

**IMPACT OF MARKETING COMPETENCIES OF
ENTREPRENEURS ON THE BUSINESS PERFORMANCE OF
SMALL SCALE ENTERPRISES IN DAIRY INDUSTRY IN
AMPARA**

by



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ABSTRACT

Increased organizational dependence on marketing practices drives management attention towards improving overall performance of the organizations through the help of marketing. Within several of management practices, marketing management practices is one of the finest roots of management domain. The aim of this research paper is to find out “How do marketing competencies of entrepreneurs’ impacts on the business performance of small-scale enterprise in the dairy industry in Ampara?”

Conceptual model is developed based on the existing literature. Primary data that has been used for the study were obtained from dairy farmers who were in dairy industry in Ampara. Convenient sampling method was used to obtain 100 responses of small-scale entrepreneurs in the dairy industry. The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis.

The strength of association between service and knowledge competencies with business performance has a strong positive relationship. And also, the strength of association of image, funds and skills competencies with business performance has a moderate positive relationship. Both relationships are statistically significant. The correlation coefficient between marketing competencies of entrepreneurs (jointly) with business performance of small-scale enterprise in the dairy industry in Ampara was a strong positive relationship. There is a 53.5% of variability in business performance was explained by all five marketing competencies of entrepreneurs jointly while skills, image, service, knowledge and funds competencies account for 12% 23.3%26.4% 29.8% and 16.6% percent of the variation in business performance individually.

Keywords: - *Marketing, Marketing competencies, Skills competencies, Image competencies, Service competencies, Knowledge competencies, Funds competencies, business performance*

TABLE OF CONTENT

ABSTRACT.....	ii
ABBRIATIONS.....	ii
TABLE OF CONTENT.....	iv
LIST OF TABLE.....	ix
LIST OF FIGURES.....	xi
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	4
1.4 Objectives of the Study.....	5
1.5 Significance of the Study.....	5
1.6 Scope of the Study.....	5
1.7 Chapter Summary.....	6
CHAPTER TWO LITERATURE REVIEW.....	7
2.1 Introduction.....	7
2.2 Dairy Industry in Sri Lanka.....	7
2.3 Current Position of the Dairy Industry in Sri Lanka.....	8
2.4 Scope of Management Competencies.....	9
2.5 Management Competencies for SMEs.....	11
2.6 Marketing in SMEs.....	12
2.7 Entrepreneurial marketing.....	14
2.8 Development of competencies for marketing in SMEs.....	15
2.9 Business Performance.....	17
2.10 Chapter Summary.....	18

CHAPTER THREE CONCEPTUALIZATION AND OPERATIONALIZATION...	19
3.1 Introduction.....	19
3.2 Conceptualization	19
3.3 Definition of variables	20
3.3.1 Marketing Competencies	20
3.3.2 Skills	21
3.3.3 Marketing Planning Process	21
3.3.4 Allocation of Marketing Department Resources Activities.....	21
3.3.5 Integration of Marketing Activities	21
3.3.6 Control and Evaluation of Marketing Activities.....	21
3.3.7 Advertising Effectiveness	21
3.3.8 Awareness of Organizational Marketing Weaknesses.....	21
3.3.10 Image.....	22
3.3.11 Effectiveness of Public Relations	22
3.3.12 Image.....	22
3.3.13 Locations of Facilities.....	22
3.3.14 Services	22
3.3.15 New Service Development Process	22
3.3.17 Awareness of Organizational Marketing Strengths	22
3.3.18 Quality of Service and Offerings	22
3.3.19 Knowledge	23
3.3.20 Knowledge of Competitors	23
3.3.21 Knowledge of Customers.....	23
3.3.22 Knowledge of Industry Trends	23
3.3.23 Funds.....	23
3.3.25 Accuracy of Profitability and Revenue Forecasting	23
3.3.26 Effectiveness of Pricing Programs.....	23

3.3.27 Business Performance	24
3.3.28 Sales Growth.....	24
3.3.29 Return on Investment.....	24
3.3.30 Customer Satisfaction	24
3.3.32 Market Development	24
3.4 Operationalization of Variables	24
3.5 Chapter Summary	27
CHAPTER FOUR.....	28
METHODOLOGY	28
4.1 Introduction.....	28
4.2 Research Design.....	28
4.4 Sampling Plan	29
4.5 Study Population.....	29
4.6 Sample.....	30
4.7 Sample Technique and Sampling Framework	30
4.8 Collection of Data	30
4.9 Method of Measurements	30
4.10 Method of Measuring the Demographic Characteristics	31
4.11 Method of measuring Marketing Competencies.....	31
4.12 Data Presentation	32
4.14 Data presentation for Demographic Characteristics	32
4.15 Data Presentation for Marketing Competencies and Business Performance ...	32
4.16 Data Analysis and Evaluation.....	32
4.17 Statistical Tools.....	32
4.18 Reliability Test.....	33
4.19 Univariate Analysis and Evaluation.....	33
4.20 Bivariate Analysis and Evaluation.....	34

4.21 Simple and Multiple liner Regression Analysis and Evaluation	35
4.22 Chapter Summary	35
CHAPTER FIVE	37
DATA PRESENTATION AND ANALYSIS	37
5.1 Introduction.....	37
Data Presentation – General and Personal Information.....	37
5.2 Sample Distribution Based on Gender.....	37
5.3 Sample Distribution Based on Age.....	38
5.4 Sample Distribution Based on Education level.....	38
5.5 Sample Distribution Based on Years in This Industry.....	39
5.6 Analysis of Reliability for the Instrument.....	39
5.7 Data Presentation – Research Variables.....	40
5.8 Frequency Distribution for Marketing Competencies of Entrepreneurs.....	40
5.10 Univariate Analysis	44
5.12 Mean and Standard Deviation of Business Performance.....	46
5.13 Bivariate Analysis.....	47
5.14 Correlation Analysis.....	47
5.15 Multiple Regression Analysis.....	48
5.16 Impact of Marketing Competencies of Entrepreneurs with Business Performance	48
5.17 Simple Regression Analysis	50
5.18 Impact of Skills on Business Performance	50
5.19 Impact of Image on Business Performance	51
5.20 Impact of Service on Business Performance	51
5.21 Impact of Knowledge on Business Performance	51
5.22 Impact of Funds on Business Performance.....	52
5.23 Chapter Summary	52

CHAPTER SIX.....	53
DISCUSSION AND FINDINGS.....	53
6.1 Introduction.....	53
6.2 Discussion on General and Personal Information.....	53
6.3 Discussion of Research Information.....	54
6.5 Chapter Summery.....	56
CHAPTER SEVEN.....	57
7.1 Introduction.....	57
7.2 Conclusion.....	57
7.3 Contribution of the Study.....	58
7.4 Recommendations.....	59
7.5 Limitations of the Study.....	59
7.6 Future Research Direction.....	60
7.7 Chapter Summary.....	61
REFERANCES.....	62
APPENDIX 01.....	65
APPENDIX 02.....	68