

Effects of Marketing Skills on Performance of Youth Environmental Projects; A Case of Solid Waste Management Projects in Nairobi County, Kenya

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Abstract: Environmental projects in this study is embedded on environmental philosophical underpinnings pertaining conservation of biodiversity, atmosphere (air), hydrosphere (water), and solid waste management; which are all supported by the ecosystems upon which humans depend on. Environmental health challenges globally include solid waste management which endures to devastate prevailing local authorities and national governments; as surging urban populations continue to escalate and consumption patterns change in the dynamic world. Solid Waste collection charges in urban areas are thus higher than ideal and Municipalities in charge of solid waste collection are not able to generate a good fee collection rate, since residents do not get good services; thus, always reluctant to pay; exacerbating the vicious cycle of poor waste management save; residential areas. With the upsurge of unemployment, more youths are conducting garbage collection activities in order to collect various materials, recycle, re-sell them, and improve their livelihood. The purpose of this study was to examine the effects of marketing skills on performance of youth environmental projects in Nairobi County. The study was guided by positivists and naturalist (constructivist) forms of inquiry referred to as pragmatism paradigm. The study's target population was 700 youth group members engaged on solid waste management projects in Nairobi County. The study used a sample size of 248 group members, based on Krejcie and Morgan's sampling table. Proportionate method was applied to calculate the sample strata, where simple random sampling was used on the sampled strata. Key informants (6) from 4 departments of Directorate of Youth affairs were purposely selected. The study adopted descriptive survey and correlational research designs. Research instruments entailed questionnaires, observation checklists, an interview guide, and content analysis guide. Qualitative data was analyzed and presented in narrative statements while quantitative data was analyzed descriptively using percentage frequencies, mean, and standard deviation. Inferential statistics was analysed using Pearson correlation coefficient and multiple regression analysis to tests hypotheses while t-test was used as tools of analysis to test for significance on the study null hypothesis which stated that: H_0 : There is no significant relationship between marketing skills and performance of youth environmental projects in Nairobi County. The findings on correlation analysis output showed that the correlation index between marketing skills and performance was negative and insignificant, $r(247) = -0.023$; $p \geq 0.05$, implying that marketing skills does not necessarily influence the performance of youth environmental projects. The findings on regression analysis output as observed from the model summary was at 0.023 with an R square of 0.001 with Adjusted R -0.004 ; inferring that marketing skills could only explain about -0.4 percent of the total variance in performance of environmental projects. The ANOVA table showed that in the global model, marketing skills had insignificant prediction on performance of youth environmental projects, denoting that the levels of marketing skills possessed by youths may not necessarily be a good predictor of performance of youth environmental projects; $F(1,246) = 0.126$ $p \geq 0.05$. Regression coefficient showed the unstandardised beta coefficient for marketing skills to be 0.-024. The T value for marketing skills was insignificant, implying that for each unit increase in marketing skills, performance of youth environmental projects could only increase by 0.-024 units; $T(247) = -0.356$; $\beta = 0.0.-024$; $P \geq 0.05$. The findings of regression and correlation analysis illustrates that marketing skills alone insignificantly influences the level of performance of youth environmental project. In conclusion, the study therefore embraces the null hypothesis which stated that: H_0 : Marketing skills do not significantly influence performance of youth environmental projects in Nairobi County; and rejected alternative hypothesis: H_1 : There is a significant influence of marketing skills on performance of youth environmental projects in Nairobi County. The study recommends a Policy action by government to incorporate youths to learn marketing skills under mentorship programs from institutions, businesses and other public entities dealing with environmental projects so as to incubate their marketing skills towards marketing of youth environmental projects- products, segmentation of their market and understand the importance of Intellectual Property as a marketing tool so as to expand their market share especially from solid waste recycled projects perspective; for effective performance. Areas of further research may entail exploration on leveraging technology for the growth of youth environmental projects which may produce varied results when considering the relationship of technology with the interaction of marketing skills and performance of youth environmental projects.

Keywords: Solid waste management, marketing skills, performance of youth environmental projects.

1. Introduction

Rapid urban population upsurge in emerging third world countries has resulted in to huge unplanned settlements with

excessive amount of solid waste (World Vision Report, 2015). Research by Gakungu (2012) on solid waste management in urban areas reviews that urban areas create about 1.3 billion tons of solid waste every year, a volume

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expected to ascend to 2.2 billion tons by 2025, additional twofold increment for creating nations (Gakungu *et al.*, 2012). Industrial solid waste, household solid waste, hazardous waste and agricultural waste are the major types of solid waste (ICA, 2010). Kenya's 2010 Constitution; Article 42, concerning the environment provides that "every person has a right to a clean and healthy environment". However, lack of ability to provide infrastructure services to match rapidly growing population; including high commercial and industrial demands by the Nairobi City Council (NCC) has led to problems such as overcrowding of heaps of disposable waste, poor and inadequate sanitation, polluted water, poor health as a result of respiratory and waterborne diseases especially within the slums and the peripherals of dumpsites like Dandora (Nairobi dumping site), inadequate liquid and solid waste management and lack of decent recreational facilities besides many other fashioned urban degeneration problems. The situation has subsequently led to amplified crime, mushrooming and encroaching of slums, construction of illegal structures and rapidly declining standards of living (NCC, 2010). Most towns in Kenya have inefficient solid waste management systems and according to a study completed by Habitat, the findings stated that 30-40 percent of waste generated in Nairobi is not collected and that only 50 percent of the population is served (NEMA, 2016). Waste collection charges in urban areas are higher than ideal and Municipalities in charge of collection are not able to generate a good fee collection rate, since residents do not get good services; thus, always reluctant to pay; exacerbating the vicious cycle of poor waste management save; residential areas (Frediani, Walker, and Butcher, 2013). Waste picking by waste pickers is relatively a phenomenon that is intense in urban areas. With slight or absolutely no capital being provided to the youth where the overall resources are scarce, waste picking becomes an important survivalist strategy for most of unemployed youths. Solid waste management youth projects thus entails dealing gainfully with the increasing volumes of solid waste in Nairobi County with quite common mountains and heaps of refuse which harbor vectors of transmissible diseases including rodents and insects which increases the potential for the spread of infectious diseases including malaria, tuberculosis and diarrhea, within the residential areas (Kajamaa, 2011).

Developing a sturdy marketing brand and awareness creation is an unending marketing skill. Having an overall understanding of the market is a step to developing a portfolio and making more sound decisions on youth waste management projects. In Kenya, youth face challenges regarding access to suitable space for waste sorting and value addition, including high costs of registration and licenses to allow them work formally in the waste management sector (Okot-Okumu, 2017). Technology causes a major impact on youth business sales performance as well, especially when they try to connect their recycled products to their users through internet, social media and mobile devices, thus driving an increase in revenue and their savings; through e-commerce and digital marketing industry (Njoroge, Kimani, and Ndunge, 2014). Sales alignment, effective utility of social media including pay-per click advertising strategy, digital marketing, and instant customer

usage of real time data are new concepts that are part of an advanced record keeping learning strategy for successful projects (World Vision International report, 2015). Solid waste management Youth groups' activities include reduce, reuse recycle processes through connections with local and international markets for products such as recycled plastic products, bags, jewelry, clothing, rugs, blankets, charcoal briquettes and recycled virgin materials like glass. Study reveals that youth led groups' projects that engage in networking exercise are most likely to realize business peculiarity through formation of formal support systems while learning through inaccuracies, more than those without commercial practices (Okot-Okumu, 2017). Consequently, it may be presumed that deficiency of pertinent linkages in market networks may be a hindrance to youth projects which impacts negatively on growing their projects (Njoroge, Kimani, and Ndunge, 2014).

A significant share of the reported failed projects is termed to be government funded and donor funded where they usually undergo the required project marketing training process. Literature reviews show that youth lack project management marketing skills which may impact negatively on their recycled products portfolios and creativity to utilize business opportunities available with government (Kenya economic survey 2015).

This study therefore seeks to investigate the missing links leading to poor performance of youth groups' solid waste management projects; by investigating how marketing skills, influence performance of youth environmental projects.

2. Objective of the Study

The study was guided by the following objective:
To assess the extent to which marketing skills influence performance of youth environmental projects in Nairobi County, Kenya

3. Research Question

The study sought and answered the following research question:
How does marketing skills influence performance of youth environmental projects in Nairobi County, Kenya?

4. Research Hypothesis

The study tested the following research hypothesis:
H₀: There is no significant relationship between marketing skills and performance of youth environmental projects in Nairobi County, Kenya.

5. Literature Review

Satisfying the needs of customers in an improved way than other competitors is a core goal for every business project (Mumbi *et al.*; 2017). Solid waste project business entails an investigation per capita waste generation by residents within diverse places of residence, its composition, together with the households' attitudes towards solid waste management.

Marketing networks is largely defined as an innovative process of linking youth initiatives as well as sharing of varied contacts including exchanging marketing resources with other enterprises in a cost-effective manner in this study (Sawyer, 2012). Study shows that Networks differ widely in nature, beginning with private networks (family and friends) through market networks (business collaborators), in addition to identity-based networks. Ethnic affiliation is an example, as well as in the prevailing power of ties between different actors. Thus, literature retaliates that youth may face challenges while joining networks due to limited resources with inadequate expertise in entrepreneurship and the labor market more generally. Explicit youth marketing challenges include making viable links to the wider business community, balancing targeted network initiatives against (Mumbi et. al., 2017).

Several authors indicate confusion about the conceptualization of marketing from the literature reviewed in this study due to multiplicity of definitions and interpretations established by academic literature. However, a scholar, Frank Lozada (2015) conducted a study on marketing manager's perception using content analysis techniques to explore how marketing managers defined the concept of marketing in Puerto Rican companies in Caribbean countries which run similar business projects with African countries. The results showed that 16 percent of marketing managers defined marketing by means of concepts related to strategic functions, 50 percent defined it by concepts that are related to marketing tactics, while 28 percent stated that marketing reflects both of the stated functions. This study elaborates on the components of marketing skills demonstrated in this study that entails developing a robust brand, exploring sales through social media and digital marketing, (Odour, 2017). Marketing and products market orientation is a crucial project management skill for every project team since it focuses on discovering along with meeting necessities of the projected market and customers.

Literature reviews particular fundamental marketing skills which are imperative for enhanced market orientation to include verbal and non-verbal communication marketing skills while communicating to diverse clientele; to identify what the audience wants and needs (Njoroge, Kimani, and Ndunge, 2014). Other documented marketing skills include the capability to evaluate market survey data and generate solutions founded on research. Business project networks are imperative towards supporting project management skills since they act as sources of ideas, customers business, partners and information on market trends (Evans and Evans, 2011). Negotiating with project sponsors, other project team, business partners, competitors and clients with open mindedness is deemed among the popular examples of marketing skill. Leaders that are open minded are termed to be inventive, flexible, and not selfish. They are optimistic and positive thinkers who are highly effective gifted with positive emotional intelligence (Kouzes and Posner 2012). The ability to innovate, with adequate planning is a vital management skill too especially in production of recycled solid waste items for sale.

In support of this view, John Burnett (2008) conducted a study on targeting small youthful business owners in Switzerland on effects of marketing networks on growth of small businesses either in service or product industry. The findings of the study produced settled on general strategies that should be developed into actionable and realizable activities based on the marketing mix-product, price, promotion, and distribution to epitomize the way in which small businesses networking marketing strategies may be transformed into marketing plans for action. He categorised networks into four perceived areas that include; individual networks perceived as personal attained networks that provide upkeep and acquaintances worthy on sharing ideas; social networks which are perceived as networks which similar marketing interest are shared; referral networks deemed as rapport of another person's acceptance and trust in the other person; and business networks which embody connections that include professionals, social, and personal marketing networks in addition to technical networking that permit varied business transactions and the sharing of diverse personal experiences. The study concluded that all the perceived networking activities portrayed a positive impact towards the growth venture. (Burnett, 2008).

These findings imply that project management marketing skills is dependent on individualized highly innovative process. Despite the accessibility of technology, marketing is still more of an art rather than a science and therefore each youth group on environmental project ought to customize marketing efforts in response to prevailing environment, considering profound understanding of targeted customer's profiles and purchasing criteria to satisfy the needs better than other solid waste collection competitors. Skills in patent licensing royalty rates which is a percentage of the gross royalty rate that youth groups as inventors receive each and every time their products sells is a key marketing skill. To authenticate the importance of Intellectual Property skills, Kazunari (2017) conducted a study with a purpose to contribute to existing literature by escalating the scope of the research area in order to integrate Intellectual Property (IP) and marketing. The research was to enrich the understanding on how to incorporate IP tools into marketing activities. The research concluded that IP (including information of it) is a crucial potential tool especially for product marketing. Research reviewed however indicates that enterprise architecture for the government is an obstruction in the success of e-Governance initiatives in most of the developing countries today. Requirements for a marketing framework suitable for framing the technical aspects of e-government procurement systems and interest rates on youth projects funding are important for youth's environmental projects including its application in the context of youth waste management projects; so as to venture in to Intellectual property rights. (Halt, Gerald, Robert, John, Donch, and Amber, 2014). Study results towards incorporating Intellectual Property within marketing of goods and services can be applicable to youth groups dealing with small scale solid waste projects within varied regions in Nairobi County. This may require training on networking marketing and Intellectual Property rights. Nairobi Community is the utmost significant stakeholder in solid waste management undertakings, and hence may also

take a forceful part in promoting waste management recycled products.

Youth groups' partnership involves personal selling and partnerships through meetings with funders, intermediary financiers, banks, landlords, incubators, trade and professional organizations. Project teams may also reach out to community experts, donors, volunteers, for market and support (Burnett, 2008). Literature reviewed policy approaches to include developing precise networks around disadvantaged groups; expanding networks as a means for delivering marketing skills; building networks around a specific growth through marketing and the development of virtual network financial support (ILO, 2015), viable to business projects like solid waste management reports. Policy design on youth projects and continuous focus on lessons learned promote feedback for future development on internal marketing approach amongst solid waste key players (Odour 2017).

6. Theoretical Framework

This study is linked to theoretical underpinnings that relate to human capital theory by (Becker, 1964) with a concept of performance empirically. The theory assumes the diversity of views, value systems and needs that are acknowledged and utilized in the study of environmental projects towards the delineation of innovative solutions. Human capital is a term that describes hierarchy of skills and knowledge and is one of the most used theories in relation to project readiness and ability (Wright, and McMahan, 1992 with a set of skills and characteristics that may increase productivity; indicating significant relationship between innovativeness and project performance. Human capital theory in relation to project innovative skills include marketing skills performance measures that include Customer segmentation, brand development digital marketing, price negotiation and personal selling (Gratton and Ghoshal, 2003). The assumption of human capital theory and performance is based on the link between resource-based view of the project and the expectancy theory of motivation composed of the valence or value attached to rewards, the instrumentality, or the belief that the project team receives areward upon reaching a certain level of performance (Victor Vroom 1964).Based on (Gratton and Ghoshal, 2003) view, human capital theory assumes that engaging youth in financial management skills contributes to higher knowledge and skills that will boost their future enterprise with increased productivity and higher owner wages. The propositions of this theory embraces learning that is learner-centered whereby knowledge is created through experiential learning.

Learner centered propositions anchors marketing skills on Ansoff matrix theory (Zhao Feng et.al.; 2012)which was invented by Igor Ansoff in 1965. The components entails developing strategic options for businesses. The theory assumes possible strategies for product and market activities,

which involves product portfolio development and market penetration. This theory contributes to effects of marketing skills in lieu of the consumer buying process, which is a study gap particularly on the youth environmental projects recycled products in respect to solid wastes. Human capital theory and Ansoff theory therefore fulfills the gap in knowledge in this study since they are pragmatic at micro levels. Though this theories may fail to take into account any external factors such as available resources or risk management towards marketing strategies, they offer the rationale behind knowledge and skills that increase youth entrepreneurial prospects in generation of income through solid waste management projects funded by the government.

7. Research Methodology

This study was guided by positivists and naturalist (constructivist) forms of inquiry referred to as the; pragmatism paradigm, grounded on the notion that mixed methods explore a concept from more than one methodological, perspective; therefore making it more 'practical' in terms of overall outcomes (Lincoln and Guba, 1985).The study applied descriptive research and exploratory research designs. The research was preplanned and structured in design so that the information collected could be statistically inferred from the respondents since descriptive design is conclusive and quantitative in nature. The study population were the youth group beneficiaries who included the urban youths in Nairobi. The study therefore targeted a population of 700 youths who are involved in environmental projects in Nairobi County, specifically, waste management projects drawn from seventeen sub counties in Nairobi County.The study used a sample size of 248 which was obtained from the 700 youths using the Krejcie and Morgan sampling table (1970) while the strata was calculated using proportionate method of Yamane (1967). The actual respondents from the number of youth members per group was homogenously selected using simple random sampling. Data was collected using questionnaire, observation checklist, interview guide and content analysis. Qualitative data was analyzed and presented verbatimly based on themes while quantitative data was analyzed descriptively using percentage frequencies, mean, and standard deviation. Inferentially, Pearson correlation coefficient and simple linear regression analysis was used to test hypotheses, t-test was used as a tool of analysis to test for significance level at 0.05 on the on the null hypothesis.

8. Conceptual Framework

This study was guided by the following conceptual framework that shows diagrammatised representation of the relationship between the variables. This is shown in Figure 1:

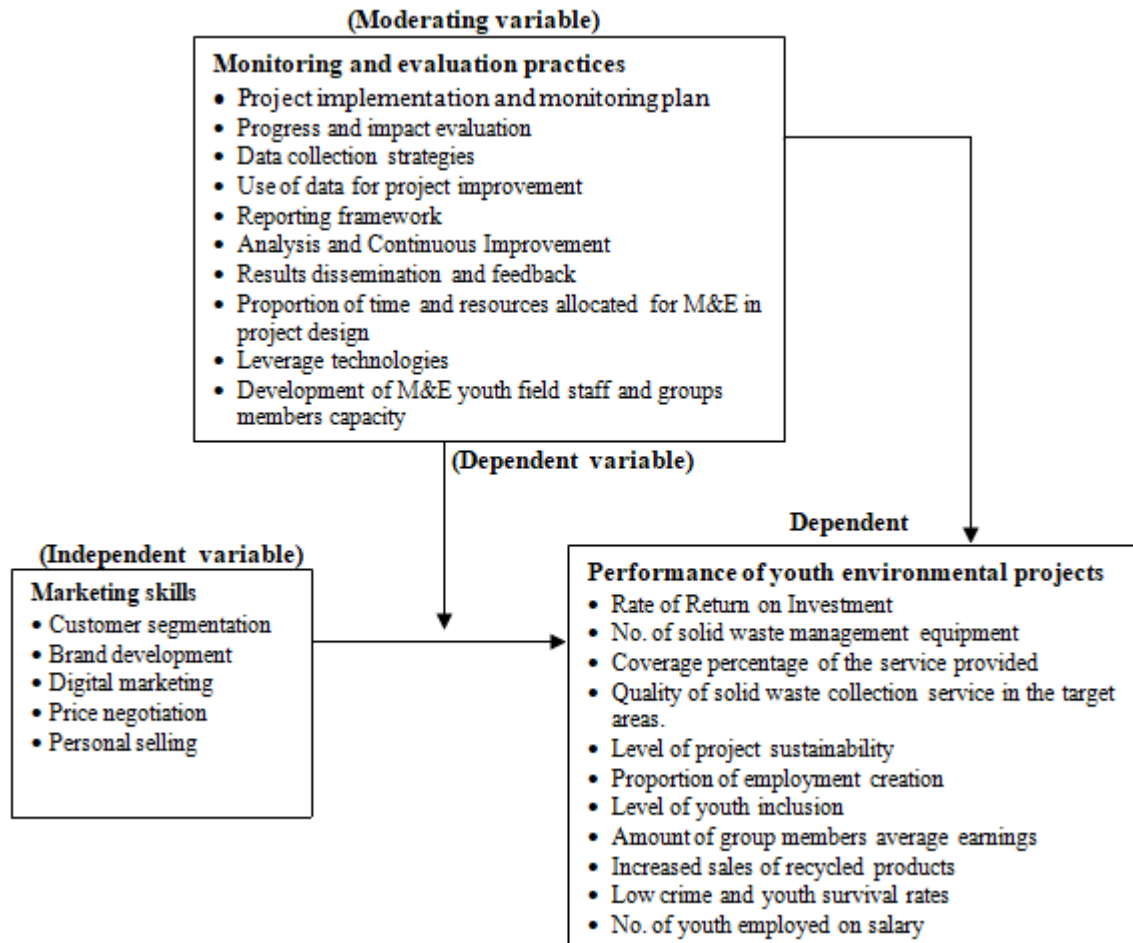


Figure 1: Conceptual framework for Marketing skills and performance of youth environmental projects

9. Results and Discussions

9.1 Marketing skills and Performance of Youth Environmental Projects

The objective of this study was to examine the extent to which marketing skills influences the performance of youth

environmental projects. In order to achieve this, the respondents were asked to give their options based on their level of agreements or disagreements based on a Likert scale in which a numerical scale of 5-1 was provided where 1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The results were presented in Table 4.18

Table 1.1: Marketing skills and Performance of Youth Environmental Projects

Table 4.19 Marketing skills and Performance of Youth Environmental Projects							
Statements	SD	D	N	A	SA	Mean	Std. Deviation
1) Market segmentation is well distributed within Nairobi County to sell groups' products and services.	4(1.6)	156(62.9)	50(20.2)	38(15.3)	0	2.49	0.769
2) Group members are aware of Patenting and other intellectual property rights so as to increase their niche in the market place	0	0	55(22.2)	85(34.3)	108(43.5)	4.21	0.784
3) Project products, tools and services are branded using the group's patents.	0	26(10.5)	57(23.0)	82(33.1)	83(33.5)	3.90	0.988
4) The project has a digital marketing platform for online selling	6(2.4)	120(48.4)	8(3.2)	20(8.1)	94(37.9)	3.31	1.446
5) Solid waste recycled products are aligned to local and international market networks through teams personalised selling	145(58.5)	15(6.0)	88(35.5)	0	0	1.77	0.944
Composite mean and standard deviation.						3.14	0.510

Table 1.1 presents the responses of marketing skills on performance of youth environmental projects in Nairobi County. The results were presented in mean and standard

deviation. Five statements were developed to measure the extent to which marketing skills influenced the performance of youth environmental projects.

Statement (1) market segmentation is well distributed within Nairobi County to sell groups, 156 (62.9%) respondents disagreed with the statement, 4(1.6%) respondents strongly disagreed, and 50 (20.2%) respondents were neutral while 38 (15.3%) respondents agreed. This line item had a mean score of 2.49 and a standard deviation of 0.769, which was lower than the composite mean of 3.14 and a standard deviation of 0.510, implying that the statement does not influence performance of youth environmental projects in Nairobi County. This statement agrees with the empirical study by (Mumbi et.al, 2017) on market segmentation which reviewed marketing networks as an important attribute in marketing as an enterprise which also expounded on complexity of the market environment and strategies improved today with modern technologies.

Statement (2) group members are aware of patenting and other intellectual property rights so to increase their niche in the market place, 108(43.3%) of respondents strongly agreed that group members are aware of patenting and other intellectual property rights so to increase their niche in the market place, 85(34.3%) agreed with the statement, while 55(22.2%) were neutral. This line item had a mean score of 4.21 and a standard deviation of 0.784 which was much higher than the composite mean of 3.14 and a standard deviation of 0.510 which was higher than the composite mean of 3.14 and a standard deviation of 0.510, implying that the statement positively influence performance of youth environmental projects in Nairobi County. This statement agrees with the literature reviewed on this study on navigating the ambiguity that comes with marketing strategies, concluding on customer focus marketing strategies like reinventing brands and markets, which concurs with the findings of this study.

Statement (3) Project products, tools and services are branded using the group's patents, 83(33.5%) respondents strongly agreed that project products, tools and services are branded using the group's patents, 83(33.1%) agreed with the statement, 57(23.0%) were neutral and 26(10.5%) disagreed. This item had a mean score of 3.90 and a standard deviation of 0.988 which was much higher than the composite mean of 3.14 and a standard deviation of 0.510 implying that the statement positively influence performance of youth environmental projects in Nairobi County. This results inferred the respondents existing marketing strategies embedded on leverage technologies like social media but agrees with empirical studies on branding of business projects which entails business tools and equipment's like colored bins, bio-degradable waste bags and machinery (Gitau et.al., 2012).

Statement (4) the project has a digital marketing platform for online selling, result indicated that 120(48.4%) respondents disagreed with the statement, 6(2.4%) respondents strongly disagreed, 94(37.9%) respondents strongly agreed while 8(3.2%) respondents were neutral. This had a mean score of 3.31 and a standard deviation of 1.446 which was much higher than the composite mean of 3.14 and a standard deviation of 0.510 implying that the statement positively influence performance of youth environmental projects in Nairobi County. This findings supports the study conclusion on the benefits of digital marketing platforms and personal

selling, embedded on brand communication on social media, instead of traditional marketing domains (Sawyer, 2012 This statement also relates positively to this study findings as well.

Statement (5) solid waste recycled products are aligned to local and international market networks through teams personalised selling, 145(58.5%) respondents strongly disagreed that solid waste recycled products are aligned to local and international market networks through teams personalised selling, 15(6.0%) disagreed with the statement while 88(35.5%) were neutral. This line item had a mean score of 1.77 and a standard deviation of 0.944 which was much lower than the composite mean of 3.14 and a standard deviation of 0.510 implying that the statement negatively influence performance of youth environmental projects in Nairobi County.

Observation on the Groups' Solid Waste groups Projects marketing strategies, some groups had created segments amongst members and they all understand their areas of operation in terms of garbage collection. In some groups, each member had specific homesteads to man. This they say had helped reduce insecurity cases for members who were answerable to any loss of items or any theft cases in the homesteads or areas they manned to gained trust with their clients. Only a few groups had branded collection bags. Majority were using used sacks to collect waste following the ban of plastic bags in the country. Members in most groups did not even have an idea of what patent and intellectual property rights were. Very few groups had branded materials. The researcher observed a group in Langata with branded t-shirts, a group in Runda with a branded truck and overalls and the Sonko regeneration group with branded overalls and t-shirts. From the findings, almost all youth groups carried out their marketing services through the social media; facebook, twitter and Instagram. Every group had a set of prices for different estates and different locations in which they operated on SWM. Some groups had specific prices for the elderly and also charged some flats differently. For instance, in Huruma the elderly were charged Ksh. 50 Ksh, some flats are charged as 200 Ksh while others were charged 250 Ksh. From the observation, one group was observed to have recycled products from plastics. This group made ornaments for sale. However, most groups sorted out resalable waste products like plastics, glass and metal for sale.

Key informant response following marketing on solid waste recycled products did not yield much. When asked about marketing of youth solid waste recycled products, one had this to say:

Most of the groups lack skills and machinery to recycle and covert solid waste products raw materials to marketable products. What I see them do is collect garbage, separate different raw materials for sale especially scrap metals and used bottles. Before the government ban on nylon papers, youths used to weave nylon paper baskets using different colors from the supermarkets; but they have since ceased. However, I have recorded a group in Babadogo that have great recycled branded artifacts using household waste like

bones; done by persons with disability welfare group that target international markets.

9.2 Inferential analysis of marketing Skills and Performance of Youth Environmental Projects

Correlation, regression analysis and hypothesis testing were conducted to determine the relationship between marketing skills and performance of youth environmental projects. These are further explained as follows;

9.2.1 Correlation of marketing Skills and Performance of Youth Environmental Projects

From table 4.20, the correlation output table shows that marketing skills were statistically insignificant where the (P-values under significant 2-tailed were all more than $\alpha=0.05$) towards performance of youth environmental projects. Hence, the correlation index between marketing skills and performance was negative and insignificant, $r(247) = -.023$; $p \geq 0.05$. This implies that marketing skills does not necessarily influence the performance of youth environmental projects.

Table 1.3: Regression analysis for marketing skills and performance of Youth Environmental Projects

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.023 ^a	0.001	-0.004	0.55090	0.001	0.126	1	246	0.722

a. Predictors: (Constant), marketing

To test whether this model was significant in enabling predictions containing the independent and dependent variable, the ANOVA table was produced and the results are as shown in Table 4.22

Table 1.4: ANOVA Table showing Regression Model for marketing skills and Performance of youth environmental projects

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	0.038	1	0.038	0.126	0.722 ^b
Residual	74.660	246	0.303		
Total	74.698	247			

a. Dependent Variable: Performance

b. Predictors: (Constant), marketing

The ANOVA table showed that in the global model, marketing skills had insignificant prediction on performance of youth environmental projects, This implies that the levels of marketing skills possessed by youths may not necessarily be a good predictor of performance of youth environmental projects; $F(1,246) = .126$ $p \geq .05$.

Table 1.5: Coefficients^a of marketing skills and performance of youth environmental projects

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.693	0.218		16.913	0.000
	marketing	-0.024	0.069	-0.023	-0.356	0.722

The table of regression coefficient (4.23) showed that the unstandardised beta coefficient for marketing skill to be 0.-024 The T value for marketing skill was insignificant, implying that for each unit increase in marketing management skills, performance of youth environmental

Table 1.2: Correlation of Matrix between marketing Skills and Performance of youth environmental projects

	Variables	Performance	Marketing
Performance	Pearson Correlation	1	-0.023
	Sig. (2-tailed)		0.722
	n	248	248
Marketing	Pearson Correlation	-0.023	1
	Sig. (2-tailed)	0.722	
	n	248	248

9.2.2 Regression analysis of marketing Skills and Performance of Youth Environmental Projects

Further, a Regression analysis was conducted between the marketing skills and performance to determine the relative contribution in terms of the variance that could be accounted by the independent variable towards the change in the dependent variable. From this analysis, it was observed from the model summary Table 4.21; 0.023 with an R square of 0.001 implying that the marketing skills variable could explain about -0.4 percent of the total variance in performance of youth project.

projects could only increase by 0.-024units; $T(247) = -0.356$; $\beta = 0.0.-0.024$.; $P \geq .05$.

9.3 Hypothesis Testing

The study sought to assess the influence of marketing skills on the performance of youth environmental projects. Pearson correlation coefficient was used to test the relationship between marketing skills and performance of youth environmental projects. This was done at 95% level of confidence. In order to prove the validity of this claim, both correlation and regression analysis were run on the SPSS programme version 22 based on the decision criterion that any P-value less than the threshold of $\alpha=0.05$ would be considered significant and subsequently lead to the rejection of the null hypothesis and acceptance of the alternative hypothesis or fail to reject the null hypothesis when the P-value obtained is greater than the threshold of $\alpha=0.05$ while failing to accept the alternative hypothesis. From the findings of regression and correlation analysis, it can be depicted that marketing skills insignificantly influences the level of performance of youth environmental project, $T(247) = -0.356$; $\beta = 0.0.-0.024$.; $P \geq 0.05$ This therefore embraces the null hypothesis which stated that: H_0 : Marketing skills do not significantly influence performance of youth environmental projects in Nairobi County; and rejected alternative hypothesis: H_1 : There is a significant influence of marketing skills on performance of youth environmental projects in Nairobi County.

10. Conclusion and Recommendation

The objective in this study was to assess the extent to which marketing skills influenced the performance of youth

environmental projects. The findings of regression and correlation analysis inferred that marketing skills alone insignificantly influences the level of performance of youth environmental project. This concludes that marketing skills ought to be leveraged with project management skills and technology to enable youths appreciate every venture as a project with small tasks, milestones, deadlines, and outcome.

The study recommends a Policy action by government to incorporate youths to learn marketing skills under mentorship programs from institutions, businesses and other public entities dealing with environmental projects so as to incubate their marketing skills towards marketing of youth environmental projects-understand products portfolio management, segmentation of their market and realize the importance of Intellectual Property as a marketing tool so as to expand their market share especially from solid waste recycled projects perspective. Areas of further research may entail exploration on leveraging technology for the growth of youth environmental projects which may produce varied results when considering the relationship of technology with the interaction of marketing skills and performance of youth environmental projects.

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