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THE MODERATING ROLE OF MARKETING ORIENTATION; MOBILE PHONE MARKETING AND PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISE IN RIVER STATE

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Abstract

This study examined the relationship between mobile phone marketing and performance of Small and Medium Scale Enterprise (SME) with moderating impact of marketing orientation in Rivers State. The study adopted the survey research design. The target population is the entire forty- one (41) registered fast food firm in Port Harcourt. The researcher purposively administered ten (10) copies of questionnaire to each management employees of twenty-one selected fast food firms in Rivers State using the non-probability sampling technique of convenience sampling. A sample size of (210) was drawn from our population of study. After data cleaning, 180 copies of questionnaire were completed and returned. Spearman rank Correlation Coefficient via SPSS 21.0 version was used to test the eleven hypotheses. Findings revealed that there was a positive relationship between the dimensions of mobile phone marketing and measures of performance. Also, the moderating variable of market orientation significantly influenced the relationship between mobile phone marketing and performance. The study concluded that providing more product information to customers, will lead to increased sales. With proper market orientation, this can increase profitability to these firms. Among others the study recommended that fast food SMEs should have great influence on consumer's attitudes toward acceptance of the mobile marketing. This will lead to enhance the competitive advantage for the company and increase its market share.

Introduction

Small and medium scale businesses play crucial part in helping advanced and upcoming nations in areas of economic growth and development. They occupies key position in monetary development of nations globally and their role in developing any nation can never be over-emphasized. SMEs also function as training ground for domestic skills and business-owners, and could serve as means and channels for gathering domestic savings, ensure more fair income or revenue distribution reduced exodus of human-resource from local areas to cities. The reduced rural-urban exodus is needed especially when these SMEs are availed with needed support, this would trigger development in

domestic areas in long terms. Based on fact that SMEs confront several challenges usually triggers their complete failure, adopting and utilizing ICT capability, with particular reference to m-phone use is stepping stone to recording success in their activities (Beck, & Demirguc-Kunt,. 2006).

SMEs description differs from one nation to another. However, most time choice of whether any firm is SME or not depend on number of involved workers, assets value or sales value. For instance In Japan, new SMEs law set SME definition based on workers number, funding size and industry. USA, set SMEs at 500 workers or less and EU nation use 250 workers or less (Homburg et al, 2010). For Nigeria, essence and performance contributions from SMEs business as job creator, those having low skill are commonly noticed. In 2002, over 95% of entire businesses in manufacturing sector are SMEs and provides over 75% of work capacity and over 45% of entire industrial resource as concerns value addition (McKelvie,, & Wiklund, 2010).). SME worker take over 80% of worker resource in private sector (Keller, 2003). In agriculture and manufacturing areas, SMEs utilized over 80% of entire workforce.

From observation, several SMEs are already using m-tech to increase their business operations. Mobile phones are handy and pocket sized computer device which ha smaller screen used in outputting data and small keyboard or touch-screen used as input (Sark & Wells, 2003). First generation m-phones give people means to discuss with each other anytime and in anywhere with no real wire connections while third generation m-phones techs give people room to see one another anytime and from anywhere along with discussion (Rafael, 2003). M-phones are available anywhere to anybody with main services like m-calls, m-messaging, M-remittances, M-bills payments; M-internet connections and lately m-banking. SMEs incorporate m-phone service to elevate their marketing capabilities and essence of m-phones marketing is basically to create access to needed information like buyer profile, and buying pattern, job-opportunities, and business-opportunity and make contacts that joins labor-demand and supply procedure (Dannenb & Lake 2013). M-phones connect, collective, network of ways that enhance production, market and elevates general revenue (West 2012). M-phones aid SMEs to cover wider geographic areas thereby reaching current and novel buyers. M-phones equally spanned wider business variety (Aker & Mbatl 2010).

Having customer insight means understanding your buyers based on buying pattern, experiences and needs. This concept is more than just research and data and is multi-perception of buyers obtained from orderly analysis of quality and quantity based data. M-phone tech helps business to elevate their product distribution capacity. Several mobile apps are used in tracing present locations of inventory, or trucks conveying inventory which gives store room to request delivery by their location in time when need for those items arise, thereby reduce inventory amount as concern space and expense (Van Eeden et al 2003).

In marketing, buyers emotion are read via their response, interaction, and challenging which they reveal when getting their service or when giving feedback. Customer's emotions aids in formulating "their experience in a certain process and hence develop a whole and full image of either a product or of a service that they have gone through". Tang (2013) stated that "they see that the strategies that employees use within marketing their product/service are the keys toward forming the customers' emotional stance and hence develop the experience as a whole in their minds".

Empirically, several studies are already done on mobile-phone marketing using different construct and practices. For instance; Carroll et al, (2007) examined buyer perceptions and attitudes to SMS advertising: in New Zealand. Leppäniami, & Karjaluo, (2005) worked on “Factors influencing consumers’ willingness to accept mobile advertising: a conceptual model”. Huang (2008) investigated “The Impact of Mobile Devices on SMEs in Auckland”. Hooper et al, (2010), examined “The use of mobile phones by SMEs in a developing economy: The case in South Africa”. From the listed empirical literature, it is therefore evidenced that scarce studies have ignored on mobile phone marketing and performance, using construct (brand awareness, customer-contact, transaction-payment, customer-insight and emotion particularly among SMEs within Rivers State. Similarly, most relationship between mobile-phone marketing and performance has been direct relationship. This study introduced market orientation as moderating variable which is quite unique. This study would investigate the moderating impact of market orientation on relationship between mobile phone marketing, captured using customer-insight and customer-emotion and performance of SMEs in River state.

Statement of Problem

Most SMEs in Nigeria especially in Port Harcourt, Rivers State are still facing challenge of poor performance which is massively attributed or linked to several factors like poor credit or funding access, insufficient information needed in taking detailed decision, lack of needed expertise, digital illiteracy, massive expense on accessing ICT and poor infrastructure with massive taxation. However, as firms globally continue to accept and incorporate their dependence on capabilities that was made available by ICT to and distribute information, SMEs have never reaped this advantage fully. There is continual changes in m-phone tech and usage which when considered notably would show notably positive effect on SMEs performance. Consequently, businesses will be opened to novel and better chances in market and thereby attain their quest of beating increasing competition in business arena.

Several works in the past have concentrated on m-phone usage among business vendors example Jensen’s (2007) who worked on Kerala fishermen using 5 year time based data in 3 fish markets in India noticed that using m-phones by these fishermen and their partners; wholesalers was linked to massive reduction in cost of dispersing their product, total waste elimination, and nearly perfect obedience to one-price law. Jagun et al (2008) investigated m-phone role in facilitating supply chains in Nigeria market basically for local hand-made cloth and uncovered that m-phones at reduce trading time and replace expensive journeys and using m-phones, position traders to effectively arrange with wider stream of buyers and maintain dynamic responsive connection with buyers.

Currently, there has not been much research effort on construct of m-phone marketing and SMEs performance, for instance, Hooper et al (2010), studied “The use of mobile phones by SMEs in a developing economy”. Dannenberg, & Lakes, (2013) worked on “The Use of Mobile Phones by Kenyan Export-Orientated Small-Scale Farmers”. Therefore, from the listed empirical literature, evidence abounds that there is no work that have been done on influence of m-phone marketing and performance, perhaps among SMEs by looking at dimensions like customer-insight and customer-emotions on how it affect performance of SMEs in Rivers State considering customer loyalty as the dimension.

It is within this understanding that this study sought to unravel the role of m-phone in performance of SMEs with specific consideration on the moderating effect of market orientation.

Aim and Objective

The main aim of this paper is to ascertain the relationship between mobile phone marketing approach and marketing performance of SMEs in River State with special consideration to the moderating effects of market orientation, and the objectives are

1. Ascertain possible connections between use of mobile-phone for customer-insight and SMEs marketing performance
2. Determine linkage between use of mobile-phone for customer-emotion and marketing performance of SMEs
3. Ascertain extent to which market orientation influence connections between using mobile-phone for marketing and SMEs performance

Research Question

The research question that guided this work are

1. What is the nature of relationship between customer-insight and marketing Performance of SMES within Rivers State?
2. What is the nature of relationship between customer-emotions and marketing Performance of SMES within Rivers State?
3. To what extent does customer-orientation influence relationship between Mobile-Phone Marketing and Performance of SMEs within Rivers State?

The Hypothesis

Ho₁₀: No significant association was observed between using mobile phone for customer’s insight and customer’s loyalty of SMEs within Rivers State.

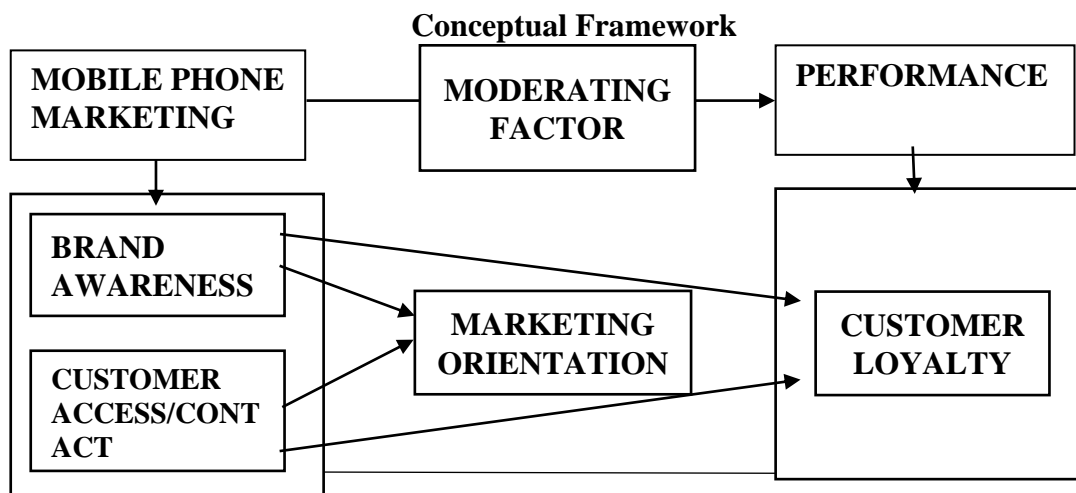
Ho₁₀: No significant association was observed between using mobile phone for customer’s emotion and buyer’s loyalty of SMEs within Rivers State.

Ho₁₁ Market orientation does not significantly influence connections between mobile phone-based marketing and SMEs performance within Rivers State.

Literature Review

Conceptual Framework

Fig 1.1: Operational Conceptual Framework on the Mobile Phone Marketing and Performance of Small and Medium Scale Enterprises (SME) in Rivers State



Source: Conceptualized from Literature Review, 2021

Mobile Phone Marketing

Mobile devices are speedily transforming business, social, politic structure in upcoming nation globally by enforcing people, local and poor persons. First, mobile device based communication that in this time made free from constraints of conventional physical connectively and proximity has enforced weak and less-privileged persons (Rotbarg & Aker 2013). This form of communication helped local citizens to access their government and corporate managers of their areas easily. The strengthening of authorization of interacting scheme equally triggered freedom, independence and social control from people or social sets like women (Roy 2013). M-phones equally strengthen little venture owners in most upcoming nation by increasing their alternative options as concern selling their product.

The using mobile-phone for interaction improves operation efficiency in SME. Efficiency activities facilitate or enhance SMEs to create, produce and sale their products efficiently than their competitors. Reduce expense in doing business, increase delivery speed, enhance flexibility, and achieve scale economies are key features of production efficiency activities in SMES and these activities operate together to accomplish good productive performance, lower production expense, high-quality, and good buyers service. In operational terms, production efficiency practice is usually connected to production procedure "lean" and more receptive to market alteration. Firms re-engineer business process to accomplish efficiency in areas of low expenses, high product quality and good buyer's service. More detailed mobile-phone usage could aid firms to accomplish possible reengineering gain (OECD, 2002).

Dimensions of Mobile Phone Marketing

Customer Insight

This is knowledge obtained from several quality and quantity based data and information which local authorities source concerning their area. Sources of insight are demographical data, survey, feedback and consultation, service-usage data, complain and compliments. By having comprehensive details for buyers based on understanding we are possibly deliver services concurred to buyers expectations. Deep understanding into buyer's needs, character and inspiration added to capacity to form buyers and businesses to possess good information on services offer crucial design of government services that support desired policy results.

This is basically conceived as technical asset (Will & Web 2007), but their definition is usually complicated thus according to Wright, & Stigliani, (2012) Buyer insight is "knowledge about the customer that is valuable for the firm. In turn, these authors draw on the resource-based view to argue that customer insight is a resource that is of value if it is rare, difficult to imitate and of potential use!" (Smith et al 2006). Hence, buyer's insight is different from buyers information being that information is needed and later changes to create insight (Smith et al, 2006). In support to this view on insight, buyer's insight support company response to environ threats and help to accomplish buyer-based growth (Langford & Smith 2008).

The needs satisfied by category, or some other cues)" it is crucial in obtaining decision-making because it is crucial that buyers recall brand in as concern particular product group, awareness increased chances that certain brand would be member from buyers consideration set. Awareness equally impacts decisions concerning brands in consideration group, even without any brand connected to mind of buyer. In low engagement decision group, minimum brand-awareness level could be enough to choice such name finally.

Insight could affect buyer's decision making through impacting brand connection that form brand (Keller, 2003). Based on Farquhar (2000) It equality approach, "the accessible attitude he refers to is related to how quickly a consumer can retrieve brand elements stored in his/her memory (brand awareness)". Activation or stimulation of brand sometimes occur "automatically" which means it happen spontaneously and sometimes is "controlled" Farquhar, (2000) has confirmed that "only high accessible attitudes (brands with a high level of awareness) can be relevant when purchasing or repurchasing a brand.

Consumers show greater preference for the brands they recognize compared to the brands they do not. In case a brand is included into the set of brands/products that the consumers show interest, the preference of that particular brand over the others will depend on brand awareness". Brands which are not noticed or possess low brand consciousness are not likely to accept by buyers (Gilbert, 2003). Feature of brand are capacity to avail more value to product which fulfills certain function and psychology based demands. Perceived confidence and quality connected to brand shows customers' fulfillment as concerned certain product suitability as concern their needs (Keller, 2003).

Customer Emotion

Emotions is describes as "a mental state of readiness that arises from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically; and may result in specific actions to affirm or cope with the emotion, depending on its nature and the person having it" (Shammout & Algharabat, 2013). In business world, research supposed that emotions are particularly to product, service, consumption experience, advert or connection between customers and seller.

Shaw (2007) in his work showed that "emotions are often seen as antecedents that can influence the outcomes of a customer experience (customer retention, customer loyalty, satisfaction)" practitioners and scholars supposed that firms that intend to create better buyers experiences must consider emotional elements and functional factors. Few works have investigated part played by emotions on buyer commitment. Ferreira and Texeira (2013) stated that "companies do not know the experiences they want to provide or the influence of the different components of those experiences on their customers; neither do they know the exact type of resources needed to create the most effective positive experiences to achieve sustained financial success, satisfaction and customer retention". More work that is empirical is crucial to examine relative contribution which emotion evidences in service to firms (Ferreira & Texeira, 2013).

Zorfa and Deemon (2016) stated that emotional linked buyers are twice more valuable for better satisfied buyers. Emotionally linked buyers buys more products, visits often, shows lesser price sensitivity to firms interaction follows firm advice and recommends firm to other buyers. Companies that deploy emotion based connection and measure buyers experience elevates buyer emotion link which propels monetary outcomes (Zorfar & Deemon, 2016). They also state that, "the best way to maximize customer value is to delight by connecting with the customer's emotions. This will help in meeting their unknown needs". This theory could aid to explain why people select some technology, ways they use them and results that they perceived they obtained based on experience. Wu et al. (2010) stated that "there were some important assumptions proposed for this theory; firstly, people are active in choosing media based on their needs, secondly, people choose media technology based on their wants and interest because they have alternate choice to

fulfil their needs, and lastly the communication behaviour was different from others because of social and psychological factors". Leung (2007) also stated that "the basic needs will interact with personal characteristics and the social environment of the individual and this interaction would produce different motives and gratifications behaviours that can come from using the media or other activities". Thus overall conclusion for this theory is that gratification seek motivates use of certain means in spectators (Leung, 2007)

Dimensions of Marketing Performance

Customer Loyalty

Oliver (1999) stated that loyalty is "a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviours". It is perceived as might of any connection between people's attitude and patronage. SMEs incorporate m-phone service to elevate their marketing capabilities and essence of m-phones marketing is basically to create access to needed information like buyer profile, and buying pattern, job-opportunities, and business-opportunity and make contacts that joins labor-demand and supply procedure (Dannenb & Lake 2013). M-phones connect, collective, network of ways that enhance production, market and elevates general revenue (West 2012). M-phones aid SMEs to cover wider geographic areas thereby reaching current and novel buyers. M-phones equally spanned wider business variety (Aker & Mbatl 2010). Enhancements in m-phones and wireless operations give room for creating new services in which localized services are considered as "killer application' of mobile commerce" (Yunos et al, 2003). Thus, Marketers could utilize this service by giving buyers products via social media (Kanna, Chan, & Whins, 2001). Localized services are already utilized in several marketing applications example foursquare give mobile-users room to place their location and business-based opinions in social network. The m-phone equally showed to itself as efficient means for novel product advancement (Okazeki & Taylor 2009). In developing new soup flavour. This followed collecting buyers' opinions and suggestions that avails reasonable input for current and new product enhancement with less cost and time.

One key and main functions of marketing operation is to create and establish massive, favourable and single brand connection in buyers mind (Keller, 1993). With numerous features of value-added terms, mobile-based marketing is ideal way to better end because of its capacity to avails time-sensitive alerts to buyers like credit-card payment, help brand to safe-guide buyer from possible loss, or unnecessary issues triggered by poor information. Thus capacity to complete tasks on time and run things smoothly triggered elevated satisfaction with such brand, which also triggers massive and favourable brand connection (Nyseen et al, 2005). Customer commitment is due to positive emotion witnessed, physical gratification and perceived value of any experience that include product

Influence of Market Orientation on the Relationship between Mobile Phone Marketing and Performance

Market orientation provides an additional strategic dimension and is a fundamental approach to understanding markets since it provides better understanding of the environment and can satisfy the customer needs in a better way. Firms using Market Orientation perform better because they better understand their customers, rivals and channels. Indeed, as Eisenhardt and Martin, (2000) opine, Market Orientation and market capabilities can act together to enable the organization to perform better than its competitors. Market Orientation can result in better customer relationship which can enhance performance outcomes like sales, growth, market share and profits.

The focus of market-oriented firms on understanding and satisfying customer needs often leads to a variety of worthwhile outcomes. These benefits include increased sales and market share as well as superior promotional efforts, customer service, employee morale, and product innovation.

Market-oriented firms that actively understand and utilize information about their customers, competitors, and business environments may directly improve new product and firm performance through all aspects of their marketing mixes and not just their product portfolios (Narver, Slater, and MacLachlan 2004). Moreover, market orientation provides firms with market-sensing (market information processing) as well as customer-linking capabilities. Market-oriented firms encourage employees to work toward the common goal of satisfying customers. As a result, market-oriented firms can build up higher-quality and longer-term relationships with their customers. Employees in market-oriented firms tend to have higher job satisfaction and commitment, which in turn improve firm performance.

Etel et al. (2014) posit that managers who adopt a market orientation recognize that marketing is vital to the success of their organization. This realization is reflected in a fundamental approach of doing business that gives the customer the highest priority. It emphasizes customer orientation and coordination of marketing activities to achieve the organization's performance objectives. A strong market orientation is required to focus organization on those environmental events that are likely to influence their ability to increase customers' satisfaction relative to competitors.

Theoretical Review

Uses and Gratification Theory

This theory could aid to explain why people select some technology, ways they use them and results that they perceived they obtained based on experience. according to Wu et al. (2010) stated that "there were some important assumptions proposed for this theory; firstly, people are active in choosing media based on their needs, secondly, people choose media technology based on their wants and interest because they have alternate choice to fulfill their needs, and lastly the communication behaviour was different from others because of social and psychological factors". Leung (2007) also stated that "the basic needs will interact with personal characteristics and the social environment of the individual and this interaction would produce different motives and gratifications behaviours that can come from using the media or other activities". Thus overall conclusion for this theory is that gratification seeks motivates use of certain means in audience (Leung, 2007).

We (2008) stated that "audiences are aware of their social and psychological needs and will actively seek the media to fulfil them". This theory assesses not just internet, but distinct user-interface of mobile phones (Stafford and Gillanson, 1994). The user are usually trying to satisfy some psychology-based needs like surveillance, information, entertainment, identity and companionship (Leung, 2007). Friendliness, instrumentality, assurance, entertaining, attainment, and time-management were others telephone (Leung 2007). Leung (2007) further uncover that gratification use of short message system in m-phones were moved by their convenience, low-cost, utility for organizing, movement, imminence, entertaining, lessening, fashion, and intrinsic and affection. These findings concur with work from Leung (2000) on usage of m-phone. This theory was used successfully in several novel media that are connected to communication techs (Wu et al., 2010). Mate and Blass (2008) stated that "this theory has become one of the most influential theories in the study of mass media to better understand what the media content needs. As a result, this theory is

applicable to explain the current research framework on mobile or smartphone usage since it is very closely related with media and mass communication". Based on this theory, Buyers were compelled to utilize phone or smart-phones because of their suitability, sociability and entertaining. This inspiration to use could also trigger their dependency on these phone and trigger more buying features.

Empirical Review

Scarborough et al (2016) worked on "Impact of Mobile Phone Communication on SME Performance; A Case of Selected Units" which was targeted as getting clearer understanding on effects of m-phone interactions on SME prowess in some selected points in which research questions was focused on uncovering effects of tech, costs and regulatory schemes on SME prowess and covered from Nov. 2014 to Jan 2015. Explanatory design was utilized based on population of 4380 business points in Nairobi from which 129 business were selected from them data were obtained using semi-structured questionnaire. And data analysis was done via descriptive and inferential techniques and this work uncovered all 3 independent factors have notable impact on SME prowess with operation expense that affect SME prowess negatively whereas efficiency, marketing and sales impact positively on it. It was equally noticed that independent parameters captured 18.42% of alteration in SME prowess in Nairobi and they then conclude that continual use of m-phone interaction by SMEs and wider areas could trigger and motivate overall profit ability of SMEs.

Imararo, (2018) worked on "Influence of Mobile Money Services on the Growth of SMEs in Nakuru Town Kenya" using descriptive design target population that comprised of SMEs within Nakuru Kenya from which 100 SME were selected as respondents thus purposive technique employed for picking SMEs on random basis. Questionnaires are employed to collect information based on five point Likert scale that contain close-ended questions thus pilot tested on some sample population to help researcher assess validity and reliability. SPSS were employed for data processing and analysis done based on descriptive and inferential basis. Descriptive stats were means, SD, frequency and percentages and inferential stats were determination coefficient and variance analysis. Findings established that m-phones, m-finance and m-banking showed positive notable connections with SMEs growth. Further analysis revealed that three parameters had notable impact on SMEs growth in Nakuru. MRA showed that 3 independent parameters considered together notably explained change in SMEs growth in Nakuru. It was then concluded that m-money services notably influence on growth in SMEs within Nakuru.

Elimri & Njuga, (2015) worked on examining m-phone usage and their effects on Micro-firm prowess in Tanzania in which some selected areas in Tanzania was covered using descriptive design whereby 70 micro-firms that fall within categories of "second-hand clothing, shoes and handbags, food vendors and saloon owners" were selected at random. Questionnaire along with interview was employed to obtain data. Quantitative was closed-ended designed for quantitative data processing while qualitative processing were done with content processing proper identification, examining interpreting of interview and open-ended questionnaires. Findings revealed that m-phone services notable and positively contribute to micro-firms prowess. 87% of people involved used m-phones services for their business. Also, findings showed that more usage of m-phone by micro-firms, the more their business succeeds. However, there were low perceived issues of using m-phones by micro-firms.

Kakahara, et al, (2014) worked on "Effect of Mobile Phone Transfer Services on Performance of Micro and Small Enterprises: A Case of Trans-Nzoia County, Kenya" which

was intended or designed to ascertain possible impacts of m-phone transfer apps on prowess of MSE and sampling fbase comprised of MSE found in “hair-dressing, carpentry and cloth-making industries in Kitale town” which was 500 based on government income data. Simple sampling was utilized and 500 firms were used as population from which 110 firms were selected. Data was sourced using questionnaire prepared based on Likert scale points “with 5 as strongly agree to 1 strongly disagree”. This work was concluded from Jul to Aug 2014 e town. Descriptive and statistical analysis was done using PPMC to establish variable connections. And it was shown that m-phone move innovations impact on Mses Prowess. Among 66.3% form researched, did show that “when innovations are used they help bring more customers leading to more business income, 69.4% indicated that the innovations save time and money while 59.2% observed that the innovations contributed to their profits and that the more they invested in them the more the profits. Based on the findings, the study recommends a tax waiver on all mobile phones and related paraphernalia to enable majority apply them even in enterprises”. Entrepreneur policies on similarly should be researched properly before implementing to assure sustainable process.

Materiala and Method

Our study will adopt explanatory/cause-effect design in nature. It is also descriptive study because it allow researcher to make inference that concerned causal connections among used variables under study. Our study adopt quasi-experiment design which uses cross section survey approach

The study population is SMES in category of fast-food vendors within Port Harcourt. SMEs are secondary, independent companies which incorporate lower number of persons as workers. Association of Fast Food Firms in Rivers State” there are 41 recognized fast-food firms in Port Harcourt. However, researcher used 21 from these 41 due to time constraint. Thus population for this work comprises of entire management staff of these selected 21 Fast-Food firms within Port Harcourt, Rivers State who comprises of (Managers, Supervisors, and Marketers, Accountants, and Sales executives). This is referred to as target population

The researcher purposively administered ten (10) questionnaires to each of these fast food firms. This gave total of 210 copies. A sample size of 210 was expediently obtained from our population of interest (Management Staff of fast food firms). However, every element which involve in sample size are management worker of selected fast-food firms who were available in their firm when questionnaire was distributed. This method of non-probability sampling is called convenience sampling.

Validity is concerned with ability of used research tool or instrument to assess what it is meant to assess. It is considered as extent to which research tool measures what was meant to measure (Nwankwo, 2010). Reliability is level of consistency among measures of same thing. In this study, questionnaire was evaluated through expert. Thereafter, pilot study was done to pre-test questionnaire this was dome to detect, design and address ambiguity issues as to restructure instrument based on noticed before executing complete study. A Cronbach Alpha test was done on measurement items to ascertain reliability of used instrument.

In this study, we adopted inferential tools with SPSS version 21.0 for analysis. Were utilized univariate and bivariate analysis via parametric inferential tools. The Spearman correlation was employed to analyses connections between independent and dependent factors at $P>0.01$ (two - tailed test).

Results

A total of two hundred and ten (210) copies of the questionnaires were distributed, while one hundred and ninety-two (192) copies were returned. However, one hundred and eighty (180) copies were accurately filled representing a response rate of 83%, these copies were used for this analysis. This information is presented in the table below

Analysis of Responses

Table 4.1: Respondents' Opinion on Customer Insight

S/N	Opinions	Strongly agree		Agee		Undecided		Disagree		disagree Strongly		Total
		No	%	No	%	No	%	No	%	No	%	
1	We were able to evaluate customer expectation via mobile platform	49	27.2	42	23.3	4	2.2	47	26.1	38	21.1	180 100
2	We collect feedback response from customers through mobile chat	60	33.3	48	26.6	8	4.4	35	19.4	29	16.1	180 100
3	We gain new customers and reduce cost of acquisition	62	34.4	65	36.1	0	0	36	20	17	9.4	180 100
4	It helps businesses build their brand and sell their products more effectively.	69	38.3	62	34.4	8	4.4	29	16.1	12	6.6	180 100
5	It helped us to analyze and predict customer behavior	71	39	56	31	3	2	32	18	18	10	180 100

Source: Survey Data, 2021

Table 4.1 represents respondents' views on customer insight. To the first opinion, 27.2% of the respondents indicated strongly agree, 23.3% indicated agree, 2.2% were undecided, 26.1% indicated disagree while 21.1% indicated strongly disagree. To the second view, 33.3% of the respondents indicated strongly agree, 26.6% indicated agree, 4.4% indicated undecided, 19.4% indicated disagree, while 16.1% of respondents indicated strongly disagree. To the third opinion, 34.4% of respondents indicated strongly agree 36.1% indicated agree, 0% indicated undecided, 20% indicated disagree, while 9.4% indicated strongly disagree. To the fourth opinion, 38.3% of total respondents indicated strongly agree 34.4% indicated agree, 4.4% indicated undecided, 16.1% indicated disagree, while 6.6% indicated strongly disagree. To the fifth opinion, 39% of the total respondents indicated strongly agree, 31% indicated agree, 2% indicated undecided, 18% indicated disagree, while 10% indicated strongly disagree.

Table 4.2: Respondents' Opinion on Customer Emotion

S/N	Opinions	Strongly agree		Agee		Undecided		Disagree		disagree Strongly		Total
		No	%	No	%	No	%	No	%	No	%	
1	We uses formal, fair and reasonable process for handling grievances and complaints via our mobile marketing in our	52	28.8	59	32.7	11	6.1	37	20.5	22	12.2	180 100

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	organization						
2	It help us to build emotional and social values among customers	72 40	54 30	6 3.3	34 18.8	9 5	180 100
3	We are able to respond swiftly to customers' need and expectation	61 33.9	62 34.4	0 0	29 16.1	28 15.5	180 100
4	It allowed us to analyze consumer emotional responses without obtaining consumer consent	58 32.2	77 42.7	6 3.3	19 10.5	20 11.1	180 100
5		66 37	62 34	0 0	37 21	15 8	180 100

Source: Survey Data, 2021

Table 4.2 represents respondents' opinion on customer emotion. To the first opinion in the table, 28.8% of respondents indicated strongly agree, 32.7% indicated agree, 6.1% indicated undecided, 20.5% indicated disagree, while 12.2% of the respondents strongly disagree. To the second opinion, 40% indicated strongly disagree, 30% indicated agree, 3.3% indicated undecided, 18.8% indicated disagree, while 5% of respondents indicated strongly disagree. To the third opinion, 33.9% of respondents indicated strongly agree, 34.4% indicated agree, 0% indicated undecided, 16.1% indicated disagree. While, 15.5% of the total respondents indicated strongly disagree. To the fourth opinion, 32.2% of respondents indicated strongly agree, 42.7% indicated agree, 3.3% indicated undecided, 10.5% indicated disagree. While, 11.1% of the total respondents indicated strongly disagree. To the fifth opinion, 37% of the total respondents indicated strongly agree, 34% indicated agree, 0% indicated undecided, 21% indicated disagree, while 8% indicated strongly disagree.

Table 4.3: Respondent's View on Customer Loyalty

S/N	Opinions	Strongly Agree	Agee	Undecided	Disagree	disagree Strongly	Total
		No %	No %	No %	No %	No %	No %
1	Over our customers are satisfied with specific experience of our product via mobile phone service	78 43.3	40 22.2	0 0	27 15	35 19.4	180 100
2	It is likely that our product offers excellent features via mobile delivery	49 27.2	60 33.3	5 2.7	37 20.5	29 16.1	180 100
3	Our product communicate a better brand to our customers via mobile phone	55 30.5	50 27.7	14 7.7	30 16.6	31 17.2	180 100

4	Using mobile marketing tools increases our customer loyalty	68 37.7	64 35.5	8 4.4	20 11.1	20 11.1	180 100
5	Mobile marketing tools increases the intention to buy of our customers	60 33	66 37	0 0	24 13	30 16.6	180 100

Source: Survey Data, 2021

Table 4.3 represents respondents' opinion on customer loyalty. To the first opinion in the table, 43.3% of respondents indicated strongly agree, 22% indicated agree, 0% indicated undecided, 15% indicated disagree, while 19.4% of the respondents strongly disagree. On the second opinion, 27.2% indicated strongly disagree, 33.3% indicated agree, 2.7% indicated undecided, 20.5% indicated disagree, while 16.1% of respondents indicated strongly disagree. On the third opinion, 30.5% of respondents indicated strongly agree, 27.7% indicated agree, 7.7% indicated undecided, 16.6% indicated disagree while, 17.2% of the total respondents indicated strongly disagree. On the fourth opinion, 37.7% of respondents indicated strongly agree, 35.5% indicated agree, 4.4% indicated undecided, 11.1% indicated disagree while, 11.1% of the total respondents indicated strongly disagree. On the fifth opinion, 33% of the total respondents indicated strongly agree, 37% of the respondents indicated agree, 0% indicated undecided, 13% indicated disagree, while 16.6% indicated strongly disagree.

Table 4.4: Respondent's View on Market Orientation

S/N	Opinions	Strongly Agree		Agee		Undecided		Disagree		disagree Strongly		Total	
		No	%	No	%	No	%	No	%	No	%	No	%
1	We try to apply individual approach to customers.	57	31.6	77	42.7	4	2	19	10.5	27	15	180	100
2	We offer a wide range of after-sale services.	65	36	84	46.6	3	1.6	16	8.8	12	6.6	180	100
3	We determine why potential customers have not bought our product yet	69	38	72	40	5	2.7	22	12.2	12	6.6	180	100
4	We respond as fast as possible to the marketing events of competitors.	88	48.9	56	31	2	1	25	13.8	9	5	180	100
5	We regularly determine the degree of final customer satisfaction	61	33.8	64	35.5	0	0	28	15.5	27	15	180	100

Source: Survey Data, 2021

Table 4.4 represents respondents' opinion on market orientation. To the first opinion in the table, 31.6% of respondents indicated strongly agree, 42.7% indicated agree, 2% indicated undecided, 10.5% indicated disagree, while 15% of the respondents strongly

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disagree. On the second opinion, 36% indicated strongly disagree, 46.6% indicated agree, 1.6% indicated undecided, 8.8% indicated disagree, while 6.6% of respondents indicated strongly disagree. On the third opinion, 38% of respondents indicated strongly agree, 40% indicated agree, 2.7% indicated undecided, 12.2% indicated disagree while, 6.6% of the total respondents indicated strongly disagree. On the fourth opinion, 48.9% of respondents indicated strongly agree, 31% indicated agree, 1% indicated undecided, 13.8% indicated disagree while, 5% of the total respondents indicated strongly disagree. On the fifth opinion, 33.8% of the total respondents indicated strongly agree, 35.5% of the respondents indicated agree, 0% indicated undecided, 15.5% indicated disagree, while 15% indicated strongly disagree.

Hypotheses Testing/Inferential Statistics

In this section, the various hypotheses proposed for this study will be subjected to statistical tests using the Spearman’s Rank Order Correlation Co-Efficient Statistical Tool.

Ho₁: There is no significant relationship between customer insight and customer loyalty of Small and Medium Scale Enterprises (SME) in Rivers State.

Table 4.5: Decision Table for H0₈

		Customer Insight	Customer Loyalty
Spearman's rho	Customer Insight	1.000	.667**
	Correlation Coefficient		
	Sig. (2-tailed)	.	.
Customer Loyalty	Customer Loyalty	.667**	1.000
	Correlation Coefficient		
	Sig. (2-tailed)	.	.
N		180	180

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical testing of hypothesis eight, a significant relationship was revealed to exist between customer insight and customer loyalty. This is evident in the positive correlation (r²) value of 0.667 (67%). The hypothesis was therefore rejected and the alternative hypothesis eight accepted. Therefore, there is a significant relationship between customer insight and customer loyalty

Ho₂: There is no significant relationship between customer emotion and customer loyalty of Small and Medium Scale Enterprises (SME) in Rivers State.

Table 4.19: Decision Table for H0₁₀

		Customer Emotion	Customer Loyalty
Spearman's rho	Customer Emotion	1.000	.902**
	Correlation Coefficient		
	Sig. (2-tailed)	.	.
Customer Loyalty	Customer Loyalty	.902**	1.000
	Correlation Coefficient		
	Sig. (2-tailed)	.	.
N		180	180

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	Sig. (2-tailed)	.	.
	N	180	180

** . Correlation is significant at the 0.01 level (2-tailed).

From the statistical testing of hypothesis nine, a significant relationship was revealed to exist between customer emotion and customer loyalty. This is evident in the positive correlation (r^2) value of 0.902 (90%). The hypothesis was therefore rejected and the alternative hypothesis nine accepted. Therefore, there is a significant relationship between customer emotion and customer loyalty.

Ho₃ Market orientation does not significantly influence the relationship between mobile phone marketing and performance of Small and Medium Scale Enterprise (SMEs) in Rivers State.

Table 4.22: Correlation analyses showing the influence of market orientation on the relationship between mobile phone marketing and performance of Small and Medium Scale Enterprise (SMEs) in Rivers State.

Correlations

Control Variables			Mobile Phone Marketing	Performance
Market Orientation	Mobile Phone Marketing	Correlation	1.000	.911
		Significance (2-tailed)	.	.064
		Df	0	1
	Performance	Correlation	.911	1.000
		Significance (2-tailed)	.064	.
		Df	1	0

** . Correlation is significant at the 0.01 level (2-tailed).

From the result in the statistical testing of the hypothesis eleven, market orientation significantly influence the relationship between mobile phone marketing and performance, this is informed by the positive correlation value of 0.91 (91%). The hypothesis was therefore rejected and the hypothesis accepted. Therefore, there is a significant influence of market orientation on the relationship between mobile phone marketing and performance of Small and Medium Scale Enterprise (SMEs) in Rivers State.

Discussion

Relationship between Customer Insight and Performance

From the result of the analysis, the correlation coefficient ($r=0.761$) and ($r= 0.667$) were tested at a 0.05 significant level and a degree of freedom of $n-2$, meaning that there is a positive correlation between customer insight and customer loyalty. Customer insight allows firms to systematically understand the needs and behaviours of the customers. By having a comprehensive understanding of their customers based on insight, they are more likely to deliver services aligned to their needs and expectations. In response to the findings, Wills & Webb, (2007) stated that customer insight is typically conceived of as a strategic asset in literature. Supporting this view of insight as a resource, Langford & Schulz, (2006); Smith & Raspin, (2008) also stated that customer insight is found to support the firm's response to environmental threats and opportunities and helps achieve customer-focused growth.

Relationship between Customer Emotion and Performance

From the result of the analysis, the correlation coefficient ($r=0.824$) and ($r= 0.902$) were tested at a 0.05 significant level and a degree of freedom of $n-2$, meaning that there is a positive correlation between customer emotion and customer loyalty. In a research done by Shaw (2007), reveals that emotions are often seen as antecedents that can influence the outcomes of a customer experience (customer retention, customer loyalty, satisfaction). Both practitioners and academicians suggest that companies that want to deliver great experiences need to take into account the emotional component as well as functional component (Claeys & Roozen, 2012). Zorfas and Deemon (2016), also concur that emotionally connected customers are more than twice as valuable as highly satisfied customer. The emotionally connected customer buys more products and services, visits more often, exhibits less price sensitivity, pays more to the company's communications, follows the company's advice, and recommends the company more to other customers. Companies deploying emotional connection, strategies and metrics and measure customer experience increase customers' emotional connection which drives financial outcomes (Zorfar & Deemon, 2016).

Influence of Market Orientation on the Relationship between Mobile Phone Marketing and Performance

The hypothesis was tested statistically at a 0.05 significant level and a degree of freedom of $n-2$, the correlation (r^2) value of 0.91 (91%), revealed that there is a significant influence of market orientation on the relationship between mobile phone marketing and performance. Consequently, the null hypothesis eleven was rejected and the alternative hypothesis accepted. Therefore, market orientation in an organization influences the marketing of mobile phone. In submission of the study, Narver, Slater, and MacLachlan (2004) agreed that market-oriented firms that actively understand and utilize information about their customers, competitors, and business environments may directly improve new product and firm performance through all aspects of their marketing mixes and not just their product portfolios. They further stated that market orientation provides firms with market-sensing (market information processing) as well as customer-linking capabilities. Market-oriented firms encourage employees to work toward the common goal of satisfying customers. As a result, market-oriented firms can build up higher-quality and longer-term relationships with their customers. Employees in market-oriented firms tend to have higher job satisfaction and commitment, which in turn improve firm performance (Kirca, Jayachandran, and Bearden 2005).

Conclusion

This study established a relationship between mobile phone marketing and performance of with special consideration to moderating impact of marketing orientation for SMEs in Rivers State. The study found out that there was a significant relationship between the variables of mobile phone marketing (customer insight, customer emotion) and customer loyalty as measures of performance. Also, the moderating variable of market orientation also shows a positive influence on mobile phone marketing and performance of SMEs. The following conclusions were drawn from the research findings. The continued use of mobile phone communications by fast food SMEs in Rivers State, and the wider nation can boost the overall performance and profitability of the SMEs. This is achieved through facilitating market access, creating brand awareness, customer insight by the SMEs which widen the market, while providing more product information to customers, leading to

increased sales. With proper market orientation, this can increase profitability to these firms.

Small and medium enterprises in Nigeria are not known to embrace mobile advertising and marketing for increased sales. Given the lack thereof, it is advisable that mobile application developers concentrate their efforts on customer friendly use interfaces in their business applications to ease the use of their services by both sellers and buyers in the sector. This will lead to increased marketing productivity and enhance the performance of SMEs in Rivers State.

Recommendations

With respect to the conclusions above, the following recommendations are considered appropriate;

- i) Fast food SMEs should have great influence on consumer's attitudes toward acceptance of the mobile marketing. This will lead to enhance the competitive advantage for the company and increase its market share.
- ii) SMEs should provide sufficient necessary support facilities for the services. In addition, they should train their staff and customers effectively and promote the use of the mobile phone services to enhance effective adoption by customers.
- iii) SMEs in the fast food industry should be more insightful in dealing with their customers. This will enable them to have foresight on what the customer wants and how to expediently meet their needs for continuous business sustainability.
- iv) Customer emotion is also seen as a good tactics, fast food SMEs should offer trainings to their employees to cultivate positive emotions in their customers and try much as possible to reduce the negative emotions. Variables like felt comfortable, welcomed, contented, secure, important, entertained, relaxed, elegant, cool, excited, sophisticated and respected among others influence the loyalty of customers.

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