

ENTREPRENEURIAL MARKET ORIENTATION AND STOCK MARKET DEVELOPMENT OF THE NIGERIAN CAPITAL MARKET

¹Dick, Diepriye I.J. Ph.D and ²Barr. Bernard Nwekeala, Ph.D

¹Department of Marketing, Faculty of Management Sciences, Rivers State University, Port Harcourt, Nigeria, ²Department of Marketing, Faculty of Management Sciences, Ignatius Ajuru University of Education, Port Harcourt, Nigeria

Email: dickdiepriye@yahoo.com, benonyedi@yahoo.com

ABSTRACT

This study investigated the causal relationship between entrepreneurial market orientation and stock market development of the Nigerian capital market. The study employed an explanatory cross sectional survey research design. The population of the study was the 506 employees of the Nigerian stock exchange and a sample size of 384 was utilized for the study using stratified sampling method. The study employed both primary and secondary data. The generated data were analyzed with both descriptive and inferential statistics with the aid of the statistical package for social sciences version 25.0. The results of the study revealed that entrepreneurial market orientation has positive and significant causal relationship with stock market development. Entrepreneurial market orientation significantly improves stock market sales, market capitalization and all share index. We conclude that entrepreneurial market orientation significantly improves stock market development. The study recommend that the Nigerian capital market should invest more on market oriented activities; business development, capital market intermediation through domestic private investment, employee development and market innovation.

Keywords: Entrepreneurial, market, orientation, stock market, development, Nigeria, capital market.

INTRODUCTION

The Nigerian capital market is not immune to shocks from the global and national macroeconomic environments. Historically, the global economy is changing and these changes are affecting markets around the world including the Nigerian capital markets. The 2008 global recession that was caused by the subprime mortgage loans in the USA affected other economies including Nigeria as a major trading partner to the USA in crude petroleum. It affected the GDP of Nigeria and in turn affected the Nigerian capital markets when the economy witnessed liquidity crunch (Ayunku, 2014; Ifionu&Omojefe, 2013).

Another round of hostility in the world markets is the problem facing the global oil and gas markets. Today global oil price is in all time low due to oversupply in the markets, the global oil price has crashed leading to low earnings for OPEC economies including Nigeria. This down word volatility in oil price and earnings to our economy has also affected the Nigerian capital markets. Generally, the Nigerian capital market is faced with liquidity problem as the nation's earnings continue to fall (Ayunku, 2014). We are a mono-product economy, dependent on oil, the price has crashed leading to liquidity problems in our financial system. This global oil price volatility together with an unstable Nigeria macroeconomic environment has led to the instability in the Nigerian capital markets. Government spending, taxation and the control of money supply and interest rates have negatively affected the Nigerian capital markets.

Today, the measures of stock market development, all share index, market capitalization and the transaction value of the Nigerian capital markets are on a continues decline due to liquidity

problem, lack of foreign and domestic investments and confidence and issues of corporate governance (Ifionu&Omojefe, 2013; Akingunola, 2013). How do we manage the Nigerian capital markets for growth and development and for global competitiveness? A capital market that desires to succeed in the face of global and national environmental dynamism should deploy marketing orientation. This will ensure growth and development of the Nigerian stock markets.

Strategic orientation is the management of an organization and its environment for long term sustainable competitive advantage by offering superior value to the market or customer group in the form of products and services through innovation (Naver& Slater, 1990). Thus, with a marketing orientation, the Nigerian capital market managers; Nigerians tock exchange (NSE), Central securities clearing system limited (CSCS) and Securities and exchange commission (SEC) will effectively manage the stock market to the path to growth and development (Ayunku, 2014). Marketing orientation will drive the capital market managers role of proper financial intermediation from the surplus end of the economy to the deficit sector thereby stimulating growth and development of the Nigerian capital markets. Marketing orientation as a business philosophy helps drive firm development.

Study Variables and Conceptual Framework

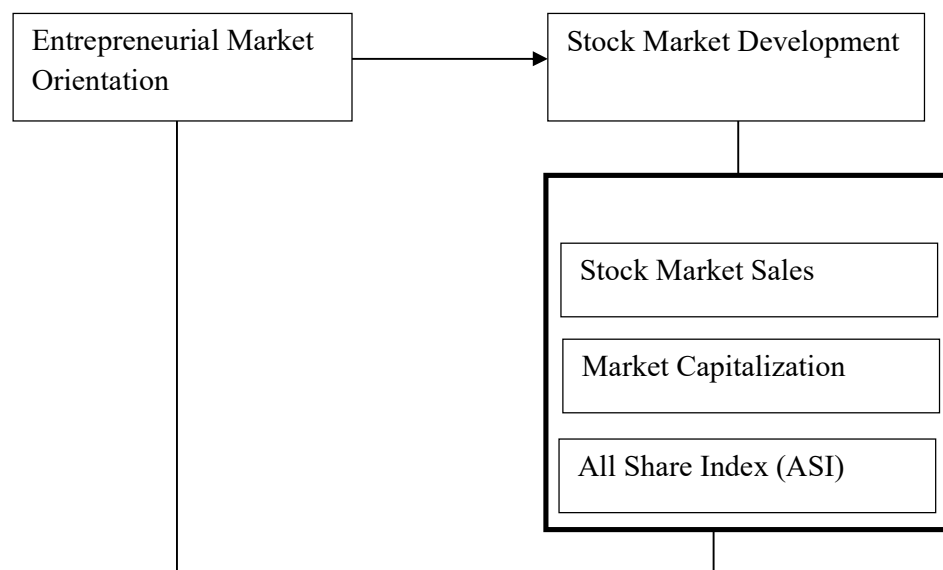


Figure 1. Conceptual Framework of the impact of entrepreneurial market orientation on stock market development

Source: Naver& Slater (1990); OLalekan (2010); Mathi et al (2010); Koli&Jawoui (1990); Matsuno et al (2003); Ifionu&Omojefe (2013); Charles (2008); Akingunola et al (2012).

Literature Review

The Concept of Entrepreneurial Market Orientation

Marketing orientation has been conceptually defined by various authors. Studies looked at this subject from diverse lenses. Kotler and Gray (2008) posited that, organizational activities must start with the identification of the needs and wants, preferences and perception of the customers/markets. producing superior product and services to the requirements of the markets, satisfying the markets with the products and services and capturing value in return to ensure long

term sustainable advantage and superior performance (Naver& Slater, 1990). Kohli and Jaworski (1990) articulated that marketing orientation is the implementation of the marketing concept. The marketing concept is a business philosophy, while marketing orientation is the actual implementation of the marketing concept. Marketing orientation is a business philosophy that aims at satisfying the customer, managing competitor's strategies, understanding and adapting to the existing micro and macro environmental forces impinging firms operations. Organization with a marketing orientation is operating in an open system with adaptive features to survive a dynamic and turbulent business environment. Marketing orientation stems from 'the fact that, if we manage the enterprise without reference to the market constituents (the environment), the business may go into liquidation.

Naver and Slater (1990) enumerated that, "A firm's strategic orientation reflects the strategic direction implemented by the firm to create the proper behaviour for the continuous superior performance of the business". For an organization to be market orientated, it must be customer focused; by creating and delivering superior value to the customer group. "Today marketers must be good at creating customer value and managing customer relationships. They must attract targeted customers with strong value propositions. Then, they must keep and grow customers by delivering superior customer value and effectively manage the company-customer interface." (Kotler& Gray. 2008). Strategic marketing orientation has several operational definitions. Scholars have operationalized marketing orientation into different dimensions or components. Kotler Gray (2008) operationalized marketing orientation into four dimensions. These components or variables are: customer satisfaction market focus, integrated marketing objectives and goal oriented behavior. Naver and Slater (1990) looked at marketing orientation as a construct consisting of market orientation, entrepreneurial orientation and learning orientation.

In contrast, other studies defined marketing orientation into three dimensions of developing market or customer based information, strategy development and organizational response (Kohli&Jaworski, 1990, Matsuno et al, 2003).

Olalekan (2010) developed an entrepreneurial based dimension of marketing orientation; aggressiveness, analysis, defensiveness, futurity, Proactiveness, riskiness, innovativeness and market sensitivity. These dimensions of marketing orientation contrast other studies. The different dimensions of marketing orientation if well implemented will bring about relative business performance. Thus, Day (1994) augmented inside out and outside-in firm capabilities as dimension of marketing orientation.

Matti et al (2010) operationalized marketing orientation into four dimensions. These components are market orientation, innovation orientation, inside out-marketing capabilities and outside-in marketing capabilities. Outside in and inside-out marketing capabilities are resource based view of marketing orientation (Day, 1994).

In their study of strategic marketing orientation and business performance, in a study of the three European engineering countries, used these four components to link business performance of these European engineering countries. The results indicate positive correlation among the variables.

This study, marketing orientation and stock market development of the Nigeria capital markets adopts the three dimensions postulated by (Naver&Slater. 1990). These dimensions are; market orientation, entrepreneurial orientation and learning orientation.

Market orientation, (Sabril et al, 2013, Nwokah, 2006, Matsuno et al, 2003, Naver& Slater, 1990, Kohli&Jaworski. 1990. Martin and Grace. 2003, Baker Sinkula. 1999. Celuch et al, 2002). Entrepreneurial orientation (Lumpkin & Dess 1996, Wales, 2015; George & Marino, 2011;

Ferriera et al., 2011; Miler, 1983; Coven & Slevin, 1989). Learning orientation with literature supporting (Bt-Hassan, 2013; Baker & Sinkula, 1999, Roger et al 2002).

The Concept of Stock Market Development

The capital market is the market where shares and bonds are traded. Transaction in the market is done through primary or secondary markets. Stock/shares represent ownership position in a company. Once you buy shares/stock you become a part owner of the company. Capital market development is a positive real change where all market indicators are increasing. These indicators are market capitalization, share price, volume trade all share index, number of listed companies etc. This is the dependent or criterion variable predicted by strategic marketing orientation in the perspective of this study (Ayunku, 2014; Akingunola, 2013).

Nwakwo (1991) opined that the work of a capital market is to take excess funds in the hand of so many people in the deposit end and directing such asset to the productive sector of the economy for growth and development of any nation. It is the most important institution for massive capital formation geared towards economic development.

The Nigerian capital market performs a financial intermediation role taking funds from the surplus end of the economy to the deficit sector for production purposes. With the help of the stock market, savings are mobilized into investment. This helps the capital market to the path to growth and development. The investors also benefit through dividend, payment, bonuses and capital appreciation (Mbat, 2001) rightly said, "a forum through which long term funds are made available by the surplus to the deficit economic unit".

Akingunola et al (2013), in their study of capital market growth, investigated the impact of interest rate on stock market growth and discovered that high interest rate will lead to a fall of the all share price index (ASI) and lead to a decline of the stock market. They also considered other macro-economic variables like inflation, exchange rate that may affect stock market development. For stock market to be stable, moderate interest rates should be achieved in the economy.

It is settled in the literature that interest rate which is the cost of credit and other macroeconomic variables have inverse relationship with stock market development. Except government expenditure, while these scholars are looking at variables a stock market regulators cannot control that affects market development; interest rate, inflation, exchange rate, taxation etc (Akingunola et al 2012). This study is focusing on marketing orientation relationship with stock market development (Kotler & Gary, 2008, Naver & Slater, 1990, Naver & Slater, 2000).

While the monetary authorities and government of nations are doing their best to bring about stability of these macro-economic variables in order to stabilize stock markets around the world, stock markets do not have control over these monetary and fiscal variables. Therefore, a managerial emphasis in the management of stock market is imperative while adapting the markets to these exogenous variables.

Ifionu and Omojefe (2013) on the other hand, investigated the nexus between the capital market and economic performance in the context of the Nigerian capital market and found a strong relationship between the variables, Their view is that, a vibrant capital market will birth robust economic performance. Charles (2008), identified certain factors determining stock market development. His study indicates that, certain institutional and macroeconomic variables; income level, banking sector development, private sector capital flows, gross domestic investment and stock market liquidity, affects stock market development.

Macroeconomic condition affects the growth and development of capital markets. The monetary authority (CBN) and the government through the ministry of finance should coordinate these variables to stabilize the economy and the markets.

Stock market development stems from a notion having a stable macro economic environment, the political, legal and regulatory institutions should be strong and a well developed banking system. The capital market institutions in the face of these externalities must be well managed. The stock market managers (regulators) must carry out their oversight functions, ensure transparency and governance ethics, boost confidence of the investing community etc. This will ensure stock market growth and development.

Ayunku and Etela (2014) investigated the determinant of some macroeconomic variables on capital market development, the findings was that credit to private sector, market capitalization and exchange rate are all laudable determinant of capital market development. Inflation and savings rates have inverse relationship with capital market development.

Buhari (2015); invited world leaders to come to the capital market rescue, among other things. He identified the approach of world leaders oil globalization, which is double standard and in effect having negative consequences on markets of developing nations including Nigeria. Buhari articulated that, globalization which centres on free movement of people, goods and services around the world should be done without obstacles. This position will boost markets around the world, if resources freely move from one nation to another. If investible capital and people (human capital) freely move, the world capital markets will be stimulated.

Entrepreneurial Market orientation and Stock Market Development

Market orientation is the business philosophy of aligning organizational processes, procedures, strategies and programmes to the requirements of the markets; customer changing needs and wants, competition dynamic programmes, technological changes etc.

This process helps organizations with inter-functionally coordinated effort to provide superior value to the market that will make the organization to sustain it's performance in the medium to long term (Naver and Slater, 1990).

Sabril, Oga and Halit (2013), investigated the nexus between market orientation, firm innovativeness and innovation performance. They identified collection and use of market information, development of market based strategy and implementation of market oriented strategy as dimensions of market orientation. The study discovered positive correlation between market orientation and firm innovativeness and innovation performance.

Information relating to customers, the competition, technology etc. should be collected and used to develop strategy for implementation. Identifying and gathering relevant market based information about customers and the environment will help strategy formation and implementation to success.

Matsuno et al (2003), they posited that market orientation is the development or generation of market intelligence relating to present and future or strategic customer needs, dissemination of these information in the strategic business units (SBU's) of the organization and the firm wide responses to the customer based intelligence.

Market intelligence should cover the customer, the competition and all other relevant forces in the business environment. This will help the organization to make a robust response in meeting the requirements of the market. Akinyele (2010), investigated the value of market orientation for small scale manufacturers in the mass retail market in Nigeria. The result indicates that market orientation positively affects the performance of small scale enterprises in Nigeria.

All, John and Oscar (2005) on the other hand, studied the effect of a market orientation on business performance of small sized service retailers. The result of the study is that, significant nexus between market orientation and small sized service retailer performance was found. i.e., market orientation has significant positive relationship with performance of small service retailer firms. Slater and Naver (1994), see "market orientation as an organizational culture that most effectively and efficiently creates the necessary behaviour for the creation of superior value for buyers and thus, superior performance of the business".

The authors focus the values and beliefs market orientation approach encourages; continuous cross functional learning about customers, expressed and latent need about competitors capabilities and strategies, cross functionally coordinated action to create and exploit the learning Slater and Naver position about market orientation is very laudable as value creation for both the market and the organization stems from having superior knowledge of the customer group, competition and other environmental forces, using these knowledge to make company wide decisions for the benefit of all stake holders. Thus, learning about environmental forces including customers, competition etc, helps companies develop and implement capabilities to create value for customers.

Martin and Orbac (2003), posited that, market orientation is the execution of marketing activities which is designed to satisfy the needs and wants, preferences and perception of the market (customers) in a way that is better or superior to the competition.

Differentiating our products and services and satisfying the market better than the competition is one of the hallmarks of market orientation.

Naver and Slater (1990) articulated that, a business that increases its market orientation will improve on market performance. This position is supported by intellectuals and practitioners for over three decades.

"Marketing academics and practitioners have been observing for more than three decades how institutional development or performance is affected by market orientation. Yet to date, there has been no valid measure of a market orientation and hence no systematic analysis of its effect on business performance".

Naver and Slater tried to develop a valid measure of market orientation and analyze its relationship with business performance. These measures are; customer orientation, competition orientation and inter-functional (SBU) coordination, has a substantial positive effect on business performance.

Nwokah (2006), on the other hand, investigated the relationship between market orientation of food and beverages companies and their performance in Nigeria. The result indicates positive but weak association of market orientation and business performance in the context of food and beverages companies in Nigeria. This contrast previous studies (Naver & Slater, 1990, All John & Oscar, 2005, Naver & Slater, 2000).

Aliyu (2012), investigated the link between market orientation and firm performance of Nigerian SME's. The study revealed significant positive relationship between market orientation and the performance of SME's in Kano, Nigeria.

An examination of all the literature states that, significant positive relationship between market orientation and firm performance was found. I.e. market orientation is a good predictor of firm performance (Naver & Slater, 1990, Slater & Naver 1994, Akinyele, 2010, All, John & Oscar, 2005 Ali, 2012). Again, relationship was also found in the study of (Nwokah, 2006). This relationship though weak, was due to moderating variables in the food and beverages sub-sector in Nigeria that was not supportive to the sector business. This contrast, Naver and Slater, (1990), were mediating factors in America are found to be supportive to businesses.

Esam and Abdul (2012), reviewed the most recent studies undertaken by scholars in different cultures, region, nations, sectors etc on the relationship between customer orientation and

innovation. The study period is between 2007-2012 for 12 research studies.

The study revealed that both negative and positive relationships were discovered among the variables in the studies but, positive relationship dominates in all twelve (12) works/studies reviewed. Thus, one can infer from this exposition that since positive relationship dominates the works of previous studies, customer orientation has a link with innovation which can also lead to business performance.

Olalekan (2010), investigated the link between customer orientation and firm performance in small and medium scale enterprises in Nigeria (SME's). The study revealed significant positive relationship between customer orientation and firm performance in the context of - SME's in Nigeria

Rathananand Thatphong (2014), on the other hand, investigated the link between customer orientation and firm performance of small and medium scale enterprises in Taiwan.

The findings was that, there is a significant positive relationship between customer orientation and firm performance in the context of SME's in Taiwan. This study also discovered some variables external to the business that were found supportive to the SME's sector in Taiwan. Thus, implementation of customer orientation will bring about firm performance.

In predicting organizational performance with market orientation, customer orientation stands to help market orientation in creating better performance outcomes; meeting customer needs and wants, creating value for the market and capturing value in return for the organization (Kotler&Gary, 2008).

Dae-yul, Sung-mm and Dang-Ju (2014) examined the relationship between customer orientation and organizational performance and the mediating effect of customer relationship management (CRM) among SME's in Korea. The study revealed that customer orientation only birth business performance through the mediating factors of customer relationship management and service quality in the context of SME's in Korea. The result thither indicates that there was no direct link between customer orientation and firm performance.

Organizations should improve their capability in the areas of customer relationship management, product and service quality helps creates business performance in the areas of sales, market share, customer retention etc.

Customer orientation is a laudable dimension of market orientation. A company products and services that does not meet customer expectation will fail in the market. Customer requirements changes with time, organizations should study these changes in the market place and Provide the needs of the customer appropriately, customer orientation helps market orientation in predicting firm performance.

In all countries, nations or states, we have industries or sectors, we also have players in the industries known as companies, industry consist of various firms who supply homogenous or substitutes products and services to the market.

Firms must scramble to capture and retain market share that will sustains the company sales, profitability etc, in the short, medium to long term. Organization must periodically take stock of competitors strength, resources and capabilities compared to it's resources, strength and capabilities and develop superior resources to outperform the competition in the market. A process which will provide superior value to the market in the form of products and services for continuous superior performance of the enterprise in the industry (Naver& Slater 1990).When an organization have the focus of competition as an orientation, the firm takes an appraisal of it's capabilities and resources, weaknesses and strength compared to the competition in the industry. A firm can benchmark the competition using the following indicators; production cost effectiveness, pricing, delivery time, employee satisfaction, market share, sales growth, profitability etc, (Naver& Slater, 2000, Nwokah, 2006, Kotler&Gary 2008).

Hans (2009), examined why competitor matter for market orientation among three hundred and eight (308) manufacturing firms, in Denmark. The study indicates that competitor orientation is positively related to firm's market share.

Competition orientation which is about making effort to outperform the closest competitions in all areas including, product service differentiation which will increase market share and birth sales growth, profitability etc. Competition orientation demands that the firm locate the maximum position in the market and scramble to take a reasonable or larger share of the market as against the competition. The organization can only do that by generating intelligence about the competition using the intelligence to built capabilities that are more superior. By so doing, we provide superior products and services to the market better than the competition (Naver&Slater, 1990, Kohli&Jaworski, 1990).

A company that wants to provide superior value to the market, must integrate functional unit resources to deliver value to the customer group. Inter-functional coordination is an important component of market orientation and helps in better predicting performance out comes.

Lucie and Eva (2012), in their study of the determination of new knowledge about inter- functional coordination posited that, inter-functional coordination involves integrating all company activities in all the functional units of the organization; marketing, production, finance, R & D, supply chain etc in order to achieve better performance of the firm. Market orientation can well be implemented in a firm with the help of inter-functional coordination. Organization is made up of a system consisting of sub-systems which are divisions of the organization. Staff in the various departments must work in harmony, share and distribute knowledge about the customers, competition etc.

Marketing department cannot work in isolation, for a company to be market oriented, integrated marketing or inter-functional coordination is a necessary end to the use of market orientation in a firm (Kotler& Gary, 2008, Naver& Slater, 1990, Kohli&Jawoski, 1990). This study that was carried out in a hi-tech firm in the Czech Republic indicated that, inter- functional coordination is the base and foundation of market orientation as the hi-tech firm in the Czech Republic discovered that inter-functional coordination is laudable to the firm strategic development, success and prosperity (Lucie & Eva, 2012).

Thus, inter-functional coordination as a dimension of market orientation significantly affect the performance of Eli-tech firm in the Czech Republic (Lucie & Eva, 2012). Cabs & Jorge (2011), opined that irrespective of the contribution of inter-functional coordination to market orientation in predicting firm performance, it has been given less attention and back position by scholars in the extant literature compared to the variables of customer focus and competition orientation. This study investigated the relationship between inter-functional coordination and export performance of Brazilian export firms, the result indicates positive correlation between inter-functional coordination and business performance in the context of export firms in Brazil. Yen-Chin, Po-chin and Ya-hui (2013), studied the nexus between intra organizational coordination, inter-functional coordination and product development performance of electronic industry in Taiwan. The finding is that, a positive correlation among the variables studied was discovered.

Implementation of alliance coordination (intra-organization coordination) and inter- functional coordination is important in the industry or work place. Working as teams helps creates superior performance, synergy among organizations or departments helps creates better performance of firms in their chosen industries Inter-functional coordination involves the use and deployment of strategic business units (SBU's) resources and capabilities in the firm to create superior value for the market and achieve sustainable competitive advantage in the industry (Naver and Slater, 1990). Having noted the successes of the implementation of- market orientation to successful firm

performance in this extant literature, the implementation of market orientation in the capital market can crop up stock market development.

METHODOLOGY

This study adopted a positivist or quantitative research methods. The research design is explanatory cross sectional survey. The population of the study is the 506 employees of the Nigerian stock exchange. A sample size of 384 was used with the aid of the taro-Yahmen model. The stratified sampling method was employed. Data was generated for the study through primary and secondary sources. The generated data were analyzed with both descriptive and inferential statistics; mean, standard deviation, variance, frequencies, percentages, the simple regression analysis. These statistics were aided with the statistical package for social sciences (SPSS) version 25.0.

Data presentation and Analysis

Data presentation

Table 1 Respondents Demographics

Variables	Frequency	Percentage (%)
Questionnaire Distributed	384	100
Questionnaire returned	286	74
Questionnaire valid and used	222	59
Gender of Respondents		
Male	137	62
Female	85	38
Total	222	100
Age of Respondents (Years)		
18-30	-	-
31-38	52	23
39-49	100	45
50-59	70	32
60-above	-	-
Total	222	100
Management Distribution		
Top management	80	36
Middle management	142	64
Total	222	100

Source: Research Data, 2023

Table 1 is about the demographic information of employees of the Nigerian stock exchange. The researcher distributed 384 copies of the questionnaire, only 286 copies representing 74% were returned. From the questionnaire returned only 222 copies representing 59% of the total number of questionnaire distributed were validly used for the study. The gender distribution indicated that 137 employees were male representing 62% of the total number of respondents, while 85 respondents representing 38% were female employees of the exchange. Thus, the Nigerian stock exchange is made up of more of male employees.

Furthermore, the age distribution of respondents indicates that, 52 respondents representing 23% of the total number of respondents fell in the age range of 31-38 years. One hundred (100) respondents representing 45% fell in the age range of 39-49 years. Again, 70 respondents representing 32% of the total number of respondents fell in the age range of 50-59 years. Importantly, management distribution among employees revealed that, 80 employees

representing 36% of the total subjects were top management staff. However, 142 respondents representing 64% of the total number of respondents were in the middle level management class.

Data Analysis

Table 2 Model Summary for Market Orientation and Stock Market Sales

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.990 ^a	.981	.981	.398

a. Predictors (constant), market orientation

Source: SPSS output version 25.0

Rsquare (coefficient of determination) of .981 which means that our independent variable which is market orientation accounts for 98% of the outcome of our dependent variable which is sales growth only 2% of the outcome is unaccounted for. There is also an R (regression coefficient) of .990 which shows a very strong relationship existing between market orientation and sales growth.

Table 3 ANOVA^a Results for Market Orientation and Stock Market Sales

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	1740.230	1	1740.230	10974.733	.000 ^b
Residual	34.409	217	.159		
Total	17774.639	218			

a. dependent variable: Stock Market sales

b. Predictors (constant) Market Orientation

Source: SPSS output version 25.0

From the NOVA, we see ap-value (sig) of 0.000 which is less than alpha of 0.05. There is positive relationship between market orientation and stock market sales.

Table 4 Coefficients^a for Market orientation and Stock market Sales

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	.096	.075	.990	1.285	.200
Market Orientation	.487	.005		104.760	.000

a. dependent Variables: Stock Market Sales

Source: SPSS output version 25.0

There is also a standardized coefficient of .990 which is very strong as well as a corresponding p-value of 0.000 which is less than alpha, which states that there is positive relationship between market orientation and stock market sales of the Nigerian capital market.

Table 5 Model Summary for Market Orientation and Market Capitalization

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.964 ^a	.929	.929	.480

a. Predictors (constant), market orientation

Source: SPSS output version 25.0

There is an R square representing the coefficient of determination at 92.9% which means that our independent variable (market orientation) accounts for 92.9% of the dependent variable outcome. There is also a regression coefficient of 0.964 which also confirms a very strong relationship

Table 6 ANOVA^a Results for Market Orientation and Market Capitalization

Model	Sum of Squares	df	Mean Square	F	Sig.
1.	657.363	1	657.363	2853.615	.000 ^b
Regression	49.988	217	.230		
Residual	707.353	218			
Total					

a. dependent variable: Stock Market sales

b. Predictors (constant) Market Orientation

Source: SPSS output version 25.0

Our ANOVA reveals a p-value (sig.) of 0.000 which is less than our alpha of 0.05 for this reasons, there was no relationship existing between market orientation and market capitalization which states there is positive relationship between market orientation and market capitalization of the Nigerian capital market

Table 7 Coefficients^a for Market orientation and Stock market Sales

Model	Unstandardized coefficients		Standardized Beta	t	Sig.
	B	Std. Error			
1. (Constant)	.597	.090	.964	6.622	.000
Market Orientation	.299	.006		53.419	.000

a. dependent Variables: Stock Market Sales

Source: SPSS output version 25.0

There is also a standardized coefficient of 964 which is very strong and a corresponding p-value of 0.000 which is less than 0.05.

Table 8 Model Summary for Market Orientation and All Share Index

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.991 ^a	.982	.982	.386

a. Predictors (constant), market orientation

Source: SPSS output version 25.0

Here there is a regression coefficient of 0.991 which is very strong and a coefficient of determination of 89.2 which shows the extent to which our independent variable which is market orientation accounts for the changes in our dependent variable which is represented by all share index.

Table 9 ANOVA^a Results for Market Orientation and All Share Index

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	1741.204	1	1741.204	11683.801	.000 ^b
Residual	32.339	217	.149		
Total	1773.543	218			

- a. dependent variable: All Share Index
- b. Predictors (constant) Market Orientation

Source: SPSS output version 25.0

Our ANOVA output also gives us a p-value of 0.000 which is less than alpha level of 0.05. This implies a very strong relationship existing between market orientation and all share index.

Table 10 Coefficients^a for Market orientation and All Share Index

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	.313	.072	.991	4.322	.000
Market Orientation	.487	.005		108.092	.000

a. dependent Variables: **All Share Index**

Source: SPSS output version 25.0

Our standardized coefficient also has a very strong value of 0.991 which is very strong and a p-value (sig) of 0.000, which states there is positive relationship between market orientation and all share index.

Discussion of Findings

Impact of Entrepreneurial Market Orientation on Stock Market Sales

The results of the investigation of the relationship between marketing orientation and stock market development in the context of the Nigerian capital markets is found to be positively significant. Market orientation and sales growth relationship is found to be positively significant. Sales growth variations or change was found to be mostly influenced by market orientation. This finding is supported by previous studies that investigated similar relationships in other regions and cultures and found the relationships positive. (Akinyele, 2010, All, John & Oscar, 2005, Naver& Slater, 1990). (Akinyele 2010) investigated the value of market orientation for small scale manufacturers in the mass retail market in Nigeria. The result indicates that market orientation positively affects the performance of small scale enterprises in Nigeria. Other studies supporting this findings are (Naver& Slater, 1990, Sabril, Oga&Halit, 2013, Matsuno et al, 2003, Slater &Naver, 1994 Aliyu, 2012). Naver and Slater, 1990 in validating our findings revealed that, "a business that increases it's market orientation will improve on market performance".

Impact of Entrepreneurial Market Orientation on Market Capitalization

The study also discovered positive relationship between market orientation and market capitalization: It was also found that, the volatility in market capitalization in the Nigerian stock market was caused by market orientation. This finding is corroborated by the previous works of (Sabril, Oga&Halit, 2013, Matsuno et al 2003, Naver&Slater, 1994). Again, the relationship between market orientation and all share index (ASE) is highly positive. A very high variations or change in all share index in the Nigerian capital market is caused by market orientation. This finding draws strength from the previous works of (Martin and Grbac, 2003, Aliyu, 2012, Esan& Abdul, 2012, Olalekan, 2010, Lucia & Eva, 2012).

Entrepreneurial orientation and sales growth relationship in this study was found to be positive. Sales growth variations or change is found to be influenced by the stock market entrepreneurial applications. This finding is supported by previous studies, (Lumpkin &Dess, 1997, Wales, 2015, George & Marino, 2011). The relationship between entrepreneurial orientation and market capitalization was found to be highly positive. Market capitalization fluctuates in an upward or down ward swing. Entrepreneurial orientation is mostly responsible for this variations in market

capitalization of the Nigerian capital markets. This finding is validated by the previous studies of (Ferreira, et al, 2011, Cemal, Esin&Tugba, 2015).The investigation of the relationship between entrepreneurial orientation and stock market development; sales growth, market capitalization and all share index is found to be positive in the context of the Nigeria capital market. This finding is supported by previous works in the literature (George &Morino, 2011, Wales, 2015, Schillo, 2011).

Impact of Entrepreneurial Market Orientation on All Share Index

This study also discovered positive relationship between entrepreneurial orientation and all share index (ASI). Again, it was revealed that most of the variations in all share index (ASI) in the market is accounted for by entrepreneurial orientation. Studies that are in line with this finding are (Asnida, et al 2013, Feder, 2015, Mohamed et al, 2012, Schillo, 2011). The works of Cemal, Esin and Tugba (2015) also supported the findings of this study. The authors investigated the relationship between entrepreneurial orientation and firm performance and it was revealed that, differentiation and innovation helps strengthen the relationship between entrepreneurial orientation and firm performance in the context of Turkey manufacturing firms. Thus, differentiation and innovation are strong mediating factors in the nexus between entrepreneurial orientation and business performance.

The works of (Ferreria et al 2011), also supported the findings of this study. "To ensure firm growth, companies should combine entrepreneurial resources, entrepreneurial networks and firm resources". The investigation of the relationship between learning orientation and sales growth was found to be positively significant. Sales growth changes or variations in the stock market was discovered to be significantly affected by Nigerian capital market learning orientation. These findings were validated by previous works in different cultures; (Bt-Hassan et al 2013, Baker &Sinkula, 1999, Roger et al, 2002).Similarly, this study discovered very high relationship existing between learning orientation and market capitalization. The fluctuating behaviour of market capitalization in the Nigerian stock market is also influenced by the Nigerian capital market learning orientation as revealed in this study. The works of (Islam and Mohamed, 2011,Norzalita&Nor, 2013) are very supportive to these findings.

In contrast, (Nybakk, 2012) found the relationship between learning orientation and firm performance with the help of entrepreneurial innovation. ie. Innovation is a strong mediating factor in the relationship between learning orientation and firm performance as revealed by this study.

Furthermore, there is positive relationship existing between learning orientation and all share index (AST) as revealed in this study. All share index (ASI) movement in the Nigerian capital market is mostly influenced by the learning orientation of the Nigeria capital markets.. These findings were supported by previous studies (Ipek et al, 2011, Chenuous&Maru, 2015, Norzalita&Nor, 2013, Baker &Sinkula, 1999).

Norzalita and Nor, (2013) also found the relationship between learning orientation and firm innovativeness to be significantly positive in the context of SME's in Malaysia. Thus, our findings is also supported with the previous works of (Bt-Ilassan et al, 2013) the authors investigated the nexus between learning orientation and information technology (IT) infrastructure capability in the context of IT firms in Malaysia. The result is positive, a company with robust learning orientation will improve its information technology (IT) infrastructure capability.

CONCLUSION

This study investigated the causal relationship between entrepreneurial market orientation and stock market development in the context of the Nigerian capital market. From the empirical results, we conclude that entrepreneurial market orientation significantly improves stock market sales, market capitalization, all share index and brings about stock market development.

RECOMMENDATIONS

The following recommendations are made;

- i. The Nigerian capital market institution should focus on entrepreneurial market activities such as business/market development, capital market intermediation, encouraging domestic private sector investments, market innovation and employee development. This enhance stock market sales. Market capitalization, all share index and bring about stock market development.
- ii. The Nigerian capital market institution should focus on awareness and sensitizations about the investment benefits in the capital market. Such market education will improve market participation, increase stock market sales and significantly drive the development of the stock market.
- iii. The Nigerian capital market arm in charge of market development should make significant investment in the area of marketing communications and direct the promotion of the Nigerian capital market and its activities to all local government at the grassroot levels. This will improve market participation and significantly impact the positive development of the stock market.

REFERENCES

- Akingunola, R., Adekunle, O. A.&Ojodu, H. (2012).Impact of interest rate on capital market growth.Universal.*Journal of management and social sciences*, 2(11) 1—20.
- Asnida, A., Nurul, F. H. Fidlizan, M. Zainizan Z,&Allia J. (2013).The relationship between orientation entrepreneurial and mosque performance.*International journal of management, information technology and engineering*, 1(3) 45—52.
- Ayunku, P. F., &Etale, L. M. (2014). Determinants of stock market development in Nigeria.*Advance in Research*, 3(4) 1-8.
- Baker, N. E., &Sinkula, J. M. (1999).Learning orientation, market orientation and innovation: integration and extending models of organizational performance.*Journal market focused management*, 4(4) 294-308.
- Baker, N. E.&Sinkula, J. M. (1999).The synergistic effect of market orientation and learning orientation on organizational performance.*Journal of academy of marketing science*, 27(4), 411 -427.
- Bt.-Hassan, N. H., Bt. Hassan, N. I., Bt. Mustapha E. E., & Bin, J. J. (2013).Exploring organizational learning as antecedent of information technology (IT) infrastructure capability to achieve organizational agility.Research and innovation in information systems (ICRI 15) 2013, international conference, Kuala Lumpur, 204-209.
- Buhari, M., (2015). Urgent action by world leaders. The tide, October, 30th, 32, 2015.
- Caluch, IC O.,Kasouf C. J. &Peruvenber V., (2002). The effect of perceived market and learning orientation on assessed organizational capabilities.*Journal of industrial marketing management*, 31, 545 554.

- Cemal, Z. Esin, C. &Tugba, K. (2015).Linking entrepreneurial orientation to firm performance: the role of differentiation strategy and innovation performance.*Journal of social and behavioural sciences*, 210, 358-367.
- Charles, A. V. (2008). The determinants of stock market development in emerging economics: 15 South Africa different? IMF. *Working paper*, 1 — 29,
- Chenuos, N. K.&Maru, C. L. (2015).Learning orientation and innovativeness of small and micro enterprises.*International Journal of small business and entrepreneurship research*, 3 (50 1-10.
- Chuke, N., (2007).The impact of capital market regulation on the Nigerian economy.*Zenith Economy Quarterly*, 2(11) 36-45.
- Dalia, O.Tarek, S.&Nesreen, E. (2011). Flow to measure organization innovativeness? Technology innovation and entrepreneurship centre, Egypt.
- Feder, E. (2015). International entrepreneurial orientation and performance of Romanian, small and medium-sized firms: empirical assessment of direct and environment moderated relations. *Procedia Economics and finance*, 32, 186-193.
- Ferreira, J. J., Azevedo, G, S. &Fernandez, R. (201 1).Contribution of resource based view and entrepreneurial orientation on small firm growth.*Journal of international business administration*, 11(1) 95-116.
- George, B. A.& Marino, L. (2011). The epistemology of entrepreneurial orientation: conceptual formation, modeling and operationalization. *Entrepreneurial theory and practice*, 35, 99-102
- Ikpek, K., Shalih, Z. 1. &RuSeyin, I. (2011). The relationship between organizational learning and firm performance: the indicating role of innovation and TQM. *Journal of global strategic management*, 9, 72-88.
- Infionu, E. P.&Omojefe G. 0. (2013). The capital market and performance of the Nigerian economy.*Invest African Journal of industrial and academic research*, 80,192-205.
- Islam, M. S. & Mohammed, S. (2011).organizational learning, innovation and performance: A study of Malaysian SME's. *International journal of business and management*, 6(2) 118-121.
- Kamelesh, K. Ram, S., & Charles, Y. (199).Examining the market orientation performance relationship.*Journal of management*, 24(2) 201 -223.
- Kohli, A., &Jaworski B. J. (1990). Market orientation: the construct.*Research propositions and managerial implication*,54, 1-9.
- Kotler, P. and Gary A. (2008). Principles of marketing; PHI learning private limited, New Delhi.

- Martin, J.H&Grbac, B. (2003).Using supply chain management to leverage a firm's market orientation.*Industrial marketing management, 32*, 25-33.
- Matsuno, K. Mentzer, J, T., Rentz, J. O.(2003). A conceptual and empirical companion of three market orientation scales.*Journalof business research, article in press.*
- Matti, J., Kristian, M., Petri, P., Hanier, H.& Hans, M. (2010). Strategic marketing and business performance; A study of three European engineering Countries. *Industrial marketing management, 30*, 1300 1310.
- Mbat, D. O. (2001). Financial management, domes associates publishers, First edition. Uyo.
- Michael, A. Duone, I.& Robert, E. (2003). Strategic management; Competitiveness and globalization, concept and cases South West College publishing, Natorp Boulevard.
- Mike, U. (2007). Capital market reform, challenges and opportunities. *Zenith economicquarterly, 2(11)*, 25-36.
- Miles, R. & Snow, C. (1978). Organizational strategy, structure and process, Now York, MC
- Mohd, F. M. &Yasuo, F.I (2013).Sales groh, profitability and performance; empirical study of Japanese ICT industries with three Asean Countries.*Inter-disciplinary journal ofcontemporary research in business, 4(11)* 138—156.
- Muhammad, U.I., Mohd, N. N. S., Hahn, B. M. L. (2012). Relationship between entrepreneurial orientation, firm resources, SME branding and firm's performance: Is innovation the missing link? *American journal of industrial and business management, 2*, 153-159.
- Naver, J. C. & Slater S. F. (1990).The effect of a market orientation on business profitability.*Journal of marketing,54 (4)* 2- 35.
- Norzalita, A. A.& Nor. A. O. (2013). exploring the effect of internet marketing, learning orientation and market orientation on innovativeness and performance, SME's(Exporters) perspectives. *Journal of business economics and management, 12(1)* 257-278.
- Nwakwo, S. (1991). Money and capital market in Nigeria today, University of Lagos Press, Lagos.
- Nwokah, N. G. (2006). Strategic market orientation and business perfan: The study of food and beverages firms in Nigeria. Unpublished Ph.D Rivers State University of Science and Technology, Port Harcourt.
- Nybakk, E. (2012).Learning orientation from innovation, innovativeness, and financial performance in traditional manufacturing firm.*International Journal of Innovation Management, 16(5)* 28.
- Olalekan, A. (2010). Strategic marketing orientation and performance: A case for synergistic merger effect of Nigerian banks. *European journal of scientific research, 42(2)* 258 -289.

- Roger, J., Calantone, C. &Yushan S., Tamer, C.&Yushan Z. (2002). Learning orientation from innovation capability and firm performance.*Industrial marketing management*, 31, 515-524.
- Sabriel, E., Oya, E. &Hahit, K. (2013).The relationship between market orientation, firm innovativeness and innovation performance.*Journal of global business*, 1, 1-11.
- Sandeep, V. &Harpreet, S. B. (2012). Relationship between entrepreneurial orientation and business performance: A review of literature. *The IUP Journal of business strategy*, 9(3) 17-31.
- Schillo S. (2011). Entrepreneurial orientation and company performance: can the academic literature guide managers? *Technology innovation management review*,20-25.
- Sinkula, J. M., Maker, XV. E. &NoordewierF. A. (1997). Frame work for market based organizationa' learning: linking values, knowledge and behaviour. *Journal of academy of marketing sciences*, 25(4) 305-3 18.
- Vincent, N. (2007).Driving reforms through financial sector consolidation.*Zenith economic quarterly*, 2(9) 23-3 1.
- Wales, W. (2015). Entrepreneurial Orientation: A review and synthesis of promising research direction.*International small business journal*, 1-3.