

Marketing New Products and SMEs Performance in Kano Metropolis

Adams Attarh Ibrahim

Faculty of Social and Management Science

Department of Management Science

Azman University, Kano

adamsibrahim2011@gmail.com

doi: <https://doi.org/10.37745/ijbmr.2013/vol13n8102116>

Published November 23, 2025

Citation: Ibrahim A.A. (2025) Marketing New Products and SMEs Performance in Kano Metropolis, *International Journal of Business and Management Review*, 13(8), 102-116

Abstract: *This project work focuses on the effect of marketing new product on SMEs performance in Kano Metropolis. The impact of those challenges in relation to the four Ps of marketing was also investigated. The study also examines the extent to which promotional devices, advertisement in particular have positive effect in marketing new product. A total of 381 consumers of three small scale enterprises selected, were drawn from the population and a questionnaire was administered to them, in order to achieve the objective of the project. The study found that product benefit significantly affects the patronage of new product by the consumers, price significantly affect the patronage of new product by the consumer and effective promotion significantly affect the patronage of new product b consumers. The study recommends that the management of the SMEs should take into cognizance of the need to improve quality of their product in order to attract more market share; the present level of advertisement should be intensified to include personal selling and house selling, especially in rural areas where level of awareness is very low, since the success of any personal selling depend on the caliber of the sales forces, the company's sales force must be highly trained as performance high level of self-confidence, energy derive, intelligence and good manners and the company cannot dissociate itself from the economic life of the community it is serving. So the marketing philosophy should be defined in term of the social responsibility. This social responsibility to the community being served should be seen in terms of how it mobilizes and making it available essential social needs to the community.*

Keywords: new products, performance, product development, marketing strategies, market penetration, Small and Medium Enterprises (SMEs),

INTRODUCTION

New products are goods, services, or ideas perceived as new by customers (Armstrong and Kotler, 2023). They can be original products, improved versions, modified products, or new brands developed through a firm's research and development efforts. Carl (2020) classifies new products based on their novelty to the market and the value they create for customers. Effective marketing of new products involves accurately defining the target market to enhance sales and marketing efforts. Developing new products is crucial for firms globally, but marketing them is risky and challenging due to the high costs of product failures (Cooper & Kleinschmidt, 2018). Ramaseshan, Caruana, and Loo-Soon (2018) emphasize that new products are vital for a firm's survival and growth, particularly in technology-driven industries. However, managers face

challenges in aligning their organization's external orientation with the target market for new products. According to Cooper and Kleinschmidt (2018), market knowledge and marketing proficiency are key factors in the success of new products. A firm must understand customer needs, pricing sensitivities, buyer behavior, market potential, and competition, while ensuring strong sales force and distribution efforts during the product launch. Ultimately, the commercial viability of a new product depends on its potential customers.

Marketing plays a major role in the product development process by translating market information into effective marketing strategies. New products must offer unique advantages to capture market share and generate profit (Morden, 2019). The sales volume of a new product takes time to reach a level where the manufacturing plant operates efficiently, and continuous evaluation is necessary to improve efficacy, broaden use, and minimize risks. The marketing strategy for new product development in developing countries remains unclear, and the influence of marketing activities on the process is underexplored. Additionally, the role of R&D in sustaining innovation and product development is critical, as highlighted by Kohli and Jaworski (2021). The use of market research in new product development processes, especially in African manufacturing companies, requires further investigation.

New market strategies present conceptual challenges for producers in the 21st century. Marketers must conduct market research to penetrate the market and gain customer product acceptance. Promotional activities are essential to drive sales, and aggressive advertising is necessary to create product awareness. Key marketing elements must be in place to ensure the success of new products (Kohli & Jaworski, 2021). Many manufacturers consider strategic alliances with competitors crucial for the success of their new products. The growing demand for attractive new products means that collaboration between companies can reduce the costs and risks of development. By cooperating, firms can produce a broader range of products that cater to more customer needs. For instance, agricultural manufacturers can expand their product lines by collaborating with seed producers to fill gaps in their offerings (Wanjohi, 2020).

Small and medium enterprises (SMEs) are vital for economic growth and development globally, including in Nigeria. However, SMEs in developing countries face intense competition both domestically and internationally. Song & Parry (2023) found that SMEs in Nigeria have not performed well and have not contributed as expected to the country's economic growth. One reason for this underperformance may be ineffective marketing strategies, which negatively affect product quality, customer satisfaction, and profitability. To survive the competitive global market, SMEs need to offer quality products with good packaging, affordable prices, and wide distribution, supported by effective promotional strategies.

In Kano State, the number of SMEs is rapidly decreasing, and competition is increasing, leading to poor firm performance compared to the previous decade (Ebitu, Ufot & Olom, 2020). Many SMEs have adapted their market strategies to ensure future success. However, they face challenges, particularly the need to diversify their products to better meet the needs of the country. While SMEs have the potential to play a crucial role in national development, the current challenges require creative responses, including the introduction of policies and marketing techniques to support sustained economic growth (Carl, 2020). For SMEs, marketing is a fundamental element for achieving organizational objectives. This research focuses on the effect of marketing new products on SMEs in Kano metropolis.

1.2 Statement of the Problem

Ideally, new products must demonstrate efficacy well beyond the performance of existing products labeled for the same or similar uses. The new products ought to gain success since they are new and consumers have the most influence to have them. The introduction and marketing of new products to the marketplace are vital to corporate profitability and growth. The most successful companies in carrying out these activities use approaches and techniques that, although only slightly different from those employed by their less successful competitors, result in significant performance advantage (Morden, 2019). Business is set of with fund to achieve certain objective, the fundamental objective is not just to survive, but also provide adequate return on investment to shareholders and expand their activities so as to build a good reputation. To achieve this obligation and other salient one, the product or services of the organization must be successful in the market (Micheal, 2020). The failure rate of new products has remained high in Nigeria for the last decades according to the reports by Consumer Federation of Nigeria (2021). There are no relentless pressures which differentiates products to gain market share. New products do not remain new for too long due to new technologies. New products change more quickly than they have in the past, lack of marketing tactics to market the products and the consumer level of income hinder the success of the new product into the market. According Sarah (2021) said the common problems faced by marketers includes, generating awareness and driving traffic, targeting effectively, using social media to generate customers and revenue and keeping up with marketing trends strategies. Adeyemi (2018) emphasized that SMEs have a lot of problems and some of them includes lack of institutional funding (poor funding), restricted market, lack of infrastructure, poor management and poor project proposal.

Marketing of new products has become a long and tedious process and new products fail to gain success in the market. This may be due to lack of knowledge or insufficient literature on the strategies that may enable new products to gain success. The organizations remain with the old strategies which do not help their new products penetrate through the market. It is therefore against this background that the study seeks to investigate the effect of marketing new product on SMEs performance in Kano Metropolis

Objective of The Study

The main objective of this study is to analyze the effect of marketing new product on Small and Medium Enterprises in Kano Metropolis. The specific objectives are;

- i. To find the extent to which product benefit affect the patronage of new product by the consumers.
- ii. To determine the extent to which price affect the patronage of new product by the consumer.
- iii. To examine the extent to which effective promotion affect the patronage of new product by the consumer

Literature Review

Concept of Marketing

The concept of marketing has long been viewed and equally treated as subsidiary to other functions performed by managers in their attempt to bridge the gap that exist between the needs and the wants of the society and the resources that are available to the society and the trend of events has a far enduring genesis because, even the writing of Plato and Aristotle indicated a low esteem in which marketing activities were

held by people at that time (Grönroos, 2019). It has been considered to be somewhat an immoral act and was regarded with great contempt by the Greek civilization which emphasizes things intellectual in contrast to material things or things of material. Today some regard marketing as the source of many social ills with criticisms levelled against it for playing on people's weaknesses and wants (Souder, 2020). It is argued out that people are being deceived into buying things that they do not need, they are pushed into debts and encouraged to engage in somewhat unnecessary consumption and waste of scarce resources. The argument went further to state that marketing raises process, excessively engage in undesirable advertising coupled with unnecessary product brand development. (Wind, 2020).

Marketing as a management practice according to Ramaseshan, Caruana & Loo-Soon (2018) has been neglected or negated by less developed countries. This has been attributed to the fact that in less developed countries, marketing has been accepted without lots of criticisms with the notion that one has to have a socialist or other autocratic government that is willing to compress private consumption. Hence marketing becomes a sort of parasitic activity that encourages waste of resources. They further opined that "a modern marketing system is indispensable to the smooth function of an industrialized economy due to the fact that mass production could indeed be inconceivable without mass consumption".

New Product

According to Booz, Allen and Hamilton. (2019), a product is said to be a set of tangible and intangible absolutes including packaging, color, price, manufacturers prestige, retailer prestige Manufacturer's and retailer's services, which the buyer many accounts as offering want and satisfaction. Yew (2020), defined a product as a good, services, or idea consisting of tangible and intangible attribute that satisfies consumers and is received in exchange for money or some other unit of value. Cooper and Kleinschmidt (2018) describe product as anything that can be offered to a market for attention, acquisition use or consumption that might satisfies a need". He made us to understand that anything is a product so long as it satisfies some requirement which include attracting attention, can be acquired be used or consumed and that which satisfied want.

Gatignon and Xuereb (2020), suggested that a new product should be considered from three categories; the first as a product that is fundamentally new both to the market and to the company. This is really "NEW" product class to compete against other product classes. Since it is new and different, consumers have learning to do before they respond to it. Consequently the company may have the need for the product and overcoming resistance that might stem from product complexity and possible incompatibility with certain cultural or social activities. The second category is the product that is new to the company but not very new to the market. A company might decide to add a certain product line to its product range that is new to the company but the product being introduced may not be new to the market.

The third type of new product is the new model style or a package size, the product already has established distribution channels and an established image in the mind of the buyers. The company's job is to make people aware of the availability of new features, style or convenience. The required introductory marketing effort is minimal compared to the other two categories. Finally, it is important for the firm marketing a new product to determine what the customer perceives as new about the product. This information is vital to the development of the products marketing plan (Gatignon & Xuereb, 2020).

New Product Development

The term product development is used by a variety of product development is the origination of, evaluating and development of new ideas that can be profitable sold in the market place. It is important to note that this is one of the management contra tasks. It involves the technical activity of product research, engineering and design, our major concern here is product innovation or improvement and the department directly involve are production research development and engineering (Souder, 2020). The new product development literature emphasizes the importance of introducing new products on the market for continuing business success. Its contribution to the growth of the companies, its influence on profit performance, and its role as a key factor in business planning have been well documented (Booz, Allen & Hamilton, 2019). New products are responsible for employment, economic growth, technological progress, and high standards of living. Therefore, the study of NPD and the processes through which they emerge is important (Booz, Allen & Hamilton, 2019). In business new product development (NPD) is a complete process of bringing a new product to market. A product is a set of benefits offered for exchange and can be tangible (that is something physical you can touch) or intangible like a service, experience or belief (Wanjohi, 2020). Nonyely (2020) emphasized that new product development is the process which a firm employed to bring new product to market. It begins with opportunity identification and strategic planning. In the last few decades, the number of new product introductions increased dramatically as the industry became more aware of the importance of new products to business.

Correspondingly, managing the new product development process has become a challenge for firms as it requires extensive financial and human resources and is time sensitive. The harsh realities are that the majority of new products never make it to market and those that do face a failure rate somewhere in order of 25 to 45 percent (Carl, 2020). For every seven new product ideas, about four enter development, one and a half are launched, and only one succeeds (Booz, Allen & Hamilton, 2019). Despite the extensive research on how to achieve success in new product development, firms continue to deliver products that fail and therefore new product development ranks among the riskiest and most confusing tasks for most companies. As the number of dollars invested in (NPD) goes up, the pressure to maximize the return on those investments also goes up. It becomes worse as an estimated 46 percent of resources allocated to NPD are spent on products that are canceled or fail to yield an adequate financial return (Booz, Allen & Hamilton, 2019).

New Product Development Process

Kok (2018) identify five phases that guide new product development process for small scale business which include idea generation (that is where a business sources for ideas regarding a new product), screening (i.e filtering the viable ideas generated), concept development (the business undertakes research to find out the potential cost, revenue and profit arising from the product), product development and commercialization (that is the actual design and manufacture of the product) and commercialization is where the business lunches its promotion campaign for the new product.

According to Booz, Allen and Hamilton (2019), identify seven stages of new product development (NPD).

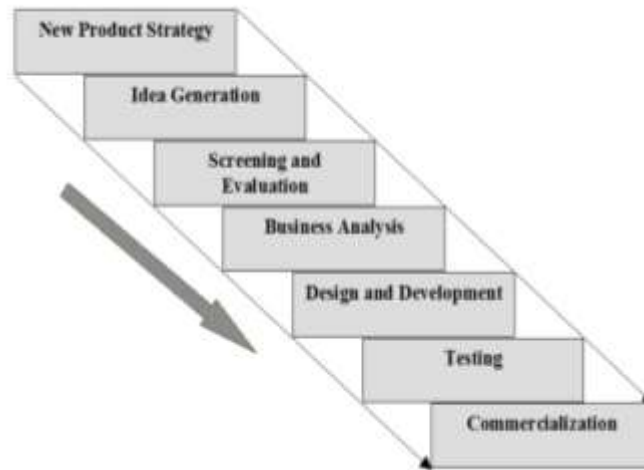


Fig. 1. Stages of New Product Development (NPD)

Booz, Allen and Hamilton (2019)

New product strategy: Links the NPD process to company objectives and provide focus for idea/ concept generation and guidelines for establishing screening criteria. Idea generation: Searches for product ideas that meets company objectives. Screening: comprises of an initial analysis to determine which ideas are pertinent and merit more detailed study. Business analysis: further evaluate the ideas on the basis of quantitative factors such as profit, return on investment etc. Development: turn an idea on a paper into a product that is demonstrable and producible. Testing: conduct commercial experiments necessary to verify earlier business judgment. Commercialization: launches product. Booz, Allen and Hamilton (2013) found that companies that have successfully launched new products are more likely to have some kind of formal NPD process and that they generally pass through all of the above stages.

Marketing New Product

Marketing is a major cost in new product development. To introduce major new consumer package goods(s) in to the market, the company may in advertising and promotion in the first year. When timing the launching of a new product the company must make the following decision of whether it is right time to introduce the new product. If the new product replaces another product, its introduction might be delayed until the production is highly seasonal, the product should not be introduced until the right season (Souder, 2020)

In geographical strategy the company must to decide whether to launch the new product in a single locality, a region, several regions, the national market or the international market. Small companies will select an attractive city and put on a blitz campaign to enter the market. They will enter the cities once at a time while larger companies will introduce their product in to a whole region and their product to the next region. In roll out marketing, the company has to rate the alternative markets for their attractiveness. The major rating criteria are market potential, quality of research data in area, influence of an area and other and

competitive penetration. In this sense, the company mapped out its markets and develops a geographical roll out plan (Micheal, 2020)

Performance

Performance, as a concept, is a subject open to wide variability as it is a somewhat imprecise word when it functions as a placeholder in research (Ebitu, Ufot & Olom, 2020). The lack of agreement on a definition creates confusion and clearly limits the potential for generalisability and comparability of research in this area (Grönroos, 2019). The business dictionary however defines performance as the accomplishment of a given task measured against preset known standards of accuracy, completeness, cost, and speed. According Nonyely (2020), to accurately assess how well a business is performing, one needs to develop some quantifiable measures by identifying those aspects of the business processes that need improvement and those that are working well. This can then be used to evaluate the company's productivity over a set period of time.

Santos-Vijande, López-Sánchez & Trespalacios (2019) emphasized that generally, performance is the result of a firm's policies and operations in monetary terms. These results are reflected in the firm's return on investments, return on assets, value added etc. It is also the level of performance of a business over a specified time, expressed in terms of overall profits and losses during that time. Evaluating the financial performance of a business allows decision makers to judge the results of business strategies and activities in objectives monetary terms. The performance can be measured in term of profitability liquidity, solvency, financial efficiency etc.

Marketing New Product and Small and Medium Enterprises (SMEs) Performance

Marketing is a major issue in SMEs performance. Good marketing supports sales expansion and contribute significantly to the growth of the market share in competitive markets. Ardjouman & Asma (2021) studies have established that effective marketing of new product plays an important role in enhancing the sales performance. A company need a good product to set repeat sales and repeat patronage needed to stay in business. New product constitutes the firms life blood. It plays a critical role in the company's desire for survival and well being. They account for a great proportion of growth in many firms and in many cases new products are the major contributors to the overall profit of those firms (Kohli & Jarworski, 2021).

Companies often spend millions of naira in Nigeria on new product development efforts and carefully monitor and control the entire process only to treat the product launch process as an afterthought. It is disheartening for product teams to watch their organizations fumble at the goal line (Carl, 2020). Sarah (2021) emphasized that when a new product development is mentioned, what really comes to mind is whether the product will see the light of the day and prosper or it will be "still born". He further went on highlight failure rate of product (s) which is considered to be in relative terms and has many meanings. It can be said that "a new product has failed when it does not perform as expected or when it is not able to achieve sales, objectives, sales objective at an acceptable cost". A company meets its basic responsibilities through its new product; unless this mission is fulfilled a firm should not exit. It can therefore be seen that the competitive forces in our socio economic system do not innovative to exit. Hence, the justification behind new product development could be vividly appreciated. New product generates attention for the firm. When a firm a press release that gets published, people read about your new product and, at the same

time, learn about or get introduced to your company. People often click through to your website when reading the story online to learn more about the product; potential customers might read up on your company, especially if it is relatively unknown. This attention can lead to a larger customer base and more sales for both the new product and other of your company's products (Sarah, 2012).

When a new product is introduced to the market and it sells well, it can cover the development and launch costs generating a profit for your company. If the product is evergreen something that people will need or use for a long time the revenue stream that begins with the product launch can be consistent for many years (Urban & Hauser, 2023). A new product can generate new partnerships or business relationships. If your company is a startup, a successful product launch can lead to larger companies making offers to acquire your company. Others might want to invest in your company, based on your new product, or might want to form a business relationship to sell your product to more people in a revenue-sharing model (Balakrishnan, 2021)

Empirical Review

Several studies have been done in the areas of marketing new product and the performance of SMEs. Most of the studies done in the areas of new product marketing confirm positive outcome. It has been observed over the period that, previous studies focused attention on the applicability of new product marketing on large business and its only recently authors began to focus attention on SMEs (Wren & Souder, 2019). Even with the SMEs, researchers are yet to reach a consensus of suitability of measurement of marketing new product SMEs performance. It is only very few finding that do not find any relationship among market new product and SMEs performance (Yew, 2020).

Ebitu, Ufot & Olom (2020) did a study on Marketing new product and SMEs in Akwa-Ibom State, Nigeria. The study was motivated by the fact that SMEs in Akwa Ibom State find themselves in a competitive environment and may not know which New product is effective in improving their business performances. The study adopted the survey method. 240 questionnaires were issued to SMEs in the three senatorial districts of the State. The study revealed that there is a significant impact of new product marketing on the profitability and increased market share of SMEs in Akwa Ibom State.

Furthermore, Ardjouman & Asma (2021) investigated the significant of introducing new product to the market and its effect to SMEs in Cote d'Ivoire. The study adopted an exploratory and descriptive survey research design. The findings of this study revealed that there is a high level of awareness of the significance roles played by new product in the performance of SMEs.

Ayedun, Oloyede, Oluwunmi & Oyedele (2023), did a study on new product marketing problems and the performance of selected enterprises (SMEs) in Southern Senatorial District of Cross River State in Nigeria. The area of study was Calabar Metropolis, while the study frame were owners and managers of SMEs. The sample size of the study was 150 and data was collected with the use of structured questionnaire. The findings highlighted in the study were; there is a significant relationship between the marketing new product problems experienced by SMEs and the increase in their profit margin and sales volume.

Wanjohi (2020), carried out a study on relationship between strategies for marketing new product and the performance of savings and credit societies in Mombasa district. The study used a descriptive research

design to evaluate the effects of the marketing strategies on the performance of SACCOs. The target population constituted the chief executive officer, the marketing manager and the loans manager/officer. A census population of 84 respondents was considered for this study. The findings of the study revealed a causal relationship between strategies for marketing new product and the performance of SACCOs. Most of these organizations pursue strategies like product differentiation, niche marketing as they pursue to be perceived as the cheapest in the markets in terms of cost.

Amanda (2020) in her study concluded with reduction of the new product performance at the business-unit level to major underlying dimensions – profitability and impact on the business. How profitable the total businesses' new product efforts included: whether the total initiative meets profit objectives; its profitability relative to spending; and the impact of the total effort on the business unit's profits. The impact of the total new product effort on the business included: sales percentage of new products achieved by the business unit; impact of the new products on both sales and profits of the unit; achieved rate of success; and the rating of the technical success. New product development, specifically the ability of a company to develop products that out perform their competitors in the marketplace has been proved to benefit a firm in building its own competitive advantages.

Theoretical framework

This section examines the various theories that were used to inform the study on the effects of marketing new product on SMEs performance. The study was guided by marketing mix theory and theory of push and pull.

Marketing Mix Theory

According to Grönroos, (2019) the theory of Marketing Mix was coined by Borden. The theory is still used today to make important decisions that lead to the execution of a marketing plan. The idea of a marketing mix theory is to organize all aspects of the marketing plan around the habits, desires and psychology of the target market. Marketing Mix Theory combines a number of components in order to strengthen and solidify a product's brand and to help sell the product or service. The components combined by this are products, price, promotion and place forming the Four P's. These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that centers the four P's on the customers in the target market in order to create perceived value and generate a positive response. The marketing mix framework was particularly useful the marketing concept when physical products represented a larger portion of the economy (Grönroos, 2019). Today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people, process, etc. Today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it.

Push and Pull Theory

The Push and Pull theory of customer service are two theories, the "Push" theory and the "Pull" theory. The theory of push pull has been most often applied to marketing processes by businesses and organizations. Push or pull is defined by whether the customer or the business initiates the activity.

According to Kohli & Jarworski (2021), the theory of push and pull was developed in 1911 by Fredrick Winslow Taylor in his work on "The Principles of Scientific Management." Business took his ideas to heart and started focusing on becoming more efficient than their competition. This led to determining the needs of the potential customer and pushing the solutions out to those customers. In today's, market pushing solutions are sometimes seen by the customer as intrusive or overlooked by the customer as the solution gets lost due to information overload. Many companies are moving away from the push theory to a pull theory. That is, they are providing the information and solutions in a generally accessible format and allowing the customer to determine what best suits their needs. One of the base assumptions about pushing solutions (products, information, etc.) to customers is that the business or organization can anticipate the needs of the customer in advance of the need and prepare the solution ahead of time (Cooper & Kleinschmidt, 2018). Organizations that emphasize the push theories often do so to increase efficiency. They believe that if, for instance, they create the penultimate user manual that they will cover all of the questions the customer might have and thereby limit the amount of contact the customer needs to make to the organization. As well, by using a push model the organization can limit those areas for which service is provided which again might provide efficiency in the training of support personnel. This model has become more difficult to implement as organizations are believe they may be sacrificing effectiveness for the efficiency.

METHODOLOGY

The research methodology outlines the approach for collecting and analyzing data throughout the study. This chapter discusses the research design, population, sampling techniques, data collection instruments, and methods of data analysis. A survey research design is employed to gather data based on the concepts defined in the research model and test the hypotheses. The population of the study consists of both staff and general consumers of small-scale businesses in Kano Metropolis. Specifically, the study focuses on three selected small-scale businesses: Jujin Labu store (Gwazo Road, Kano), Nasiha Furniture (Dala), and MOJEES Pure Water (Miller Road Bompai). The population is estimated to be around 69,000, and the research aims to represent this group through the selected businesses.

For sampling, the study employs a convenience sampling technique, which is a non-probability method. Using Kreijcie and Morgan's (1970) table for determining sample size, a sample of 381 is considered adequate to represent the study population. Data will be collected using questionnaires, with 361 copies distributed to respondents from the selected businesses. The questionnaire is designed to allow respondents to select the answer that best reflects their situation, promoting a comfortable environment for responses. Data analysis will utilize both descriptive and inferential statistics, including percentages, tables, and regression analysis, to test the hypotheses and derive conclusions from the gathered data.

Result

Descriptive and Demographic Data

Table 1: Demographic Profile of Respondents

Gender of respondent		
Description	Frequency	Percent (%)
Male	289	78.5
Female	79	21.5
Total	368	100
Age of Respondents		
18-24 years	67	18.2
25 – 34 years	117	31.7
35 – 44 years	107	29.1
45 – 55 years	65	17.6
55 years and above	12	3.3
Total	368	100
Education of Respondents		
Primary Certificate	49	13.2
Secondary Certificate	89	24.2
Diploma/NCE Certificate	78	21.2
HND/BSC Certificate	111	30.7
Postgraduate Certificate	41	11.1
Total	368	100

Source: Field Survey, 2024

The demographic profile of the respondents reveals a sample with a significant male majority (78.5%), compared to 21.5% females. In terms of age, the largest group is between 25-34 years (31.7%), followed by those aged 35-44 years (29.1%), with a smaller percentage in the 45-55 years (17.6%) and 18-24 years (18.2%) age brackets. Only 3.3% are aged 55 and above. Regarding education, most respondents hold a higher education qualification, with 30.7% having an HND/BSc, followed by 24.2% with a secondary certificate and 21.2% with a Diploma/NCE. A smaller proportion has primary certificates (13.2%) and postgraduate certificates (11.1%). This distribution suggests a relatively young, predominantly male, and moderately educated sample.

Hypotheses Testing and Result

Hypothesis

- H₁: Product benefit does not significantly affect the patronage of new product by the consumers
 H₂: Price does not significantly affect the patronage of new product by the consumer.
 H₃: Effective promotion does not significantly affect the patronage of new product bu consumers.

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.745 ^a	.679	.764	.22439	7.441

a. Predictors: (contact), PB, PR, EP

b. Dependent: New Product Patronage

The result in table above indicates that the three variables i.e. product benefit, price and effective promotion account for 67.9% ($r^2 = 0.679$) change in the performance of SMEs operating in Kaduna state. It also indicates strong relationship between the variables ($r = 0.745$). The durbin-watson statistics of 7.441 indicates absence of auto serial correlation and fitness of the model.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.032	1	91.032	776.941	.000 ^a
	Residual	17.341	148	.117		
	Total	108.373	149			

a. Predictors: (constant), PB, PR, EP

b. Dependent Variables New Product Patronage

Source: Generated from SPSS

The strength of variation of the predictor values influence both product benefit, price and effective promotion on new product patronage at 0.00 significant levels. This shows that the overall model was significant.

Coefficients^c

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std.Error	Beta	T	
1	(Constant)	.794	.534		.211	.000
	PB	.781	.872	.582	1.722	.001
	ERP	.691	.675	.762	3.239	.000
	EP	.829	.217	.631	4.872	.002
	CS	.861	.592	.837	3.283	.000

a. Dependent variable: New Product patronage

The table above shows that Product benefit significantly affect the patronage of new product by the consumers (Beta= 0.781, P=0.001). It is on this basis that we accept Hypotheses one which state Product benefit significantly affect the patronage of new product by the consumers. The hypothesis two also shows a Beta value of 0.691 and a p-value of 0.000 again less than 5% level of significance against reliability (RB), therefore, we also accept Hypotheses two which state that Price significantly affect the patronage of new product by the consumer Against Effective promotion, it shows a Beta value of .829 and a p-value of 0.02 which is lesser than 5% level of significance; therefore, we accept hypothesis three (H0₃) which stated that Effective promotion significantly affect the patronage of new product b consumers.

DISCUSSION OF FINDINGS

The result of the descriptive statistics shows that product benefit significantly affects the patronage of new products by consumers, with a coefficient of (0.781). This finding is consistent with Cooper and Kleinschmidt's (2018) study, which highlighted that the perceived benefits of a new product, including its ability to meet customer needs and preferences, are critical factors influencing consumer adoption. According to their findings, product benefit directly impacts the success rate of new product introductions in various sectors. Furthermore, Kohli and Jaworski (2021) also supported this, emphasizing that consumers' perception of a product's benefits in relation to its price can significantly drive its market acceptance. The result also shows that price significantly affects the patronage of new products by consumers, with a coefficient of (0.691). This finding is consistent with Amanda (2020), who concluded that pricing strategy is one of the most influential factors in determining consumer behavior towards new products. Booz, Allen, & Hamilton (2019) also noted that competitive pricing can attract more customers, making price sensitivity a critical aspect of product launch strategies.

The third hypothesis shows that effective promotion significantly affects the patronage of new products by consumers, with a coefficient of (0.861). This aligns with the findings of Carl (2020), who emphasized that effective promotion, including marketing campaigns, can boost product visibility and influence consumer choices. Furthermore, Ayedun et al. (2023) also found that promotional activities significantly enhance consumer awareness and product adoption in small and medium enterprises (SMEs). The t-value of 3.207 and significance level of 0.002 indicate that the promotion variable is a powerful predictor of consumer behavior, aligning with the results of Ebitu et al. (2020), who similarly concluded that strong marketing efforts are crucial for the success of new product launches.

Conclusion and Recommendations

Conclusion

This study has revealed that new products are vital parts of a firm growth strategy. And that successful marketing depends on understanding the nature of consumer's want and need. It is also argued that a successful marketer penetrate the market by controlling the key marketing elements (4ps of marketing) which are the common tools for leapfrogging the competition. Remarkably, it can be conclude that manufacturers do not just introduce new product, but also learn to adopt the challenges of introducing new product.

Recommendations

In the course of carrying out this study the researcher observed some problems. In the light of these problem, the following suggestion are recommended for the improvement of marketing new product of three small scale enterprise in Kano (Jujin Labu store, Nasiha furniture, mojees pure water) where the study is carried out.

- i. The management of the SMEs should take into cognizance of the need to improve quality of their product in order to attract more market share. In other words, the customer must be made to feel satisfaction with goods or services.
- ii. The present level of advertisement should be intensified to include personal selling and house selling, especially in rural areas where level of awareness is very low, since the success of any personal selling depend on the caliber of the sales forces, the company's sales force must be highly trained as performance high level of self confidence, energy derive, intelligence and good manners.
- iii. It is a statement of fact where prices are high, it reduces the number of customer and where it is low, it tends to increase the number especially the low and medium income earners.
- iv. The company cannot dissociate it self from the economic life of the community it is serving. So the marketing philosophy should be defined in term of the social responsibility. This social responsibility to the community being served should be seen in terms of how it mobilizes and making it available essential social needs to the community.

REFERENCES

- Adeyemi, O. (2018). SME challenges and market strategies for national development. *Nigerian Journal of Business Studies*, 15(3), 114-128.
- Amanda, L. (2020). Reduction of the new product performance at the business-unit level to major underlying dimensions. *Journal of Business Studies*, 32(3), 65-78.
- Ardjouman, D., & Asma, B. (2021). Significant roles played by new product in the performance of SMEs. *Journal of Small Business Management*, 54(2), 48-59.
- Armstrong, G., & Kotler, P. (2023). *Principles of marketing* (16th ed.). Pearson.
- Ayedun, C. A., Oloyede, S. A., Oluwunmi, A. O., & Oyedele, O. A. (2023). New product marketing problems and the performance of selected SMEs in Cross River State, Nigeria. *Journal of Management and Enterprise Development*, 8(1), 33-47.
- Balakrishnan, R. (2021). The role of partnerships in the success of new product launches. *Business Horizons*, 59(4), 53-61.
- Booz, Allen, & Hamilton. (2019). *Managing new product development: The seven stages of NPD*. New York: Booz Allen Hamilton Inc.
- Carl, S. (2020). *Challenges in new product development and market introduction*. *Journal of Business Strategy*, 18(4), 45-58.
- Consumer Federation of Nigeria. (2021). Annual report on consumer behavior and product performance. Lagos: CFN Publications.
- Cooper, R. G., & Kleinschmidt, E. J. (2018). New product success and failure: Factors influencing the outcome. *Journal of Product Innovation Management*, 35(4), 482-500.

- Ebitu, E. T., Ufot, J. A., & Olom, P. E. (2020). Marketing new products and SMEs performance in Akwa Ibom State, Nigeria. *Journal of Marketing and Management*, 9(1), 54-71.
- Gatignon, H., & Xuereb, J.-M. (2020). Strategic orientation of the firm and new product performance. *Journal of Marketing Research*, 34(1), 77-90.
- Grönroos, C. (2019). *Service management and marketing: Managing the service profit logic*. New York: John Wiley & Sons.
- Kohli, A. K., & Jaworski, B. J. (2021). Market orientation and new product performance. *Journal of Marketing*, 57(3), 53-70.
- Kok, J. A. (2018). *Phases in new product development for small-scale businesses*. *Small Business Review*, 23(2), 123-135.
- Michael, P. (2020). *Geographical strategies for new product marketing*. *Journal of International Marketing*, 29(6), 34-49.
- Morden, T. (2019). *Principles of strategic management*. Routledge.
- Nonyely, T. J. (2020). *Innovation and product development in emerging markets*. *African Business Studies*, 12(3), 101-117.
- Ramaseshan, B., Caruana, A., & Loo-Soon, N. (2018). The critical role of marketing in new product development: A technology-driven approach. *Journal of Marketing*, 82(3), 45-60.
- Santos-Vijande, M. L., López-Sánchez, J. Á., & Trespalacios, J. A. (2019). How organizational learning affects a firm's performance. *Journal of Business Research*, 66(10), 2049-2058.
- Sarah, J. (2021). New product failures and implications for business strategies. *Global Marketing Journal*, 27(2), 91-103.
- Song, M., & Parry, M. E. (2023). The impact of ineffective marketing strategies on SME performance in Nigeria. *International Journal of Business and Management*, 10(4), 92-108.
- Souder, W. E. (2020). *Managing new product innovation*. Lexington, MA: Lexington Books.
- Urban, G. L., & Hauser, J. R. (2023). *Design and marketing of new products* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.
- Wanjohi, A. (2020). Strategic alliances in product innovation: A case study of agricultural manufacturers. *African Journal of Business Studies*, 9(2), 87-105.
- Wind, J. (2020). *Marketing and the social good*. *Journal of Business Ethics*, 25(3), 99-115.
- Wren, B. M., & Souder, W. E. (2019). Measuring marketing performance in SMEs: A conceptual framework. *Journal of Small Business Marketing*, 7(1), 21-34.
- Yew, P. C. (2020). Understanding products: A consumer perspective. *Asian Journal of Marketing*, 15(5), 22-35.