

EFFECT OF ENTREPRENEURIAL MARKETING ON CUSTOMER PATRONAGE OF SALON ENTREPRENEURS IN ABEOKUTA SOUTH, OGUN STATE, NIGERIA

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Abstract

The study examined effect of entrepreneurial marketing on customer patronage of salon entrepreneurs in Abeokuta South, Ogun State, Nigeria. Both questionnaire and interview techniques were used for data collection from 100 respondents chosen through stratified sampling techniques. In analyzing the data, probit regression was employed in addition to conventional descriptive statistics such as tables, frequency distribution and percentages. The results showed that customer patronage is strongly influenced by gender, age, education, and marital status. Statistics from the model summary of the R^2 shows that the four independent variables were significant in contributing to the profitability of saloon enterprises in the study area. Based on the findings, it can therefore be concluded that product development, pricing, promotional and distribution were the independent variables that influence customer patronage of saloon entrepreneurs in the study area. It is against this background that these recommendations were made that, effective marketing policy be formulated and implemented, and that regulatory agencies that formulated laws and policies ensure that these policies attain their set out aims and objectives.

Keywords: *Entrepreneurial marketing, Customer patronage, Saloon entrepreneurs, Ogun State, Nigeria.*

Introduction

Marketing as a practice has a formalized structure that requires careful planning process which is informed by market and marketing research to guide the selection of target markets and the composition of a marketing mix with which to position the products and services competitively within the marketplace. As a follow-up, this will require financial strength, with planning techniques, statistics and figures. Evidences abound which shows that the application of the marketing concepts and tools has helped entrepreneurs to achieve high level of success in the market place. Entrepreneurs, in their character of innovativeness found the use of marketing principles and strategies very effective in engendering success in entrepreneurial practices. Subsequently, there is a high rate of adoption of marketing principles in the entrepreneurial practices all over the world and the eventual development of Entrepreneurial Marketing (EM).

Marketing is seen as central concern of entrepreneurial research, despite the fact that entrepreneurs are not typically marketing experts (Jones, 2010). There are several theories of entrepreneurship as there are areas of academic disciplines. For example, some writers has broken down the economic theory into financial theory, interest theory, resource based theory of entrepreneur, opportunities theory of entrepreneurs, e.t.c. The question is often asked who is an entrepreneur? This question looks very simple. But answering it may not be that easy, this is because, the construct "entrepreneur" means different thing to different people. It has many dimensions, based on the particular individual's orientation or background. These dimensions include; the origin of the construct, the functions performed by the individual to whom the construct is applied. Others are; entrepreneurs characteristics, attitudes, emergence, behaviour, performance, motivations, traits and several other perspectives.

Collinson and Shaw (2001) opined that entrepreneurship look at marketing as the major function within the enterprise, which ensures innovation, creativity and technological advancement. Entrepreneurial Marketing (EM) has been defined as marketing activities of small and new ventures (Kraus, Côté, & Keltner, 2010). EM can be attributed to ways by which entrepreneurial attitudes and behaviors can be used to the development of marketing strategy and tactics (Kurgun, Bagiran, Ozeren, & Maral, 2011). Although, the existence has been for long, but many scholars (Fillis, 2010) argued that the research has been U.S. base. Irrespective of what researchers opinions look like, there is the need for research to identify links between environment and EM application (Hills & Hultman, 2011) as well as emphasizes on EM techniques in SMEs (Collinson & Shaw, 2001), this is because EM is, ultimately, an individual style of doing business shaped by the situation-specific worldview of the individual entrepreneur (Fillis, 2010).

Gilmore (2011), defined "entrepreneurial" as the overall activities and behavior of entrepreneurs, which includes behavior that is competitive and drives the marketing process. Entrepreneurial marketing has been described as a concept difficult to grasp (Kurgun et al., 2011). While, Bjerke and Hultman's (2002) have it that, "entrepreneurial marketing is a way of marketing small businesses growing through entrepreneurship." Understanding the concept of EM is basically based on knowing how SME owners / managers or entrepreneurs formulate and implement business decisions, deliver their market offering in the market place within the constraints of limited resources, expertise, impact, and size (Gilmore, 2011).

Statement of problem

Small scale enterprises have become important contributors to the Nigerian economy. The sector contributes to the development of the country through provision of employment opportunities, mobilization of private savings, and mitigation of rural-urban migration, training entrepreneurs, generating income and providing a source of livelihood for the majority of low-income earners in the country (Owualah, 1999).

The growing importance of small scale enterprises can be appreciated by examining the policies and programmes that had been put in place by the Federal Government. These include among others the establishment of Nigeria Industrial Development Bank (NIDB), Small Scale Industrial Schemes (SSIS), and Nigeria Bank for Commerce and Industry (NBCI), Central Bank of Nigeria Special Credit Programme (CBNSCP), National Economic Reconstruction Fund (NERFUND), Peoples' Bank of Nigeria (PBN) Community Bank and Industrial Development Centres (Ajagbe, Adewoye, & Ajetomobi, 2007).

Despite these, the execution of these schemes had not been able to achieve the desired results of improving the lots of these entrepreneurs (Adeleke, 2001). Some important factors operate which often give rise to certain problems that make it difficult for small scale enterprises to address the contribution of entrepreneurial marketing on the growth of SMEs in Nigeria and Abeokuta South in particular. This study therefore fills the identified gap by introducing effect of entrepreneurial Marketing Strategy on growth and development of SMEs with specific reference to selected Small and Medium Enterprises (SMEs) in Ogun State, Abeokuta South, Nigeria. Against the above background, the research question of interest in this study is to examine effect of entrepreneurial marketing on customer patronage of salon entrepreneurs in Abeokuta South, Ogun State, Nigeria.

Literature Review

A broad base of effect of entrepreneurial marketing on customer patronage of salon entrepreneurs is reviewed in this study to explain the foundations for this study in relation to existing body of knowledge in the field. Specifically, it is made up of: the conceptual framework which includes definitions, concepts, and terminologies related to the research study, the theoretical framework which includes a review of various theories related to this research, and the empirical framework made up of the conclusions drawn by researchers in the area of interest concerning this research study.

Historical Background

The origin of the concept entrepreneur is crowded in imprecision. Hoselitz (1951) finds elements touching on the concept in the writings of Physiocrats. However, Cole (1942), Redlich (1949) and Hoselitz (1951) in consensus date the earliest beginning of serious focus on the concept to the work of Cantillon (1755) who viewed the entrepreneur as the risk taker, who buys at a certain price and sells at uncertain price, therefore operating at a risk. Thus the basis was prepared for the formulation of economic theory on entrepreneur and entrepreneurship. These earliest contributions were essentially concerned with the definition of the concept "entrepreneur" and of his-role in economic systems. There was also focus on the process of theory formulation rather than questions that are of current interest in present day entrepreneurial studies.

The concept "entrepreneur" stems from a French word "entrepreneur" meaning to undertake, "go-between" or "projector". In France in the early 16th century the term was used for army leaders. It was applied to business organisation in a serious sense in the 18th century as noted above, to denote a dealer who buys and sells goods at uncertain prices. Cole (1959) notes that the modern term as known today, came into use in England only in 1879. When it signified a director or manager of a public musical institution or "one who gets up entertainment".

Theories of Entrepreneurship

The study of a phenomenon becomes easy to grasp if it has a defined framework. Cooper and Schindler (2012) view a theory as a set of systematically interrelated concepts, definitions, and propositions that are advanced to explain and predict phenomena. Its purpose is to increase scientific understanding through systematized structures capable of both explaining and predicting phenomena. This theoretical review examines various theories in respect to the variables under study leading to the development of the conceptual framework that guided this study.

Theories are framework which serves as a guide to a particular subject matter. Various theories of entrepreneurship has emerged which has led to the development of the entrepreneurship field. Entrepreneurship theories and research remain important to the development of the entrepreneurship field. Several theories have been put forward by scholars to explain the field of entrepreneurship. These theories have their roots in economics, psychology, sociology, anthropology, and management. The multidisciplinary nature of entrepreneurship is given a close examination in this article. Entrepreneurship is not merely the process of founding a new venture. Entrepreneurship is defined as a process of value creation and appropriation led by entrepreneurs in an uncertain environment (Mishra & Zachary, 2014).

The Entrepreneurial Value Creation Theory

The entrepreneurial process of value creation is driven by the entrepreneur and her entrepreneurial intention (an aspiration for entrepreneurial reward). Prior theories of entrepreneurship focused mainly on the role of the entrepreneur and the entrepreneurial opportunity, not on the entire entrepreneurial process, its components or segments, and their interrelationships. This theory explains the entrepreneurial experience in its fullest form, from the entrepreneurial intention and the discovery of an entrepreneurial opportunity, to the development of the entrepreneurial competence, and the appropriation of the entrepreneurial reward (Mishra & Zachary, 2014). The entrepreneurial process is not an autonomous process; the entrepreneur is integral to the entrepreneurial process. Thus, the entrepreneurial intention and resources are intrinsic to the entrepreneurial process. The entrepreneurial process involves the entrepreneur identifying an external opportunity; matching the entrepreneurial resources at hand with the opportunity to effectuate an entrepreneurial competence; acquiring external resources, if necessary; creating sustained value; and appropriating the entrepreneurial reward. The entrepreneurial value creation theory examines the interiors of the entrepreneurial process using a two-stage value creation and appropriation framework (Mishra & Zachary, 2014).

Competency Approach of Entrepreneurship

The competency approach sees the need of development of competency for initiative and enterprise skills. A common denominator in terms of enterprise competency, development of spirit of enterprise, a competency for enterprise, a sense for initiative and enterprise (which cannot be seen as pure synonym), is the acceleration of the human potential, be it in social-economic development or in a more intimate level of personal development, including personalisation of values and approaches, such as a sense for initiative, independence, readiness for innovations in personal and social life and at work. A politically-social context of the concept of the key competencies and requirements set on the education in area of competences in European Union at the same time put *enterprise* into the position of main categories of school education.

According to Gibb (2007), acceptance of an appropriate and modern concept of development of enterprise and education of entrepreneurship needs among others: a larger integration of knowledge (in scheme of educational institution, among different branches, among art sections and science, among tacit and explicit knowledge); a larger interdisciplinarity of education; more opportunities for experience learning; a larger area for validation of explicit knowledge in practice (more time for reflection and learning of activities themselves); larger balance in emphasis on what is taught and how it is taught; an innovation in evaluation of programmes and accreditations; changes in some basics of philosophy of education.

Effectuation Theory

Effectuation has emerged as an important way to think about entrepreneurship. Effectuation initially displayed an inclination toward process theory (Sarasvathy, 2001), but scholars predisposed to variance theory have neglected these process-theoretic origins. In its original form effectuation is essentially a process theory, seeking to understand “how economic artifacts such as firms, markets, and economies come to be” (Sarasvathy, 2001). Sarasvathy explicitly built on the work of process scholars such as Henry Mintzberg, James March, and Karl Weick to articulate “a rudimentary theory of effectuation processes in business” (2001), focusing on “the processes involved” in creating new firms (2001). More recently, Dew, Read, Sarasvathy, & Wiltbank (2009) reiterated that a key goal of effectuation research is to illuminate the processes involved in making the decisions underlying the introduction of new products and markets. With its emphasis on action, novelty, and change, effectuation is clearly characteristic of a process orientation (McMullen & Dimov, 2013), a point acknowledged by a host of scholars who have articulated effectuation’s process-theoretic roots (McMullen, 2015; Moroz & Hindle, 2012; Steyaert, 2007).

Empirical Review

Uchenna, (2020) examined the influence of relationship marketing on customer patronage of fast food businesses in Anambra State. The objectives among others are to examine the relationship between effective communication and customer patronage and to ascertain the relationship between trust and customer patronage. The populations of this study are consumers of fast food in Anambra State. Taking cognizance of the vast nature of the state, the population of this study was further narrowed down to Awka, Nnewi and Onitsha in Anambra state, Nigeria. In determining the sample size of consumers, the researcher used Bournely’s formula since the population frame is infinite. 380 respondents were conveniently sampled for the study after a careful selection process made across the study area. Coded responses were subjected to data analysis using Statistical Package for Social Science (SPSS) 16.0 software to run the frequency and percentage as well as mean and standard deviation for the responses. Also the study made use of factors analysis. Multiple Linear Regressions (MLRs) was used to test the significance of the hypotheses formulated. The study reveals that there is positive and significant relationship between effective communication and customer patronage. There is positive and significant relationship between trust and customer patronage. Also, there is positive and significant relationship between commitment to service and customer patronage. It is recommended that since customer retention is at the core of relationship marketing, marketing managers should concentrate their attention on developing effective strategies for retaining their customers.

Njelita and. Anyasor (2020) assessed the product and seller factors including menu quality, price fairness, personnel quality, restaurant image, restaurant’s atmosphere, customer trust, and customer loyalty that drive customer loyalty and patronage in quick service restaurants in Nigeria, using Awka capital territory of Anambra State as a case. Survey research design was adopted in which 399 patrons were sampled. The questionnaire was used to source the primary data for the study. Frequency tables, percentages correlation were applied in the data analyses. The study found a significant positive relationship between price fairness, food quality, firm’s personnel quality, customer trust, restaurant image, and restaurant’s atmosphere and customer loyalty. Positive relationship was also found between customer loyalty and customer patronage. The study recommended that managers should constantly re-strategize by re-inventing their firm with novel programs that will excite the beliefs system and emotion of the patrons so as to ensure continued patronage and, firm’s profitability.

Bob-Alli, (2019) opened that, product packaging impacts unique value to the product and firms use this strategy to influence customers to patronize them. Packaging of liquid wash has been used by small businesses in Karu Local Government area of Nasarawa state such as liquid wash labeling, liquid wash colouring and liquid wash packaging in order to ensure frequent patronage of customers of the product. The study examines the effect of product packaging on customer patronage of liquid wash in Karu Local Government Area of Nasarawa State, Nigeria. The study used survey research design. The population of the study is the customers and sellers of liquid wash in Karu Local Government Area of Nasarawa State, Nigeria. The study used questionnaire to obtain data and was analysed using regression (OLS) technique with the aid of SPSS statistical software 25.00. The findings indicate that product packaging contribute significantly to customer patronage as well as product labeling. The study recommend that producers of liquid wash should continue to use effective packaging, especially those with residual value, in order to attract customer patronage. However, they should avoid product packaging that appears misleading or dishonest.

Okolo, (2017) in his study evaluated the effects of marketing strategies on consumer patronage of restaurants in Enugu (A study of Mr. Bigg's). Survey research method was chosen for the study. The study population comprised consumers for Mr. Bigg's in Enugu and as such, the population is unknown. A sample size of 340 was determined using Topman's formula for determining sample size. Chi-square statistical tool was used to test the formulated hypotheses. The test of hypotheses led to the following major findings: individual determinants and social factors have a significant influence on consumer patronage of Mr. Bigg's, consumer choice has a significant impact on the patronage of Mr. Bigg's, relationship marketing practices has a significant effect on the patronage of Mr. Bigg's, consumer perception has a significant effect on the patronage of Mr. Bigg's and finally, consumers' loyalty strategies have a significant effect on the patronage of Mr. Bigg's. Following the findings, the study therefore recommended that marketing managers should concentrate their attention on developing more and improved effective marketing strategies for retaining and sustaining their customers by satisfying their unlimited needs and wants.

Kenneth, Adielel, Miebaka, Grend, & Ezirim (2015) examined the impact of physical evidence on customer patronage of quoted Banks in south-south zone of Nigeria. 14 quoted Banks at the Nigeria Stock Exchange Market were used for the study. The research considered firm level of analysis and top managers unit of analysis. Customers of the chosen banks were also used. By this arrangement, 42 managers and 7 customers randomly selected constituted the respondents for the study. Descriptively, the study variables were presented and inferentially, the Spearman Rank Correlation Coefficient was used in testing the various hypotheses. In addition, we employed the Pearson Partial Correlation to ascertain the extent to which the organizational factors mediate the relationship between physical evidence and customer patronage. The result of the analysis showed that there is a strong positive and significant correlation between physical evidence and customer patronage. The study specifically revealed that efficient design of work place ambience; physical architecture and signs significantly impact on sales volume, profit margin and customer retention. It was further found that organization size and information technology capability strongly mediated the relationship between the predictor and criterion variable. The study therefore concluded that physical evidence significantly affects customer patronage. Hence, it was recommended that the panacea to poor customer patronage is predicated on the bank's ability to efficiently adopt physical evidence dimensions used for the study as significant conditioning factors of the business environment.

Nwaizugbo and Anukam (2014) explored with empirical evidence the extent of overlap, similarities and dissimilarities between entrepreneurial practices and the marketing concepts among Small to Medium size Enterprises (SMEs) in Owerri, Nigeria. It inquired and assessed approach to marketing practices entrepreneurs apply. Primary data collection tools consisting of structured instruments for personal interviews and guide for focused-group discussion (FGD) and questionnaire were used to collect primary data. Secondary data were sourced from firms' records, periodicals and related literature. A convenient sample of twenty (20) SMEs were studied and the research findings show that while traditional marketing is structured and it's framework requires certain conditions to thrive-formal planning and theoretical structures. Entrepreneurial marketing (EM) improvises, and does not seek for a perfect condition to grow a firm. Thus, the highlights of the interface between entrepreneurship and marketing as discussed in the findings on the areas of differences, similarities, overlap and collaboration will give practitioners, academics and scholars greater synergetic leverage over unstable marketplace in the application of marketing and entrepreneurial processes for greater results.

Jacob, Umukoro. & Ayozie, (2013), discussed the background of study which highlighted what marketing and relationship marketing is, and its emergence as a strategy by Igbo SMEs in Nigeria. The research discussed the statement of problems, the research questions, research hypotheses, objectives of the study, significance and scope of the study, and the foreseeable limitations of the study. The significance and research questions form the basis of the hypotheses formulated. It also reviewed both empirical and theoretical literature, discussed the findings and made relevant recommendations that will assist the Igbo SMES in adopting relationship marketing in Nigeria.

Materials and Methods

The study was carried out in Abeokuta South, Ogun State, Nigeria. The study area was chosen because of its precedence, geographical location and most of the saloon entrepreneurs have their headquarters situated in the study area which also stood as commercial center servicing diverse interest of the people. Both questionnaire and interview instruments were used for data collection from 100 respondents chosen through stratified sampling techniques. In analyzing the data, probit regression was employed in addition to conventional descriptive statistics such as tables, frequency distribution and percentages. For the probit models, we assume an individual is faced with two alternatives, whether entrepreneurs marketing has effect on customer patronage or not. This is expressed as (Nagler 1994).

We assume Y can be specified as follows: $Y = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \dots + \beta_7 X_{7i} + U_i$

And that: $X_i = 1$ if $X > 0$ $X_i = 0$

Otherwise, Where $X_1, X_2, X_3, X_4, \dots, X_n$ represent vector of random variables,

β represent a vector of unknown parameters and

U represent a random disturbance terms (Nagler, 1994).

Model Specification

The probit model specified in this study to analyze effect of entrepreneurs marketing on customer patronage in Abeokuta South, Ogun State, Nigeria can be expressed as follows:

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + U_i$$

Where Y_i = Profitability

X_1 = Age (Years)

X2= Education (Formal (1) Informal (0))

X3= Gender (Dummy Variable, Male (1) Female (0))

X4= Price (Naira)

X5= Product Development (Dummy Variable, Formal (1) Otherwise (0))

X6= Promotion (Yes (1) No (0))

X7= Place (Yes (1) Otherwise (0))

Ui= Error term

Results / Findings

A summary of demographic characteristics of the respondents are summarized in Table 1. About 85% of the respondents were female while 15% were male. This shows that female respondents were more than the male which implies that the majority of the workers in the company were female. This implies that male respondents should be encouraged to engage themselves in saloon enterprises.

From the table above (1), 25% of the respondents were in the working year's range of 1-2, 20% were in the working year's range of 3-5, 15% were in the working year's range of 6-10 while 42% were in 11 and above. From this, it is showed that most of the enterprise's workers have worked for 11 years and above in the enterprises.

Table 1 above shows that 83% of the respondents were sole - proprietors, 15% of the respondents were from partnership, while the remaining respondents 2% were from others. This shows that majority of the respondents were in one man businesses.

In respect of education, the distribution clearly reveals that, all the respondents (100%) had acquired one level of education or the other. This presupposed that they were generally able to appreciate the need for business improvement and productivity (Ajagbe, et al., 2007).

The result of marital status, about 60% were married while 40% were single. This implies that, the married are more likely to be relatively stable and committed, making enterprises to view them as more reliable.

Table 2 shows regression of influence of entrepreneurs marketing on customer patronage. The result of regression model shows that Table 2 has coefficient of variables that were statistically significant at 1%, and 5% probability levels. The variables are product development, price, promotion, and place. Price (-2.12) negatively affects customer patronage. This shows that the higher the price, the lesser the customer patronage. This implies that consumers are interested in the price change, because they use it to determine the value of the item bought. Price is often used by consumers as the barometer for measuring the quality of an item and for comparing to create favourable image for their products. Thus, price is often offering which can stimulate purchases. While pricing, management should be able to determine the right base price for their products. They should be able to establish policies concerning discounts, freights payments, and other related price policies.

Product development (4.72) is positively correlated with customer patronage and significant at 1% level of probability. This shows that marketing does not engage in production activities, but it aids production through market research- to find out consumers' needs and wants. Managing the

product ingredient includes planning and developing the right products and /or services to be marketed by the company. In order to have a product-set that would satisfy consumers, marketing executives should be able to develop new products, modify existing ones, eliminate unprofitable products, and add or subtract from existing product-lines. This implies that the marketing executives are able to get the right combination of attributes that a product must have to satisfy the consumers in the target market.

Promotion (3.68) positively affects customer patronage. This shows that the higher the level of promotion in an enterprise the greater the level of customer patronage. This further revealed that promotion stood as communication tool employed by marketers to inform people or the market about availability of products/services offered into the markets or existence of a particular enterprise. It is also tool through which enterprises stimulate or arouse consumers' patronage for the products to be sold. It helps to educate consumers on how to use or obtain maximum benefit from the product offered into the markets. Therefore, promotion is a management strategy used to inform and persuade customer patronage and the market regarding a company's products. Advertising, personal selling and sales promotion are the promotional activities or tools used by enterprises to enhance customer patronage.

Place (7.04) is another factor that influences customer patronage and this is positive. This revealed that the more the enterprise is being situated in the strategic location in the metropolis the greater the customer patronage. Therefore, distribution variable relates to the location of the products in the markets. Besides, entrepreneur marketing professionals have some control or total control over this variable. Reason being that, marketing is often responsible for the selection and management of the enterprise's intermediaries. The intermediaries include- wholesalers, retailers, dealers, and agents. This further shows that in marketing the product, entrepreneur has been performing his responsibility to develop the most potent marketing mix strategies to achieve the company's objectives.

Conclusions

The results show in this study revealed that customer patronage is strongly influenced by gender, age, education, and marital status. Also, R^2 shows correlation coefficient, which revealed relationship between independent variables (Product development, Price, Promotion and Place) and dependent variable (Profitability). The statistics of the model summary of the R^2 show that the four independent variables were significant in contributing to the profitability of saloon enterprises in the study area. Based on the findings, it can therefore be concluded that product development, pricing, promotional and place were the independent variables that influence customer patronage in the study area.

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Table 1: Frequency and Percentage Distribution of Respondents by their demographic characteristics

Demographic characteristics	Frequency	Percentage %	cumulative
Gender			
Male	85	85	85
Female	15	15	100.0
Age			
1 - 2	23	23	23
3 - 5	20	20	43
6 - 10	15	15	58
11 above	42	42	100.0
Ownership			
Sole proprietor	83	83	83
Partnership	15	15	98
Others	2	2	100.0
Educational Status			
Post primary	60	60	60
Vocational/Technical	25	25	85
Tertiary	15	15	100.0
Marital status			
Single	40	40	40
Married	60	60	100.0

Source: Field Survey, 2021

Table 2: Regression of Probit Analysis for Effect of Entrepreneurs marketing on Customer patronage. Dependable variable: Profitability

Explanatory variable	Coefficient	Std. Err.	Z	p>/z/	(95% conf.)	Interval
Ln (age)	-1.89e - 15	0.2768342	-0.00	1.000	-.5614458	.5614458
Ln(gender)	-5.03e - 15	0.1825742	-0.00	1.000	-.3702776	-.3702776
Product Dev.	1.052632	0.2228768	4.72***	0.000	-.6101653	1.495098
Price	-1.236842	.0.2021309	-2.12**	0.000	-.8355615	1.658123
Promotion	.4736842	0.1288922	3.68***	0.000	-.217808	.7295677
Place	1.1	0.1563256	7.04***	0.000	0.7896119	1.410388
Constant	-2	.242334	-8.25	0.000	-2.481094	-1.518906
Number of Obs.	100					
F (4, 95)	113.33					
Prob. > F	0.0000					
Pseudo R2	0.8267					

Source: Field Survey, 2021

** Significant at 5%

*** Significant at 1%