

ENTREPRENEURIAL PROACTIVENESS AND MARKETING REVENUE ON INVESTMENT IN FINTECH IN SOUTH/SOUTH, NIGERIA**Adebayo Joshua Olaitan, Ph.D**Email: olaitanade2012@gmail.com or olaitanade_14@yahoo.com**Abstract**

The study empirically investigated the extent of relationship between entrepreneurial proactiveness and marketing revenue on investment in Fintech in South/South, Nigeria. Descriptive research method was adopted to assess and achieve the goal. The study had 36 fintech firms population situated in the geographical zone of south/south, Nigeria. These firms are registered with CBN 2025. The study used primary data obtained through self-administered questionnaires with ten questionnaire per firm making the total of respondent 360. The questionnaires were validly and reliably tested and rested. The research questions were tested with descriptive statistics and Pearson Product Moment Correlation Coefficient (PPMC) was adopted to test hypotheses formulated via Statistical Package for Social Sciences (SPSS) software version 25. Findings of the study revealed a very strong relationship exist between entrepreneurial proactiveness and marketing revenue on investment in Fintech. The study concluded that marketing revenue on investment in fintech in South/South, Nigeria requires sustenance to be able to increase the sales and market share for revenue on the capital committed. The study recommends that financial service firms or institutions should take advantage of the increased use of Fintech in today business to form partnership with technology providers and provide financial services to users to drive marketing revenue on investment.

Key definition of terms: Entrepreneurial proactiveness, marketing revenue on investment, market share growth, fintech and sales growth

INTRODUCTION

History shows that there is persistent rate of industrial growth in human consumption and innovation worldwide. Nigeria's economic situation demands ever pressing needs of finding out the performance level of her enterprises. This will relate the entrepreneurial proactiveness to indicators to measure performance. Entrepreneurship concept dwells on capacity building which stresses value creation by bringing together unique package of resources to exploit an opportunity (Arowomole (2002), Oni(2006) and Oni and Maiwada (2009) Stevenson, 1989). Olagunju (2004) opines that entrepreneurship is an undertaking in which one is involved in the test of creating and managing an enterprise for a purpose. The purpose as further may be personal, social or developmental. Again entrepreneurial approach tends to be accomplished with an organizational context. Thus entrepreneurship is not only associated with small business start-up, it can occur in organizations of all sizes and types. Morris and Pitt (1995), Oni and Olaleye (2005) submit that most small businesses are not particularly entrepreneurial when their activities are genuinely appraised. Some large but very aggressive companies appear more entrepreneurial when their technological innovations continue to improve performance (Arowomole, (2002), Peters, (1988) and Waterman (1987). Whatever the size of a company, agreeing with pressing consumer needs could be a function of entrepreneurial proactiveness. Entrepreneurship, a cornerstone of economic development and innovation, has long been a subject of academic exploration. Within this vast domain, the entrepreneurial intentions of specific demographic groups, particularly young tech entrepreneurs, have emerged as a topic of growing interest. As centres of academic excellence, the entrepreneurs in south/south Nigeria play a pivotal role in shaping the entrepreneurial mindset of their fintech users, a phenomenon that has yet to be fully explored in the literature (Koe, 2016). Entrepreneurship, recognized as a linchpin of economic vitality, has been meticulously examined for its role in catalysing innovation, employment, and societal advancement (Isiwu &

Ifeanyi, 2017). Central to this study is the concept of proactiveness, a key dimension of entrepreneurial orientation. It is characterized by anticipatory actions that individuals undertake, reflecting their ability to envision and seize opportunities before they become apparent to others. Proactiveness, a distinctive element of entrepreneurial orientation, emphasizes the forward-thinking actions that individuals or organizations employ to proactively mould their environment. This dimension transcends mere activity, encapsulating a visionary stance that underscores the significance of foresight in entrepreneurial ventures (Lee & Peterson, 2000). Within the entrepreneurial realm, proactiveness delineates an individual's or firm's tendency to innovate and lead, rather than merely follow competitors. By pioneering, they not only capture the initiative in the marketplace but also set the benchmark for innovation, pre-emptively identifying future market dynamics and latent opportunities before they become evident to the broader market (Kreiser, Marino, Dickson & Weaver, 2010).

Statement of the Problem

The poor marketing revenue on investment in fintech in South-South, Nigeria is the sole reason why this research work is considered. The marketing revenue on investment expectation on the down trend, and this discourages huge investment into financial technology marketing space and because of that the study wants to look at those factors. Factors like decline market share growth and weak market growth are identified as the main responsible factors. The advent of entrepreneurial viability through continuous research work has brought viabilities like proactiveness, willingness to change, resources leveraging, risk management, customer intensity, value driven, new technology and others to the fore. This became possible as a result of rising in discovery of economic power of entrepreneurial proactiveness in the space of emerging market.

Conceptual framework

The conceptual framework below depicts the relationship between entrepreneurial proactiveness and marketing revenue on investment in Fintech in South/South, Nigeria.

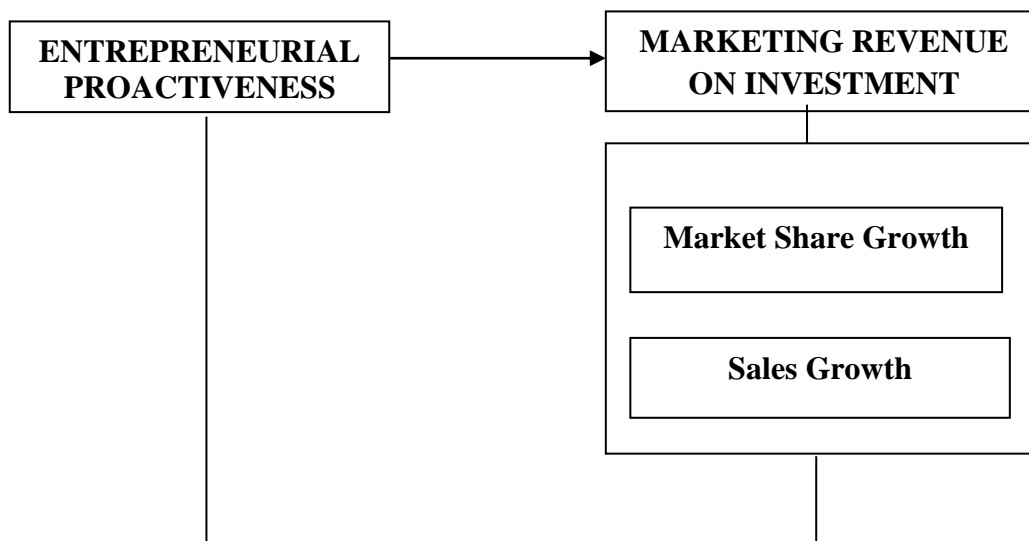


Fig 1: Conceptualization of entrepreneurial proactiveness and marketing revenue on investment in Fintech.

Source: Cantaleano *et al.* (2018); Gladson & Diepriye (2020)

Aim and Objectives of the Study

The aim of this study was to ascertain the extent of relationship between the entrepreneurial proactiveness and marketing revenue on investment of Fintech in South/South, Nigeria.

Furthermore, this study tends to:

- i. determine the extent of relationship between proactiveness and market share growth
- ii. investigate the extent of relationship between proactiveness and sales growth;

Research Questions

The following research questions shall be answered:

- i. To what extent does proactiveness relate to market share growth?
- ii. To what extent does proactiveness relate to sales growth?

Research Hypotheses

The following hypotheses shall be tested:

- H1. There is no significant relationship between proactiveness and marketing revenue on investment of Fintech in South/South, Nigeria.
- H2. There is no significant relationship between proactiveness and marketing revenue on investment of Fintech in South/South, Nigeria.

REVIEW OF RELATED LITERATURE

Entrepreneurial Proactiveness

Proactiveness is the dimension of entrepreneurial orientation that allows for a clear division of firms into proactive and reactive. A covetable modern business feature is proactiveness, which enables taking advantage of unimaginable market opportunities (Al-Mamary & Alshallaqi, 2022). Therefore, entrepreneurial endeavors are often caused by proactiveness in the innovations' involvement (Angelova & Pastarmadzhieva, 2020). Proactiveness is a firm's ability to react to entrepreneurial opportunities in a hypercompetitive and hyper-turbulent environment like financial service industry. It enables firms to adapt to new market circumstances and new products and services. Instead, the reactive actions happen after an event and are forced, not anticipated. Proactiveness refers to a firm's desire to utilize new market opportunities, which means an anticipating identification of future needs (Wach et al., 2022). Proactiveness is an opportunity-seeking, forward-looking perspective characterized by the introduction of new products and services ahead of the competition and acting in anticipation of future demand. (Mason et al, 2015). Lumpkin and Dess (1996) suggest that being proactive implies taking initiative to anticipate and pursue new opportunities. Proactiveness call for reconfiguration of resource and knowledge for a firm to exploit new business opportunities (Hughes, Hughes, and Morgan, 2007). Proactiveness indicates a posture of an organization in anticipating and acting on future wants and needs in the marketplace, thereby creating a first mover advantage vis-a-vis competitors (Lumpkin and Dess, 1996). There are three attributes of proactive firms which are forward looking, new opportunity and resource leveraging.

Forward Thinking

Forward-Thinking strategy is a thinking process that defines the manner in which entrepreneurs think about, assess, view and create future opportunities for business to strive and competitive advantages of the market. Forward thinking is, at its core, strategic thinking. It's recognizing that not everything has to be done at once, but you must make time to start the process. Intentionally scheduling time blocks that put you thinking outside of real time needs is a huge first step in future focused of being proactive in taking advantage and do things technologically different. The Fintech innovative is the product of forward thinking to make banking easier and provide satisfactory services to the customers.

New Opportunity

Seeking opportunities, advancing by introducing new products and services and to act anticipating future demands to create change and shape the environment explains proactiveness. *Nigeria* is extremely fertile environment that is ready for the adoption of FinTech solutions, with its high

percentage of unbanked individuals and its high level of mobile phone penetration. *There are 144 fintech startups in Nigeria. The fintech market is made up of 38% of payments, mobile money, and digital banking; 23% of lending; 15% of savings, investments, and crowdsourcing; 13% of infrastructure and business services; 8% of cryptocurrencies; and 3% of insurtech.* Fintech activity in Nigeria began with payments and expanded into other areas, following the evolution of fintech in other economies. Currently accounting for 15% of all banking revenue in the nation, payment solutions are expanding. There are lot opportunity. Seeking new opportunity as part of proactiveness will drives economy growth and development of the South-South of Nigeria. Fintech innovation represent an unexplored opportunity for those who can use technology to deliver affordable financial services in Nigeria. Although the SME market is still underdeveloped, a few firms are beginning to gain ground in this space.(Joy, 2023). New opportunity can be described as an economic idea which can be implemented to create a business enterprises and earn profits.

Resource Leveraging

Organizations or institutions are created to provide effective and efficient value delivery to its stakeholders; customers, employees, community, stockholders etc (Nganga, Waiganjo & Njeru, 2017). Hence, entrepreneurs mandate management of an organization to ensure that they provide effective and cost-effective product and services to the markets. One of the drivers of the foregoing is the use of the right resources. Management must harness valuable resources internally and externally for the success of the firm (Rowe, 2001; Lippman & Rumelt, 2003; Mayer & Salomon, 2006). Entrepreneurial marketing managers combine valuable resources to proactively create superior goods and services for the target market or audience. Alimin et al (2012), in defining resource leveraging posits that, resource leveraging are those tangible and intangible resources integrated by firms and used to create superior value for the market in order to attain sustainable competitive advantage. **Resource leverage** attempts to have the most out of the [available](#) resources to get a much greater return on investment. It is undoubtedly energizing.

Resource leverage means getting the most from the available resources and taking complete advantage of the strengths. The implication is that these resources are difficult for the competition to duplicate or replicate (Alimin et al., 2012). These resources are human capital, physical, company capability and financial asset which are essentially tangible. The intangible resources are; patent and reputation of the firm, brand name, organizational structure, firm culture etc. However, these resources can be leveraged within or outside the organization (Spillan & Parnell, 2006). Thus, institutional managers can proactively harness resources internally and externally to create superior value for the markets. Managing a Fintech firm well to the satisfaction of all stakeholders requires effective management of resource portfolio which is the collection or mix of resources used by entrepreneurs to manage various markets and the organization (Nganga, Waiganjo & Njeru, 2017). These authors enumerated the resource portfolio mix as human resources, financial resources, physical resources, technological resources, and organizational capabilities. These resources are used by management of the organization to produce goods and services for the satisfaction of the markets and superior performance of the business (Stoner, Gilbert & Freeman, 2013; Nganga, Waiganjo & Njeru, 2017). It is expected that entrepreneurs invest on critical resources, apply these resources on the business process to ensure success of the firm. The pursuit of organizational objectives such as customer satisfaction, employee satisfaction, shareholders value maximization, community satisfaction, etc requires optimal utilization of resources which are critical for firm's success. The success of the firm is based on the asset or property of the company which are "asset resources, capabilities resources, process resources, management competencies, technological resources and knowledge resources" (Ahmed et al., 2018). Hence, these resources help in driving successful business performance, superior customer satisfaction and sustainable competitive advantage in the market. The thrust of resource

leveraging is that valuable resources are needed for successful operations in the life of a Fintech firm. Through business commitment, these resources are utilized for the benefit of customers, shareholders, employees and the publics (Odhiambo, Kibera & Musyoka, 2015). The utilization of the resources should be effective and efficient, it must be allocated optimally to areas promising opportunities. The resources can be leveraged internally through company's owned resources, the firm can also leverage the capabilities, competences, skills, asset and resources, networks, and power of other entities in the business environment (Swenson, Rhoads & Whitlark, 2014). Thus, the company is the place where resources come together. Firms leverage different resources to achieve set objectives and goals. Sometimes these resources are categorized into technological resources, human resources, financial resources, physical resources, and information resources. The entrepreneurship managers at work are expected to acquire these resources in order to accomplish firm's objectives and goals (Stoner, Gilbert & Freeman, 2013). For all types of institutions or corporations, valuable resources are needed for superior business performance and industry sustainable competitive advantages in order to earn above average returns (Otheman et al., 2014). Top echelon management should effectively manage these resources to avoid replication from the competition and to adapt to broader environmental forces in the operating business space. Resource leveraging focused on the mobilization of valuable resources internally and externally which enhance business performance (Malizia, 2017). In light, of this it is clearly revealed the importance of resource leveraging for proactiveness of the Fintech firms which are opportunity for the Fintech to tap into the opportunity in Nigeria market.

Leveraging strategies of the three managerial roles, leveraging is arguably the most crucial. Leveraging strategies are externally oriented, and determine how the firm engages with the market using its resources and capabilities to create value (Sirmon and Hitt, 2003, Sirmon, et al., 2007). Business research has identified three types of leveraging strategies: the resource advantage strategy, the market opportunity strategy, and the entrepreneurial strategy (Sirmon, et al., 2007, Sirmon, et al., 2011). The resource advantage strategy is designed to leverage the current internal capabilities of the firm to strengthen its position in a market in which it already has an advantage. For example, when Access Bank Plc acquired Diamond Bank Plc in 2018, it used its existing capabilities in banking retail marketing to expand its advantage over competitors in the banking market. Proactive entrepreneur using this leveraging strategy are most likely to produce improvements in existing products and expand existing markets. The market opportunity strategy involves reconfiguring existing capabilities to exploit opportunities identified in the external environment. Some examples of this strategy are expanding the geographic market of a successful product, or using marketing, R&D, and/or engineering capabilities to make changes to an existing product that satisfy new or developing consumer needs. For instance, Steve Jobs' well-known pivot from using touch-screen technology for the iPhone to the iPad reconfigured an existing capability to target a new market opportunity he identified. This strategy is likely to produce innovations that enrich current products or support existing products entering a new market. The entrepreneurial strategy requires developing novel capability configurations to create new products or services, and/or develop new markets, in essence creating new (entrepreneurial) opportunities for the firm. Fintech platform capture marketing opportunities in the South-South because of marketing activities and industrial revelation process taking place. In Abia State the market there is large called Aba market that feed Nigeria with local items ranging from consumable to industrial items. The presence of Fintech facilitates the payment process and debt settlements via Fintech platform.

MARKETING REVENUE ON INVESTMENT (ROI)

According to Marketing Revolution (2022) defined Marketing ROI is the practice of attributing profit and revenue growth to the impact of marketing initiatives. By calculating return on marketing investment, organizations can measure the degree to which marketing efforts either holistically, or on a campaign-basis, contribute to revenue growth. Typically, marketing ROI is

used to justify marketing spend and budget allocation for ongoing and future campaigns and initiatives. At an organizational level, calculating return on marketing investment can help guide business decisions and optimize marketing efforts. For marketers, understanding the ROI generated by a campaign helps. ***How Do You Calculate / Measure Marketing ROI?*** While there are several different ways to calculate marketing ROI, the core formula used to understand marketing impact at a high-level is relatively straightforward: **(Sales Growth - Marketing Cost) / Marketing Cost = Marketing ROI**. Organisation can also calculate ROI through customer lifetime value (CLV), which sheds light on the value of each individual customer relationship with a brand. This formula helps assess long-term ROI across the consumer's lifecycle. To do this, marketers can use the following formula: **Customer Lifetime Value = (Retention Rate) / (1 + Discount Rate/ Retention Rate)**. The rule of thumb for marketing ROI is typically a **5:1 ratio**, with exceptional ROI being considered at around a **10:1 ratio**. Anything below a 2:1 ratio is considered not profitable, as the costs to produce and distribute goods/services often mean organizations will break even with their spend and returns. ROI gives appropriate business direction to Fintech industry to know whether the business is doing well in the market space it occupies.

Measures of marketing revenue on investment

a. Market Share Growth

Farris and colleagues (2010) have defined market share as "the percentage of a market (defined in terms of either units or revenue) accounted for by a specific entity" (Farris et al. 2010). Vargo and Lusch (2004) have urged the scholars and practitioners to interpret market share as a measure of how well a company has been able to predict market dynamics and the needs of the targeted customers. It is important to point out that market share should be closely monitored for signs of change in the competitive landscape; this proxy frequently drives strategic or tactical actions, since it is measured relative to the competitors' "share of customer's wallet". However, in spite of numerous ways of defining market share and establishing this metric as a valid measure of marketing performance, the present state of the literature reveals some conceptual pitfalls that cannot be ignored and they pose potential threat to validity and operationalization of the market share concept.

Effects of Market Share Growth

New Customer Acquisition

The statement goes thus from Peter Drucker, the celebrated management guru, that the "sole purpose of any business is to create a customer (Drucker, 1973)." Customers are assets that need to be acquired before they can be managed for profits (Levitt, 1986). Customer Acquisition is a sensitive aspect of business and can make or break an organization. Customer Acquisition has been defined as, "finding the right customers that provide a profitable return (Kolter & Armstrong, 2009)." Customer acquisition is paramount for any business to create profitability and it remains relevant in situations where switching costs are relatively lower and repeat purchase is infrequent (Shukla, 2013). While customer acquisition it is a prerequisite for organization to find the right customers to serve before decide how they can be acquired. It is the first objectives of Customer Relationship Management to acquire a new customer and maintains that a new customer deserves the same attention as that given to a potential customer (Becker, Greve & Albers, 2009). Customer acquisition is always a dependent process and certainly exerts influence on customer retention (Thomas, 2001) and consumer behaviour (Verhoef & Donkers, 2005). It has also been termed as customer initiation (Becker et al., 2009). It remains a challenging task to acquire promising customers (Thomas, Reinartz, and Kumar 2004; Blattberg, Getz, and Thomas 2001) subject to the condition that the costs of acquiring such customers do not outweigh the benefits (Blattberg, Getz, and Thomas 2001; Gupta and Lehmann 2003). Acquiring a new customer is a multistage process, represented as the sales funnel, where not all the suspects become the actual

customers (Cooper & Budd, 2007; Yu & Cai, 2007; Patterson, 2007). The articles in the recent past reflects that firm's future prospects and value can only to strengthened by its customer base (Blattberg & Deighton, 1996; Rust, Zeithaml, & Lemon, 2000; Gupta & Lehmann, 2003). Customer acquisition for Fintech Product takes different dimension where financial services strategies are employed to create customers and retain them strategically.

Customer Recovery

Customer recovery is the action a company takes in response to a service failure, in an effort to convert previously dissatisfied customers into loyal ones. Successful companies have a process that not only mitigates incoming customer complaints, but also make the customer feel really good about the experience. There are two crucial elements of a successful resolution plan: urgency and a sincere apology. The business relationship between the customer and the financial technology firms is dynamic, membership-like service relationship. A contractual business relationship exists between the customer and the Fintech firm. The Fintech firm provides a service that is usually available on a continuous basis (Adler 2003). The duration of the customer relationship is positively related to performance in term of profitability. The longer a customer receives the company's services, the greater the customer value (Neu & Günter 2015). As the term of the business relationship increases, sales increase and cross-selling and upselling potentials can be exploited. At the same time, the price sensitivity of the customer lessens. With churn, these advantages of the business relationship are lost (Homburg et al. 2003). Due to the intangible nature of the services, trust-related aspects are the primary factors that determine the purchasing decisions of Fintech firm customers. Trust is created by experiences with repeated personal interaction or from a constant quality of service and existing customer satisfaction over a long period of time (Bruhn 2016). Since building experience and trust is time-consuming (Bruhn 2016) and acquiring new customers is relatively costly (Sieben 2002), Fintech firms in retail banking should also consider customer recovery management initiatives (Bruhn & Michalski 2001). A successful recovery avoids the acquisition cost to replace a former customer (Homburg et al. 2003; Neu & Günter 2015). In addition, the indirect, partly qualitative benefits of preventive information gathering and damage minimization should be considered. An intensive survey and analysis of the reasons for the loss of customers provide valuable information about a Fintech firm's operational performance weaknesses. Active measures to identify the causes of customer churn are an important basis for customer-oriented improvement processes and can prevent future churn (Büttgen 2003). Thus, preventive information gathering is an important aspect of customer recovery management. Negative word of mouth from dissatisfied customers who migrate can cause additional turnover losses. A successful win-back can support the goal of minimizing market damage. If this does not succeed, an attempt must be made to end the lost customer relationship and minimize negative communication (Sauerbrey & Henning 2000). The probability of a successful winning-back depends on, among other things, the reasons for customer churn, which must be analyzed (Seidl 2009). Such a churn analysis helps in understanding the scope of and reasons why customers leave an existing business relationship with their financial service provider (Sieben 2002). Financial service firms should carry out a differentiated identification for each individual customer regardless of whether the entire business relationship or only certain services have been terminated. Once lost customers and the extent of churn have been identified, professional customer recovery management must determine the reason why the churn occurred (Homburg et al. 2003). The underlying causes of customer loss can be used to derive key findings for churn prevention and the probability of recovery. First, the information gained serves to avoid future errors and optimize services (Büttgen 2003). Second, the reasons for churn can be systematized according to the degree to which they can be influenced, thereby providing information on the probability of recovering a former customer. Consequently, the bank who adopted fintech can determine which customer losses are basically avoidable and can segment and evaluate migrated customers (Neu & Günter 2015). According to prior literature, few Fintech

firms implement individual measures to reactivate lost customers. For the Fintech firms that know the exact number of reactivated customers, recovery rates vary between 1 and 10% (Bruhn and Michalski 2001). Sieben (2002). However, in practice, most Fintech firms do not have any ineffective controls in place. Less than a quarter of Fintech firms regularly monitor the success of such measures once implemented (Bruhn & Michalski 2001). The few financial services institutions that have information report a return on customer recovery. In the long term, service recovery has a positive impact on customer retention, satisfaction, brand reputation and word-of-mouth. And, while most companies place a greater focus on customer acquisition than on customer retention, we all know that acquiring a new customer is anywhere more expensive than retaining an existing one.

Customer Traffic

Customer traffic is a metric utilized to observe the number of customers who enter a retail or business location. Financial institutions, like so many others, must adopt digital strategies if they are to remain competitive in today's market. SEO is one of the most critical components of any approach, and the advantages of boosting a company's online visibility cannot be overstated. Successfully adopting an SEO plan is the best method to obtain company outcomes. Increased organic search traffic and higher Google search engine page results may be achieved with this kind of digital marketing strategy. Research and development of a company's strategy are critical in the Financial Services business since it is one of the most competitive and oversaturated areas. Increasingly, consumers are using Google to find the items and services they need. It is critical for every bank, credit union, or FinTech organization to optimize its website in order to get to the top of Google's search results page (SERP) and grab the customers attention. Optimize a website's pages for keywords with a high level of commercial purpose in order to increase its exposure. The more traffic a site receives at the top of Google's SERP, the more business it may do. Increasing a website's organic traffic is one of the most important aims of organic search. In order for a website to grow, it needs more visitors. SEO helps to guarantee that a company's website is found by its target audience, which in turn helps to increase conversion rates. It is also worth noting that the search engine has a significant impact on the finance sector. This influence is noticed in the Forex market as well, which is the world's largest financial market. Nowadays many companies in the marketplace use SEO for Forex in order to make themselves more popular in Google search. Through SEO forex broker companies, which are financial service providers that can advertise their services, it may be expensive, taking into account the competitive nature of the financial services industry. On the other hand, SEO may help a company earn highlighted snippets and responses from 'People also Ask', which can help a website rise to the top of Google's search results page. The financial services business places a high value on building a brand that consumers and clients can rely on. Google's YMYL sites, which include banks, are also scrutinized for high-quality, reliable information. Many on-page and off-page tactics may be used by organizations to guarantee their consumers and clients have a positive experience on the site. To maintain a company's competitiveness, this, in turn, lowers a website's bounce rate and increases dwell time.

b. Sales Growth

Sales are the revenue that a firm will receive due to the delivering of goods/services from its primary business. Firms that have stable sales can get higher debt, which means that the more stable the sales of a firm, the more capable the firm will meet their obligations (Syaifullah, 2014; Sudana, 2015 and Hanafi, 2016). Sales can be generated in cash or credit (Hikmah, Djuwita, & Widagdo, 2019). If the deal are in credit, the firm will only receive the money according to the agreed credit period. Credit sales incur costs and benefits for the firm. The cost of credit sales is to collect receivables and bad debt. Meanwhile, the advantage of the firm is of increase in the sales volume. Sales growth is an increase in sales that occurs from year to year. Sales growth can

indicate the level of consumer demand for the company's products (Kouser, et al 2012). Companies that experience sales growth means that the company's products are accepted by the market and successfully compete with competitors (Bhatia & Gulati, 2023). The company can increase its efficiency and productivity through sales growth. By knowing how high the sales growth rate is, the company can predict the profits to be received. Companies can set profit targets so that they have a clear direction in achieving goals. **Sales growth** is a metric that measures the ability of your sales team to increase revenue over a fixed period of time. Without revenue growth, businesses are at risk of being overtaken by competitors and stagnating. Sales growth is a strategic indicator that is used in decision making by executives and the board of directors, and influences the formulation and execution of business strategy. Fintech platforms have potential for growth in Nigeria's fintech space. But there's justifiable cause for optimism among entrepreneurs. While announcing its seed round in March 2023, Payday, a neobank that launched in 2023 disclosed that it had over 300,000 users, up from about 100,000 in December 2022. Moniepoint, another fintech that led Payday's seed round also disclosed in 2022 that it processed \$10 billion in monthly transactions for over 400,000 businesses. The effect of sales growth for fintech platforms included sales volume, growth, sales turnover and sales revenue growth. Similarly, Interswitch, a pioneer in the digital payment space announced that it processed one billion transactions in March 2023. So, there is a potential and improvement for sales growth for fintech in South-South of Nigeria.

Effects of Sales Growth

Sales Volume Growth

Sales are income received from the exchange of goods and services that are recorded from a certain accounting period, either on a cash basis (as received) or on an accrual basis (as obtained) (Syahrul & Nizar, 2000). According to Prastowo & Julianti (2002) that total sales are equal to the selling price per unit multiplied by the total units sold. Sales volume growth is used to measure sales effectiveness, assess costs, profit contribution, return on capital, and residual profits. Sales volume growth can be used to assess company performance, especially marketing managers in terms of marketing their products. In addition, the increase in sales volume can indicate that the community's need for these products increases. Understanding of sales according to Swastha (2001) is the science and art of influencing the personality carried out by sellers to invite others to be willing to buy the goods and services they offer. So the sale can create a process of exchanging goods or services between traders and buyers. Whereas Tjiptono (2008) states that sales is moving the customer's position to the purchasing stage (in the decision making process) through face-to-face sales. Then, Winardi (2002) states that selling is the art of influencing or persuading people to do the things the salespeople want. Sales are the main purpose of the company's activities. The company, in producing goods or services, has the ultimate goal of selling the goods or services to the public. Therefore, sales play an important role for the company so that the products it produces can be sold and provide income for the company. The sale made by the company aims to sell the goods/services needed as a source of income to cover all costs to make a profit. Sales activity is an activity that must be carried out by a company by marketing its products in the form of goods or services. The sales activities carried out by the company aim to achieve the expected sales volume and profit to achieve maximum profit for the company. Meanwhile, sales volume growth is the level of sales obtained by the company for a certain period in units (units / total) Schiffan in Reynaldi, 2013. A profitable sales volume must be the company's goal Swastha, 2007. Meanwhile, according to Rangkuti in Damanik, 2013, sales volume growth is an achievement expressed quantitatively in terms of physical or volume or unit of a product. Then, Rangkuti (2009), states that sales volume is an achievement expressed quantitatively in terms of physical or volume or unit of a product. Sales volume growth is something that indicates the ups and downs of sales and can be expressed in terms of units. According to Swastha and Irawan (2000), sales volume measurement can be done in two ways,

namely based on the number of product units sold and based on the value of the product sold (sales turnover). Sales volume is measured based on the units of products sold, i.e. the number of real sales units of the company in a given period, while the value of products sold (sales turnover), i.e. the number of real sales value of the company in a given period ". In this study the sales volume growth used is based on fintech platforms acceptability and marketing dominance. According to Schiffan (2005), sales volume is the level of sales obtained by the company for a certain period in units. The term sales volume growth has been changing for a number of years. Initially, entrepreneurs used the term to refer to the sales force's direction, also called sales management. Then, the term sales volume is interpreted more broadly by sales of all marketing activities, physical distribution, selling price and product planning but now the term has been distinguished by indicating marketing activities selling products. Swastha and Irawan (2008) add that sales volume is the net sales of the company's earnings report. Net sales are obtained from sales of all products (other products) for a certain period of time, and sales results achieved from market shares which are potential sales, which can consist of territorial and buyer groups over a certain period of time. Meanwhile, Schiffan (2001) states that the sales volume is some amount of goods produced or goods sold from a certain product in a certain time.

From some understanding of the sales volume above it can be concluded that the sales volume is the total sales that are valued by the unit by the company in a certain period to achieve maximum profit so as to support the company's growth. The factors that influence sales volume as stated by Kotler (in Simanjuntak, 2013), as follows:

1. Selling price; selling price factors are very important and affect sales of goods or services produced. Are the goods or services offered by the company reachable by the target consumers?
2. Products; Product is one of the factors that influence the level of sales volume as the goods or services offered by the company whether it is in accordance with the level of needs of consumers.
3. Promotional costs; Promotional costs are the activities of a company that are designed to provide information to persuade other parties about the company concerned and the goods and services offered.
4. Distribution Channels; Is a company activity to deliver funds to distribute goods offered by the company to the consumers it tests.
5. Quality; The quality and quality of goods are one of the factors that affect sales volume. With good quality, consumers will remain loyal to the products of these companies, and vice versa if the quality of the products offered is not good, consumers will turn to other products.

Unlike total sales, the sales volume metric focuses on the number of products sold rather than monetary profit. Sales volume is an essential indicator of business health. It allows business firms to track the performance of marketing campaigns, evaluate the efforts of sales force or representatives, and choose the best places for physical stores. Evaluating total sales, marketers endeavor to increase revenue while monitoring sales volume to look for strategies to sell more products. If a company have several offline stores in one city and the volume of items sold differs a lot, thus business firms should pay special attention on where to site new store since shopping opportunities underlie this factor. Besides, company can track sales volume from each of the sales reps individually. This will help the firm find out the most effective member of sales staff. The success and sustenance of banking industry dependents mostly on sales made by the enterprises. This is true because sales remain the most important factor that keeps firms running profitably. Increased sales enhance the firm's in-flow of cash in terms of revenue, profit level, capital base, and the resources (human and material) required to operate the business effectively and efficiently (Alzuod, 2014). According to Edwardset al., (2014) sales volume is defined as the quantity or number of goods sold in the normal operations of a firm. It is defined by how much sales a firm record in its normal business operations (Edwardset al., (2014). Consistently improving sales volume is a top priority among business firms that is why they have long devised

strategic and tactical ways to enhance their sales volumes (Alzuod, 2014), mainly through the formulation and execution of marketing strategies.

Sales Turnover

Sales turnover represents the value of goods and services provided to customers during a specific time period usually one year (Debitoor, 2017). It is the net sales of a company which could be expressed in monetary terms or in units. Sales Turnover could be defined as the total amount of goods sold at a given period of time usually 12 months (Macky, 2007). Sales turnover on the other hand, refers to how often a company sells its inventory (Kennan, 2015). Different time-frames can be used to measure the sales turnover of a company. Hence every company chooses their time-frame to measure sales turnover. For instance, some companies may decide to measure their sales turnover weekly or monthly while others yearly (Pendharkar & Pandey, 2011). In accounting, sales turnover of a company is usually measured yearly. A company can determine its monthly sales turnover by simply dividing the total amount of sales by 12 months. For example, if a company had a total annual sale of N24, 000,000, the monthly sales turnover is N24, 000,000 divided by 12 months which is N2, 000,000. The more sales the company makes, the higher the sales turnover rate (Adeniran, Egbuonwu, & Egbuonwu, 2016). If the sales turnover rate is high, it is an indication that the company is efficient in converting goods or inventory stays longer in the warehouse, it becomes difficult for the company to have cash to run other profitable business venture (Stefan, 2016). It is crucial for SMEs to understand how fast their sales are growing. Increasing sales turnover rate is crucial to business growth. It is a strong indicator of sales performance of a firm. Every company wants to increase their sales turnover (Dale Carnegie & Associates, 2008). In fact, increasing sales turnover has become one of the most important objectives of business firms (Pendharkar & Pandey, 2011). According to Adeniran, et al., (2016), companies strive to increase sales turnover because they want to maximize profit. Keenan (2016) provides further explanation on why companies seek to increase sales turnover. According to him, each day the inventory sits on the shelves or in the warehouse, the company cannot use the money paid for those goods to make a profit elsewhere. A firm can increase its sales turnover rate by delivering quality products and services that gives customer a positive experience. When a customer has a positive experience with the product/services purchased, he is more likely to make repeat purchases and this will increase the sales turnover of the firm (Adeniran, et al, 2016). The competitive nature of a business firm is evaluated by the rate of sales turnover. A firm's competitiveness impacts on profit via sales turnover rates. Sales turnover rate is therefore a significant indicator of market performance, particularly sales performance of a firm (Sajuyigbe, Ayanleke & Ola, 2013). Akbar, et al. (2023) gives an opinion about sales turnover as the total amount of income obtained from the results of an item/service within a certain period of time.] Fitra, et al. (2022) gives the understanding that sales turnover is the accumulation of sales activities of a product, goods and services which are calculated as a whole over a certain period of time continuously or in an accounting process. In practice, sales activities are influenced by several factors as follows, namely the condition and ability of the seller, market conditions, capital, company organizational conditions and other factors, such as: advertising, demonstrations, campaigns, gift giving, which often affect sales (Fauziah, et al 2020). According to Forsyth (1990) the factors that influence the decline in sales include internal factors and external factors. The presence of large economy activities in South-South have attracted the large use of this Fintech banking platform such as Pampay, Kuda, Opay, Moniepoint, interswitch, flutterwave and other bank domicile fintech platforms for easy transaction because of Smartphone. These organizations or firms sales turnover is increasing due to so many factors.

Sales Revenue Growth

Revenue measurement is essential for determining your company's profitability. The profit ratio, which is the most popular metric of profitability, is calculated by dividing net income by sales

revenue. This indicator will show you how much of every naira in sales ends up in the Fintech transaction. Any company that does not sell enough of its goods will go out of business. Profitability is defined as a portion of a company's benefit accrued in the normal course of operations. It is defined as profit generation based on Weetman's comparative metric (2006).

Decline over time, or that it has reached a halt, over one or more fiscal periods (Jean, 2017). Financial Performance is a bit of a mixed bag. As an example,

$$\text{Sales Revenue Growth} = \frac{\text{Current Year Revenue} - \text{Prior Year Revenue}}{\text{Prior Year Revenue}}$$

Corporate executives generally face the dilemma between pursuing growth and profitability. If companies are obsessed with short-term profit-oriented performance, they will settle for past successes and thus be unable to respond to market conditions, thereby falling into a success trap. On the other hand, if they are devoted to innovation only in the long term, they will fall into a failure trap, jeopardizing corporate survival. In this respect, corporate executives use a short-term profit-oriented management strategy rather than pursuing growth (Choi et al., 2014). A profit-oriented management strategy can increase corporate resilience in a short-term recession. On the other hand, in a long-term recession, profitability is reduced due to the continued decline of market demand. Accordingly, executives attempt to reduce costs, sell assets, and downsize, ultimately reducing the firm size. However, the growth-oriented corporate strategy focuses on innovation that can increase the growth potential in the long term. Such a strategy is known to have a positive effect not only on corporate profitability but also on the company's survival in the long term. Although maintaining a high profit without growth is very difficult, growth is a crucial means for future value creation (Lee, 2014). Additionally, the growth of the firm promotes the development and survival of not just the firm itself but also that of the national economy. Given the fact that the growth-oriented corporate strategy expands employment and income, it has become the main focus of policy-makers. Several empirical investigations on the effect of sales growth and marketing performance of fintech platforms in South-Souths et al., (2016); Tan et al., (2017), for example, discovered a positive association between revenue growth and marketing performance, whereas Rao and Holt (2015) found the opposite.

In accounting, **revenue** is the total amount of income generated by the sale of goods and services related to the primary operations of the business (Wolk, et al, 2008). Commercial revenue may also be referred to as **sales** or as **turnover**. Some companies receive revenue from interest, royalties, or other fees (Angeles, 2020). "Revenue" may refer to income in general, or it may refer to the amount, in a monetary unit, earned during a period of time, as in "Last year, Company X had revenue of \$42 million". Profits or net income generally imply total revenue minus total expenses in a given period. In accounting, revenue is a subsection of the Equity section of the balance statement, since it increases equity. It is often referred to as the "top line" due to its position at the very top of the income statement. This is to be contrasted with the "bottom line" which denotes net income (gross revenues minus total expenses). In general usage, revenue is the total amount of income by the sale of goods or services related to the company's operations. Sales revenue is income received from selling goods or services over a period of time. Tax revenue is income that a government receives from taxpayers. Fundraising revenue is income received by a charity from donors etc. to further its social purposes. In more formal usage, revenue is a calculation or estimation of periodic income based on a particular standard accounting practice or the rules established by a government or government agency. Two common accounting methods, cash basis accounting and accrual basis accounting, do not use the same process for measuring revenue. Corporations that offer shares for sale to the public are usually required by law to report revenue based on generally accepted accounting principles or on International Financial Reporting Standards. Business revenue is money income from activities that are ordinary for a particular corporation, company, partnership, or sole-proprietorship. For some businesses, such as manufacturing or grocery, most revenue is from the sale of goods. Service businesses such as law firms and barber shops receive most of their revenue from rendering services. Lending businesses such as car rentals and banks receive most of their

revenue from fees and interest generated by lending assets to other organizations or individuals. Revenues from a business's primary activities are reported as **sales, sales revenue** or **net sales (Joseph,2008)**. This includes product returns and discounts for early payment of invoices. Most businesses also have revenue that is incidental to the business's primary activities, such as interest earned on deposits in a demand account. This is included in revenue but not included in net sales (Revenue model 2020). Sales revenue does not include sales tax collected by the business.

METHODOLOGY

Methodology focuses on the research design, population of the study, method of data collection, validity and reliability of the instrument, administration of the instrument, and methods of data analysis.

Research Philosophy

Research philosophy underpinning this study is positivism philosophical concept. The kind of methodological framework that a researcher adopts is typically a product of the kind of philosophical framework that directs the researcher's mindset. The quantitative methodology is based on the positivist research paradigm.

Research Design

Descriptive research method was adopted to enable research to carry out comprehensive and thorough findings. The population of the study is thirty six (36) Fintech firms registered with CBN 2025 (www.cbn.gov.ng) with their offices scatter all over the South/South region which includes Rivers State, Bayelsa State, Delta State, Edo State, Cross Rivers State and Akwa Ibom State. Since the population is a small one, the study adopted census method and therefore no need for sampling. The researcher focused on managerial staff which include customer service manager, sales manager, relationship manager, marketing manager, regional manager, brand manager, innovation & sustainability manager, digital content manager, channel marketing manager and product marketing manager and ten (10) copies of questionnaire were administered to each firm making the total respondents of the study three hundred and sixty (360). In this study, primary data source were used. The questionnaire was the main instrument for data collection in this study. The instrument used was subjected to validity test and content validity was adopted for the study. The data that was collected through the questionnaire and was analyzed using descriptive statistics. The various hypotheses proposed for the study were subjected to statistical tests using the Pearson Product Moment Correlation Coefficient (PPMC) via Statistical Package for Social Sciences (SPSS) version 25.

Data Presentation

Table 1: Questionnaire Response Pattern

Number administered	Number returned	Number used	Percentage used
360	341	341	94.7%

Source: Field Survey (2025)

Demographic Analysis

Table 2: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	224	65.8
Female	117	34.2
Total	341	100

Source: Field Survey (2025)

Table 3: Age of Respondents

Age	Frequency	Percentage (%)
18-25	31	9.2
26-35	114	33.3
36-45	88	25.8
46-55	68	20.0
56-Above	40	11.7
Total	341	100

Source: Field Survey (2025)

Table 4: Marital Status of Respondents

Marital Status	Frequency	Percentage (%)
Single	122	35.8
Married	205	60.0
Widowed/Divorced	14	4.2
Total	341	100

Source: Field Survey (2025)

Table 5: Educational Qualification of Respondents

Educational Qualification	Frequency	Percentage (%)
Ph.D./Master's	68	20.0
B.Sc./HND	222	65.0
Secondary	45	13.3
Primary	6	1.7
Total	341	100

Source: Field Survey (2025)

Table 6: Organization's Years in Operation

Years	Frequency	Percentage (%)
0-10	125	36.7
11-20	131	38.3
21-30	58	17.5
31-40	26	7.5
41-Above	0	0
Total	341	100

Source: Field Survey (2025)

Data Analysis

In this section, the various hypotheses proposed for this study were subjected to statistical tests using the Pearson Product Moment Correlation coefficient. A criterion Pearson of $p < 0.05$ will be set for the hypothesis to be accepted or rejected.

Univariate Analysis

Table 7: Respondent's View on Pro-Activeness

SN	Items	\bar{X}	SD	Remark
1	The organization consistently monitors threats and opportunities in the environment.	2.62	.832	**
2	The organization responds quickly to changes in the business environment.	2.75	.527	**
3	The organization strategizes in order to introduce newness in products ahead of competitors.	2.63	.811	**

4	The organization leads in new technology introduction.	2.54	.542	**
Grand mean		2.64	.678	**

**** Agree. * Disagree.**

Source: Field Survey (2025)

Table 7 represents respondents' views on pro-activeness. The respondents agreed to the first question on the table which stated that the organization consistently monitors threats and opportunities in the environment ($\bar{x} = 2.62$, $SD = .832$). To the second item, the respondents agreed to the question the organization responds quickly to changes in the business environment ($\bar{x} = 2.75$, $SD = .527$). To the third item, the respondents agreed to the question the organization strategizes in order to introduce newness in products ahead of competitors ($\bar{x} = 2.63$, $SD = .811$).

To the fourth item, the respondents agreed to the question the organization leads in new technology introduction ($\bar{x} = 2.54$, $SD = .542$).

Table 8: Respondent's View on Market Share Growth

SN	Items	\bar{X}	SD	Remark
1	Competitor acquisition by the organization has helped them to tap into the newly acquired firm's customer base.	2.80	.583	**
2	Word of mouth communication due to quality product offerings can increase or add new customer base to the firm.	2.64	.621	**
3	The organization has enjoyed significant increase in its market share due to attained success in the area of customer turnover rate.	2.59	.593	**
4	The organization has maintained its market share by building a strong customer relationship.	2.61	.487	**
Grand mean		2.66	.571	**

**** Agree. * Disagree.**

Source: Field Survey (2025)

Table 8 represents respondents' views on market share growth. The respondents agreed to the first question on the table which stated that competitor acquisition by the organization has helped them to tap into the newly acquired firm's customer base ($\bar{x} = 2.80$, $SD = .583$). To the second item, the respondents agreed to the question word of mouth communication due to quality product offerings can increase or add new customer base to the firm ($\bar{x} = 2.64$, $SD = .621$). To the third item, the respondents agreed to the question the organization has enjoyed significant increase in its market share due to attained success in the area of customer turnover rate ($\bar{x} = 2.59$, $SD = .593$). To the fourth item, the respondents agreed to the question the organization has maintained its market share by building a strong customer relationship ($\bar{x} = 2.61$, $SD = .487$).

Table 9: Respondent's View on Sales Growth

SN	Items	\bar{X}	SD	Remark
1	The organization's sales volume has increased as a result of our creativity.	2.76	.652	**
2	The organization's sales volume has increased as a result of our pro-activeness.	2.69	.545	**
3	The organization's sales volume has increased as a result of our risk-taking ability.	2.64	.581	**
4	The organization's net profit has increased as a result of creativity.	2.67	.611	**
Grand mean		2.69	.597	**

**** Agree. * Disagree.**

Source: Field Survey (2025)

Table 9 represents respondents' views on sales growth. The respondents agreed to the first question on the table which stated that the organization's sales volume has increased as a result of our creativity ($\bar{x} = 2.76$, $SD = .652$). To the second item, the respondents agreed to the question the organization's sales volume has increased as a result of our pro-activeness ($\bar{x} = 2.69$, $SD = .545$). To the third item, the respondents agreed to the question the organization's sales volume has increased as a result of our risk-taking ability ($\bar{x} = 2.64$, $SD = .581$). To the fourth item, the respondents agreed to the question the organization's net profit has increased as a result of creativity ($\bar{x} = 2.67$, $SD = .611$)

Bivariate Analysis

Hypothesis 1: There is no significant relationship between proactiveness and market share growth of Fintech platforms in South/South of Nigeria.

Table 10: Relationship between proactiveness and market share growth

		Correlations		Market Share Growth	Decision
		Proactiveness			
Proactiveness	Pearson Correlation	1		.823	Rejected
	Sig. (2-tailed)			.000	
	N	341		341	
Market Share Growth	Pearson Correlation	.823		1	
	Sig. (2-tailed)	.000			
	N	341		341	

***S= Significant p<0.05**

In the statistical testing of hypothesis one, a very strong positive relationship was revealed to exist between proactiveness and market share growth of Fintech platforms in South/South of Nigeria, this can be shown in the correlation coefficient value of $r = 0.823$ (82.3%). Furthermore, the null hypothesis which states that there is no significant relationship between proactiveness and market share growth of Fintech platforms in South/South of Nigeria was rejected and the alternate hypothesis upheld [($P = .000$) $p < 0.05$].

Hypothesis 2: There is no significant relationship between proactiveness and sales growth of Fintech platforms in South/South of Nigeria.

Table 8: Relationship between proactiveness and sales growth

		Correlations		Sales Growth	Decision
		Proactiveness			
Proactiveness	Pearson Correlation	1		.681	Rejected
	Sig. (2-tailed)			.001	
	N	341		341	
Sales Growth	Pearson Correlation	.681		1	
	Sig. (2-tailed)	.001			
	N	341		341	

***S= Significant p<0.05**

In the statistical testing of hypothesis two, a strong positive relationship was revealed to exist between proactiveness and sales growth of Fintech platforms in South/South of Nigeria, this can be shown in the correlation coefficient value of $r = 0.681$ (68.1%). Furthermore, the null hypothesis which states that there is no significant relationship between proactiveness and sales

growth of Fintech platforms in South/South of Nigeria was rejected and the alternate hypothesis upheld [(P = .001) $p < 0.05$].

Discussion of Findings

Impact of proactiveness on market share growth

The sixth hypothesis of this study focuses on examining the relationship between proactiveness and market share growth specifically in the Fintech operating in the South/South area of Nigeria. This hypothesis aims to explore the complexities and nuances associated with proactiveness and its possible influence on market share growth in this specific context. The empirical evidence presents a narrative that is difficult to ignore. A significant link is seen, characterized by a strong and positive relationship between proactiveness and market share increase, as indicated by a correlation coefficient of 0.823 or 82.3%. The significance of this link is indicated by the low p-value of 0.000. The statistical claim, which falls below the commonly accepted significance threshold of 0.05, renders the findings significant and robust. The attribute of proactiveness is not just a strategic aptitude, but rather a fundamental aspect. The data indicates that Fintech who have integrated proactive strategies into their operations, continually predicting and addressing market changes, emerging client demands, and technical advancements, are the ones expanding their market presence. The portion of the market they possess does not just increase; it expands significantly. In the current era of digital financial technology (Fintech), characterised by its dynamic nature, the need for proactive measures extends beyond just reactive responses. The capacity to see future developments, anticipate shifts, and take proactive measures provides platforms with a unique advantage, which not only attracts clients but also fosters their loyalty, therefore strengthening the platform's dominance in the market. An underlying implication, which has significant significance, pertains to the perception that is projected by a platform when it engages in proactive behaviour. The depicted image is characterised by the use of innovative elements, a strong commitment to client satisfaction, and a high degree of agility. This visual representation serves as more than simply an attraction for consumers; it functions as a prominent signal, enticing people to engage, extending the platform's influence, and augmenting its market dominance. The tales presented in this study are not self-contained. Echoes can be discerned inside the confines of academic corridors. In their 1996 study, Lumpkin and Dess emphasised the significance of proactiveness within the entrepreneurial context, linking it to enhanced business performance. In 1993, Zahra presented a comparable narrative, highlighting the significance of proactive behaviour in shaping competitive advantages and increasing market share. The study's findings are reinforced by these academic resonances, effectively connecting theoretical concepts with actual observations. Nevertheless, it is worthwhile to pause and engage in reflection. The evident presence of proactive tendencies in the Fintech sector in South/South Nigeria is characterised by its magnetic allure. However, it is worth considering whether this attractive force would retain its strength across diverse landscapes, under varying atmospheric conditions, or in the presence of industry-specific air currents. It becomes evident that within the realm of Fintech, the act of being proactive has significant importance. It is not only a skill, but rather an art form that plays a crucial role in navigating the complex landscape of digital finance. The brushstroke possesses the ability to either recede into the background or assert its dominance over the surface. In the context of Fintech platforms, the integration of proactiveness into their strategy framework appears to be more of an obligation rather than an optional decision. This obligation entails not just establishing a presence, but also assuming a leadership role, setting the standards, and exerting influence.

Impact Proactiveness on Market Growth

The investigation on the proactive behaviour and its correlation with sales expansion in Fintech operations within the South/South area of Nigeria provides valuable and illuminating perspectives. Upon doing a comprehensive examination of the data, a notable positive correlation of 0.681,

equivalent to 68.1%, was observed. The robustness of this link is enhanced by a p-value of 0.001, which is far lower than the commonly accepted threshold of 0.05, thereby emphasising its statistical importance. Further exploration of this discovery unveils significant ramifications. First and foremost, the available research substantiates the notion that proactiveness is a pivotal factor in shaping a company's trajectory of sales growth. It is evident that Fintech platforms that proactively anticipate market trends, comprehend forthcoming client desires, and proactively adopt technical developments are able to see the positive outcomes of their efforts through increased sales numbers. Furthermore, within the highly competitive landscape of the Financial Technology (Fintech) industry, characterised by several platforms vying for market dominance, the quality of being proactive appears as a significant advantage. By embracing a proactive approach, these platforms are able to achieve a strategic advantage, putting themselves at the forefront of the competition and thereby securing a bigger share of the market. Furthermore, while considering the viewpoint of the client, proactiveness is evident in the delivery of exceptional service experiences. By proactively acknowledging and attending to prospective concerns and requirements, platforms have the ability to augment consumer involvement, leading to increased loyalty and, as a result, the expansion of sales. Notably, the findings of this study resonate across the wider academic sphere. Miller's influential study in 1983 examined the entrepreneurial orientation of organisations and highlighted the significant role of proactiveness in shaping organisational outcomes. The aforementioned trend is evident in your research findings, hence strengthening the notion that proactiveness serves as a universally effective accelerator for corporate success. In a study conducted by Hughes and Morgan in 2007, the authors demonstrated the impact of adopting a proactive approach towards market dynamics on achieving exceptional business success. This finding is in line with the focus of your research.

Nevertheless, although the concept of proactiveness as a catalyst for growth is widely supported, it is crucial to acknowledge the complexities that arise from elements such as geographical disparities, industry-specific circumstances, and temporal fluctuations. Future study endeavours might be focused on comprehending the manner in which this association manifests itself in diverse Nigerian localities, as well as on a worldwide scale, and throughout various industries.

The examination of the correlation between proactiveness and sales growth within the Nigerian Fintech industry provides compelling evidence of the significance of taking initiative in the formulation of business strategies. The statement emphasises the need of not just having a vision, but also taking proactive steps to transform that vision into tangible and advantageous results. In light of the rapid advancements in the field of Financial Technology (Fintech), the proactive dynamism exhibited by individuals and organisations is not only advantageous but also crucial for achieving long-term marketing revenue on investment

CONCLUSION AND RECOMMENDATION

Conclusion

This study investigated the impact of proactiveness and marketing revenue on investment in Fintech in South/South, Nigeria. From the empirical results we conclude that entrepreneurial proactiveness positively and significantly improve fintech marketing revenue on investment. Again, proactiveness positively and significantly enhances market share growth and market growth and empowering fintech firms in south/south, Nigeria to huge return on investment committed into the business. Upon concluding this analysis, it becomes apparent that the Fintech industry in the South/South area of Nigeria is characterised by a vibrant combination of entrepreneurial drive, market expertise, and technical integration.

Recommendation

In accordance with the study findings, the researcher made the following recommendations:

- i. **Market Research:** In light of the significance of identifying opportunities for market share expansion, it is imperative to undertake systematic and thorough market research on

a regular basis. This facilitates comprehension of market dynamics, client preferences, and upcoming trends.

- ii. **Customized Marketing Strategies:** It is imperative for firms to prioritise the creation of marketing strategies that align with the distinct socio-economic context of the South/South area. By utilising local knowledge, firms may establish stronger connections with consumers and enhance their effectiveness in engaging with the target audience.
- iii. **Collaborative Ecosystems:** Fintech firms might potentially derive advantages by establishing or participating in collaborative ecosystems, wherein they can engage in the exchange of resources, expertise, and technological insights with other relevant entities within the sector. This will help the firm to have revenue on their investment.

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