

Entrepreneurial Orientation and Entrepreneurial Marketing Behaviours among Nigerian Entrepreneurs

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ABSTRACT

This work examined the relationship between entrepreneurial orientation and entrepreneurial marketing behaviours among Nigerian Entrepreneurs using Anambra State as reference point. Entrepreneurial orientation and entrepreneurial marketing behaviours are very important concepts needed by entrepreneurial enterprises in order to survive the competitive challenges of time and also run their enterprises well. The study utilized 118 usable copies of questionnaire and evaluated the relationship between entrepreneurial orientation and entrepreneurial marketing behaviours among Nigerian Entrepreneurs with reference to Anambra area. Pearson Product Moment Coefficient of Correlation was used to test the five formulated hypotheses necessitated using SPSS software package. The results indicated that there is significant relationship between entrepreneurial innovativeness, proactiveness, risk-taking, autonomy, competitive aggressiveness and entrepreneurial marketing behaviours among Nigerian Entrepreneurs. The major findings revealed that all entrepreneurial orientation dimensions are significantly correlated to entrepreneurial marketing behaviour among Nigerian Entrepreneurs. The conclusion drawn from the study is that significant relationship exist between entrepreneurial orientation and entrepreneurial marketing behaviours among Nigerian Entrepreneurs. The study recommends that Nigerian Entrepreneurs should continue to advance on their entrepreneurial orientation dimensions for enhanced entrepreneurial marketing behaviors among Nigerian Entrepreneurs as well as been consistent in maintaining high level of competitiveness in order to remain in business.

Key Words: Entrepreneurial orientation, Entrepreneurial marketing behaviors, Relationship, Nigerian, Entrepreneurs

INTRODUCTION

Entrepreneurship is seen as a key driving force in a free market economy. Entrepreneurs over the years operate in a rapidly changing environment with fierce competition and increasingly demanding customers. Entrepreneurial orientation is seen as a construct which researchers used to measure the level of enterprises' entrepreneurship practices. Extant studies have shown that the construct originated from strategic management concept (Miller, 1983; Covin and Slevin, 1989 and 1991; Covin, 1991). Miles, Snow, Meyer and Coleman (1978) categorize entrepreneurial firms according to the orientations and strategies they use to adjust to change as well as uncertainty: prospectors, analyzers, defenders, and reactors. Miller (1983) defines an entrepreneurial enterprise by strategic orientation dimensions such as: innovativeness, risk-taking, proactiveness and so on. Entrepreneurial orientation dimensions and strategies are meant to be used to construct and shape market boundaries when facing ambiguity (Santos and Eisenhardt, 2009). Entrepreneurship orientation also assists small and medium scale enterprises to create new thought processes to respond to changes in the market place (Hills and Hultman, 2006).

Entrepreneurs have recognized that entrepreneurship orientation is important and also have correlates with entrepreneurial behaviours for good business performance. Lumpkin and Dess (1996) opine that innovativeness reflects a tendency for an enterprise "to engage in and support new ideas, novelty, experimentation, and creative processes that may result in new products, services, or technological processes". According to them, innovation is an important means of pursuing opportunities and so is an important component of an entrepreneurial orientation (Lumpkin & Dess, 1996). Pertinently, entrepreneurs are not ordinary risk-takers, but are instead calculative risk-takers who have plan things in such a way as to leverage their risks (Morris, Schindehutte, and Laforge 2002b). The entrepreneurial aggressiveness and autonomy are also seen as important dimensions of entrepreneurial orientation (Miller, 1983).

Entrepreneurial marketing behaviour is a process of pursuing opportunities, launching and growing ventures that create perceived customer value through relationships, especially by employing innovativeness, creativity, selling, market immersion, networking and flexibility. Moreover, entrepreneurial marketing emerged as a new marketing paradigm which helps small and medium scale enterprises to operate in a rapidly changing environment. Entrepreneurial marketing perhaps originated from an interface between marketing and entrepreneurship (Hills and LaForge,1992). Entrepreneurial marketing integrates marketing and entrepreneurship through the common concepts shared by the two constructs (Morris, Schindehutte and Laforge 2002a and 2002b). The emergence of entrepreneurial marketing underscores the importance of entrepreneurship in entrepreneurial business practices. Entrepreneurial Marketing can be explained as a strategic entrepreneurial posture or behaviour in marketing, which is represented by an individual, enterprise and also an organization (Chaston, 2000; Gruber, 2004). Some extant studies propose that small and medium scale enterprises should be more entrepreneurial in their marketing when dealing with market risk, uncertainty and ambiguity.

Entrepreneurial marketing is driven by entrepreneurial orientation (Lumpkin and Dess,1996). Entrepreneurial marketing behaviors are functions of entrepreneurial orientation. Enterprises with higher degrees of entrepreneurial orientation are expected to engage more entrepreneurial marketing practices than enterprises with lower levels of entrepreneurial orientation (Covin,1991). Entrepreneurial orientation is a determinant or an antecedent of entrepreneurial marketing behaviors. Theoretically, the entrepreneurial marketing concept was previously conceptualized in Hills and Hultman (2006) where it is acknowledged that entrepreneurial marketing behaviors are determined by entrepreneurial orientation and also that entrepreneurial orientation makes marketing behaviors of entrepreneurs different from the marketing behaviors of managers. Pitsamorn, Hills and Hutman (2014) identified innovativeness, risk-taking, and proactiveness as variables used in measuring entrepreneurial orientation. Entrepreneurial marketing behavior may be measured or proxied by these variables; growth orientation, market immersion, value creation, opportunity orientation, two-way contacts with customers, informal marketing research (Pitsamorn et al., 2014). This work focuses on the relationship between entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian entrepreneurs with particular reference to Anambra part of Nigeria.

Statement of the Problem

The motivation for this work emanated from the fact that there has been an increase in the establishment of many small and medium scale enterprises in Nigeria. The incessant proliferation has escalated competition among the entrepreneurs. The competition among the entrepreneurial enterprises coupled with the dynamic nature of Nigerian environment have prompted worries and concerns among the entrepreneurs in finding lasting solution on how to develop, improve and sustain their enterprises. The review of literature showed that there is still a gap on varying findings by researchers on the relationship as well as the extent to which entrepreneurial orientation has influenced entrepreneurial marketing behaviours as regards to the performance, development and sustainability of small and medium scale enterprises in Nigeria. Based on previous empirical studies, the findings from (Lumpkin and Dess,1996; Pitsamorn et al., 2014; Hultman, 2006) found that entrepreneurial orientation relates entrepreneurial marketing behaviours while others have their divergent views (Miller,1983; Covin and Slevin, 1989; Covin, 1991). Besides, based on the available literature reviewed, there is scanty empirical studies on the subject matter in Nigeria which is a concern of this study. Hence no study has been done on the relationship between the two constructs in Anambra part of Nigeria using micro-enterprises. Sequel to the gap identified above, it seems imperative that studies need to be carried out on the subject matter for policy-making and execution. Therefore, this study seeks to evaluate the relationship between entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian Entrepreneurs using Anambra State as point of reference.

Objectives of the Study

The main objective of the study is to evaluate entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian Entrepreneurs with particular reference to Anambra part of Nigeria. The specific objectives are;

1. To determine the relationship between entrepreneurial innovativeness and entrepreneurial marketing behaviour.
2. To investigate the relationship between entrepreneurial proactiveness and entrepreneurial marketing behaviour.
3. To assess the relationship between entrepreneurial risk-taking and entrepreneurial marketing behaviour.
4. To evaluate the relationship between entrepreneurial autonomy and entrepreneurial marketing behaviour.

5. to determine the relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behaviour.

Research Questions

Based on the objectives of this study, the following research questions are formulated;

1. How significant is the relationship between entrepreneurial innovativeness and entrepreneurial marketing behaviour?
2. How significant is the relationship between entrepreneurial proactiveness and entrepreneurial marketing behaviour?
3. How significant is the relationship between risk-taking and entrepreneurial marketing behaviour?
4. How significant is the relationship between entrepreneurial autonomy and entrepreneurial marketing behaviour?
5. How significant is the relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behaviour?

Statement of Hypotheses

The following hypotheses are formulated in their null structures to guide the study;

- HO₁: There is no significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior.
- HO₂: There is no significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior.
- HO₃: There is no significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior.
- HO₄: There is no significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior.
- HO₅: There is no significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior.

Significance of the Study

This study is of great significance to the following: entrepreneurs; micro, small and medium scale enterprises; future researchers; policy makers and government. Entrepreneurs and business enterprises are to benefit from this study by enabling them take appropriate decisions and actions relating to entrepreneurial orientation. By this study, they ought to be more knowledgeable on how to address and tackle entrepreneurial issues and challenges as well as being focused for improved entrepreneurial performance. The study also serves as a reference source for future researchers on the same or related issues. It is of great reference value to the students, academic community, policy makers and even the general public. Finally, the resultant vibrancy from this study is expected to benefit government through tax.

Scope and Limitation of the Study

This study is limited to entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian entrepreneurs with particular reference to Anambra part of Nigeria. The study focuses the relationship between entrepreneurial innovativeness, entrepreneurial risk-taking, entrepreneurial proactiveness, entrepreneurial autonomy and entrepreneurial competitive aggressiveness as variables used in measuring entrepreneurial orientation and entrepreneurial marketing behavior which is the dependent variable of this study. The study utilized thirteen entrepreneurial enterprises in Anambra Part of Nigeria and 130 entrepreneurs as the sample size for the study.

METHODOLOGY

The study adopted descriptive research design using survey method to generate first hand data needed for the study. The population of the study consist of entrepreneurs in Anambra State of Nigeria. The population size of this study is infinite because of the geographical spread of entrepreneurs across all nooks and crannies of the state. The sample size is 130 entrepreneurs purposively selected using non-probability sampling technique from 13 different segments of entrepreneurial enterprises in Anambra State of Nigeria. The categories of selected enterprises for the study are; bead making, catering, cyber business centres, fashion & designing, table water, cement, catering, bakery, cosmetics, paint-producing firms, detergents, marble- producing firms, roofing sheets and block-moulding firms. The study utilized 10 entrepreneurs, purposively selected from each of the 13 categorized entrepreneurial selected enterprises in Anambra part of Nigeria. Out of 130 copies of the questionnaire distributed, 118 copies of usable

questionnaire were presented and analyzed while 8 copies were lost and 4 copies not well filled. Rensis Likert 5-point score range style of structured questionnaire was adopted. Pearson Product Moment Coefficient of Correlation was utilized to measure the relationship between the dependent and independent variables of the study. The dependent variable (Y) is entrepreneurial orientation while the independent variable (X) is entrepreneurial marketing behaviour which is proxied by 5 variables, namely; entrepreneurial innovativeness, proactiveness, risk-taking, autonomy and competitive aggressiveness. Five hypotheses were formulated to guide the study. The study was anchored on entrepreneurial opportunity identification and development theoretical framework as coined by Ardichvill, Cardozo and Ray (2013). The decision rule is to reject null hypothesis if the p-value is less than 0.05; otherwise accept Ho.

Presentation and Analyses of Data:

Table A: Demographic Characteristics of Respondents

Characteristics	Frequency	Percent
Gender: Male	76	64.41
Female	42	35.59
Marital Status:		
Single	47	39.83
Married	53	44.92
Divorced	6	5.08
Widowed	12	10.17
Educational Qualification		
M.Sc./Ph.D	6	5.08
B.Sc./HND/OND/NCE	63	53.39
SSCE/NECO/NABTEB/GCE	27	22.88
FSLC	19	16.10
None	3	2.54
Age Range:		
Below 25years	15	12.71
25-35years	24	20.34
36-45years	32	27.12
46-55years	21	17.80
Above 55years	26	22.03

Source: Field Survey, 2016

Table A: shows that 76(64.41%) of the respondents are males while 42(35.59%) of the respondents are females. 47(39.83%) of the respondents are single; 53(44.92%) of the respondents are married; 6(5.08%) of the respondents are divorced while 12(10.17%) of the respondents are widowed. Coming to educational qualification level; 6(5.08%) of the respondents are M.Sc./Ph.D holders; 63(53.39%) of the respondents are B.Sc./HND/OND/NCE holders; 27(22.88%) of the respondents are SSCE/NECO/NABTEB/GCE holders; 19(16.10%) of the respondents are FSLC holders while 3(2.54%) of the respondents have no formal education certificate. Table A also indicates that 15(12.71%) of the respondents are below 25years; 24(20.34%) of the respondents are within the age bracket of 25-35years; 32(27.12%) of the respondents are within the age bracket of 36-45years; 21(17.80%) of the respondents are within the age bracket of 46-55years while 26(22.03%) of the respondents are above 55years.

Table 1: How significant is the relationship between entrepreneurial innovativeness and entrepreneurial marketing behaviours among Nigerian entrepreneurs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly no significant relationship	13	11.0	11.0	11.0
no significant relationship	19	16.1	16.1	27.1
Indifferent	3	2.5	2.5	29.7
significant relationship	50	42.4	42.4	72.0
strong significant relationship	33	28.0	28.0	100.0
Total	118	100.0	100.0	

Source: Field Survey, 2016

Table 1: shows that majority of the respondents 50 (42.4%) and 33 (28.0%) agreed that there is significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior among Nigerian entrepreneurs. 13(11.0%) and 19(16.1%) of the respondents disagreed that there is significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior while 3(2.5%) of the respondents were indifferent that there is significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior among Nigerian entrepreneurs.

Table 2: How significant is the relationship between entrepreneurial proactiveness and entrepreneurial marketing behaviour among Nigerian entrepreneurs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly no significant relationship	15	12.7	12.7	12.7
no significant relationship	27	22.9	22.9	35.6
Indifferent	9	7.6	7.6	43.2
significant relationship	38	32.2	32.2	75.4
Strong-significant relationship	29	24.6	24.6	100.0
Total	118	100.0	100.0	

Source: Field Survey, 2016

Table 2: shows that 29(24.6%) and 38(32.2%) of the respondents agreed that there is significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior among Nigerian entrepreneurs. 15(12.7%) and 27(22.9%) of the respondents disagreed that there is significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior while 9(7.6%) of the respondents were indifferent that there is significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior among Nigerian entrepreneurs.

Table 3: How significant is the relationship between entrepreneurial risk-taking and entrepreneurial marketing behaviour among Nigerian entrepreneurs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly no significant relationship	13	11.0	11.0	11.0
no significant relationship	24	20.3	20.3	31.4
Indifferent	8	6.8	6.8	38.1
significant relationship	30	25.4	25.4	63.6
Strong significant relationship	43	36.4	36.4	100.0
Total	118	100.0	100.0	

Source: Field Survey, 2016

Table 3: shows that 43(36.4%) and 30(25.4%) of the respondents agreed that there is significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior among Nigerian entrepreneurs. 13(11.0%) and 24(20.3%) of the respondents disagreed that there is significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior while 8(6.8%) of the respondents were indifferent that there is

significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior among Nigerian entrepreneurs.

Table 4: How significant is the relationship between entrepreneurial autonomy and entrepreneurial marketing behaviours among Nigerian entrepreneurs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly no significant relationship	4	3.4	3.4	3.4
no significant relationship	14	11.9	11.9	15.3
Indifferent	5	4.2	4.2	19.5
significant relationship	58	49.2	49.2	68.6
strong significant relationship	37	31.4	31.4	100.0
Total	118	100.0	100.0	

Source: Field Survey, 2016

Table 4: shows that 37(31.4%) and 58(49.2%) of the respondents agreed that there is significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian entrepreneurs. 4(3.4%) and 14(11.9%) of the respondents disagreed that there is significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior while 5(4.2%) of the respondents were indifferent that there is significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian entrepreneurs.

Table 5: How significant is the relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behaviours among Nigerian entrepreneurs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly no significant relationship	6	5.1	5.1	5.1
no significant relationship	8	6.8	6.8	11.9
Indifferent	2	1.7	1.7	13.6
significant relationship	62	52.5	52.5	66.1
strong significant relationship	40	33.9	33.9	100.0
Total	118	100.0	100.0	

Source: Field Survey, 2016

Table 5: shows that 40(33.9%) and 62(52.5%) of the respondents agreed that there is significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian entrepreneurs. 6(5.1%) and 8(6.8%) of the respondents disagreed that there is significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior while 2(1.7%) of the respondents were indifferent that there exist significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian entrepreneurs.

Table 6: Pearson Product Moment Coefficient of Correlation (r) Results

		How significant is the relationship between entrepreneurial innovativeness and entrepreneurial marketing behaviour?	How significant is the relationship between entrepreneurial proactiveness and entrepreneurial marketing behaviour?	How significant is the relationship between entrepreneurial risk-taking and entrepreneurial marketing behaviour?	How significant is the relationship between entrepreneurial autonomy and entrepreneurial marketing behaviour?	How significant is the relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behaviour?
How significant is the relationship between entrepreneurial innovativeness and entrepreneurial marketing behaviour?	Pearson correlation sig. (2-tailed) N	1 .000 118	.916** .000 118	.938** .000 118	.894** .000 118	.845** .000 118
How significant is the relationship between entrepreneurial proactiveness and entrepreneurial marketing behaviour?	Pearson correlation sig. (2-tailed) N	.916** .000 118	1 .000 118	.956** .000 118	.846** .000 118	.812** .000 118
How significant is the relationship between entrepreneurial risk-taking and entrepreneurial marketing behaviour?	Pearson correlation sig. (2-tailed) N	.938** .000 118	.956** .000 118	1 .000 118	.856** .000 118	.830** .000 118
How significant is the relationship between entrepreneurial autonomy and entrepreneurial marketing behaviour?	Pearson correlation sig. (2-tailed) N	.894** .000 118	.846** .000 118	.856** .000 118	1 118	.928** .000 118

How significant is the relationship between entrepreneurial competitiveness and entrepreneurial marketing behaviour?	Pearson correlation	.845**	.812**	.830**	.928**	1
	sig. (2-tailed)	.000	.000	.000	.000	
	N	118	118	118	118	118

**Correlation is significant between 0.00 and 0.05 level (2-tailed)

Source: SPSS Computations Output, 2016

RESULTS AND DISCUSSION OF FINDINGS

Pearson Product Moment Coefficient of Correlation was used to assess the relationship between entrepreneurial orientation dimensions and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Based on the result of hypothesis no.1 tested, the p-value is 0.000 which is within the research acceptable significant level and also less than 0.05 the stipulated significant level; thus showing statistically significant correlation between entrepreneurial innovativeness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. The absolute value of correlation is 0.916, which indicates a strong positive correlation between entrepreneurial innovativeness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, H_{01} is rejected and the decision implies that there is a significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

However, based on the result of hypothesis no.2 tested, the p-value is 0.000 which is within the research acceptable significant level and also less than 0.05 the stipulated significant level; thus showing statistically significant correlation between their significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. The absolute value of correlation is 0.938, which indicates a strong positive correlation between entrepreneurial proactiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, H_{02} is rejected and the decision implies that their significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

Furthermore, based on the result of hypothesis no.3 tested, the p-value of 0.000 which is within the research acceptable significant level and also less than 0.05 the stipulated significant level; thus showing statistically significant correlation between entrepreneurial risk-taking and entrepreneurial marketing behavior among Nigerian Entrepreneurs. The absolute value of correlation is 0.894, which indicates a strong positive correlation between entrepreneurial risk-taking and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, H_{03} is rejected and the decision implies that there is a significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

Moreso, based on the result of hypothesis no.4 tested, the p-value is 0.000 which is within the research acceptable significant level and also less than 0.05 the stipulated significant level; thus showing statistically significant correlation between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian Entrepreneurs. The absolute value of correlation is 0.845, which indicates a strong positive correlation between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, H_{04} is rejected and the decision implies that there is a significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

Finally, based on the result of hypothesis no.5 tested, the p-value is 0.000 which is within the research acceptable significant level and also less than 0.05 the stipulated significant level; thus showing statistically significant correlation between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. The absolute value of correlation is 0.812, which indicates a strong positive correlation between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, H_0_5 is rejected and the decision implies that there is a significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs with particular reference to Anambra State.

Findings

Based on the result of analyses, the following findings were made;

1. there significant relationship between entrepreneurial innovativeness and entrepreneurial marketing behavior.
2. there significant relationship between entrepreneurial proactiveness and entrepreneurial marketing behavior.
3. there is significant relationship between entrepreneurial risk-taking and entrepreneurial marketing behavior.
4. there significant relationship between entrepreneurial autonomy and entrepreneurial marketing behavior.
5. there is significant relationship between entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs.
6. there is significant relationship between entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

CONCLUSION AND RECOMMENDATIONS

Based on the findings, the study concludes that the dimensions of entrepreneurial orientation; entrepreneurial innovativeness, entrepreneurial proactiveness, entrepreneurial risk-taking, entrepreneurial autonomy and entrepreneurial competitive aggressiveness is significantly related to entrepreneurial marketing behavior among Nigerian Entrepreneurs. Therefore, we conclude that significant relationship exist between entrepreneurial orientation and entrepreneurial marketing behavior among Nigerian Entrepreneurs.

Based on the findings and conclusion drawn from the findings, we make the following recommendations;

1. The study recommends that Nigerian Entrepreneurs should continue to advance on their entrepreneurial innovative dimensions for enhanced entrepreneurial marketing behaviors among Nigerian Entrepreneurs.
2. Nigerian Entrepreneurs should try to be consistent in maintaining high level of entrepreneurial proactiveness in order to remain in entrepreneurial business.
3. Nigerian Entrepreneurs should be cautious while taking their entrepreneurial calculated risks to avoid shortcoming that will mar their performance.
4. Nigerian Entrepreneurs should also recognize that the relationship between entrepreneurial autonomy and entrepreneurial marketing behavior among Nigerian Entrepreneurs is dynamic and not static at all.
5. There is need for periodic assessment of entrepreneurial competitive aggressiveness and entrepreneurial marketing behavior among Nigerian Entrepreneurs due to alarming rate of instability and competitiveness in Anambra State in particular and Nigeria in general.

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BIO-DATA

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