



IMPACT OF SUSTAINABLE MARKETING PRACTICES ON THE PERFORMANCE OF SELECTED SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN NIGERIA

Associate Professor Udegbe Scholastica Ebarefimia, PhD. And Olufemi Aina AJOSE. PhD., and Adekunle Azeez Aliu

Lagos State University, Faculty of Management Sciences, Department of Marketing, Nigeria.
The Federal Polytechnic, Ilaro, Ogun State, Nigeria.

Abstract: This study set out to find out how Nigerian small and medium-sized enterprises (SMEs) performed in relation to sustainable marketing strategies. According to the study, sustainable marketing techniques have a major impact on how well Nigerian SMEs function. The majority of small and medium-sized enterprises (SMEs) in Nigeria, was found out in this study to employ sustainable marketing strategies and understand their advantages. These advantages include the ability to present themselves as morally upright businesses, environmental preservation, improved business performance, a larger market share, competitiveness, brand equity, reputation, and increased customer loyalty. A contextualized and literature-based research instrument was used in this study to gauge how the "constructs" under investigation were applied. The study collected sample data from selected 250 SMEs in Nigeria using the survey method; all copies of the questionnaire that were given to the respondents were confirmed to be functional, yielding an effective response rate of 100%. Positive proof of the research instrument's validity and reliability was shown. After data analysis, the study's conclusion strongly affirms that sustainable marketing strategies have an effect on how well small and medium-sized businesses (SMEs) in Nigeria perform. The research's findings will provide feedback that will fill the knowledge gap and advance our understanding of SMEs in Nigeria. Additionally, the study will act as a manual for researchers and practitioners.

Keywords: sustainable, marketing practices, SMEs, performance, Nigeria.

Introduction

The Global Sustainable Development Report 2023 highlights the significance of sustainable marketing and development for developing countries. Nigeria, with a 2020 Sustainable Development Goals (SDG) Index ranking of 160th, is confronted with a multitude of social, political, economic, security, legal, and cultural challenges. In order to carry out the 2030 Agenda, scientifically grounded changes must be supported by political leadership, according to the Global Sustainable Development Report 2023. Businesses, governments, and civil society organizations must work together to

achieve sustainable development and marketing in emerging economies like Nigeria. According to Nkamnebe (2011), sustainable marketing campaigns have the potential to bring about good change through their ability to influence consumer behavior, advocate for policies that support long-term economic, social, and environmental well-being, and promote sustainable practices.

The sustainable development of small and medium-sized enterprises (SMEs) is a critical component of Nigeria's economy and holds strategic importance. The performance of SMEs is examined in this study in

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relation to sustainable marketing strategies, taking into account both economic and environmental dimensions. Customer-oriented, customer-value, innovative, sense-of-mission, and societal marketing are examples of sustainable marketing techniques. The purpose of the proposed study is to look at how Nigerian SMEs' performance is affected by sustainable marketing techniques." The study attempts to offer insights into the relationship between sustainable marketing practices and the overall success of SMEs in the Nigerian business landscape through a thorough investigation of sustainable marketing strategies, consumer attitudes, and financial indicators. The goal of the research is to fill in the knowledge gaps about how industry norms and consumer behavior are shaped by sustainable marketing.

Objectives of the study:

The main purpose of the study is to assess how SMEs in Nigeria are adopting sustainable marketing practices to enhance their performance. In particular, the goals are to;

- i. examine what extent has sustainable marketing been included in the business planning of Nigerian SMEs?
- ii. investigate how Nigerian consumers perceive SMEs that employ sustainable marketing strategies?
- iii. investigate to what extent sustainable marketing contributes to increased consumer trust in SMEs.
- iv. investigate if SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing?
- v. explore if Nigerian SMEs are highly aware of the potential benefits of sustainable marketing.
- vi. investigate how sustainable marketing contributes to SMEs' long-term viability, resilience in the Nigerian business environment and business success.

Research Questions

1. To what extent has sustainable marketing been included in the business planning of Nigerian SMEs?
2. Customers in Nigeria believe that SMEs using sustainable marketing techniques have an advantage over their competitors. Do you agree?

3. Increased customer trust in SMEs mostly a result of sustainable marketing strategies Do you agree?
4. SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing. Do you agree?
5. Nigerian SMEs are highly aware of the potential advantages of sustainable marketing. Do you agree?

6. Can sustainable marketing contribute to SMEs' long-term viability, resilience in the Nigerian business environment and business success. Do you agree?

Research hypotheses

Hypothesis I:

Ho: Sustainable marketing strategies are not frequently included in business planning by SMEs in Nigeria.

H₁: Sustainable marketing strategies are frequently included in business planning by SMEs in Nigeria.

Hypothesis II:

Ho : Customers in Nigeria do not believe that SMEs using sustainable marketing techniques have an advantage over their competitors.

H₁: Customers in Nigeria believe that SMEs using sustainable marketing techniques have an advantage over their competitors?

Hypothesis III:

Ho : Increased customer trust in SMEs is not mostly a result of sustainable marketing strategies.

H₁: Increased customer trust in SMEs is mostly a result of sustainable marketing strategies.

Hypothesis IV:

Ho: SMEs engaging in sustainable marketing do not experience higher levels of customer loyalty compared to those relying on traditional marketing

H₁: SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing

Hypothesis V:

Ho: Nigerian SMEs are not highly aware of the potential advantages of sustainable marketing.

H₁: Nigerian SMEs are highly aware of the potential advantages of sustainable marketing.



Hypothesis VI:

Ho: Sustainable marketing does not contribute to SMEs' long-term viability, resilience in the Nigerian business environment and business success.

H₁: Sustainable marketing contributes to SMEs' long-term viability, resilience in the Nigerian business environment and business success.

LITERATURE REVIEW

Small and medium-sized businesses (SMEs) account for more than 90% of all businesses worldwide and are the key drivers of social mobility, accounting for seven out of ten employment opportunities (World Bank, 2021). SMEs are regarded as the most important source of employment in every nation. Although the size, number of workers, investment volume, and yearly turnover of SMEs vary, they are regarded as a key sector world-over and drivers of the economy and wealth creation

SMEs are vital to the global economy because they foster employment, innovation, and economic expansion. To link business operations with social and environmental responsibility, adopting sustainable marketing strategies has become a strategic approach. Sustainable marketing entails incorporating socially and environmentally responsible ideas into all facets of marketing strategy, from advertising to product development. Martin, D.; Schouten, J. (2014) ; Emery, B.(2012) Studies show SMEs are starting to realize the advantages of sustainable marketing, like protecting the environment and projecting a picture of themselves as ethical businesses.

Nigeria, a country with a developing economy, is seeing a significant increase in the number of small and medium-sized businesses (SMEs) utilizing sustainable marketing strategies. SMEs are considering sustainability as a strategic option due to the distinct business environment, which is defined by a variety of opportunities and challenges. Nigerian small and medium-sized enterprises are beginning to recognize the advantages of incorporating ideas related to social responsibility and environmental sustainability into their marketing strategies. Customers are becoming

more aware of the impact that goods and services have on the environment and society. According to research, SMEs that use sustainable marketing techniques are viewed more favorably by customers. Consumers' perceptions of SMEs as reliable and socially conscious shape their purchasing decisions and build brand loyalty.

The SME sector is widely recognized as a key driver of economic development and job creation in both developing and developed nations (Abisuga-Oyekunle et al., 2020; Al-Tayyar et al., 2021; Nugroho et al., 2022). The performance of SMEs is a key indicator for the level of industrialization, modernization, urbanization, employment generation, income per capita, equitable distribution of income, and standard of living by the citizenry (Ugwu, 2021).

According to Martin, D.; Schouten, J. (2014); Schrettle et al. (2014); there is an advantageous correlation between SMEs' success and sustainable marketing strategies in a number of areas, like financial performance, brand equity, and reputation. The many benefits that sustainable marketing may provide SMEs go beyond financial indicators, as this comprehensive perspective on performance outcomes shows. To match their operations with social and environmental responsibility, small and medium-sized firms (SMEs) are increasingly implementing sustainable marketing techniques. Through the use of eco-friendly concepts, marketing strategies are being applied to everything from stakeholder communication to product creation (Atkinson, G. 2000).

The evaluation of sustainable marketing's impact on small and medium-sized enterprises (SMEs) is contingent upon consumer perceptions, as consumers tend to identify environmentally conscious practices with corporate social responsibility and perceive companies that adopt these practices as more reputable and socially conscious (Atkinson, G. (2000); Emery, B.(2012)). Research indicates there is a favorable relationship between SMEs' performance and sustainable marketing strategies. As a result of reduced expenses and enhanced customer loyalty, the financial



performance of SMEs improves. Furthermore, sustainable marketing builds reputation and brand equity, which raises market share and competitiveness (Emery, 2012).

The adoption of sustainable marketing strategies by Nigerian SMEs is on the rise, owing to shifting consumer demands and heightened consciousness regarding environmental and social concerns. Local issues, including resource shortages and community well-being, are what are causing this transition. (Okaro, S. C. 2018). To assess the effectiveness of sustainable marketing and to properly utilize it to positively affect consumer behavior in the Nigerian market, it is imperative to comprehend the views of consumers towards small and medium-sized enterprises (SMEs) that are involved in this type of marketing (Fraj, E. 2011).

According to studies, people view SMEs that use sustainable methods as ethical, trustworthy, and socially conscious. There is a positive association between sustainability initiatives and success, as demonstrated by the performance outcomes of sustainable marketing in Nigerian SMEs. Benefits of sustainable marketing include increased customer loyalty, cost savings, improved company reputation, and financial performance (Nkamnebe, A.D., 2011). In a market that is constantly changing, these strategies support resilience and financial success.

Similar to this, Nigerian SMEs are adopting sustainable marketing strategies at a growing rate as a result of local socio-environmental issues and a global consciousness. Studies conducted locally emphasize how cultural values, customer expectations, and the strategic needs of SMEs interact.

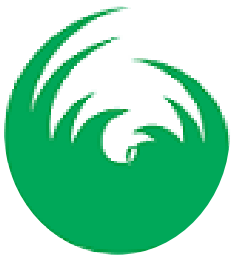
According to Nkamnebe, A.D. (2011), cultural, economic, and environmental aspects impact consumers' perceptions of sustainable marketing in Nigeria. According to studies, SMEs that adopt sustainable practices are seen favorably as supporting local values and the environment, and sustainability is a major factor in purchasing decisions. Belz, F.-M. (2009) To address environmental issues and improve

overall business performance, small and medium-sized firms (SMEs) in Nigeria are progressively implementing sustainable marketing methods. Long-term business resilience, competitive advantages, consumer expectations, and regulatory pressures are some of the factors promoting this adoption.

Customers in Nigeria view SMEs as socially conscious businesses that uphold genuine cultural values and local standards. Research indicates that financial success metrics like cost savings, enhanced brand recognition, and increased customer loyalty are positively correlated with sustainable marketing initiatives (Nkamnebe, A.D., 2011). Furthermore, sustainable marketing can boost stakeholder trust and competitiveness, presenting SMEs as both socially and economically beneficial organizations (Nkamnebe, A.D. 2011; Okaro, S.C. 2018). This demonstrates how sustainable marketing strategies have the power to completely change the lives of Nigerian SMEs.

Research Methods

This study was carried out in Lagos State, Nigeria. The state is divided into five administrative divisions, namely: Ikorodu, Ikeja, Epe, Badagry, and Lagos Island, with Ikeja being the capital. The primary data used in the study were mainly sourced using a set of questionnaires distributed to 250 respondents drawn from the five divisions on the basis of 50 per division. The respondents were selected from five different companies in each division, administering 10 questionnaires for each company. Because of its various benefits, a multiple-case study was conducted. Yin (2014) asserts that evidence derived from several examples is stronger and more convincing. If multiple cases are evaluated, there is an opportunity for replication, in which case differences can be compared or contrasted to see if a pattern emerges. Moreover, there is less likelihood that the study's findings will apply to a peculiar or severe situation. Single-case study designs typically have limitations because the investigation is dependent solely on one case (Yin, 2014). Convenience sampling was also employed to choose the sample for this investigation, and previous



research has demonstrated this technique is relevant (Hall and Lockshin, 2000). However, elements that constituted the sample size were those seen in the companies and ready to feel the questionnaires instantly.

All copies of the questionnaire were completed and returned, as the researcher prevailed on the participants to fill out the questionnaire on the spot. All of the questionnaires distributed to the respondents in the five divisions were deemed usable, meaning that the effective response rate was 100%. The questionnaire contained items that were relevant to the variables being measured. Participants were asked to rate each item using a 5-point Likert scale of Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The questionnaire was pilot tested on four respondents drawn from Ikeja, the state capital, verifying the excellence and reliability of the questionnaires. There are two sections to the research instruments' questions: A and B. In the first section, A, the impact of sustainable marketing practices on the performance of small and medium-sized enterprises (SMEs) in Nigeria was measured. This will make it easier to investigate to what extent sustainable marketing contributes to increased performance in the sampled SMEs. The research instrument's Section B assessed the respondents' demographic profiles with regard to their title, department, email address, phone number, company, nature of business, number of employees, level of education, level of experience in the workforce, age, and gender. Descriptive statistics, percentages, and t-test analysis were used to analyze the data. The Cronbach alpha reliability coefficient was 0.84, indicating good validity and reliability of the research tool. This is greater than 0.70, indicating sufficient reliability (Cronbach, 1947). The content's validity was validated by management and marketing researchers, and its predictive validity was proven by the pilot study's outcomes. The research's conclusions are shown in the sections below.

Findings and Discussion.

The purpose of this study is to measure the extent to which sustainable marketing practices impact the performance of small and medium-sized enterprises (SMEs) in Nigeria. Nigerian SMEs prioritize the various components of sustainable marketing strategies in order to achieve improved business performance. According to studies, people view SMEs that use sustainable marketing strategies as ethical, trustworthy, and socially conscious and thus enjoy the positive association between sustainability initiatives and success. Benefits of sustainable marketing include increased customer loyalty, cost savings, improved company reputation, and financial performance (Oni and Akintoye, 2018).

Key research variables that were employed

A1: Sustainable marketing strategies are frequently included in business planning by SMEs in Nigeria. Do you agree?.

A2: Customers in Nigeria believe that SMEs using sustainable marketing techniques have an advantage over their competitors. Do you agree?.

A3: Increased customer trust in SMEs is mostly a result of sustainable marketing strategies. Do you agree?.

A4: SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing. Do you agree?.

A5: Nigerian SMEs are highly aware of the potential advantages of sustainable marketing. Do you agree?.

A6: Sustainable marketing contributes to SMEs' long-term viability, resilience in the Nigerian business environment and business success. Do you agree?.

A7: Sustainable marketing strategies help to achieve improved business performance. Do you agree?.

A8: Sustainable marketing strategies help to achieve improved customer loyalty. Do you agree?.

A9: Sustainable marketing strategies help to achieve improved cost savings. Do you agree?.

A10: Sustainable marketing strategies help to improve a company's reputation. Do you agree?.

A11: Sustainable marketing strategies help to achieve improved financial performance. Do you agree?.



A12: Sustainable marketing strategies help to achieve improved business success. Do you agree?.

The respondents' demographic details

58% of respondents were women, and 42% were men, according to the demographic data gathered. The participants are workers in SMEs. Without bias, the sample was selected at random. Based on the age group characteristics of the participants, 52% of the responses fell between 20 and 40 years old, 32% between 41 and 50 years old, and 16% over the age of 51. The poll

Source: Fieldwork 2023

From the mean values in Table 1, it can be seen that all

indicates that some of the respondents are contract or part-time workers, even though they work for different SMEs. 90% of the respondents are full-time workers for their company, compared to 10% who work on a contract or part-time basis.

Table 1: Descriptive Statistics of the Impact of Sustainable Marketing Strategies on the Performance of Small and Medium-Sized Enterprises (SMEs) in Nigeria measures (n = 250)

sustainable marketing in Nigerian SMEs show a positive correlation between sustainability initiatives

Variable	Mean	STD DEV	Skewness	Kurtosis
A1	4.617	0.5147	-0.060	2.506
A2	4.522	0.4617	-0.056	2.421
A3	4.521	0.4621	-0.058	2.416
A4	4.340	0.4118	-0.033	2.233
A5	4.610	0.5172	-0.061	2.510
A6	5.144	1.4121	-1.200	2.914
A7	4.918	0.9886	-1.169	2.890
A8	4.668	0.6013	-0.092	2.613
A9	4.715	0.7112	-1.103	2.851
A10	4.814	0.9617	-1.159	2.872
A11	5.146	1.4217	-1.201	2.981
A12	6.349	1.9514	-1.504	3.107

the variables (A1–A12) saw a certain degree of support for the statement asked, and A12 (A12: Sustainable marketing strategies help to achieve improved business success. Do you agree?) had a mean value of 6.349, demonstrating the most significant extent of support for the statement asked. According to Oni and Akintoye's (2018) argument, the performance outcomes of

and success. Improved financial performance, cost savings, enhanced client loyalty, and enhanced company reputation are all advantages of sustainable marketing. The data collected shows that 100% of the respondents strongly agreed with the question. Likewise, with the generation from the mean value, A 11 followed, respectively, with a mean value of 5.146



(A11: Sustainable marketing strategies help to achieve improved financial performance. Do you agree?), showing the next significant support.

Similarly. Variables A4 (A4: Do SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing. Do you agree?) with a mean value of 4.340, offers some justifiable backing for the posed question. On the other hand, among all the statements surveyed, it also garnered the least attention. This is the case because, according to the in-person interview, some SMEs are still tied to their traditional marketing strategies, despite the fact that implementing sustainable marketing is crucial in today's fast-paced business world to address social responsibility and environmental issues. And traditional marketing is no longer effective because customers are seeking out companies that align with their values. Businesses must utilize sustainable marketing strategies if they wish to safeguard the environment and its inhabitants.

THE TEST OF RESEARCH HYPOTHESES

Research Hypothesis One—

Ho1: Sustainable marketing strategies are not frequently included in business planning by SMEs in Nigeria.

From the mean column in table I, it can be seen that A1: (A1: Sustainable marketing strategies are frequently included in business planning by SMEs in Nigeria. Do you agree?.) saw a reasonable level of degree of mean value of 4.617, in this way, experiencing encouraging support for the research question. Also, according to the data collected, 89.20% of the respondents agree that sustainable marketing strategies are frequently included in business planning by SMEs in Nigeria, while 10.80% of the respondents questioned claimed that they were fully included. Therefore, the null hypothesis is hereby rejected, and the alternative hypothesis that "H1: Sustainable marketing strategies are frequently included in business planning by SMEs in Nigeria 'is hereby accepted. Likewise, in the t-test analysis (not recorded here), when tested at a 5-percent level of significance, the t

score values were 2.22. Since the t score value is greater than the t-table value of 1.96, the null hypothesis is rejected, and the alternative hypothesis is hereby accepted.

Research Hypothesis Two

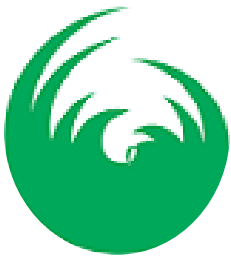
Ho2: Customers in Nigeria do not believe that SMEs using sustainable marketing techniques have an advantage over their competitors.

From the mean column in Table I, it can be seen that A11 (A11: Customers in Nigeria believe that SMEs using sustainable marketing techniques have an advantage over their competitors. Do you agree?.) saw a mean value of 4.522, experiencing reasonable support for the research questions asked. Similarly, data collected showed that 88.04% of respondents supported the question and only 11.06% did not. Likewise, in the t-test analysis (not recorded here), when tested at a 5 percent level of significance, the t-score values for A 11 = 3.64 Since the t score value surpasses the t table value of 1.96, the null hypothesis is hereby rejected, and the alternative hypothesis that "H1: Customers in Nigeria believe that SMEs using sustainable marketing techniques have an advantage over their competitors?" is hereby accepted.

Research Hypothesis Three:

Ho: Increased customer trust in SMEs is not mostly a result of sustainable marketing strategies.

From the mean column in table I, it can be seen that A3 (A3: Increased customer trust in SMEs is mostly a result of sustainable marketing strategies. Do you agree?.) witnessed an encouraging degree of mean value 4.521, thus experiencing encouraging support for the research question. Likewise, the data collected indicated that 88% of the respondents supported the question and only 12% did not. Likewise, in the t-test analysis (not recorded here), when tested at a 5 percent level of significance, the t score values were 2.36. Since the t score value is higher than the T table value of 1.96, the null hypothesis is rejected, and the alternative hypothesis that "H1: Increased customer trust in SMEs is mostly a result of sustainable marketing strategies." is hereby accepted.



Research Hypothesis Four:

Ho: SMEs engaging in sustainable marketing do not experience higher levels of customer loyalty compared to those relying on traditional marketing.

From the mean column in table I, it can be seen that A4 (SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing?) witnessed an encouraging degree of mean value of 4.340, so they are experiencing encouraging support for the research question.

Likewise, the data collected indicated that 86.57% of the respondents supported the question and only 13.43% did not. Likewise, in the t-test analysis (not recorded here), when tested at a 5 percent level of significance, the t score values were 2.16. Since the t score value is higher than the T—table value of 1.96, the null hypothesis is rejected, and the alternative hypothesis that “H1: SMEs engaging in sustainable marketing experience higher levels of customer loyalty compared to those relying on traditional marketing“ is hereby accepted.

Research Hypothesis Five:

Ho5: Nigerian SMEs are not highly aware of the potential advantages of sustainable marketing.

From the mean column in table I, it can be seen that A (A5: Nigerian SMEs are highly aware of the potential advantages of sustainable marketing?) has a mean value of 4.610, so we are experiencing encouraging support for the research question.

Likewise, the data collected indicated that 89% of the respondents supported the question, and only 11% were not totally in support; they were neutral. Likewise, in the t-test analysis (not recorded here), when tested at a 5 percent level of significance, the t score values were 2.84. Since the t score value is higher than the T table value of 1.96, the null hypothesis is rejected, and the alternative hypothesis that “H1: Nigerian SMEs are highly aware of the potential advantages of sustainable marketing“ is hereby accepted.

Research Hypothesis Six

Ho6: Sustainable marketing does not contribute to SMEs' long-term viability, resilience in the Nigerian business environment, or business success.

From the mean column in Table I, it can be seen that A6: Sustainable marketing contributes to SMEs' long-term viability, resilience in the Nigerian business environment, and business success. Do you agree? saw a mean value of 5.144, experiencing high support for the research questions asked.

Likewise, the data collected indicated that 97% of the respondents supported the question and only 3% were neutral.

Likewise, in the t-test analysis (not recorded here), when tested at a 5 percent level of significance, the t-score values for A6 were 2.99. Since the t score value surpasses the t table value of 1.96, the null hypothesis is hereby rejected, and the alternative hypothesis that "H1: Sustainable marketing contributes to SMEs' long-term viability, resilience in the Nigerian business environment, and business success.) is hereby accepted. The following responses to the research questions posed and their mean value further reinforce and support research hypothesis 6. A7: Sustainable marketing strategies help to achieve improved business performance. Do you agree?, with a mean value of 4.918; A8: Sustainable marketing strategies help to achieve improved customer loyalty. Do you agree? . with a mean value of 4.668; A9: Sustainable marketing strategies help to achieve improved cost savings. Do you agree? with a mean value of 4.715; A10: Sustainable marketing strategies help to improve a company's reputation. Do you agree?, with a mean value of 4.814; A11: Sustainable marketing strategies help to achieve improved financial performance. Do you agree?, with a mean value of 5.146; and A12: Sustainable marketing strategies help to achieve improved business success. Do you agree?. with a mean value of 6.349. It may be easily generalized and demonstrated that sustainable marketing techniques have a beneficial effect on the performance of small and medium-sized firms (SMEs) in Nigeria, given the



different degrees of encouraging and strong support for the research topics.

Conclusion and Suggestions for Further Research

This study has investigated the impact of sustainable marketing practices on the performance of small and medium-sized enterprises (SMEs) in Nigeria. According to the findings, Nigerian SMEs' performance is significantly impacted by sustainable marketing strategies. According to the study, most SMEs in Nigeria are beginning to recognise the benefits of sustainable marketing, such as portraying themselves as ethical companies and preserving the environment (Jackson et al., 2019; Adeyemi and Okafor, 2018). As a result, it is evident that sustainable marketing strategies are widely known among SMEs in Nigeria today. Similar to this, the majority of SMEs are starting to recognise the numerous advantages of sustainable marketing, which extend beyond better financial performance metrics. These advantages include increased market share, competitiveness, brand equity, reputation, and greater customer loyalty.

Future research scope

This investigation was exclusive to Nigeria's Lagos State. Other states in Nigeria can be included in this theme. Big-scale research with a big sample size can also be carried out in the future, taking into account additional pertinent aspects.

In contrast to the 11,643 registered SMEs in Lagos as reported by the Small and Medium Enterprises Development Agency of Nigeria (SMEDAM) and the National Bureau of Statistics Collaborative Survey (2019), the study limited itself to 250 usable respondents questionnaires from the five administrative divisions: Ikorodu, Ikeja, Epe, Badagry, and Lagos Island.

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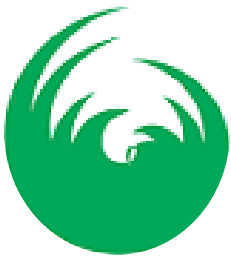
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