



NATIVE LANGUAGE PRESENTATION OF MARKETING TRAINING AS A PANACEA TO INORDINATE APPLICATION OF AFRICAN TRADITIONAL SALES ENHANCER (ATSE) BY OSUN STATE MICRO-ENTREPRENEURS

Lawrence F. Ademiluyi¹, Ngozi, B. Nwabuo², Akinbode Sangodapo³, Sikiru, I. Nuhu⁴, Motunrayo, J. Aransiola⁵

^{1, 2 & 4}Department of Business Education and Entrepreneurship,
Faculty of Education,
Kwara State University, Malete, Nigeria.

³Department of Business Education,
School of Vocational and Technical Education,
Osun State Polytechnic, P.M.B. 301, Iree, Nigeria.
akinbodesangodapo4phd@gmail.com
+234803 564 3104

⁵Department of Office Technology and Management,
Kwara State Polytechnic, Ilorin.

Abstract

Inaccessibility to marketing education or training by micro-entrepreneurs who are majorly non-educated people might be one of the reasons why micro-entrepreneurs engage in the inordinate application of spiritual forces to enhance sales. This application of spiritual manipulation of consumers has been marked as African Traditional Sales Enhancer and was identified as one of the problems affecting entrepreneurial durability and success in Nigeria. This study is premised on examining marketing training delivery using native language presentation as a panacea to the inordinate application of African Traditional Sales Enhancer by Osun State micro-entrepreneurs. The study made use of descriptive survey research design. The population comprised 229 business education professionals. The sample for this study comprised 47 experts in six different tertiary institutions in Osun State. Structured questionnaire was used to collect primary data from respondents. Relevant works of authorities in related fields were reviewed. Data were presented in tabular form and analyzed using mean rating and standard deviation. Results show that native language presentation of marketing training is a veritable instrument of reducing or controlling the inordinate application of African Traditional Sales Enhancer by micro-entrepreneurs, and that controlled application of African Traditional Sales Enhancer will influence micro-entrepreneurship durability. The study recommended that Government should design a compulsory and special marketing training in native language presentation for micro-entrepreneurs which will serve as one of the prerequisites for would be micro-entrepreneur. Government through National Orientation Agency should commence various multilingual orientation programmes to encourage micro-entrepreneurs to desist from total application and reliance on African Traditional Sales Enhancer.

Keywords: African Traditional Sales Enhancer, Entrepreneurship Durability, Native Language Presentation, Marketing Training, Micro-entrepreneur



Introduction

The inordinate application of African Traditional Sales Enhancer (ATSE) has been adjudged as one of the problems militating against entrepreneurship durability in Nigeria. Sangodapo, Ademiluyi, Nwabufu and Popoola (2022) submitted that the ability of micro-entrepreneurs to withstand and survive unfavorable economic waves and pressures as occasioned by recent and persisting upward trend of inflation rate is threatened by inordinate belief and application of African Traditional Sales Enhancer (ATSE) by micro-entrepreneurs in Osun State Nigeria

In the context of this study, micro-enterprises are mostly one-man businesses/sole proprietorships, controlled and managed by micro-entrepreneurs. This category of enterprise has limited number of employees ranging between one and three, initial capital outlay less than two million naira and sales turnover of not more than five million naira annually. Artisan, traders, producers of local goods are common within this category of enterprise. Most micro-enterprises specialize in providing goods or services for their local areas thereby contributing their quota to economic development of Nigeria.

Micro-enterprises are essential to Nigeria's economic growth, and are seen as the primary driver of economic expansion. Ademiluyi (2007) asserted that micro-entrepreneurs are crucial element in fostering private sector collaboration and development as they foster competition, raise living standards, and produce jobs. Ebitu Basil, and Ufot (2016) emphasized that micro entrepreneurs are typically in charge of ensuring that goods and services get to the final consumers, encouragement of entrepreneurship, and second-hand repairs products. Conversely, realities on ground in terms of contributions of micro-entrepreneurship fall short of expectations in terms of micro-entrepreneurial durability, profitability and sustenance. This, based on researchers assumption, might be occasioned by inordinate reliance of micro-entrepreneurs on application or usage African Traditional Sales Enhancer to induce sales.

African Traditional Sales Enhancer (ATSE) is an ancient technique that micro-entrepreneurs in Nigeria engaged in as a way to increase sales or patronage by spiritually influencing potential customers to buy their products. Awure (fortune booster), Aworo (customer dragger), Asina (way opener), Osole (money drawer), Oseltaja (sales enhancer soap) are some of the numerous names for spiritual sales enhancer in Yoruba land.

ATSE is an African cultural metaphysical method of clouding consumers' ability to appraise products and services objectively, leading nearly all potential customers to act on impulse that may have been sparked by African spiritual control intended to increase sales. The preparation of African Traditional Sales Enhancer varies based on the user, the circumstances in which it will be utilized, and the level of effectiveness required. The researcher observed that some of African spiritual manipulations are prepared in form of soap, magical powder, water, perfume and other items.

Awoniyi (2011) was of the opinion that the three main types of religion: Islam, traditional religion, and Christianity, particularly those of African descent provide these for their adherent in one way or the other. Despite the fact that there is a dearth of literature on the idea of African Traditional Sales Enhancer (ATSE), the researcher based his explanations on the little that was available, as well as his long-time inquiries and observations.

The researchers' observation revealed that micro-entrepreneurs in Nigerians place a high value on their cultural heritage and spiritual belief, and regardless of whether they are identified as Christians, Muslims, or Traditional believers, Adetunmbi (2017) explained that it is very common for micro-traders to seek spiritual advice and guidance whenever they are in difficulties, like when sales are down, or when their businesses face unforeseen difficulties. Due to these, a lot of micro-enterprise owners put more trust in traditional African sales enhancing methods than the application of modern methods and techniques of marketing. The study conducted by Sangodapo, Ademiluyi, Nwabufu, and



Popoola, (2022) emphasized that micro-entrepreneurs in Osun State use of apply spiritual methods of enhancing sales regardless of their religion.

Marketing training in the context of this study is an informal training programme specially designed for who be micro-entrepreneurs, and conducted in micro-entrepreneurs' native language which will afford micro-entrepreneur the opportunity to learn basic ideas on the process and fundamentals of product development, pricing methods and purposes, integrated marketing communication, product distribution, and basics marketing decisions on how products and services move from concept to consumer. The reason for marketing training in native language is for better understanding and application of marketing techniques because majority of micro-entrepreneurs in Osun State jump into venture establishment without adequate marketing training. This has probably denied them benefits derivable from application of marketing tactics. Kapkiyai, and Kimiti, (2016) revealed that micro-entrepreneurs' low marketing skills and high failure rates in sales are both caused by lack of marketing education and training.

Adefulu and Adebowale (2019) examined the following as the general goals of marketing training in Nigeria: to provide a meaningful marketing instructive understanding and practice, equip micro-entrepreneurs with the marketing, sales, and advertising expertise they need to achieve entrepreneurial durability. studies at their localities or places provided by the facilitators, develop micro-entrepreneurs capable of sustaining their own businesses, provide micro-entrepreneurs with basic/advanced marketing concepts to efficiently promote marketing management and to produce knowledgeable and capable marketing professionals.

Considering the goals of marketing education in Nigeria as considered by Adefulu and Adebowale, it is the opinion of the researchers that there may be a clear shift or replacement of inordinate application of ATSE by micro-entrepreneurs with basic marketing practices in south-west Nigeria, if micro-entrepreneurs are exposed to informal training in marketing education in the language they understand best. Sangodapo, Ademiluyi, Nwabufo and Popoola (2022) established the relationship between application of ATSE by micro-entrepreneurs and application of product promotion strategies to be inverse. This indicates that majority of micro-entrepreneurs are blinded to the application of product promotion as a result of their unwarranted belief in the efficacy of ATSE. However, their inability to see the benefits of applying sales /product promotion is not without attendant negative effects on sales volume declining. No wonder the micro-entrepreneurship durability is difficult to achieve and sustain.

Statement of Problem

In April, 2022, inflation rate has increased to 16.82%, the highest level in eight months according to the National Bureau of Statistics (Punch Editorial Board, 2022). In June, 2022 Central Bank of Nigeria pegged the inflation rate at 18.60% (CBN, 2022). One of the obvious eventualities of this upward trend of inflation rate is high cost of production inputs. Although, many researchers have severally proposed a producing economy through entrepreneurship as a way out of depending economy, this has not yielded expected results as micro-entrepreneurship lack durability and sustenance in the face of little or no challenges. Integrated Marketing Communication is discarded for belief in spiritual manipulation of consumers through ATSE perhaps because of lack of training in marketing. This has resulted in lack of both local and international awareness of locally produced goods by our micro-entrepreneurs. This, the researchers guess as one of the reasons why Nigeria economy depends on importation rather than exportation that will boost the value of Nigeria currency. This study therefore intends to evaluate the opinions of experts on native language presentation of marketing training as a panacea to inordinate belief and application of African Traditional Sales Enhancer by Osogbo micro-entrepreneurs. Hence, reason for this study.



Research Questions

The following research questions were raised to guide this study:

1. What is the relevance of native language presentation of marketing training in controlling the application of African Traditional Sales Enhancer by Osun State micro-entrepreneurs?
2. What is the influence of controlled application of African Traditional Sales Enhancer on micro-entrepreneurship durability in OsunState.

Methodology

This study adopted the survey research design and obtained its data from both primary and secondary sources. The primary data were obtained through questionnaire. The population size for the study is 229. Questionnaire was administered on a sample size of 70 experts who are specialized in business, marketing, and entrepreneurship education in Osun State. These experts were randomly selected from six government higher institutions in Osun State (ObafemiAwolowo University, Ile-Ife was excluded because of ASUU strike) namely, Osun State University, Okuku Campus, Federal Polytechnic, Ede; Osun State Polytechnic, Iree, Osun State College of Technology, Esa-Oke, Osun State College of Education, Ilesa, and Osun State College of Education, Ila-Orangun, using stratified random sampling. The researcher was able to retrieve 47 copies of the questionnaires from the respondents making approximately 67% returns. Therefore, 47 stands as the actual sample size. The questionnaire was structured based on 4 points Likert scale as Strongly Agreed (4), Agreed (3), Disagreed (2) and Strongly Disagreed (1). The instrument contains 17 items. The face and content validity of instrument of data collection was done by two experts from the Department of Business Education, Ekitistate University, Ado-Ekiti, and Department of Business Management, LadokeAkintola University of Technology, Ogbomosho. The reliability of the instrument was determined by statistical analysis of the data collected from the pilot study which was conducted in Kwara State Polytechnic, Ilorin which is outside the study area. The correlation between data of test-retest was calculated using Pearson Product Moment Correlation (PPMC). The reliability index obtained is 0.86 which shows that the instrument is reliable, according to Shuttleworth (2009) a test re-test correlation of +0.75 or greater is considered to indicate good reliability. Mean rating and standard deviation were used as descriptive statistics to analyze the primary data. Mean score of 3.50 and above was taken to be strongly agreed, between 2.50 and 3.49 is agreed, 2.0 to 2.49 is disagreed, while below 2.0 is strongly disagreed.

Results

The results of data analysis were presented according to the research questions.

Research Question 1:What is the relevance of native language presentation of marketing training in controlling the application of African Traditional Sales Enhancer by Osun State micro-entrepreneurs?

Table 1: Respondents opinions on the relevance of native language presentation of marketing training in controlling the application of African Traditional Sales Enhancer

Items	Mean	Std. Deviation	Remarks
Presentation of Marketing training in native language will expose micro-entrepreneurs to marketing skills that will generate better sales	4.00	.000	SA
Integrated marketing communication of micro entrepreneurs will be boosted through understanding			



marketing tactics not through usage of spiritual control	3.96	.204	SA
Marketing training in native language will expose micro-entrepreneurs to online marketing and enhance internationalization of local product	3.96	.204	SA
Marketing training in native language will provide adequate experience for micro-entrepreneurs on promotion and product awareness	3.96	.204	SA
Giving adequate marketing training in native language will discourage micro-entrepreneurs from relying on spiritual means of enhancing sales	3.91	.282	SA
Marketing training in local language will enhance micro-entrepreneurs' distribution strategies	3.89	.312	SA
Marketing training in native language will enhance achievement of entrepreneurial success	3.85	.360	SA
Marketing training in native language will improve micro-entrepreneurs' marketing and business decisions that will enhance sales better than application of sales through spiritual means	3.85	.360	SA
Marketing training in native language will equip micro-entrepreneurs with pricing strategies	3.79	.414	SA
Marketing training in native language will expose micro-entrepreneurs to strategies of product development	3.66	.479	SA
Average mean and standard deviation	3.88	0.282	Agree

Table 1 shows that majority of respondents were unanimous in their answers to the items on the Table, majority of them agreed to all items. This agreement is obvious as all the mean scores are above the fixed decision value of 2.50. The standard deviation on the Table ranged from 0.000 to 0.479, this indicates that there is low variability in the respondents' responses. The average mean and standard deviation of 3.88 and 0.282 respectively are indicators to this fact. The implication of this is that marketing education is relevant in controlling the application of African Traditional Sales Enhancer by Osun State micro-entrepreneurs.

Research Question 2: What is the influence of controlled application of African Traditional Sales Enhancer on micro-entrepreneurship durability in OsunState



Table 2: Respondents opinions on the influence of controlled application of African Traditional Sales Enhancer on micro-entrepreneurship durability

Items	Mean	Std. Deviation	Remarks
Controlled African Traditional Sales Enhancer will enhance the profitability of micro-entrepreneurs	3.96	.204	SA
Reduction of reliance on spiritual manipulation of consumers will assist micro-entrepreneurs to withstand hash economic situation	3.96	.204	SA
Reduced application of spiritual sales enhancer by micro-entrepreneurs will enhance usage of marketing skills	3.94	.247	SA
Controlled African Traditional Sales Enhancers improve on micro-entrepreneurs' sales volume	3.94	.247	SA
Reduction of total reliance on spiritual sales enhancer will encourage micro-entrepreneurship to make use product promotion	3.85	.360	SA
Controlled application of African Traditional Sales Enhancer will enhance entrepreneurship durability	3.81	.398	SA
African Traditional Sales Enhancer is a factor to monitor for the success of micro entrepreneurs	3.62	.491	SA
Average mean and standard deviation	3.87	0.307	Agree

Table 2 shows widely held opinion of respondents in their unanimous responses to the items on the table, majority of them agreed to all items. This agreement is obvious as all the mean scores are above the fixed decision value of 2.50. The standard deviation on the table ranged from 0.204 to 0.491, this indicates that there is low variability in the respondents' responses. The average mean and standard deviation of 3.87 and 0.307 respectively are indicators to this fact. The implication of this is that controlled application of African Traditional Sales Enhancer by micro-entrepreneurs has influence on micro-entrepreneurship durability in Osun State.

Discussion

Findings on research question one show that marketing training in native language will expose micro-entrepreneurs to marketing skills that will generate better sales, boost usage of integrated marketing communication of micro entrepreneurs so as to discourage them from relying on usage of spiritual manipulation of customers to buy product, encourage our micro-entrepreneurs to make use of online marketing tactics and enhance internationalization of our local products. It was further revealed that marketing training in native language will provide adequate experience for micro-entrepreneurs on product awareness and promotion, and will discourage micro-entrepreneurs from relying on spiritual means of enhancing sales, it will also enhance micro-entrepreneurs' usage of distribution strategies. The findings show further that marketing training in native language will enhance achievement of



entrepreneurial success, and will improve micro-entrepreneurs' marketing and business decisions that will enhance sales better than application of spiritual means of enhancing sales, it will also equip micro-entrepreneurs with pricing strategies. Marketing training in native language will expose micro-entrepreneurs to strategies of product development. These findings are consistent with the findings of Etonyeaku, and Ezeji (2013) established that entrepreneurs are generally positive about the marketing education as marketing trainings are instrumental to business preparation and advancement.

Findings on research question two show that controlled application of African Traditional Sales Enhancer will enhance the profitability of micro-entrepreneurs, and that minimal reliance on spiritual manipulation of consumers will assist micro-entrepreneurs to withstand harsh economic situation. It was also found that reduced application of spiritual sales enhancer by micro-entrepreneurs will enhance application of marketing skills and assist micro-entrepreneurs to improve on their sales volume, and at the same time encourage micro-entrepreneurs to make use product promotion. Further to the above, it was revealed that controlled application of African Traditional Sales Enhancer will ensure entrepreneurship durability because African Traditional Sales Enhancer is a factor to monitor for the success of micro entrepreneurs. These findings are consistent with the findings of Sangodapo, Ademiluyi, Nwabufo and Popoola (2022) the objective of their study was to evaluate the influence of Africa Traditional Sales Enhancer on the utilization of product promotion techniques for increasing sales volume. The result shows that there is inverse relationship between uncontrolled usage of ATSE and application of product promotion by micro-entrepreneurs.

Conclusion

This study was designed to evaluate the relevance of marketing training presented in native language in controlling or discouraging the reliance of micro-entrepreneurs on spiritual means of enhancing sales which was conceptualized as 'African Traditional Sales Enhancer'. The opinion of experts and professionals from seven public higher institutions in Osun State were analyzed and it was found that marketing training presented in native language will be a good instrument in controlling or discouraging micro-entrepreneurs from relying on application of spiritual means of enhancing sales. Further to this, it was found that controlled usage or application of African Traditional Sales Enhancer through marketing education will influence micro-entrepreneurship durability.

Recommendations

The following are recommended:

- i. Previous study by the researchers has established an inverse relationship between the usage of African Traditional Sales Enhancer and application of product promotion and that reliance on this spiritual means without the usage of marketing strategies by micro-entrepreneurs is falsely perceived to increase sales volume. Therefore, this study recommends that Federal Government of Nigeria should design a compulsory and special marketing training programme in native languages for micro-entrepreneurs. This programme should be one of the conditions or prerequisites for establishing micro-enterprise in Nigeria.
- ii. Entrepreneurship durability will contribute to economic development of a nation provided its survival in the face of economic hardship is not threatened by total reliance or uncontrolled application of African Traditional Sales Enhancer which has been found to be preventing entrepreneurs from using marketing strategies appropriately. It is therefore recommended that Government, through National Orientation Agency (NOA) should orientate micro-entrepreneurs through electronic, print and online media on the need to abrogate spiritual means of enhancing sales. This will serve as a way of controlling the reliance of micro-entrepreneurs on African Traditional Sales Enhancer.



References

- Adefulu, A., & Adebawale, I. S. (2019). Marketing education, the Nigerian experience: A meta – analysis. *Academy of Marketing Studies Journal*, 24(1), 1-11
- Ademiluyi, L. F. (2007). Business competencies needed for effective entrepreneurship as perceived by fresh graduates. *Business Education Journal*, VI(1), 18-29.
- Adetunmibi, M. A. (2017). Yoruba spiritual heritage and its implications for the Yoruba indigenous churches in Nigeria. Thesis submitted for the degree *Philosophiae Doctor* in Ethics, Potchefstroom Campus: North-West University.
- Awoniyi, P.R. (2011). Yoruba indigenous spirituality and the reshaping of new religious movements in South-West Nigeria. *Ogbomoso Journal of Theology*, 16(1), 149-163.
- Ebitu E. T., Basil, G. & Ufot J. A. (2016). An appraisal of Nigeria's micro, small and medium enterprises (MSMES): Growth, challenges and prospects. *International Journal of Small Business and Entrepreneurship Research*, 4(4), 1-15.
- CBN (2022). Inflation rate percent. Retrieved from Central Bank of Nigeria: <https://www.cbn.gov.ng/rates/inflrates.asp?year=2022>
- Etoneyeaku, E. A. C. & Ezeji, H. A. (2013). Importance of marketing education courses as perceived by students and lecturers in tertiary institutions in Enugu State, Nigeria. *Journal of Education and Practice* www.iiste.org, 4(23), 209-213
- Kapkiyai, C. & Kimitei, E. (2016). Small and micro enterprise owners' characteristics and their impact on capital structure. *European Journal of Business, Economics and Accountancy*, 4(3), 23-35
- Punch Editorial Board (2022 May, 30). Naira's fall portends danger for the economy. Retrieved from Punch: <https://punchng.com/nairas-fall-portends-danger-for-the-economy/>
- Sangodapo, A., Ademiluyi, L. F., Nwabufo, N. B., & Popoola, K. N. (2022). *Influence of African Traditional Sales Enhancer, (ATSE) on the utilization of product promotion strategies by micro-entrepreneurs in Osogbo, Nigeria: Implication for sustainable development*. Paper Presented at the 10th RVTTI International Conference, Eldoret, Kenya.
- Shuttleworth, M. (2009). Test-retest reliability. Retrieved July 21, 2022, from [explorable.com](https://explorab.com): <https://explorab.com>