International Journal of Science and Research (IJSR)
ISSN: 2319-7064
ResearchGate Impact Factor (2018): 0.28 | SJIF (2019): 7.583

Effect of Marketing Mix Strategy on MSE's Sales performance - Gomo region, Ethiopia

Krishnasamy Srinivasan[1], Lisanu Esrael Adaro[2]

[1]Assistant Professor, Department of Management, Arba Minch University, Ethiopia

[2]Post Graduate, Department of Management, Arba Minch University, Ethiopia

Abstract: ***The purpose of the study was to determine the effects of marketing mix strategies on sales performance of MSEs in Merab Abaya town, Gomo region, Ethiopia. The objective of the study is to examine the different marketing mix variables such as the product, pricing, promotion and placing strategies on sales performance of MSEs. The study was a descriptive research type and the target population of the study was 224 owners of micro and small enterprises registered and operated in Merab Abaya town, and the survey was conducted with sample population of 144 MSEs. The study was employed stratified random sampling from different business areas including manufacturing, trade, construction and urban agriculture by a structured questionnaire. The collected data were analyzed, tabulated and presented in the tables. A Statistical Package for Social Science (SPSS) versions 20.0 software was used to analyze the data. The findings of this study was among the four marketing strategy variables, the product and place strategies had a positive and significant effect on sales performance, and remaining other two variables such as pricing and promotion strategies had positive but not made a significant effect on sales performance of MSEs.***

Keywords: Marketing mix strategies, Sales performance, and MSE

1. Introduction

Today, the Micro and Small Enterprises (MSE), portraying a prominent role on either side of a country's development like creating employment and accelerating economic growth. The contribution of MSEs is inevitable in sustainable growth of economy and achieving a balanced development in all backward areas. The Ethiopia, is a second most populous country in Africa with an estimated 90m people, has thousands of small and medium enterprises (MSE) but only a few of these businesses are currently accessing the international market. Small and Micro Enterprises (MSE) Development Strategy of Ethiopia has been designed to maintain the momentum of the rapid economic growth being registered in all sectors, foster entrepreneurship, alleviate poverty and develop MSEs, which lay fundamental foundation for industrialized. Many MSEs are struggling in Ethiopia due to improper marketing mix strategies that result in poor sales performance and cannot compete with medium and large industries. According to Ethiopian Business Development Services Network (2004) most of micro and small enterprises are faced with threat of failure due to marketing strategy and financial management. The frightening rate of small business failure is a major concern in Ethiopia.

From the Ethiopian context, the MSE sector is not considerably developed due to several reasons. Mesfin (2015) conducted a study at Tigray Region, it revealed that financial constraint and skill gap of marketing strategies are found out as a general challenge to entrepreneurs of the MSEs in addition to training, access to finance, market opportunities, policy and legal measures and lack of innovation. Each factor affects MSEs at different levels.

Since the performance of marketing functions involves basically satisfying the consumer needs and wants through offering appropriate product and services, and a general notion that marketing begins and ends with the consumer. Ggenerally marketing is considered as the process by which companies create the value for the customers and build strong customer relationship in order to capture value from customers in return, cavusgil & zou, (2004). The MSEs have struggled to adapting market change strategies and competing with big companies. MSEs do not have a structured marketing plan. Business owners do not understand market orientation and focus only on customers, Hinson & Mahmoud (2011).

Objective of the Study

The main objective of this study is to analyze the effects of each marketing mix strategies (Product, Price, Promotion and Place) on sales performance of MSEs in Merab Abaya town, Gomo region, Ethiopia.

2. Literature Review

The various literatures had been reviewed and presented to support the study regarding marketing mix strategies and its effect on sales performance of MSEs.

The firms' strategy is generally used to accomplish its marketing objectives and plans and it influences the consumer purchasing behavior. The marketing strategy is an important tool for any MSE to remain in competitive market environment and the ineffective marketing strategy has negative effect on the organization's performance, product quality, customer satisfaction and profitability. In addition to, the designing of marketing mix strategy, centering on product strategy, distribution policy, pricing and promotional strategies are creating significant impact on sales performance.

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales. The marketing strategies and sales performance have been grounded on marketing mix theory and theory of push and pull. The sales

performance is the sum of all efforts that it takes to deliver a product or service, therefore it is measured in terms of items produced and service performed within a given period of time. The key issue of marketing strategy is the determination of the target market for a particular product / service, then developing a marketing service mix program to meet consumer needs and wants in the target market, Walker, & Larreche, et al, (2001: 12).

The main focus of marketing strategy is to effectively allocate and coordinate resources and marketing activities to achieve company goals in particular market products Walker, & Larreche, et al, (2003: 12).

There are several marketing strategies that can take any MSEs from mediocre to success when utilized correctly. (Mohamed et al, 2014). MSEs have difficulty adapting to market change strategies and competing with big companies because they do not have a structured marketing plan. MSE owners do not understand market orientation and focus only on customers, Hinson & Mahmoud (2011). The marketing strategy (product, price, promotion, and place) has a significant influence on business performance Bintu (2017). There was a relationship between organizational capability and perceived product quality, Nirusa (2017). The product, price, promotion, and place had a positive association and significant influence on performance of sales volume, Nigist (2017). There was a significant relationship between the marketing problems of MSEs and impact on profit margin and sales, Ardojouman and Asma (2015). The marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage, Rotich, (2016).

The MSE marketing strategies directly affect consumers and sales results, Best (2000: 359). There was a significant impact and relationship between the product quality and marketing strategy on the profitability and increased market share of MSEs, Ebitu, T.M. (2016). The customers increasingly expect products to be of high quality. Hence, product quality often considered to contribute to the development of a firm's competitive advantage, Hitt and Hoskisson (1997).

The effective marketing strategies implemented organizations could increase their sales performance, market share and achieve a competitive advantage, Ghouri, et al, (2011). The competition is intense within MSEs and product performance has not been so effective comparatively (Otieno, 2015). There was a positive effect on consumer purchase decision hence increase sales, Mowen and Minor (2004).

The value based pricing has a positive effect on profitability of an organization, Deonir, et al, (2017). There was a positive relationship between values based pricing and firm performance, Liozu (2013). A penetration pricing is the process of setting a price at lower price for new products or service support the organizations to look for new market for an existing product, Vikas (2011).

The MSEs have to adopt more modern technological tool like mobile marketing to improve on their performance and marketing their product and services but except few most of the MSEs use traditional forms of marketing to reach potential customers and to entrench their brands, Cooper and kleinschmidt (2015). The product, price, place, packaging and after sales services affects the business performance of MSEs, Adewale, et al, (2013). Innovative methods applied can enable MSEs to compete and survive in a competitive global environment. Kiran et al.,(2012). There was no significant impact created the marketing strategies on MSEs business growth, Gajanayake (2010).

3. Methodology

The study was designed as descriptive research to investigate the effects of marketing strategies on sales performance of MSEs in Merab Abaya. The study conducted at Merab Abaya town, Gamo region, Ethiopia, consisting of the total population 74,901 including 37,395 men and 37,506 women according to Central Statistical Agency–2007.

3.1 Total and Sample size population of the study

According to One Centre Service (OCS) Agency in Ethiopia-2015- 2019, the total population of the study was 224 registered and currently operated MSEs in Merab Abaya town. The sample size population was determined 144. According to Taro Yamani (1967), formula, $n = \frac{N}{1+N(e)*2} = 144$.

3.2 Sampling Method and Techniques

The MSEs were stratified according to their types and the stratified simple random sampling technique was employed. The samples were drawn randomly from each strata of enterprise.

Table 1: Sampling population

No	Types of Enterprise	Total population	Sample population	Percentage (%)
1	Manufacturing	77	50	34.72
2	Trade	80	51	35.41
3	Construction	34	22	15.27
4	Urban agriculture	33	21	14.60
5	Total	224	144	100

Source: One centre service providing dept (2019).

3.3 Data Collection

The study was employed both primary and secondary data. The primary data was collected through comprehensively prepared structured questionnaire and the secondary data was collected from various published and unpublished journals and documents.

3.4 Data Analysis

A five-point Likert scale was used with highest to lowest rating like strongly agreed (5) to strongly disagreed (1) and the collected data were analyzed by descriptive statistics through tabulation, percentage, cumulative percentage, reliability test, Mean and S.D. and regression analysis. The

Statistical Package for Social Sciences (SPSS) version 20.0 was used to analyze the data. A pilot study was conducted to determine the reliability of the questionnaire by Cronbach's Alpha (α) test.

4. Results and Discussions

A descriptive analysis was presented about the effect of marketing mix strategies on sale performance of MSEs in Merab Abaya town, Gamo region, Ethiopia. In the total of 144 questionnaires distributed, 137 were duly filled and returned by the respondents shown in the table.

Table 2: Questionnaire distribution

Variables	Frequency	Percentage
Questionnaires returned	137	95.14
Questionnaires unreturned	7	4.86
Total	144	100

4.1 Reliability Analysis

A pilot study was carried out to determine the reliability of the questionnaire. The Cronbach Coefficient alpha was employed to establish the instrument reliability and it was used to measure the internal consistency of independent variables. According to the table result, it revealed that all strategy scales were above the 0.70 therefore it was considered as good reliability.

Table 3: Reliability Analysis

Scale	Cronbach`s Alpha	Number of items
Product strategies	0.725	10
Pricing strategies	0.727	10
Promotional strategies	0.777	10
Place strategies	0.710	10

4.2 Demographic Profile of Respondents

The demographic profile of the respondents were presented and discussed in various tables regarding their Gender, Age, Marital status, Level of education, Age of industries and their experiences. They are as follows,

Table 4: Gender of the Respondents

Gender	Frequency	Percent (%)	Cumulative percent
Male	61	44.5	44.5
Female	76	55.5	100.00
Total	137	100.00	

Source: Primary source (2019).

From the above table, in the total respondents, 44.5% was male and 55.5% of the respondents were female.

Table 5: Age of Respondents

Age	Frequency	Percent	Cumulative percent
Below 35 years	45	32.8	32.8
36 – 40 years	54	39.4	72.3
41 – 45 years	26	19.0	91.2
46 – 50 years	10	7.3	98.5
98.5Above 50 years	2	1.5	100.00
Total	137	100.00	

Source: Primary source (2019).

The above table indicated that 32.8% of the respondents were below 35 years, 39.4% was in between 36 to 40 years, 19% was fallen between 41 to 45years, 7.3% was between 4 6 to 50 years, and 1.5 % was above 50 years.

Table 6: Martial Status of the Respondents

Marital status	Frequency	Percent	Cumulative percent
Married	72	52.6	52.6
Single	51	37.2	89.8
Widowed	11	8.0	97.8
Divorced	3	2.2	100.00
Total	137	100.00	

Source: Primary source (2019).

The above table depicted that the marital status of the respondents. as follows; in the total of 137 respondents, 72 (52.6%) respondents were married, 51 (37.2%) were single, 11 (8.0%) were widowed and 3 (2.2%) were divorced.

Table 7: Work experience of the respondents

Work Experience	Frequency	Percent	Cumulative percent
Below or 1 year	35	25.5	25.5
2 – 4 years	56	40.9	66.4
5 – 7 years	34	24.8	91.2
Above 7 years	12	8.8	100.00
Total	137	100.00	

Source: Primary source (2019).

The above table revealed the work experience of the respondents that 35 (25.5%) respondents had work experience below or 1 year, 56 (40.9%) respondents had 2 to 4 years, 34 (24.8%) respondents had 5 to 7 years, and 12 (8.8%) respondents had above 7 years work experience.

Table 8: Level of Education

Education level	Frequency	Percent	Cumulative percent
Below certificate level	100	73.0	73.0
Diploma	22	16.1	89.1
Degree	15	10.9	100.00
Total	137	100.00	

Source: Primary source (2019)

The above table depicted the education level of respondents that 100 (73.0%) respondents were below the certificate level, 22 (16.1%) respondents were passed diploma level, and 15 (10.9%) respondents were passed degree.

Table 9: The work experience of Respondents in Business firms

Types business firms	Frequency	Percent	Cumulative Percent
Manufacturing	50	36.5	36.5
Trade	44	32.1	68.6
Construction	22	16.1	84.7
Urban Agriculture	21	15.3	100.00
Total	137	100.00	

Source: Primary source (2019).

The above table described that the work experience of the respondents in their respective business field that 50 (36.5%) respondents had experience in the manufacturing field, 44 (32.1%) respondents had in trade experience, 22 (16.1%) respondents had in construction field experience, 21

(15.3%) respondents had in urban agriculture business experience.

4.3 Mean and Standard Deviation analysis

A specific scale was used to analyze the question statements in three levels according to their weights (Sekaran, 2003). The weights were classified in to three ranges that Weak Agreement from 1 to 2.33, Good Agreement from 2.34 to 3.66 and Strong Agreement from 3.67 to 5.00.
The highest value of SD indicated that there was a bigger variation regarding agreed, disagreed and neutral whereas the lowest value stated that little variation among the respondents.

4.3.1 The Effect of Marketing Mix Strategies on Sales Performance

In this study, the marketing mix strategies were analyzed in different dimensions, such as Product, Price, Promotion and Place against the sales performance of MSEs. The Mean and SD values were presented in the tables as follows,

Table 10: The Effect of Product Strategies on Sales Performance

Variables	Mean	S.D
1) Product quality has a positive impact on sales performance	3.86	0.778
2) Product appearance, smell, flavor does not affect sales volume	2.84	0.788
3) Package design increases product visibility and recognition	3.71	0.608
4) Packaging influence customer perceived product quality	3.66	0.656
5) Product perceived quality does not influence purchase intention	2.93	0.773
6) Branding does not influences firm performance	2.97	0.766
7) Firms brand image, and loyalty has an influence on profitability of a company	3.53	0.687
8) Packaging is used to attract attention	3.65	0.537
9) Brand awareness influence an organizational performance	3.45	0.727
10) MSEs are efficient in meeting customer wants	3.70	0.547
Average Mean and SD	**3.43**	**0.687**

The above table showed the Mean and Standard deviation value about the statements regarding the effects of product strategies on sales performance.

The overall average Mean (3.43) and S.D. (0.687) values representing the Good agreement of respondents related to product strategies on sales performance. The results of each statement Mean and SD values had given in the above table. According to the table there are three statements 1, 3, and 10 showed a strong agreement and remaining four statements 4, 8, 7, and 9 showed a good agreement towards the product strategies on sales performance. On the other hand, the statements 6, 5, and 2 results showed neither weak nor good agreement from the respondents.

Table 11: The effect of pricing strategies on sales performance

Variables	Mean	S.D
1) Use of pricing strategy has increased sales volume	3.59	0.659
2) Value-based pricing has a positive impact on profitability	3.55	0.707
3) Use of penetration pricing influences customer purchase	3.55	0.675
4) Price penetration has a positive effect on growth and performance of organization	3.58	0.614
5) Price promotion strategies does not affect sales performance	2.43	0.604
6) Use of price discount influences sales performance	3.42	0.734
7) MSEs offer products in lower prices market segment	3.29	0.666
8) MSEs use penetration pricing to increase product adoption	3.28	0.774
9) Price promotion has a significant impact on perceived product quality	3.34	0.740
10) Pricing is a basis for competition among MSEs	3.17	0.630
Average Mean and SD	**3.66**	**0.690**

The above table showed the Mean and Standard deviation value about the statements regarding the effects of pricing strategies on sales performance.

The overall average Mean (3.66) and S.D. (0.690) values representing the Good agreement of respondents related to Price strategies on sales performance. The results of each statement Mean and SD values had given in the above table. According to the table almost all the statements showed a good agreement rather than strong agreement from the respondents and remaining one statement that 5 showed a moderate agreement that neither weak nor good agreement toward the pricing strategy on sales performance.

Table 12: The effect of Promotion strategies on sales performance

Variables	Mean	S.D
1) Sales promotions influences sales volume	4.04	0.418
2) Use of sales promotion has increased brand loyalty of MSEs	3.74	0.622
3) Advertising has increased sales of MSEs	3.58	0.792
4) Use of sales promotion create interest and brand awareness	3.52	0.850
5) Use of direct marketing led to an increase in profit	3.45	0.804
6) Promotion of products gives companies a competitive edge	3.42	0.694
7) MSEs offer price discounts and coupons	3.24	0.853
8) MSEs uses personal selling and publicity to promote their products	3.61	0.679
9) MSEs advertise their products through various media	2.05	0.221
10) MSEs introduce new products in design and style	2.81	0.967
Average Mean and SD	**3.35**	**0.695**

The above table showed the Mean and Standard deviation value about the statements regarding the effects of promotional strategies on sales performance.

The overall average Mean (3.35) and S.D. (0.695) values representing the Good agreement of respondents related to

promotional strategies on sales performance.

The results of each statement Mean and SD values had given in the above table, From the above results, there was a strong agreement by the respondents indicated in the first two statements that 1 and 2 and remaining all other statements 3 to 8 showed only a good agreement. On the other hand one statement 10 stated that there was a moderate agreement that neither good nor weak. The only one statement 9 stated the weak agreement of respondents.

Table 13: The effect of place strategies on sales performance

Variables	Mean	S.D
1. Use of distribution channels influences sales and profit	3.85	0.550
2. Geographic location has a significant influence on profitability	3.64	0.745
3. Close location of MSEs selling similar products affects performance	3.61	0.779
4. Store design has a positive effect on consumer purchase and sales volume	3.38	0.768
5. Physical surrounding (finishing, good working environment)is not have any effect on sales	2.06	0.673
6. Use of distribution channels influences product availability	3.47	0.748
7. Use of attractive stimuli such as music has an influence on customers	3.36	0.856
8. Distribution channels located in urban areas generate more returns than those in rural areas	2.98	0.870
9. MSEs are accessible to customers	3.36	0.746
10. MSEs will place their products or services to gain market share	3.37	0.831
Average Mean and SD	**3.32**	**0.757**

The above table showed the Mean and Standard deviation value about the statements regarding the effects of place strategies on sales performance.

The overall average Mean (3.32) and SD (0.757) values representing the Good agreement of respondents related to place strategies on sales performance. The results of each statement Mean and SD values had given in the above table, according the table results, the statement 1 showed a strong agreement of respondents. The statements 2, 3, 4, 6, 7, 9 and 10 were showed a good agreement of respondents and one statement 8 indicated the moderate agreement of respondents that neither weak nor good and remaining one statement 5 showed the weak agreement.

Table 14: Effect of Sales Performance

Variables	Mean	S.D
Pricing influences sales volume	3.45	0.652
MSE product has influenced customer loyalty	3.35	0.692
MSE place strategy has influenced quick distribution of our products	3.31	0.603
Use of promotion strategy has increased MSE business performance	3.35	0.660
Average Mean and SD	**3.36**	**0.652**

The effect of sales performance was analyzed against the four marketing mix strategies of MSEs. The above table showed the Mean and Standard deviation value about the statements regarding the effects of sales performance on the marketing mix strategies.

The overall average Mean (3.36) and S.D. (0.652) values representing the Good agreement of respondents related to over all marking mix strategies on sales performance. The results of each statement Mean and SD values had given in the above table, according to the results the effect of sales performance against all four marketing mix strategies were showed a good agreement of respondents.

4.4 Regression Analysis

In the multiple regression models, the multiple Regressions are the correlation between the observed value (y) and the predicted value (Y). The large value represents a large correlation between predicted and observed values of outcome in multiple Regressions. The value of multiple (R) regression can vary in between -1 and +1. A positive value of predictor variables indicates that there is an increase in the probability of outcomes while a negative value implies that there is a decrease in the probability of the outcomes. If the variable is a small amount, then it follows the simple regression in the same way to interpret the result R2. In this model, the amount of variation in the outcome of variables is accounted for their effects. With this assumption, the model summary table presented with the value of R and R2.

Table 15: Model Summary

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0.727[a]	0.528	0.514	0.27786

a. Predictors: (Constant), Promotion, Place, Price, product

The above presented table represents the multiple regression analysis models with the beta coefficient of each independent variable. According to the table, the value of Independent variable had 0.528 (52.8%) vari ance and it showed a positive (R2= 0.528) performance on sales. The four independent variables (product, price, promotion, and place) used to explain the 52.8% variation on sales performance and the remaining 47.2% variation was responsible for other unexplored variables caused impact on sales performance.

Table 16: ANOVA table

Model	Sum of squares	D.F	Mean square	F	Sign
Regression	11.417	4	2.854	36.969	0.000[b]
1 Residual	10.191	132	0.077		
Total	21.608	136			

a. Dependent variable: Sales performance
b. Predictors: (Constant) Promotion, Place, Price and Product

The ANOVA table showed the significance of relationship between the sales performance and marketing mix strategies (product, price, promotion, and place). According to the ANOVA table the value of p-was 0.000 at 95% confident level and F critical value was 36.969. Since the p-value 0.000 was less than 0.01 at 5% level of significance, since the p-value was statically significant, therefore, there was an acceptable relationship observed between sales performance and marketing mix strategies (product, price, promotion, and place).

4.5 Formation of Regression Model

The structure of regression Model is: $Y= \alpha + \beta 1x1 + \beta 2x2 + \beta 3x3 + \beta 4x4+ e$. Where Y= Sales Performance, α = Constant, X1= product strategy, X2= price strategy, X3= promotion strategy, X4= place strategy, e= regression error. The Y represented change in outcome resulting from a unit change in the predictor and the Y should be different from zero and big relative to its standard error. According to general rule, if observed significance is less than 0.05, it can be agreed that the result reflects a genuine effect, (cited in Efrem, 2017). Therefore, the model predicts that if product increases by one unit then sales performance beta value increased to 0.920.

Table-17 Coefficient Table

Model	Un Standardized Co-efficient		Standardized co-efficient	F	Sig
	B	Std. Error	Beta		
(Constant)	0.483	0.256		1.885	0.062
Price	0.107	0.115	0.092	0.925	0.357
1 Product	0.260	0.129	0.264	2.007	0.047
Place	0.295	0.080	0.296	3.700	0.000
Promotion	0.194	0.148	0.169	1.312	0.192

a. Dependent variable: Sales performance

The above coefficient table showed the model parameters (beta value) and their significance values. The value of α 0.483 was constant and the model explained that when X=0 the four variables value were not considered and then the sales performance value become 0.483.

The coefficient table interpreted the influences among the four independent variables and most of them were had a positive sales performance. In the standardized coefficient the beta column showed the values of four independent variables and their values were respectively Price (0.092), Product (0.264), Place (0.296) and Promotion (0.169). Among the four variables the place variable had a highest value (0.296). Based on the above analysis the regression equation model was constructed as $Y= 0.483+ 0.264X1+ 0.092X2+0.169X3 + 0.296X4 + e$. From the results, it concluded clearly that both the Price (B= 0.092, i.e. P > 0.357) and Promotion (B= 0.169, i.e. P > 0.192) had a positive effect on sales performance, but remaining two variables place (B= 0. 296, i.e. P < 0.000) and product (B= 0.264, i.e. P > 0.047) had a significant and positive effect on sales performance.

5. Conclusion

The general mean of all statements related to marketing mix strategies, such as product, price, promotion and place were respectively (3.43), (3.66), (3.35) and (3.32) which reflects a good level of agreement from respondents and it was concluded that the samples attitude toward the statements were positive. Thus, the participants were believed that all four marketing mix strategies had a positive effect on sales performance.

From the regression analysis model, it was found that the price (B=0.092, p>0. 0.357) and promotion (B=0.169, p>0. 0.192) had positive effect only on sales performance. Whereas place (B= .296, p<0. 0.000) and product (B= 0.264, p>0, 0.047) had a significant and positive effect on sales performance. Therefore, among the four marketing mix strategies the product and place strategies were played key role in enhancement of sales performance of the MSEs.

6. Recommendations

Based on findings of the study, the product strategy plays a significant role on sales performance of MSEs, it has to break through the traditional manufacturing processes and production method to entice and capture its market among severe competition.

Due to intense competition, the MSEs have to consider seriously quality, durability and innovations in its product offerings to sustain in the competitive market.

The place strategy got more prominent role in increasing sales performance than all other strategies, therefore, MSEs have to design very strong and effective distribution strategies to ensure and availability of their products in the markets as equal to other branded organizations products.

In addition to conventional distribution strategy, the MSEs have to adopt both the direct and indirect distribution channels to enhance its sales performance in the specific market segmentation than the branded companies' products.

The packaging design, visibility, durability and safety of the products have to be ensured and improved to support the sales performance of MSEs and it helps to compete with the branded products available in the market.

The MSEs have to adopt initially a penetrating pricing strategy to grab a particular market segment gradually because most of the MSEs customers are lower and middle class and their affordability is low. Price fixation policies have to be flexible enough and support sales performance according to the changes occurred in the local markets. It has to be reasonable than the branded products to increase customer's purchase intention.

The MSEs cannot use electronic media to advertise their products like branded companies because of limited financial resource and more over literacy proportion of the people in the local area might be considerably low and these hampering the effectiveness of the product reach. Therefore, they have to use posters, small size notices, and stickers in all places to make known about the products and their availability to create awareness to the customers.

References

[1] Adewale, A. G., Adesola . M. A., & Oyewale I. (2013). Impact of Marketing Strategy on Business Performance - (A Study of Selected Small and Medium Enterprises in Oluyole Local Government, Ibadan, Nigeria). *Journal of Business and Management 11(4), 59-66*.

[2] Ardojouman.D & Asma.B. (2015). Marketing Management Strategies Affecting Performance Of

Enterprises (SMEs) in Cote d'Ivoire. *International journal of business and social science, 6(4).*

[3] Best, Roger J. (2000). Market-*Based Management: Strategies for Growing Customer Value and Profitability.* (2nd Ed). Prentice Hall: Upper Saddle River, New Jersey.

[4] Bintu, M., J. (2017). Effects of Marketing Mix Strategy on Performance of Small Scale Business in Maiduguri Metropolitan, Borno State Nigeria. *Journal of Marketing and Consumer Research. 31.*

[5] Cavusgil.S.T., & zou.S. (2014)."Marketing strategy-performance relationship: an investigation of the empirical link in export market ventures". *The journal of marketing, 1-21.*

[6] Cooper, A., Gimeno-Gascon, J. and Woo, C.Y. (1994). Initial human and financial capital as predictors of new venture performance. *Journal of Business Venturing,9(4).*

[7] Deonir, D., Gabriel. S., M., Evandro, B., S., & Fabia, L., (2017). Pricing Strategies and Levels and their impacts on Corporate profitability. *5(4), pp. 120-133.*

[8] Ebitu.T.M.(2016). "Marketing Strategies and performance of enterprises" in Akwa-Ibom State, Nigeria. *British Journal of Marketing Studies, 4(5), 51-62.*

[9] Gajanayake, R. (2010). The Impact of Marketing Strategies and Behavior of Small and Medium Enterprises on their Business Growth. *ICBI 2010-University of Kelaniya, Sirilanka.*

[10] Ghouri, A., Khan, N. R., Malik, M. A. & Razzaq, A. (2011). Marketing practices and their effects on firms performance: Finings from small and medium sized catering and restaurants in Karachi. *International Journal of Business and Management, 6(5), 251-259.*

[11] Hinson, R.E. & Mohammed, A.M. (2011). "Qualitative Insights into Market Orientation in Small Ghanaian Businesses", *International Journal of Marketing Studies Vol. 3, No. 1; February 2011. Pp -35 -44.*

[12] Hitt, Michael A., R. & Robert E. Hoskisson et al, (1999). Management Strategies: Tackling the Era of Competition and Globalization, over Languages by *Armand Adiyanto, Erlangga, Jakarta.*

[13] Liozu, S., M., & Hinterhuber, A. (2013). ''Pricing orientation, pricing capabilities, and firm performance''. *Management Decision,. 51(3). Pp. 594-614.*

[14] Mesfin Seyoum Kebede. (2015). "Challenges and Prospects of Small Enterprises in Ethiopia." *(Doctoral dissertation) University of South Africa.*

[15] Mohamed et al, (2014). "The Impact of Marketing Strategy on Export Performance" *International Journal of Science, Environment and Technology, 3(4), 1618-1635.*

[16] Mowen, J, C., & Minor. M,S (2004). *Consumer Behavior: A framework*; Pearson Education Asia Limited and Tsingnua University Press Belging.

[17] Nigist, K. (2017). The Role of Marketing Strategy for Sales Volume. A Case Study on Ethiopian Textile Firms, *Ethiopia. Journal of Marketing and Consumer Research, 40. Pp 33-42.*

[18] Nirusa, S. (2017). The mediating role of perceived product quality: The analysis of relationship between organizational capability and customer value. *International Journal of Management and Applied Science,3, (1), pp.131-134.*

[19] Otieno,M.O.(2015). "Effect of shopper marketing practices on sales performance of medium and large super markets, in Nairobi County. *(Doctoral dissertation) University of Nairobi.*

[20] Prof. Vasanth Kiran et al, (2012). "Innovative marketing strategies formicro, small & medium enterprises" *interdisciplinary journal of contemporary research in business, June, 2012, VOL 4, NO 2, Pp-1059-1066.*

[21] Rotich.E. (2016). "Effects of Marketing Intelligence on Sales performance of Bancassurance Among financial Institutions In Kenya. *(Doctoral dissertation) University of Nairobi.*

[22] Sekaran, U. (2003*). Research method for business: A Skill building approach*. (4th Ed). John Wiley and sons.

[23] Vikas, V. (2011). Pros and Cons of Penetration Pricing Strategies.

[24] Walker. & Jean Claude Larreche, J.C. et al, (2001:12, 2003:12), *Marketing Strategy, Planning And Implementation*, McGraw Hill International.

[25] Yamane, Taro. (1967). *'' Statistics: An Introductory Analysis*, (2nd Ed), New York: Harper and Row.