

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

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Abstract

The study examined the 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.*