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INFLUENCE ON TECHNOLOGICAL AND SOCIO-CULTURAL MACRO MARKETING ENVIRONMENTS ON SUSTAINABILITY OF SMALL-SCALE BUSINESS IN TARABA STATE, NIGERIA

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ABSTRACT

This study determined the influence of technology and socio-cultural macro market environment on sustainability of Small-Scale Businesses in Taraba State, Nigeria. The study had two specific objectives, two research questions and two null hypotheses. Survey design was used for the study. The researchers sampled 500 from the population of 2955 management staff of registered Small-Scale Businesses in Taraba State. The instrument for the data collection was 4-points scale questionnaire validated by five experts and pilot tested at Adamawa state. The instrument yields a Cronbach alpha reliability coefficient of .789. Six research assistants help in the data collection. The data collected were entered into Statistical Package of Social Science (SPSS), 25. The SPSS was used to run mean scores and standard deviations to answer the research questions while Simple Linear Regression (SLR) was employed to test null hypotheses at the 0.05 level of significance. The outcome of the study shows that Technological and Socio-cultural macro marketing environments have strong influence on sustainability of Small-scale businesses in Taraba State. It was concluded that, integration of the two marketing environments into businesses will help to improve performance and sustainability of small scale business in the state. The researchers recommended among others that: proprietor and management of SSBs should try and

adopted the modern technological innovations such as e-banking, e-advertisements among others that which are rapidly changing the global marketing environment.

Keywords: Influence, Technology, Socio-Cultural Macro Market Environment, Sustainability, Small-Scale Business.

Introduction

The definition of Small-Scale Businesses varies from place to place depending on its classification and scope. Based on these, there is no universal acceptable definition of Small-Scale Businesses. According to American Small Business Act of 1953 in James (2015), small-scale businesses is independent business owned and operate which is not dominant it its field. In Nigeria, Small-Scale Industry Development Plan of 1980 in Ayozie, Jacob, Umukoro and Ayozie (2013) defined small-scale business as any business organization with capital to more that N150, 000 in manufacturing and equipment alone. In another definition by Centre for Industrial Research and Development (CIRD) in Ishaya (2016) Small-Scale Businesses is a business entity with at most ₦250,000 working capital with not more than 50 workers. The fundamental issue here is that the definitions of small-scale business varies depending of the capital investment, working capital or number of employee.

Empirical evidences have shown that, one of the best ways to promote economic development, address the problem of unemployment and poverty in the country is to promote Small-scale businesses in the country. Scholars have shown that Small-scale businesses have make significant contributions to the Nigerian economy. For instance, study conducted by Ayanda and Laraba (2011) reported that small scale business contributes about 10% of the total manufacturing output and contribute up to 50% to industrial output. Similarly, Ojeka and Atawodi (2012) reported that small scale business employ 50% of the Nigerian people and create about 70% of new jobs. Small businesses account for about 21,264 (0.12%) of the estimated 17,284,671 small and medium-scale enterprises (MSMEs) in Nigeria (Dugguh, 2013). Equally, Preye (2015) maintained that small scale business provides job opportunities to Nigerians and play significant role of economic development of the country.

Despite the noted contributions of Small-Scale Businesses in Nigeria, studies have shown that the rate of business mortality in Nigeria is alarming. Mandam (2012) reported that Nigeria accounted for highest mortality rate of small-scale businesses in world. The author maintained that, 84% of new scale business in Nigeria does not become established firms (Mandah 2012). Small-Scale Businesses in Nigeria suffered slow growth and high rate of mortality rate over the years. Records from some agencies such as Small and Medium Enterprises Development Agency of Nigeria (SMEDAN, 2019) and Manufacturing Association of Nigeria (MAN, 2018) also reported that the performances of Small-Scale Businesses in Nigeria have been very low. The low performances which have grown in numbers have also led to destabilization and closure of many promising enterprises. Similarly, the study conducted by Isa (2017); Nyameh, Ibrahim, Timothy and Idris (2019) reported that Small-Scale Businesses in Taraba State, Nigeria are folding up. The situation according to the authors has put many business men on distress situation, render many people unemployed, introduced hardship to many families and reduce the internally generated revenue in the state.

The success and high mortality rate of small-scale business in Nigeria is attributed to failure of integrating the two powerful (Technological & Socio-cultural) macro marketing environment into the business. Technology and socio-cultural factors are those variables relying on current available and change in technology and culture (Philip, 2011). Additionally, some previous study also indicated that most Small-Scale Businesses in Nigeria are not living up to expectations as a result of macro marketing environment that are crucial factor responsible for their low performances. For instance, the study conducted by Nyameh, Ibrahim, Timothy and Idris (2019) maintained that technological innovation and changes often causes problem to Small-Scale Businesses in developing countries. Similarly, the study on Obasan (2014) attributed the low performance and mortality of Small-Scale Businesses in Delta to macro marketing environment. The assertions made the researchers to determine the extent to which (1) technological marketing environment influence the success of Small-Scale Businesses in Taraba State, Nigeria; (2) Socio-cultural Marco Marketing Environment influence the success of Small-Scale Businesses in Taraba State, Nigeria.

Research Questions

The study had the following research questions

1. To what extent does Technological Macro Marketing Environment influence the success of Small-Scale Businesses in Taraba State, Nigeria?
2. To what extent does socio-cultural Macro Marketing Environment influence the success of Small-Scale Businesses in Taraba State, Nigeria?

Research Null Hypotheses

The study was guided by the following null hypotheses

$H0_1$ Technological Macro Marketing Environment has no significant influence on success of Small-Scale Businesses in Taraba State, Nigeria.

$H0_2$ Socio-cultural Macro Marketing Environment has no significant influence on success of Small-Scale Businesses in Taraba State, Nigeria.

Significance of the Study

Upon successful completion of this research work and publishing it in professional journals, presenting it in the conferences, disseminating it to academic libraries and agencies such as Small and Medium Enterprise Development Agency of Nigeria (SMEDAN), Chambers of Commerce, it is hope that the work will be beneficiary to the government, policy makers, major stakeholders such as investors, staff, owners, managers, business consultants, financial analyses, consumers and Non-Government Organizations to improve strategy formulation and decision- making process in order to maintain success of Small-Scale Businesses in Nigeria.

The study would draw attention of the business proprietors or owners, managers to the urgent need for specific business practice that would enhance the effectiveness and success of Small-Scale Businesses in Taraba State. The study will contribute to increase recognition of the factors hindering Small-Scale Businesses success in a developing country that may be meaningful in terms of assistance developed countries provide to developing countries in the area of Small-Scale Businesses development. The study can also assist local business persons in formulating strategies that will guide against poor business performance. It's expected to contribute to Small-Scale Businesses sub-sector development process in developing countries

and even developed countries that share similar environmental factors that influencing business success.

Methodology

A quantitative study was employed for the study, specifically a survey design was used to carry out the study. The design involved examining a sample population where data was collected using structured questionnaire. Osakpa, Okonkwo and Ejiogu (2018) defined descriptive survey design as one in which a group of individuals or items are studied by collecting and analyzing data from only a few individuals or items considered to be representative of the entire group.

Population of the Study

The researchers used proportionate sampling technique to sampled 500 from 2955 management staff of 960 Small-Scale Businesses that are registered with Corporate Affairs Commission (CAC) or Small and Medium Enterprises Development Agency of Nigerian (SMEDAN) in Taraba State, Nigeria. Convenience sampling technique was employed to selected the respondents that participated in the study. Convenience sampling technique according to Saunders, Lewis, and Thornhill (2012) is non-probability sampling method where data are collected from the population members that are conveniently available and ready to participate in study. The technique facilitated the data collection because it enabled the researchers to collect that from available respondents.

The instrument for the study was structure questionnaire titled Technology and Socio-cultural Marketing Environment (TSME). Both the independent and depended variables had 10 items each. The instrument is structured in 4-point rating scale response options of Very High Extent (VHE) = 4, High Extent (HE) = 3, Low Extent (LE) = 2, Very Low Extent (VLE) = 1. Credibility and initial direction for the questionnaire was achieved in this research by ensuring internal and external validity is reach by five experts drawn from the Abubakar Tafawa Balewa, University, (ATBU) Bauchi and Modibbo Adama University, Adamawa State. The experts validate the appropriateness, clarity of statement and structured of the instrument. Their inputs were used to improve the quality of the items. The validated instrument was pilot tested using management of Small-scale businesses in Adamawa state and a Cronbach alpha reliability of.79 was obtained. The instrument was judged to be good as suggested by George and Mallery (2003) who opined that a reliability coefficient of >0.7 is acceptable for a survey study.

The researchers employed six (6) research assistants who assisted in the data collection. The research assistants were drawn from officials of Small and Medium Scale Business Association (SMSBA) of Taraba State. Interactions were held with the target respondents so as to create rapport and smooth working relationship. Direct contact was employed in the data collection using face to face delivery approach. The approach was considered appropriated because it enabled the researchers or his assistant to thoroughly explained the purpose of the study and promised confidentiality of all information to the respondents. Anas, Adamu and Bala (2020) further added that, direct approach has the advantage of retrieving higher percentage of completed copies of the questionnaire. Based on the outlined advantages, the direct approach was considered appropriate for this study. The exercise is expected to last for 8 weeks.

The data collected for the study were entered into "IBM Statistical Package for Social Science (SPSS)" version 25. The package was employed to run Simple Linear Regression at the 0.05 level of significance. The decision rule for the acceptance or rejection of hypothesis was based on the set value of 0.05. In the test when the calculated p-value is less than the stipulated level of significance (0.05), the hypothesis was rejected. On the other hand, when the calculated p-value is equal to or greater than the stipulated level of significance (0.05), the hypothesis was retained.

RESULTS

The results of the study were as presented I Table 1 to Table 4.

Research question One

To what extent does Technological Macro Marketing Environment Influence the success of Small-Scale Businesses in Taraba State, Nigeria?

The descriptive statistics used to determine research question six presented in Table 1 disclosed the lowest mean score of 2.52 and the highest was 3.57 with the standard deviations of 0.63 and 0.56 respectively. The mean scores of 9 items were under the classification of high while the mean score of items 49 which sought respondents' views on the extent to which online shopping influence their business was very high. The grand mean of the 10 items was 2.77. The obtained grand mean indicated that the extent to which Technological Macro Marketing Environment Influence the Success of Small-Scale Businesses in Taraba State, Nigeria was high.

Table 1: Mean Scores and Standard Deviations on the Extent to which Technological Macro Marketing Environment Influence the Success of Small-Scale Businesses in Taraba State, Nigeria

S/N	ITEM	Mean	Std. Dev.	Remark
1.	My assessment on the extent to which technological change influence my business is	2.60	0.65	High
2.	The extent to which communication infrastructure influence my business is	2.76	0.69	High
3.	My assessment on the extent to which access to new technologies influence my business is	2.52	0.63	High
4.	My rating level on extent to which innovation influence my business is	2.68	0.67	High
5.	My rating level on extent to which social media and influence my business is	2.76	0.67	High
6.	The extent to which new product development influence my business is	2.96	0.74	High
7.	My rating level on extent to which automation influence my business is	2.66	0.66	High
8.	My assessment on the extent to which life cycle of technology influence my business is	2.54	0.63	High
9.	The extent to which online shopping influence my business is	3.57	0.56	Very High
10.	The extent to which computerization influence my business is	2.61	0.65	High
Grand Mean		2.77		High

Source: Fieldwork, 2021

Research question two

To what extent does Socio-Cultural Macro Marketing Environment Influence the Success of Small-Scale Businesses in Taraba State, Nigeria?

The result presented in Table 2 revealed the mean scores ranges from 2.52 to 3.22 with the standard deviations of 0.62 and 0.81 respectively. All the weighted mean scores obtained fall under index score of high. This is also applicable to the grand mean score of 2.68. which suggested that Socio-cultural factor has high influence on the success of Small-Scale Businesses in Taraba State, Nigeria

Table 2: Mean Scores and Standard Deviations on the Extent to which Socio-Cultural Macro Marketing Environment Influence the Success of Small-Scale Businessesin TarabaState, Nigeria

S/N	**ITEM**	**Mean**	**Std. dev.**	**Remark**
1.	The extent to which buying habits influence my business is	2.64	0.66	High
2.	My rating level on extent to which education on influence my business is	2.68	0.67	High
3.	My rating level on extent to which income distribution influence my business is	2.58	0.64	High
4.	The extent to which family size and structure influence my business is	3.22	0.81	High
5.	The extent to which population size influence my business is	2.66	0.66	High
6.	The extent to which religion and beliefs influence my business is	2.58	0.60	High
7.	My assessment on the extent to which attitude towards work influence my business is	2.81	0.70	High
8.	The extent to which cultural and social norms influence my business is	2.52	0.62	High
9.	The extent to which attitude towards saving and investing influence my business is	2.54	0.62	High
10.	The extent to which disposable income influence my business is	2.55	0.63	High
Grand Mean		**2.68**		**High**

Source: Fieldwork, 2021

Research Hypothesis One

Technological Macro Marketing Environment has no significant influence on success of Small-Scale Businesses in Taraba State, Nigeria.

The LRA used to determine null hypothesis one in Table 3 revealed the Standardized Coefficients Beta =.755 and t=12.513. the R-value is .755[a] with R-square of .570. The R^2 obtained suggested that Technological Macro Marketing Environment (TMME) has 57% influence on

the success of SSBs in Taraba State. This is also seen in the *p=0.000* which was found to be less than *0.05* level of significance. The result also shows that the TMME significantly influences the success of SSBs in Taraba State. The hypothesis was therefore rejected.

Table 3: Regression Analysis of Influence of Technological Factor on Success of Small-Scale Businesses in Taraba State

Standardized Coefficients Beta	t	R	R Square	Adjusted R Square	P-value	Remark
.755	12.513	.755[a]	.570	.567	.000	HO_5 Rejected

a. Predictors: (Constant), TMME
b. Dependent Variable: Success of SSBs

Research Hypothesis two
Socio-cultural Macro Marketing Environment has no significant influence on success of Small-Scale Businesses in Taraba State, Nigeria.

Table 4 is the outcome of LRA on the influence of Socio-cultural Macro Marketing Environment (SCMME) on success of SSBs in Taraba State. The output revealed the value of .765 for Standardized Coefficients Beta and t-value was 12.914 with R=.578. The obtained value for R-square stood at .765 which suggested that SCF has 76.5% influence on the success of SSBs in Taraba State. The *p=0.000<0.05* level of significance. The result therefore indicated that SCMME has significant influence on the success of SSBs in Taraba State. The hypothesis was therefore rejected.

Table 4: Regression Analysis of Influence of SCMME on Success of Small-Scale Businesses in Taraba State

Standardized Coefficients Beta	t	R	R Square	Adjusted R Square	P-value	Remark
.765	12.914	.765[a]	.586	.582	.000	HO_4 Rejected

a. Predictors: (Constant), SCMME
b. Dependent Variable: Success of SSBs

Discussion of Findings
Research question one and test of hypothesis one disclosed that technological factor influences success of Small-Scale Businesses in Taraba State, Nigeria. The finding replicates Walter in Philip (2011) which indicated that, a SSB, which is unable to cope with the technological changes, may not success. The finding concord with that of Aliu (2012) which shows that, the success of SSBs depends on the extent to which the business accepts and adopts technological innovations. The technological forces have related to the rate of scientific change and fastest growth of technology that have potential wide-ranging effects on society (Adu, 2014). The study of Van (2016) further indicated that SSB must keep abreast of technological changes with respect to how their raw materials are prepared, how their own products are designed and manufactured, what functions those products serve, and how they are delivered to consumers and clients, among other cognate technological issues for its success.

According to Jamshidi and Moazemi (2016), macro market environment such as technological factor has a rapid change in the entire process of transforming inputs to outputs and the success of business enterprise. Again, Caroline, *et al* (2018) also reported that technological turbulence and competitive intensity had a statistically significant positive impact on product innovation small and medium scale enterprises in Harare, Zimbabwe. The result of the current and previous study is an indicator that technology is one of the most important factors that has potentials of business success and sustainability.

The result of research question two indicated that which was also affirmed with the test of corresponding null hypothesis four suggested that socio-cultural factor has significant influence on the success of Small-Scale Businesses in Taraba State, Nigeria. The finding agreed with the report of Azemina (2018) which identified socio-cultural factors that affect success of business include: attitude of people to work, family system, caste system, religion, education, marriage and many more. The author added that, the socio-cultural factor can be summed up as shifts in values and culture, change in lifestyle, attitudes to work and issues, education and health, demographic changes and distribution of income. Aliu (2012) also maintained that beliefs, values, mores, attitudes, norms of behavior, traditions, religious, educational, and ethnic conditions, opinions and lifestyles of the members has influence on success of Small-Scale Businesses. For a business to be successful, its strategy should be the one that is appropriate in the socio-cultural environment (Obasan, 2014).

The study conducted by Azemina (2018) also indicated that socio-cultural factors are one of the main environmental factors that significantly affect the economic activity of multinational companies and their performance as well. Likewise, the study conducted by Bernard (2019) reported that, behavior is not static, however, a community's values, expectations, way of life and habits that change over a period of time has effect of business growth and development. The author added that, socio-cultural issues such as general career attitudes that influence the degree to which a society considers SSB as a career option.

Conclusion

The results of the study indicated that technological and socio-cultural factors have positive influence on success of small-scale businesses in Taraba State. This therefore suggested that proper management ability to integration of these macro marketing environments will help to promote success and growth of small scale businesses in the state. This will go a long way to address the problem of business mortality, sustainability and success in the state.

Recommendations

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

i. Proprietor and management of SSBs should try and adopted the modern technological innovations such as e-banking, e-advertisements among others that which are rapidly changing the global marketing environment.
ii. Business proprietors, managers and professional advisors should personally assess their target customers in relations to their socio-cultural needs and do their possible best to meet their demand.

Limitations of the Study

The study had the following limitations

i. Due to the problem of insecurity in the state, SSBs in remote locations were exempted from the study.
ii. So also, SSBs that were not registered either in CAC or SMEDAN were not part of the study.

Suggestions for Further Studies

The following suggestions were made for further studies:

i. The study should be replicated in other states in the country for generalization
ii. Future researcher should investigate the influence of Micro Marketing Environment on success of SSBs in Taraba State.
iii. In addition, future study should be on Small and Medium Scale Businesses (SMSBs), this will help the government develop strategies that will help to address the mortality of SBSBs in Taraba State.

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