

Media Campaign on “Made in Aba” Products and Perceived Influence on Small/Medium Scale Enterprises in Aba Metrolpolis

Afulike Don Christian, Ihechu I. Pascal (Ph.D), Ndukwe .U. Emmanuel

Abia State University, Uturu, Nigeria

Abstract: *In the bid to improve the economy, encourage entrepreneurship and to enhance manufacturing and production; the importance of the media campaign on made in Aba products and SMEs is required to develop domestic-local economy while shying away from over concentration to foreign products. The study evaluate media campaign vis-à-vis awareness, patronage and attitude of Aba residents towards Aba made products and perceived influence of SMEs using survey method to elicit responses, the questionnaire was deployed as instrument to 400 respondents. The findings in the study revealed that the level of current media campaign on made in Aba and its perceived influence is not enough to stimulate more SMEs-economic activities. The work therefore recommended that a regular media campaign on made in Aba products and SMEs with specific showcase of the Aba products should be carried by all adjuncts of the media.*

Keywords: Aba, Perception, Products, Campaign, Media, SME

1. Introduction

In the bid to improve the economy, encourage entrepreneurship, increase the partnership level of the private public sector as well as enhance manufacturing and production. The federal government has placed a high level of importance to made in Aba products and small and medium scale enterprises. (Levinus, 2017, p33). Small and medium scale enterprises are sub-sectors of the industrial sector which play crucial roles in industrial development (Ahmed/ 2006). Following the adoption of economic reform programme in Nigeria in 1981, there have been several decisions to switch from capital intensive and large scale industrial projects which was based on the philosophy of import development to small and medium scale enterprises which have better prospects for developing domestic economy, thereby generating the required goods and services that will propel the economy of Nigeria towards development.

According to Ojo (2009), as cited in Chima , (2016. p. 26), one of the responses to the challenges of development in developing countries, particularly in Nigeria, is the encouragement of entrepreneurial scheme; as such could turn Aba for economic fortune. As a result, SMEs is gradually becoming a household name in Nigeria, especially made in Aba products. The folding up of companies due to lack of power supply, insecurity and persistent increase in interest rate equally has spurred interest in SME. All these are geared towards the growing demand for made in Aba products and the uprising of SMEs in Nigeria using Aba as the industrial base and economic hub. Aba has the reputation of the city with the largest concentration of small, medium scale industrial enterprises in the West African region. According to the words of the acting president professor YemiOsibanjo, "Nigeria has no business with China if all hands are on deck to develop Aba as a major industrial base or hub" (Levinus, 2017, p 33). Levinus, (2017) further expressed that locally made products has taken up as a very strong interest point for and by the government who decided

to make Aba the capital city for SMEs in Nigeria. This will help to reach out to other slates in the country and conjure them to work.

However, there is need to understudy the perception of Aba audience who from the centre of the entire process on how the view the existing broadcast campaign and how it has helped to build the awareness, interest and patronage of SMEs. The broadcast media has the capacity and ability to persuade and help individuals form opinions through its audio-visual presentations. Chioma, (2013, p. 27); equally opined that broadcast campaigns should involve messages of public interest to the people. The broadcast media campaign is of importance to SMEs because the clients know their business inside out but lack the clarity and direction that is needed in portraying the business to the public. Campaigns will dig deep to ascertain the right ways to make SMEs look unique to the audience (Milestone Belanova. 2017).

Therefore, for media campaign to have any form of effect on SMEs and made in Aba products, it must be properly planned, capitalizing on the product advantages and making allowance for its disadvantages while studying the products competition from other media.

1.1 Statement of the Problem

There has been stunned growths and sluggish development in the small and medium enterprises (SMEs) regardless of the increasing targeted government assistance streamlined to benefits firms in this sector. Considering the economic implications of SMEs and made in Aha products in the country, the state (Abia) has rolled out series of campaigns to help propagate and encourage this move. These campaigns are set to encourage people to engage in SMEs and patronize made in Aba products. Some of the campaigns are regular online advertisements on social media as well as broadcast stations. In spite of the campaigns, the awareness and patronage of these products still happens to be quite low, hence, the government's decision to create new markets

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for these products. There is an increasing concern that the campaigns do not really have much influence on the targeted populace (Godfery, 2017).

Hence, this study is geared at evaluating SMEs, made in Aba products and the media campaigns on the awareness, knowledge and patronage of the products in relation to the Aba people. Thus, the research will examine to what extent the Aba resident reacts to the broadcast media campaigns on made in Aba products?

1.2 Objectives of the Study

The objectives of this study are to:

- 1) Ascertain what type of media that carries the campaign of made in Aba product and its perceived influence.
- 2) Determine the perceived influence of Media campaign on residents to made in Aba products;
- 3) Ascertain the perception of residents to media campaign on made in Aba products and SMEs in Aba Metropolis;
- 4) Investigate the relationship between Media campaign and SMEs in Aba Metropolis.

1.3 Research Questions

- 1) What type/adjunct of the media that carries the campaign for made in Aba product and its perceived influence on SMEs.
- 2) In what extent is the influence of Media campaign on made in Aba products/ SMEs among residents in Aba Metropolis?
- 3) What are the perception of residents to media campaign on made in Aba product and SME's in Aba Metropolis?
- 4) What is the relationship between media campaign on made in Aba products and SME's in Aba Metropolis?

2. Literature

Small and Medium Scale Enterprises: Currently, it has been discovered that much has not been done to determine the accurate situation of the media handling of SMEs and made in Aba Products. This chapter will dwell mainly on how the media affects the awareness and knowledge of SMEs and made in Aba products. It will equally list out various broadcast programmes that dwell mostly on made-on made in Aba goods and SMEs. The media is the best medium to reach the heterogeneous audience and can be used to give them up-to-date information on how to encourage the growth of SMEs and made in Aba products. Economic growth and need for SMEs and made in Aba products will equally be reviewed.

Prior to the 19th century, cottage industries mostly small and medium scale enterprises controlled the economy. Economists have discovered that SMEs play more important roles in economic growth and development. Nigeria as a nation, since attaining independence has tried out various economic policies in a bid to achieve meaningful economic development. However, the policies chosen were strictly government dominated and centralized. As a result, there happened to be massive divestment in the 1990s by the government. This was done under the economic policy of privatization and commercialization.

A shift occurred and created a challenge of building capable, dynamic and resourceful entrepreneurs to take the baton of economic revitalization from government. The entrepreneurs incidental have to fulfill this onerous task through the establishment of SMEs. SMEs were established by private entrepreneurs as a more efficient substitute to providing the needed catalyst towards our economic engineering.

Over the years, there has been an unsolved issue of proper definition of SME. However, the main criteria used to classify SME include:

- Actively managed by its owners
- Its highly personalized
- Largely local in its areas of operations
- Of relatively small size within the industry
- Largely dependent on internal sources of capital to finance its growth (Bairnback, pg 1992) as cited by Chima (2016, pg 262).

According to Chima (1994), there is difficulty in discussing SMEs and getting a definite meaning of it. The Industrial Research Unit of Obafemi Awolowo University, Ife, defined small scale business as one whose total assets in capital, equipment, plant and working capital are less than N250,000 and employing was than 50m full time workers. The National Economic Reconstruction Fund (NERFUN) defined small and medium scale enterprises (SMEs) with a criterion that projects to be financed by the firm should have a total fixed asset/cost (including land) of not more than N10 million.

The Small Business Administration of USA (SBA) defines a small business as one which is independently owned and operated and not dominant in its field of operation". While discussing SMKs, the level of indigenous technology and technical skills available should be considered.

2.1 Problems of SMEs in Nigeria

Money is not only the only crucial requirement for SME survival and growth but its efficient and effective management. Many entrepreneurs lack the managerial skills and talent necessary for panning, organizing, directing and controlling their human and material resources. As a result of their small size, small scale enterprises are unable to employ and maintain highly specialized workers in areas of accounting and management. The demand for the skills of such people by the firm maybe so small as to cause such worker to be under employed.

Partly due to financial handicaps, small businesses in Nigeria cannot afford to employ highly qualified workers as is the case in large and well established organizations. This has resulted in poor accounting practices, poor financial management and inefficient operations. The components of management are lacking in our SMEs and may account for their high rate of failure (Chima, 2016. p271).

Finance is a major problem for small businesses in Nigeria. The sources of funds for this category of business include personal savings, loans from friend and relations, credit, financing from financial institutions and loans from the

government or its agencies. In spite of all these sources of fund, small businesses in this country suffer from acute shortage of financial resources necessary for efficient business operations and expansion. SMEs ability to borrow is impaired because of the small amount of assets they own. The assets do not offer adequate security and collateral demand by lending institutions. This low asset base makes it very difficult to borrow from finance institutions and whenever its possible, the cost of such loans are much higher, always reflecting the lender estimate or risk and uncertainty inherent in small business organization. They have to compete with bigger and more viable business concerns for the limited funds available for lending by these lending houses.

SMEs are very numerous commercial and development banks consider granting them loans to be administratively expensive. The banks prefer to deal with the big time customers (Chima, 2016, p 272). Thus, this perceived problem has posed as a challenge hindering SMEs owners to advertise or make known their products using the channels of mass media to her perceived and target consumers. Small and medium scale enterprises in Nigeria are confronted with the problem of inadequate infrastructure facilities such as communications, transportation, electricity etc. Where the facilities are available, they are concentrated in the few urban centers thus denying the rural areas where 70% of Nigerian lives. This has retarded the rise of industrialization and economic development. As an aftermath of our low technological base, our SMEs do produce goods of high quality and at cheaper prices as those imported from the more technologically advanced countries. This has resulted in unsatisfactory attributes of most Nigerians towards Nigerian made goods, hence their preferences for foreign goods (Chima, 2016. p 272-273).

2.2 Made in Aba Products: Origin and Purpose

These products constitute the whole essence of what SMEs represent and equally form a type of small and medium scale enterprise. According to Mark (2017), one of the major challenges of Abia State since its creation in 1991 is the inadequate measures of the previous administrations to establish a strong economic base that would crystallize into the development of all sectors of the state. The state, with an estimated population of two million people, is endowed with overwhelming economic potentials spanning across all sectors of human endeavour.

Notably among these potentials, are Abia's rich agricultural products such as palm oil, rubber, cocoa etc. In the area of industrialization, the state prides itself in textile and leather manufacturing products. Although, much has not been done by the past and present administrations in the state to tap the agricultural potentials, credit must be given to Dr. Okezie Ikpeazu administration in its determinations to harness the economic potentials. One of such efforts is the administration's entrance into Aba, the Enyimba City with the purpose of enthroning the Aba made products into the global market. Indeed, testimonies abound that Aba shoes and clothes are fast gaining recognition in the local and international markets, in the sense that traders in Aba are beginning to export their products. Made in Aba goods or

products is traceable to the early 60's when Aba based local entrepreneurs started imitating and producing shoes that could be compared with imported ones. It is also on record, prior to this breakthrough in entrepreneurship, there has been resounding success. Some of which are: micro-industries was that of "made in Aba" products in early 60's, little wonder then inferior and substandard goods in the 60's were tagged "Aba made goods". It was so until the 70's when the indigenization/enterprises promotion decree of 1972 was promulgated.

This decree saw Nigerians at the helm of affairs controlling multinational companies. These companies were producing goods that cannot be compared with that of their parent companies. Consumers now saw the needs to differentiate products, thus the name, "made in Nigeria" goods came into being. As at today, all goods manufactured or processed in Nigeria are classified as made in Nigeria goods (FADAN, 2016).

2.3 The Power of the Media for Awareness of Products

The mass media has made a lot of impact on the audience. The effect of mass communication on anyone have been too powerful to judge, particularly in its ability to persuade and change people opinion for the better. It may also impact the social system of a whole population. Cultural values and lifestyles have changed overtime by these of the media, lifestyle as well as attitudes, perceptions and morals have changed due to media influence.

Following the observations by Ahmed (2006), that there has been stunted growth and sluggish development in the SMEs regardless of increasing firms operating in this sector. The Abia State government, led by Dr. Okezie Ikpeazu has in several media campaign strategies to ensure the SMEs and made in Aba products are patronized in the country. They campaign began with key persons in the country, the likes of former President, Olusegun Obasanjo trying out new products from the Aba city. Other videos, advertisement, twitter pools are all means through which the product is being publicized. The Ford Foundation, TBWA concert and Abia State government have collaborated to promote made-in-Aba goods at the global market. This was established during the unveiling of the made in Aba media documentary/logo.

Several high profile individuals, including Senate President, Bukola Saraki, Senator Ben Murray Bruce and the Nigerian Airforce, who recently praised Innoson Vehicle manufacturers for producing parts of its fighter jets, have called for the refocusing of the Nigerian economy through the patronage of Nigerian made product. All these campaigns would go a long way in eradicating the desire for only foreign goods at the detriment of products made in Aba. According to Klapper (1960) the effect of mass communication is change in attitude and behaviours of individuals as a result of exposure to persuasive messages carried by the mass media. He further said that the media helps in creating opinions on new ideas the effects of role playing. He maintained that the mass media ordinarily do not serve as a necessary and sufficient cause of audience effects but rather function among and through news of militating factors of influence.

Dominick (2012), expressed that scientists have two methods which they use in gathering information about media influence which are survey and experiment. He further said that the media especially broadcast, plays an important role in socialization. It plays quite an important role in the transmission of attitudes, perceptions and beliefs.

Lindsey (1994) argues that the media have a central role in mediating information and forming public opinion concerning product or services. Thus, the media cast an eye on events that feed us directly of experiences and render remote happenings observable and meaningful.

2.4 Media Campaign on SME and made in Aba Products.

A recent report revealed that an SMEs clinic has been launched in Abuja to diagnose the challenges encountered by SME operators in the registration of their business and provide solutions to them where necessary. This was disclosed during the launch in Abuja on January 24, 2017 and was aired by various broadcast stations to audience for awareness. As broadcast media campaign, is defined as measures using the television, radio or to newspaper to fulfill a specific objective or to advocate a course. (European Media Campaign Project, 2016).

The media has been able to carry out various campaigns on made in Aba products and SMEs. One of the campaigns is the network news by NTA by 9pm. This news is aired for national view and it is intended to be seen by everyone. It usually incorporates a segment where SMEs are elaborated on. People involved or those who practice SMEs are interviewed and entrepreneurship is encouraged as a means of benefiting the economy.

Another campaign is regular advertisements on made in Aba products on television stations such as silverbird using media personalities such as Uche Jombo. Other campaigns are regular broadcast on radio stations such as 93.5FM, Radio Nigeria; Splash FM 105.5, Premier FM, Ibadan. These radio stations equally make mention of the made in Aba products and equally encourage SMEs in the course of their news. Some websites such as Nigerian News now, Nigeria News 24 equally carry advertisements on made in Aba goods and serve as media platforms to explore news and information about the topic while Vanguard newspaper 2017, Business day 2017, Thisday Newspapers 2018, showcased and reported the campaign of made in Aba products.

The governor of Abia State, Okezie Ikpeazu revealed during the review of his administrations activities in 2016- that the campaigns yielded positive results attracting N750 million fresh orders. The governor through the broadcast media revealed to the people that top influencers in politics and entertainment has signed up as goodwill ambassadors for made in Aba products. The government equally indicated the movement of the made in Aba goods to Guangzhou, China between 2017 and 2018

However, there is still a need for an outstanding degree of public awareness on SMEs and made in Aba products by the media in general.

2.5 Communicating Business Information for SMEs

According to Chiware and Dick (2008) cited in Asemah and Nwanmuo (2015) asserts that, "Strategic communicating is an orchestrated use of channels of communication to move and influence public policy or to promote an agenda." To be effective, communication strategies must have a combination of various channels. Poor information can create chaos, the priority ranking of the SMEs needs, clearly puts information provision at the top of the list of services to be provided. The SMEs development is been hampered by "information-poor" environment. In most developing countries, market signals on business opportunities, customer trends, methods of organization, etc., are not communicated, effectively, to the SMEs.

2.6 Perceived Product Quality

Perceived quality is the consumer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived product quality is the consumer's perception of overall components of product both tangible and intangible characteristics; it may also include performance, features, reliability, conformance, durability, serviceability and aesthetics (Zeithaml, 1988), Aaker (1991) in Asemah and Nwammuo (2015), considered perceived quality as an overall nonphysical feeling toward the brand that impacts market shares, profitability and price. According to Aaker and Joachimsthaler (2000), cited in Asemah and Nwammuo (2015), perceived quality is a special type of association, partly because it influences brand associations in many contexts and partly because it has been empirically shown to affect profitability. According to Lindstrom (2005), cited in Asemah and Nwammuo (2015), product quality is more than realizing conformance to technical specifications; it is a subjective interpretation of realized product criteria compared with personal expectations. Churchill and Surprenant (1982), cited in Asemah and Nwammuo (2015) defined quality as belief statements or attribute performance. Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority. Perceived quality is one of the main dimensions of brand equity. It is the core construct to measure brand equity.

3. Theoretical Framework

The theories underlying this study are agenda setting theory and stimulus response theory.

3.1 Agenda Setting Theory

The agenda-setting theory proposes that the facts which people know about public issues tend to be those which the mass media presents to them. Also, the significance which they ascribe to the same issues tend to be proportionate to the amount of attention given to the same issues in the media.

Here, it is assumed that the media sets the agenda for our general discussion. The media may not always determine what we think, but what we think about. Although we have a right to think what we want to think, but surprisingly, we tend to think most of those things the media highlights as important.

The following could be responsible for agenda-setting:

- a) The number of times an issue is reported;
- b) Using headline and picture display strategies to play up a report in the media;
- c) Reports that give room for “points and counter-points”.

The Agenda-setting theory comes from a specific perspective, because it predicts that if they people are exposed to the same media, they will place importance on the same issues. According to Chaffe and Berger’s (1997) cited in Anaeto et al (2008) criteria for scientific theories, agenda-setting is a good theory to explain the media campaign of made in Aba products and perceived influence on SMEs in Aba Metropolis because:

- It has explanatory power because it explains why most people prioritize the same issues as important.
- It has predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important.

3.2 Stimulus Response Theory

The Stimulus response theory is also known as “the magic bullet or the hypodermic needle theory”. The theory states that media messages constitute a powerful stimulus capable of provoking immediate and predictable reactions in the audience.

Here, it is assumed that the mass media has direct, immediate and powerful effect on the audience. This means that “media messages are received in a uniform way by every member of the audience and this triggers an immediate and direct response. The effect of the mass media (message) is being likened to that of the bullet or a needle. When a bullet hits you, then you fall down immediately. The theory believes that the mass media message has equal effect on every member of the audience. It sees the mass media audience as a homogeneous lot.

The magic-bullet theory is also called hypodermic-needle theory or the stimulus-response theory. With this theory, it means that the mass media audiences are passive.

4. Methodology

For this study, the researcher conducted a survey of Aba residents as well as media audience. The population of this study is the entire population of Aba, Abia State; which was seen to comprise Aba North and Aba South with 2017 population growth rate of 2.43% as 697, 240 according to Nigeria Bureau of Statistics, 2018.

Therefore, a census was conducted using a total population of 697, 240 of Aba North and South local government areas respectively. A sample of 400 was proportionately drawn from the entire population; while 384 copies of the instruments were returned. However, this sample was determined, using Israel’s (2013) Formula for determining sample size levels where confidence level is 95% and Pr = 5. Size of population same size (n) for precision (e) calculation.

Table 1: Type of media for the campaign of made in Aba products

s/n	Type/Adjunct of the media for campaign	NO	SA	A	D	SD	X
1.	Radio	384	203	114	56	18	3.50
2	Television	384	196	125	41	15	3.10
3	Newspapers	384	158	102	73	51	2.95
4	Social/online media	384	172	123	62	27	3.14
5	Outdoor Advertising/campaign	384	148	165	36	35	3.10
	Grand Mean						3.15

Table 1 revealed the respondents responses on the type or adjunct of the media used by SMEs for the campaign of made in Aba products. Item 1 and 2 revealed with mean scores of 3.50 and 3.10 for radio and television medium respectively, while item 3 and 4 revealed with mean scores 2.95 for newspapers campaign and 3.14 for social media/online campaign, finally item 5 revealed a returning mean score of 3.10 shoes that there are high outdoor/advertising campaign for made in Aba products and it perceived influence on small medium businesses in Aba metropolis.

Table 2: Influence of Media Campaign on made in Aba Products

S/N	INFLUENCEOFMEDIACAMPAIGN	No.	SA	A	D	SD	X
1.	Media campaign showcases new products made in Aba	384	201	114	56	13	3.30
2.	Media campaign properly showcases the good sides of made in Aba products	384	198	125	41	20	3.30
3.	Media campaign helps in convincing the residents of Aba to use Made in Aba products	384	158	102	73	51	2.95
4.	Media campaign help in marketing even substandard made in Aba products	384	172	123	62	27	3.14
5.	It enables the far reach to remote areas	384	148	165	36	35	3.10
	Grand Mean						3.15

Table 2 revealed the respondents’ responses on the influence of Media campaign on made in Aba good in Aba Abia state Nigeria. Items 1 and 2 revealed with same mean scores of 3.30 that media campaign showcases products made in Aba and as well show cases more of the good side of Made in Aba products, while items 3 and 4 revealed with mean scores of 2.95 and 3.14 that it helps in convincing residents

to make use of made in Aba products and also help even in marketing substandard products and finally, item 5 returning a mean score of 3.10 revealed that media campaign enables the reach of new products to even remote areas in Aba. Considering the criterion bench mark of 2.50 and the returned grand mean score of 3.15, it can be said that media

campaigns holds a positive influence among the residents in Aba Metropolis.

Table 3: Perception to Media Campaign on made in Aba products and SME's

S/N	Perception To Media Campaign	SA	A	D	SD	X
1.	Makes marketing easier and grow SME's	184	88	58	54	3.04
2.	Eliminates the burden of long explanations to target audience	168	110	72	34	3.26
3.	Remains a strong tools in lifting SME's	202	105	41	36	3.23
4.	It will create more avenue for self-dependency	215	97	54	18	3.32
5.	It will enable the establishment of more SME's	184	106	65	29	3.15
	Grand Mean					3.2

Table 3 reveals the respondents' responses on their perception to media campaign on SME's in Aba Metropolis. Item 1 revealed with a mean score of 3.04 that media campaign makes marketing easier for SME's and thus grows SME's, while item 2 with a mean score of 3.26 revealed that media campaign eliminates the burden of long explanation by SME's owners, and item 3 revealed with a mean score of 3.23 that Media campaign remains a strong hold/tool for lifting SME's. items 4 and 5 with mean scores of 3.32 and 3.15 respectively revealed that media campaign creates avenue for self-dependency and will also encourage the establishment of more SME's in Aba Metropolis.

Table 4: Relationship between Influence of Media Campaign on made in Aba products and perception on SME's

S/N	VARIABLES	N	r	Decision
1.	Influence of Media Campaign	384	.635	Positive
2.	Perception on SME's	384	.635	Positive

Data presented on Table 4 shows the summary of Pearson Product Moment Correlation between influence of media campaign and perception on SME's in Aba Metropolis. The analysis above shows that the correlation (r) between the predictor variable of influence of media campaign and perception on SME's is .635. This implies that there is a positive relationship between the influence of media campaign and perception on SME's in Aba Metropolis

5. Discussion of Findings

RQ1: What type/adjunct of the media that carries the campaign for made in Aba product and its perceived influence on SMEs

Finding in the study shows that the use of the media adjuncts as communication channels is important as indicated in the table 1 which shows that the campaign for "Made in Aba" products is quite positive, though with the newspapers sharing or having the lower showcase. Thus, supporting what Chiware and Dick (2008) said, "Strategic Communication is an orchestrated use of Channels of Communication to move and influence public policy or to promote agenda".

RQ2: In what extent is the influence of Media campaign on made in Aba products/ SMEs among residents in Aba Metropolis?

Findings show that the product influences perceived SMEs activities and patronage among Aba residents, and there are proves that SME businesses are aware of government programmes and campaign through the mainstream media for made in Aba products and the SME subsector. Thus the campaign helps in convincing the residents of Aba to sue "Made in Aba" products, thereby increasing the economic activities, and engaging more SMEs, supporting what Chima (2016) said that "Made in Aba and other local product will encourage economic growth. Thus, this was also supported by the figures and analysis in table 2.

RQ3: What are the perception of residents to media campaign on made in Aba product and SME's in Aba Metropolis?

The study in the findings revealed that the perception of Aba residents is quite high and positive as they have accepted and embraced the media campaign for "Made in Aba products" with regular readiness for the use of the products, which they perceived to be good and could encourage SME businesses. Thus, this supports what Zeithaml, (1998), Aaker (1991) Joachimsthaler, (2000), Donthu and Lee (2000) cited in Asemah and Nwanmuo (2015) which states that perceived quality is the customer's perception of overall quality or superiority of the product relative to any other alternative.

RQ4: What is the relationship between media campaign on made in Aba products and SME's in Aba Metropolis?

The finding in the study also revealed that there is a significant relationship between the media campaign of "made in Aba" product and perceived SMEs in Aba metropolis as shown in the table 4. Thus, this was also supported by correlation analysis and results shown as tested; that there is a positive influence between the predictor variable of influence of media campaign and perception of SMEs which is at .635 level.

6. Recommendations

Based on the findings of the study and the conclusion drawn, the following recommendations are made as follows;

- 1) Frequent media campaigns be regularly aired on SMEs and made in Aba products. These campaigns should be specific and should show case the products properly and in a positive light. The campaigns should be appropriate for the products.
- 2) More media campaign strategies should be put in place, not just as news commentaries but in catchy programme on either TV or radio, films, social media and newspapers.
- 3) Media campaign strategies should be projected in such as way that made in Aba products are taken more seriously by the Aba residents and better prestige attached to it in the campaigns.

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