients of the chosen SMEs. There was some similarity in the test results, which implies the validity of the questionnaire. The reliability of the model was measured and evaluated through the use of Cronbach's alpha (CA) based tests. According to Sekaran (2003), CA estimates the indicator intercorrelations, and a score of 0.7 or higher is considered appropriate.

Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	NO of Items
.821	.838	3

From the above table; a reliability coefficient of .868 and above, is higher and is acceptable, while the reliability coefficient of .6 and below shows poor reliability

Source of Data Collection

Primary data are original, unpublished data that are generally referred to as fresh data that are gathered straight from the field. The following techniques and instruments were employed to gather primary data: a questionnaire was utilised to get information from the workers of the chosen companies that were the subject of the inquiry. The study objectives specified in the first chapter served as the basis for developing the questionnaire.

On the other hand, secondary data is information that has already been gathered and may be published, such as university theses, periodic company reports, journals, periodicals, instructional books, and research initiatives.

Technique for Gathering Data

The likert scale questionnaire that was given to the members of the chosen sample was used to gather the primary data. Together with the instrument, the respondents received a covering letter explaining the goals of the study and guaranteeing the privacy of their answers. The purpose of the cover letter and introduction was to encourage survey participants to offer truthful and essential answers. Section A and Section B comprised the two sections of the structured questionnaire. The profile of the responder is in Section A, and the questionnaire about how social marketing responsibility affects SMEs' performance is in Section B. One likert-type question, with five possible answers ranging from 1 (strongly disagree) to 5 (strongly agree), makes up the questionnaire.

Method of Data Analysis

The study used statistical techniques for data analysis, such as regression analysis and descriptive statistics. Frequency distribution, measurements of central tendency (mean), and measures of variation (standard deviation) are all included in descriptive statistics. Tables with the results were displayed. Multiple regression analysis is the inferential statistical technique that will be employed. It was used to measure the statistical significance between the variables, ascertain the strength of the link between the variables, and ascertain the degree to which the independent variable explained changes in the dependent variable. Version 23 of the statistical package for social science (SPSS) program was used to use them.

The Statistical Package for Social Science (SPSS) version 25.0 will be utilised as the statistical program for data analysis.

PRESENTATION AND ANALYSIS OF DATA

The data analysis from the sampled consumers of chosen SMEs in Abraka, Delta State, is presented in this chapter. One hundred and one (101) copies of the one hundred and three (103) administered

sets of questionnaires were recovered. Only one hundred(100) of the eleven01 copies that were recovered were successfully filled and utilised for the analysis, representing 97.0%.

Analysis of Respondents Profile

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	66	34
Female	34	66
Total	100	100

Source: Analysis of field survey, 2024.

From the table 4.1 above, 34(34%) were female and 66(66%) were male. This indicates that the male respondents were more in number than the female respondents.

Table 4.2: Marital Status of Respondents

Gender	Frequency	Percentage (%)
Single	40	40
Married	30	30
Divorced	22	22
Separated	8	8
Total	100	100

Source: Field Survey, 2024.

The Marital status respondents table 4.2 above indicates the marital status of the respondents. It was observed that 40(40%) of the respondents were single, while 30(30%) were married, 22(22%) of the respondents were divorced, while 8(8%) were separated.

Table 4.3: Shop Experience of Respondents

Work Experiences	Frequency	Percentage (%)
1-5 years	15	15
6-10 years	30	30
11-15 years	25	25
16 years above	30	30
Total	100	100

Source: Field Survey, 2024

It shows from the above table 4.3 that 15(15%) of the respondents had 1-5 years shop experience, 30(30%) had 6-10 shop experience, 25(25%) had 11-15 shop experiences, while 30(30%) had 16 years above.

Table 4.4: Educational Background of Respondents

Educational Level	Frequency	Percentage (%)
SSCE	5	5
B.Sc./HND	50	50

MBA/MSc.	30	30
Others	15	15
Total	100	100

Source: Field Survey, 2024

It shows from the above Table 4.4 that 5(5%) of the respondents had SSCE, 50(50%) had either B.Sc./HND, 30(30%) had MBA/M.Sc. while 15(15%) possessed other certificates.

Analysis of other Research Data

This section focuses on the analysis of responses to the major research questions which were broken down into twelve (12) sub questions using the Likert scale of point 5. Specifically, they are analyzed using descriptive statistics.

Table 4.5: Social Innovation

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
1.	You are valued by the SMEs in the community	20	40	20	10	10
2.	bond with SME owners has bring better understanding into your business space	30	40	10	10	10
3.	The SMEs in Abraka have the capacity to solve compliant issues	40	40	5	5	10
4.	Relationship with SME owners has created a unique space for you to buy products	25	45	10	10	10

Source: Field Survey, 2024

Table 4.5 indicated you are valued by the SMEs in the community. Statement 1 shows that 60(60%) of the respondents agreed, 20(20%) were undecided and 20(20%) disagreed. In statement 2, bond with SME owners has bring better understanding into your business space, 70 (70%) were in agreement, 10(10%) were the undecided rates and 20(20%) were the disagreement rates. Statement 3, the SMEs in Abraka have the capacity to solve compliant issues 80(80%) of the respondents were in agreement, 5(5%) were undecided while 15(15%) were in disagreement. In statement 4, Relationship with SME owners has created a unique space for you to buy products, 70(70%) were in agreement, 10(10%) were undecided and 20(20%) disagreed.

Table 4.6: Trade Fair

S/N	Statements	Scale				
		SA 5	A 4	U 3	D 2	SD 1
5.	There is premise that enabled you to search for new products	20	40	20	10	10

6.	Trade fair has enabled you to educate customers about new market trends	30	40	10	10	10
7.	Trade fair hosted by SMEs has influenced product information and the expansion of trade transaction	40	40	5	5	10
8.	Trade fairs has enhanced the development of the product in Abraka	25	45	10	10	10

Source: Field Survey, 2024

Table 4.6: There is premise that enabled you to search for new products. Statement 5, shows that 65(65%) of the respondents agreed, 15(15%) were undecided and 20(20%) disagreed. In statement 6, Trade fair has enabled you to educate customers about new market trends, 80 (80%) were in agreement, 10(10%) were the undecided rates and 10(10%) were the disagreement rates. Statement 7, Trade fair hosted operations by SMEs has influenced product information and the expansion of trade transaction, 60(60%) of the respondents were in agreement, 10(10%) were undecided while 30(30%) were in disagreement. In statement 8, Trade fairs has enhanced the development of the product in Abraka, 50(50%) were in agreement, 15(15%) were undecided and 35 (35%) disagreed.

Table 4.7: Green Marketing

S/N	Statements	Scale				
		SA 5	A 4	U 3	D 2	SD 1
9.	<i>SMEs have raise awareness environmental issues about certain service you buy</i>	20	40	20	10	10
10.	<i>Owners of SMEs encourages consumers to make more sustainable choices</i>	30	40	10	10	10
11.	<i>Owners of SMEs has helped to build safer products and services</i>	40	40	5	5	10
12.	<i>Business owners have platforms for customers to access low product cost in Abraka</i>	25	45	10	10	10

Source: Field Survey, 2024

Table 4.7 indicated that *SMEs have raise awareness environmental issues about certain service you buy*. Statement 9, shows that 70(70%) of the respondents agreed, 10(10%) were undecided and 20(10%) disagreed. In statement 10, *owners of SMEs encourages consumers to make more sustainable choices*, 75(75%) were in agreement, 15(15%) were the undecided rates and 10(10%) were the disagreement rates. Statement 11, *owners of SMEs has helped to build safer products and services*, 60 (60%) of the respondents were in agreement, 15(15%) were undecided, while 25(25%) were in disagreement. In statement 12, *business owners have platforms for customers to access*

low product cost in Abraka, 70(70%) were in agreement, 10(10%) were undecided and 20 (20%) disagreed.

Table 4.8: Correlation Matrix between Studied Variables

		PFMCG	SI	TF	GM
PFSM	Pearson correlation	1			
	Sig. (2-tailed)				
	N	100			
SI	Pearson correlation	.234**	1		
	Sig. (2-tailed)	.000			
	N	100	100		
TF	Pearson correlation	.743**	.356**	1	
	Sig. (2-tailed)	.000	.000		
	N	100	100	100	
GM	Pearson correlation	.622**	.517**	.463**	.246**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

**Correlation is significant at the 0.01 level (2-tailed).

The result in table 4.8 shows that the tested variables showed an overwhelming positive correlation ranging from (.234 to .743.) Implying that, there is a significant positive association between the variables of social marketing responsibility and performance of SMEs in Abraka.

Regression Analysis

As shown in Table 4.9 below, the three items of independent variables that were studied explain .914 (91.4%) of the marketing leverage as represented by the R^2 . This therefore means that other factors not studied in this research contribute 11.7% to performance of fast SMEs moving consumer goods. Therefore, further research should be conducted to investigate the other factors (8.6%) that affect performance of SMEs.

Table 4.9: Model Summary

Model	R	R^2	Adjusted R2	Std. Error of the Estimate	Sig. F Change (P-value)
1	0.978a	0.956	0.914	0.478	0.000

a. Predictors: (Constant), social innovation, trade-fair, green marketing

b. Dependent Variable: Performance of SMEs

Source: Research Data (2024)

The P-value of 0.000 (Less than 0.05) implies that the model of social innovation, trade-fair and green marketing are significant at the 5 percent level of significance. As illustrated in the table, the significance value is 0.000 which is less than 0.05 thus the model is statistically significance.

**Regression Analysis of Social Marketing Responsibility and Performance of SMEs
 Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.892	.565		5.116	.000
	SI	.104	.053	.134	1.951	.002
	TF	.228	.043	.261	5.355	.000
	GM	.215	.048	.257	4.491	.000

a. Dependent Variable: performance of SMEs

Source: Analysis of field Survey, 2024

The results of the regression analysis for SMEs' performance and social marketing responsibility were presented in Table 4.10 above. The table shown that the first variable, social innovation, had a favourable impact on SMEs' performance ($\beta = .134$, $P < 0.01$). The second variable, trade fair, was found to have a favourable impact on SMEs' performance ($\beta = .261$, $P < 0.01$). Green marketing, the third variable, was found to have a positive impact on SMEs' performance ($\beta = .257$, $P < 0.01$).

Testing of Hypotheses

The hypothesis formulated in the first chapter was tested using the multiple regression analysis analytical tool.

Decision Rule

We infer that the supplied parameter is statistically significant if the probability value of 0.00 is less than the critical value of 5%, or $0.00 < 0.05$. It is accepted in this case, and accepting the alternative hypothesis requires rejecting the null hypothesis. According to Gujarati and Porter (2009), it is best to let the researcher determine whether to reject the null hypothesis at a certain value. P-value = 0.005(5%) is the lowest significance level at which a null hypothesis may be rejected, according to a more technical definition (Gujarati & Porter, 2009). The null hypothesis is accepted and the alternative hypothesis is rejected if the computed probability value is higher than the crucial threshold of significance.

Hypothesis One

H01: In Abraka Delta State, social innovation has no discernible impact on the performance of SMEs.

The P value found in Table 4.11 is less than the significance threshold of $.000 < 0.05$. The alternative hypothesis was accepted and the null hypothesis was rejected, suggesting that social innovation has a major impact on SMEs' performance in Abraka Delta State.

Hypothesis Two

H02: The performance of SMEs in Abraka Delta State is not significantly impacted by trade fairs. Since the P value found in Table 4.10 is higher than the significance threshold ($.002 < 0.05$), the alternative hypothesis was accepted and the null hypothesis was rejected. This suggests that trade shows have a big impact on how well SMEs function in Abraka Delta State.

Hypothesis Three

H03: In Abraka, Delta State, SMEs' performance is not very affected by green marketing.

Given that the p value found in Table 4.10 is less than the crucial level of significance ($.000 < 0.05$), the null hypothesis had to be rejected and the alternate hypothesis—which suggests a significant relationship between trade fairs and the performance of SMEs in Abraka Delta State—had to be accepted.

Analysis of the Results

Social Innovation and SMEs' results

The majority of respondents massively replied favourably to the numerous statements regarding social innovation and the success of SMEs, according to the results of the frequency analysis in table 4.5. According to reports, social innovation improves SMEs' performance the most ($\beta = .352$, $P < 0.01$). Furthermore, social innovation improves the performance of SMEs in Abraka, Delta State, according to the test of the hypothesis shown in table 4.10 ($.000 > 0.05$). The outcomes agreed with Adewale's (2021) research, which looked at how innovation affected the performance of SMES in the Abuja Municipal Area Council, Federal Capital Territory—Abuja. Descriptive research methodology was used for this study, and 265 SMEs in the AMAC, FCT districts of Garki, Wuse, and Utako were given structured questionnaires. The study looked at how SMEs' performance is

improved by innovation (marketing and product innovation) according to the Abuja Municipal Area Council of the Federal Capital. The purpose of the reliability test was to determine how well the measuring instruments would yield consistent scores using the Cronbach reliability test. The tool's Alpha values of 0.8289 suggested that it was appropriate for the analysis. The data was analysed using ANOVA to determine how innovation affected the performance of SMEs. The results of the study demonstrated a substantial correlation between the performance of SMEs in AMAC and product innovation. It was found that the performance of SMEs and marketing innovation are significantly correlated. According to the report, SMEs can perform better if they pick their operating markets wisely, concentrate on specific product categories and innovation kinds, and refrain from dispersing their marketing efforts. Additionally, in order to adapt to the always shifting advertising business environment, SMEs need to prioritise their marketing innovations by refining their marketing strategy in this era of e-commerce.

Trade Show and SMEs' Performance

The majority of respondents overwhelmingly replied favourably to the numerous statements regarding trade fairs and the success of SMEs, according to the frequency analysis results in table 4.6. Additionally, trade shows were found to have the least beneficial impact on SMEs' performance ($\beta = .134$, $P < 0.01$). Furthermore, a significant association is found by the test of the hypothesis shown in table 4.11. Egwuenu, Iyadi, and Olannye (2019) looked at how trade shows affected marketing outcomes in the manufacturing sector of Nigeria. A sample of 380 workers from a few chosen organisations in Lagos State was used for the study. The study design approach chosen was a cross-sectional survey, and the statistical instruments included multiple regression analysis, correlation, and simple percentages. According to the findings, trade shows had the most favourable impact on marketing performance. The study found that there is a positive correlation ($0.02 < 0.05$) between trade expo performance and SMEs' performance. The results resembled what businesses have found when they exhibit their goods and services, show off and impart technological advancements, know-how, and innovation, and build and enhance network and trade relationships with guests in order to forge strategic alliances, increase market share, and share information. Therefore, it is advised that businesses only attend an expo if it aligns with their entire strategy and helps them achieve their goals.

Green Marketing and SMEs' Performance

The majority of respondents overwhelmingly replied favourably to the numerous comments on the green marketing and performance of SMEs, as shown by the frequency analysis results in table 4.7. Green marketing and SMEs' performance were found to be positively correlated in Delta State ($\beta = .257$, $P < 0.01$), with green marketing having a beneficial impact on SMEs' performance. Furthermore, table 4.10's test of the hypothesis indicates that there is a significant correlation ($.000 < 0.05$) between the performance of SMEs in Delta State and green marketing. The findings

corroborated those of Obafemi and Ihunwo's (2022) study, which looked at the connection between green marketing strategies and corporate wellbeing in Nigerian food and beverage companies. Given its close ties to environmental preservation, green marketing is seen as a successful strategy for promoting goods, services, and business concepts. Twelve (12) food and beverage businesses located in Rivers State were the study's target audience, and sixty respondents were selected from the management of the sampled businesses. Primary data were gathered using a self-administered structured questionnaire. The Spearman Rank Order Correlation Coefficient Statistical Tool was then used to analyse the data and test the hypotheses with the help of Special Packages for Social Sciences (SPSS) version 20.0. The findings showed that innovativeness moderates the impact on green marketing practices and business wellness, but there is a significant and positive association between green marketing practices and business wellness of Nigerian food and beverage enterprises. The study's results support the paper's conclusion, which states that there is a strong correlation between corporate wellbeing and green marketing strategies. since a result, it advises Nigerian food and beverage companies to implement green marketing strategies, since doing so is anticipated to boost the company's competitive edge, improve customer relations, and result in the creation of new or improved products.

Conclusion

Social innovation significantly affects SMEs' performance in Abraka Delta State. The public and corporate players can share information regarding production and marketing tactics thanks to the social function. As a result, social innovation has encouraged the expansion of several small enterprises around the nation, enabling them to join overseas markets as buyers and forge commercial ties with other local companies. Additionally, trade shows assist SMEs in showcasing their goods and services, transferring technological advancements, expertise, and innovation, and building and enhancing networks and commercial ties with attendees to forge strategic alliances, increase market share, and share information. Additionally, because green marketing is closely related to environmental preservation, it is thought to be a successful strategy for promoting high-quality goods, services, and company concepts.

Recommendations

The study made the following recommendations in light of its findings:

1. It is advised that management prioritise social responsibility in all aspects of the company's activities. Instead of just starting and carrying out projects that might not be beneficial to society, SMEs should scan their environment to identify the appropriate need of their operating environment so as to understand what the people actually need. This will put the organisation in a bad light and their efforts might not be recognised and appreciated. Organisations should also make sure that the right stakeholders are informed of all of their social marketing responsibility initiatives. This is due to the fact that when more individuals become aware of an organization's

benevolent social actions, their impression of it changes, improving the organization's standing with the public and stakeholders.

2. To achieve community development and build strong client loyalty and connections in return, a CSR department that is in charge of social activities must be established.
3. Companies ought to invest boldly and give generously to their local business community. This will strengthen the bonds of goodwill that the business has with its clients, staff, and the host neighbourhood as a whole.

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