

Marketing Strategies For Entrepreneurship Education Products And Services Of Federal Polytechnics In South West Nigeria

OGUNDELE, Michael Olarewaju (Ph.D) & GAMBO, Bwoi Maurice

Department of Educational Foundations

Faculty of Education

University of Jos

michogun63@gmail.com

Abstract

The study examined the marketing strategies for entrepreneurship products and services of federal polytechnics in south west Nigeria. A correlation research design was adopted for the study. Stratified random sampling technique was used to select 400 respondents from the marketing entrepreneurship, vocational technical and Science Laboratory Departments of the Federal Polytechnics in Ado-Ekiti, Ede, Ilaro and Yaba. Marketing strategies questionnaire (MSQ) and Entrepreneurial Products and Services Check List (EPSC) was used to collect relevant data. The two research instruments were validated by the experts in marketing and entrepreneurship education split-half reliability method was used to test for reliability index of MSQ which resulted to .66 after subjecting it to spearman ranking order statistics at .05 significance level. The result shows that the instrument is reliable for use. Two research questions and four research hypotheses were generated to guide the study. Descriptive statistics was used to answer all the research questions, while Pearson product moment correlation statistics was used to test all the research hypotheses at .05 significance level. The result of the analysis made, however shows that there are low significant impacts of marketing strategies on the entrepreneurial products and services of Federal Polytechnics in South-West Nigeria. It was however recommended that the polytechnics management should try to broadcast any innovation and discovery of products or services to the public so as to encourage changes and innovation in those products to the public. That no student should be awarded any certificate or allowed to take part in the National Youth Service Corps unless, such individuals has acquired technical or vocational skills from the school. That academic curricular activities the Federal Polytechnics should be adequately restructured to pave ways for skills acquisition in different fields towards production of different products and services which could be effectively marketed to the public.

Keywords: Marketing Strategies, Entrepreneurship Education, Products, Services, Federal Polytechnics and South West Nigeria.

Introduction

It is obvious that consumers' needs and tastes are the major challenges facing global entrepreneurial education development. Human factors however, became essential needs of effective planning for entrepreneurship products and services. The consumer needs, tastes and other requirements can only be taken care of through effective market survey that will enhance effective strategies for making the production and services produced popular. The popularity of the products and service produced depends on the type of advertisement, quality of the products, distribution pattern, transportation and the needs of the consumers that will make use of the products. Ibrahim (2009), observed that entrepreneurs does not merely produce goods and services for wastage sake but for profit making ventures and to make the products available for the citizens who are the consumers. Ibrahim however stated that if the products or services produced do not attract the patronage of the customers or those who need the products such products should be avoided and make market survey of another product that will attract the taste

of the customers. Bello (2004) said that the entrepreneurs have to find ways of making the products to get to the consumers at the right time and at the right quality and quantity. Bello went further to describe the method by which the products and service channeled to the consumer as market. Utoware (2012) noted that the products and services need to be channeled from the producers by advertisement, distributions and transportation to the market where the consumers are based. Emennu, (2010) however observed that the consumers are at the final stage of any production. It is therefore important to note that before any goods or services should get to the consumers, there is the need for effective marketing strategies in the right quantity and quality from where they are produced.

Shakarau (2006) defined marketing as a social and management processes which are specifically designed for meeting the needs, tastes and requirement through creating and exchanges of products, goods, services and values between the producers and the consumers.

Odu (1991) also defined marketing processes as the process by which the

organization concentrate on the available resources on ground that it would create consumers profit marking opportunities. Odu however noted that if the profit increase, the production and sales will also increased to the consumers. Oke (2012) also defined marketing as a system and process of identifying creating and developing the necessary goods and services to the consumers in order to meet the need of the citizen in the market for profit making process. Market is therefore described as there are concentration place where the series consumers different tastes and values concentrate in their anticipation for the needed goods and service.

Oni (2012) stated that the producers need to sustain effective marketing strategies in order to avoid shortages and wastages in the product and services. Oni however described marketing strategies as the process of creating awareness through advertisement, public enlightenment, propaganda and distribution of the products produced by an organization or individuals. The awareness created will enable the producers know the geographical areas or places where such products will be

deposited for the people that demand for the taste of such products.

Shaws (2011) however said that for the market strategies to be effective, there in the need for market survey, market plan, market growth and market mix and model plans.

Federal republic of Nigeria (2004) stated that Nigerian polytechnics were established purposely to develop the necessary skills needed for the national economic growth, development and transformation. As Ogundele, Oparinde and Oyewale (2012) rightly stated entrepreneurship education program is a panacea to national secondary education transformation in Nigeria. The authors noted that poverty and unemployment are the root causes of social evils in the society. The authors however called on various educational institutions to develop entrepreneurial minded among the youths.

This study however centred on the fact that Nigerian polytechnics are established to develop among the students, the needed skilled middle manpower in the country in the nearest future. That the students are to be adequately trained in the vocational, technology and entrepreneurship

education. As Ogundele and Bello (2014) observed with dismay that many of the polytechnics graduates are still roaming about the street seeking employment instead of developing their basic skills to become job creators and employers of the candidates in the labour markets, yet they join other candidates to seek employment in the limited and inadequate vacancies in the country's labours markets. It should be observed that various polytechnics are growing up every day. The federal, state and private polytechnics are just springing up. The unemployment and poverty levels are increasing on daily basis.

The rationale for this study is based on whether the federally established polytechnics in South West Nigeria are producing certain entrepreneurial products and services which are not effectively marketed. Are the federal polytechnics in south west making use of effective marketing strategies to channel the products and services to the customers, what method can the federal polytechnics adopt to introduce their entrepreneurship skills so as to have products and services sold to the consumers especially in south west Nigeria.

Statement of Problem

The need for entrepreneurial products and service development in Nigerian polytechnics called for the market survey and plans in order to determine the consumer needs, tastes and rights. The consumer needs requirements therefore help to determine the types of products. And services that would be produced for such consumers in the markets the problems of this study are;

- The types of products and services that are produced at the Federal Polytechnics which are not marketable.
- Market strategies needed to enhance the popularity of the Federal Polytechnics enter mercurial products and services.
- The problematic issues militating against effective marketing of products and services of Federal Polytechnics.

Purpose of the Study

The purpose of this study is to examine the market strategies for enhancing entrepreneurial products and services development in the Federal Polytechnic of South West Nigeria.

Specifically the study aimed at:

Funding out the available entrepreneurial products and services in the federal polytechnics in south west Nigeria.

- ❖ Investigating the available marketing entrepreneurial products and services in the federal polytechnics in south west Nigeria.
- ❖ To examining the major challenges for effective marketing of the entrepreneurship products and services in federal polytechnics.
- ❖ Suggesting the necessary marketing strate that could be adopted for enhancing entrepreneurship products and services in federal polytechnics in south west Nigeria.

Scope and Limitation of the Study

The scope of this study covers the marketing strategies, and entrepreneurial products and service of Federal Polytechnics in South West, Nigeria. The study is limited to the department of marketing, entrepreneurship education computer engineering, science laboratory technology and food technology in all the four Federal Polytechnics of South West Nigeria. The four polytechnics include ado-Ekiti, Ede, Ilaro, and Yaba.

Research Questions

The following research questions were asked to guide RQ1: What are the available entrepreneurial products and services in Federal Polytechnics in South West Nigeria?

RQ2: Are there marketing strategies to be adopted in order to create awareness about the entrepreneurial products and services in federal polytechnics of south west Nigeria.

Research Hypotheses

The following research hypotheses were formulated for the study.

Ho₁: There is no significant relationship between market strategies and entrepreneurial product and services development in Federal Polytechnics of South West Nigeria.

Ho₂: There is no significant relationship between competitive molest strategy and entrepreneurship product and services development in Federal Polytechnics of South West Nigeria.

Ho₃: There is no significant relationship between consumer needs consideration and entrepreneurial products and services in Federal Polytechnics in South West Nigeria.

Ho₄: There is no significant relationship between distribution channels and entrepreneurial products distribution in the South West Nigeria.

Methodology

This study adopted a descriptive survey of correlation type. It is a correlation because the study investigated the relationship between marketing strategies and entrepreneurship products and service development of Federal Polytechnics in South West Nigeria. The study population comprised of the Directors, Heads Of Department, lectures, and students representative in the Federal Polytechnics in

south west Nigeria. Purposive random sampling technique was adopted to select 400 respondents form the four polytechnics in the Federal Polytechnic in South West Nigeria.

Two instruments for the study are Market Strategies Questionnaire (MSQ) and Entrepreneurial Products and Services Checklists (EPSC) were used to collect relevant data relating to the types of marketing and services and the distribution channels adopted for the product of Federal Polytechnics in South West Nigeria. Content and face validity of the instrument was assured through comments and criticisms from the experts in Management, Economics, and Business Administration.

Split-half reability method was adopted for (MSQ) and subjected to spearman ranking order statistics and tested at .05 significance level shows that the instrument is reliable.

The data obtained were subjected to statistical package for social sciences (SPSS) in the computer centre. The research questions were answered using descriptive statistics while all the operational null hypotheses were tested using Pearson product moment statistics at 0.5 significance level.

Results

RQ 1: What are the available entrepreneurship products and services in Federal Polytechnics in South West Nigeria?

Table 1: Available entrepreneurship product and services in Federal Polytechnics in South West Nigeria.

Available not available

S/No	Products/Services	No	%	No	%
1.	Photographing	225	56.3	175	43.7
2.	Lumbering	212	53.1	182	46.9
3.	Catering services	250	62.5	160	37.6
4.	Computer engineering	300	75	100	25
5.	Wearing and dying	250	62.5	150	37.5
6.	Computer operation	300	75	100	25
7.	Food technology	313	72.5	87	27.5

8.	Fabrication	50	12.5	350	87.5
9.	Motor alignment	50	12.5	350	87.5
10.	Vulcanizing	70	17.5	330	82.5
11.	Curbing	132	33.1	2.68	66.9
12.	Phone repair	236	59	164	41
13.	Barbing	260	65	140	35
14.	Web designers	181	45.3	219	54.7
15.	Fashion designers	263	65.8	137	314.2

Table 1 show that there are many available entrepreneurship products and services at the Federal Polytechnics in South West Nigeria. However 56.3% of the respondents agreed that photographing service are available while 53.1% also agreed that laundering services are available. More than 50% of the respondents agreed on the availability of catering services, computer evgissering and operations. It showed be noted that these services are not well developed to meet up to the standard of the consumers needs. The respondents also agreed in phone repair barbing video coverage.

Table 1 also shows that fabrication, motor allizresist organizing curbling. The

Table 2: Market strategies for public awareness of entrepreneurship products in Federal Polytechnics in South West Nigeria.

finding of this study however supported Ogundele, Operinde, and Morounfoye (2012) which called on the educational managers to make use of the available products and services to develop such products and services in different ways or make improvement of such products. The development made in the available products and services it will enhance effective marketing strategies for the services provided.

RQ₂: What are the market strategies to be adopted that will create awareness of entrepreneurship products of Federal Polytechnics South West Nigeria?

S/No	Statements	Agrees		Disagrees	
		No	%	No	%
1.	Mass media should be adequately involved in marketing	120	80	80	20
2.	The materials produced should be adequately rebranded	240	85	60	15
3.	Decoration with attractive colours to attract public	320	80	80	20
4.	Adequate market survey for the public tastes	326	81.5	74	18.5
5.	Public enlightenment on the products or services	226	56.5	174	43.5
6.	Price of the commodities should be moderate	224	56	176	44
7.	There should be adequate distribution channel from the producers to the condoners	306	76.5	94	23.5
8.	The products should closely meet the target taste or consumer	309	77.3	91	22.7
9.	Consumers education in polytechnics should be interfered	26	81.5	74	18.5
10.	More entrepreneurship related department	205	51.3	95	48.7

Table 2 shows the marketing strategies for the entrepreneurship products and services in the federal polytechnics in south west Nigeria. However, the respondents agreed on the involvement ship of mass medias, effective rebranding, of the products and services, that there should be market survey to determine the consumers taste and needs, that few entrepreneurship products should be made attractive through

effective package with colourful packs. The respondents called for the public of enlightenment on the available products. That the price of the products should be reduced to attract the attention of consumers. The authors also agreed that there should be community education on the products and services since, they are the consumers of the products made in the institutions.

Ho₁: There is no significant relationship between market strategies and entrepreneurship education development of

Federal Polytechnics in the South West Nigeria.

Table 3: Market strategies and entrepreneurship education development of Federal Polytechnics in South West Nigeria.

Variables	No	\bar{x}	Sd	Df	Calculated r- value	Critical r- value	Decision
Market strategies	400	16.36	15.22	399	36	.195	HO ₁
Entrepreneurship education development	400	10.43	6.37				Rejected

Tables 3 Shows that she calculated r- value of .36 is greater then she critical r- value of .185 at the degree of freedom of 159 and tested at .05 significance level. Hence the null hypothesis which stated that there is no significant relationship between market strategies and entrepreneurship education development is however rejected. It therefore indicates that low positive significant relationship exist between market strategies and entrepreneurship products and services in Federal Polytechnics in South West Nigeria, the finding however revealed what market strategies adopted by the public and students have low significant relationship with the entrepreneurship products and services provided. Also, from the findings the available market strategies

do not really show that entrepreneurship activities get proper footing in the selected institutions, the result therefore negates the opinion of Oyedeji (2013) which stated that through effective human resource management, the available resource can be used to produce necessary products which can be useful for the masses and sold to the public's Abdulkareem (1991) noted that the educational system should make use of available opportunities to make teaching- leaving processes practically oriented and not theoretical rhetoric in the schools. The idea however becomes an important for the federal polytechnics to develop the necessary middle manpower needed for the society.

Surely aid products and because it would services development which could be market to the public.

HO₂: There is no significant relationship between competitive market strategies and

enter partnership product and services development in Federal Polytechnics in South West Nigeria

Table 4: Competitive marketing strategies and entrepreneurship products and services of Federal Polytechnics in South West Nigeria.

Variables	No	\bar{x}	Sd	df	Calculated revalue	Critical revalue	Decision
Competitive Market Strategies	400	18.83	14.38	3.99	.42	.196	Ho ₂ rejected
Enter partnership Products and services	400	10.48	6.37				

Table 4 indicates that the calculated r-values of .42 greater than the critical r-value of .196 at the degree of freedom of 399 and tested at .05 significance level. Hence the null hypothesis which stated that there is no significant relationship between competitive market strategy and entrepreneurship product and service in Federal Polytechnics in South West Nigeria is however rejected, the result however shows that there is low significant relationship between the competitive market strategies and entrepreneurship products and services in the Federal Polytechnics. It therefore means that despite the facts that there are different

marketers coming in to the campus with different products to market, the entrepreneurship products does not really get footed as expected. Olatinwo (2009) called on the polytechnics to diffuse the available product. The author sited example of federal polytechnics Offa that made use of sweet potatoes to develop flour, use of Lapalapa seeds to make break oil, the development is just a step forward, because such products could be well developed and sold to the public at a cheaper rate.

HO₃: There is no significant relationship between consumer needs consideration and entrepreneurship products and services in

the Federal Polytechnics in South West Nigeria.

Table 5: Consumers’ needs consideration and entrepreneurship product and service in Federal Polytechnics of South West Nigeria.

Variables	No	\bar{x}	Sd	Df	Calculated r- vale	Corneal r-vale	Decision
Consumer needs considerations	400	36.86	12.39	399	.37	.195	Ho ₃ rejected
Entrepreneurship products and services	400	10.48	6.38				

Tables 5 indicate that the calculated r-value of .37 is greater than the critical r-value of .195 at the degree of freedom of 399 and tested at .05 significance level. Hence, the null hypothesis which stated that there is no significant relationship between consumer needs consideration and entrepreneurship products and services produced in the Federal Polytechnics in the

South West is rejected. It means that low significant relationship exist between consumer needs and entrepreneur product development.

Ho₄: There is no significant relationship between products distribution patterns and entrepreneurship education products of federal polytechnics in south west Nigeria.

Table 6: Products distributions patterns and enter premiership education development of Federal Polytechnics in South West Nigeria.

Variables	No	\bar{X}	Sd	Df	Calculation r- value	Critical r- value	Decision
Product distribution pasterns	400	18.66	16.33	39.9	25	186	H ₄ rejected
EED	400	10.45	6.37				

Table 6, indicates that the calculated r-value of 25 is greater than the critical r-value of 186 at the degree of freedom of 399

and tested at .05 significance level. Hence the null hypothesis which stated that there is no significant relationship between products

distribution pattern and entrepreneurship products of Federal Polytechnics in South West Nigeria is rejected. Hence the result indicated that low significant relationship exist between the product distribution pattern and entrepreneurship Federal Polytechnics in South West Nigeria is rejected. It therefore means that there are services and products that are distributed to the Federal Polytechnics much as beverage drinks detergents clothing, shoes, books but the results shows that the product were not reproduced in the institutions instead the Federal Polytechnics serve as consumer rather than producer. It therefore indicates that the product distribution pattern failed to reflect in the research publications of the polytechnics.

Research Hypotheses Testing

The following research hypotheses are tested to guide the study.

Conclusion

From the result of this study it can be concluded that the few available entrepreneurship education product are not adequately promoted by use of available marketing strategies. That the marking the institutions to advertise or publicized the entrepreneurship activities in their various

institution. It was however concluded that with little entrepreneurial mindset efforts there is the need to promote such efforts by adopting various marketing strategies for the few products produced in Federal Polytechnics.

Recommendations

The following recommendations are made to promote marketing strategies for entrepreneurial products and services education of Federal Polytechnics in the South West Nigeria.

Nigeria polytechnics should commit huge sum of funds towards practical and technological approach for effective teaching learning of the students.

This is to say that teaching learning of entrepreneurship education should be practically and technologically oriented.

Polytechnics marketing department should be made to function effectively in the marketing strategies on the discoveries and inventions of entrepreneurship products.

Certification of polytechnic students should be by skills acquisition and not by theoretical efforts. Every student should develop an entrepreneurship skill before graduation and award a certificate.

There should be adequate motivation for the entrepreneurial education teachers by ways of good remuneration, teacher' capacity building and involvement in decision making process.

Also academic curricular activities in Federal Polytechnics should be adequately restructured to pave way for skill acquisition in different fields which could aid effective skills development.

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