

ASSESSMENT OF FOREIGN MARKET ENTRY STRATEGIES ON MARKETING PERFORMANCE OF TECHNO PHONES IN NIGERIA

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ABSTRACT

This research investigates the impact of foreign market entry strategies on the marketing performance of Techno Phones in Nigeria, a dynamic and rapidly growing telecommunications market. The research adopts survey design and sample size of 200 respondents were used for the study. Drawing on a comprehensive analysis of socio-economic, cultural, and regulatory factors influencing market entry decisions, as well as the effectiveness of entry modes and alignment of marketing strategies, this study provides valuable insights for practitioners, policymakers, and scholars. Through a mixed-method approach incorporating quantitative surveys and qualitative analysis, the research explores the strategic choices made by Techno Phones in entering the Nigerian market and assesses their implications for marketing performance. Findings reveal the critical role of understanding local market dynamics, cultural preferences, and regulatory frameworks in shaping successful market entry strategies. The research highlights the effectiveness of Techno Phones' distribution networks, partnerships with local stakeholders, and customized marketing campaigns in penetrating the Nigerian market. Furthermore, it underscores the importance of flexibility and adaptation in response to evolving market conditions, as well as the significance of long-term commitment and continuous performance monitoring.

KEYWORDS: Foreign Market; Entry Strategies; Marketing; Performance

Introduction

In an era characterized by globalization and rapid technological advancement, the pursuit of international markets has become an essential strategy for businesses aiming to expand their operations and enhance their competitiveness. This is particularly true in the dynamic landscape of the telecommunications industry, where companies are constantly seeking opportunities to penetrate new markets and capitalize on emerging consumer trends. Among the players in this industry, Techno Phones has emerged as a prominent contender, known for its innovative products and aggressive market expansion strategies.

Nigeria, as Africa's largest economy and most populous nation, presents a lucrative yet challenging market for telecommunications companies. With a burgeoning middle class, rapid urbanization, and increasing smartphone penetration, Nigeria offers immense potential for Techno Phones to establish a strong foothold and drive growth. However, the intricacies of foreign market entry

necessitate a nuanced understanding of the local environment, consumer behavior, regulatory framework, and competitive landscape. Hence, the assessment of foreign market entry strategies becomes imperative for Techno Phones to optimize its marketing performance in Nigeria.

This study embarks on a comprehensive examination of the foreign market entry strategies adopted by Techno Phones in Nigeria and their impact on marketing performance. By delving into this subject matter, the research aims to shed light on critical factors influencing Techno Phones' success in the Nigerian market, thereby offering valuable insights for practitioners, policymakers, and scholars alike.

The telecommunications industry in Nigeria is characterized by intense competition, evolving consumer preferences, and regulatory complexities. Against this backdrop, Techno Phones has strategically positioned itself as a formidable player, leveraging a diverse portfolio of products catering to various segments of the market. However, the effectiveness of its market entry strategies is contingent upon a myriad of factors, ranging from distribution channels and pricing strategies to brand positioning and promotional activities.

Foreign market entry strategies encompass a spectrum of approaches, including exporting, licensing, franchising, joint ventures, strategic alliances, and wholly-owned subsidiaries. Each strategy entails distinct advantages, risks, and resource requirements, necessitating careful consideration to align with the company's objectives and market conditions. For Techno Phones, the choice of entry mode into Nigeria reflects a strategic calculus aimed at optimizing market penetration while mitigating risks.

Central to Techno Phones' foreign market entry in Nigeria is its distribution network, which serves as a vital conduit for reaching consumers across diverse regions and demographics. The company has established partnerships with local distributors and retailers, leveraging their extensive networks and market insights to enhance product accessibility and visibility. Additionally, Techno Phones has invested in building brand awareness through targeted marketing campaigns, celebrity endorsements, and sponsorships, thereby bolstering its competitive positioning in the Nigerian market.

However, the efficacy of Techno Phones' distribution and marketing strategies hinges on its ability to adapt to the unique socio-cultural dynamics and consumer preferences prevalent in Nigeria. As a heterogeneous market characterized by linguistic diversity, varying levels of digital literacy, and distinct socio-economic disparities, Nigeria poses both opportunities and challenges for foreign entrants like Techno Phones. Therefore, a nuanced understanding of local nuances and consumer behavior is paramount for devising tailored marketing strategies that resonate with Nigerian consumers.

Moreover, regulatory compliance and political stability constitute critical determinants of Techno Phones' success in Nigeria. The telecommunications sector in Nigeria is subject to government regulations governing spectrum allocation, licensing requirements, taxation, and consumer protection measures. Navigating this regulatory landscape necessitates proactive engagement with

government authorities, industry associations, and regulatory bodies to ensure compliance and foster a conducive operating environment.

In light of these complexities, this research endeavors to analyze the interplay between Techno Phones' foreign market entry strategies and its marketing performance in Nigeria. By employing a mix of qualitative and quantitative research methodologies, including case studies, surveys, and data analysis, the study seeks to elucidate the key drivers and inhibitors of Techno Phones' market expansion efforts in Nigeria. Furthermore, the research aims to offer strategic recommendations for enhancing Techno Phones' marketing effectiveness and competitive advantage in the Nigerian telecommunications market.

The assessment of foreign market entry strategies on marketing performance holds profound implications for Techno Phones' growth trajectory in Nigeria. By unraveling the intricacies of market entry dynamics, consumer behavior, and regulatory challenges, this study endeavors to provide actionable insights for guiding Techno Phones' strategic decisions and fostering sustainable business growth in one of Africa's most dynamic markets.

Research Problem

The decision to enter a foreign market is fraught with complexities and uncertainties, particularly in regions with distinct socio-economic, cultural, and regulatory environments like Nigeria. While numerous studies have explored the factors influencing foreign market entry strategies and marketing performance, there remains a dearth of research specifically focused on the technology sector within the Nigerian context. Consequently, the lack of empirical evidence tailored to this unique setting hampers the ability of technology companies, such as Techno Phones, to formulate informed market entry strategies and optimize their marketing efforts.

This research seeks to address this gap by investigating the relationship between foreign market entry strategies and marketing performance in the context of Techno Phones' expansion into Nigeria. By examining the various entry modes, such as exporting, licensing, joint ventures, and wholly-owned subsidiaries, along with their corresponding marketing implications, this study aims to provide actionable insights for enhancing Techno Phones' market penetration and competitiveness in Nigeria.

Research Aim and Objectives

The primary aim of this research is to assess the impact of foreign market entry strategies on the marketing performance of Techno Phones in Nigeria. To achieve this aim, the following objectives will be pursued:

- To analyze the socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria.
- To evaluate the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market.

- To assess the marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria.

Research Questions

- What is the socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria?
- What is the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market?
- What is the marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria?

Research Hypotheses

H0: There is no significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria.

H1: There is a significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria.

LITERATURE REVIEW

Overview of the Foreign Market Entry Strategy

Market entrance strategy refers to the process of bringing new items to either a new or current market. This strategic approach may significantly influence the market dynamics from the moment of entry (Green, Barclay, and Ryans, 2018). The process of market entrance encompasses several elements that influence the choices made by enterprises when entering international markets. These elements include cultural issues, costs associated with location, internalization, financial considerations, competitive strategy, and the expenses involved in doing business overseas (Buckly & Casson, 1998). Certain scholars use the words "entry mode" and "entry strategy" interchangeably, as seen by Cavusgil et al. (2011) and Andersen and Buvik (2017). However, Root (2019) distinguishes between the two, defining entrance strategy as a collection of options and entry mode as one component within this framework. The decision to enter a new market has significant strategic importance for a corporation. The successful execution of this endeavor necessitates a firm dedication to both financial and managerial resources, alongside the utilization of diverse research methodologies across various domains, including but not limited to country size, level of development, trade, and infrastructure (Mitra and Golder, 2017). Additionally, it is imperative to consider factors such as competitive advantages, market assessment, and the optimal timing of entry (Green, Barclay, and Ryans, 2018). The significance of strategic thinking and decision-making pertaining to internationalization is continuously expanding as organizations actively participate in worldwide commerce and rely on foreign markets for their survival and expansion. The core element of any international strategy is the decision-making process on the choice of markets to enter and the appropriate entry mechanism for each market (Koch, 2019). When companies consider market expansion strategies, they encounter various factors that can

give rise to a range of competitive circumstances in different markets over time. These challenges may manifest in different ways, such as the rapid growth of firms due to a short product life cycle, which can create barriers to entry for competitors and enhance profitability. Alternatively, the strategic decision to focus on certain areas for rapid expansion has the potential to enhance market dominance and signal a strong competitive position (Hollensen, 2019). Organizations may choose several entrance tactics to build their presence in certain markets, and one such method is the global strategy. The development of a global strategy is influenced by the competitive landscape in certain sectors on a worldwide scale (Hutt and Speh, 2020).



Figure 1: General Framework for Global Strategy (Hutt and Speh, 2020 p. 200).

Hutt and Speh (2020) argue that in order for a firm to establish a distinct competitive advantage, it is crucial to concentrate on globalizing the business and product lines in areas where the firm possesses exceptional and robust advantages. The attainment of this competitive advantage hinges on the company's capacity to generate cost differentiation, execute activities at a reduced cost, or engage in activities that contribute to the creation of customer value and facilitate the implementation of a premium pricing strategy. An alternative method for achieving a successful global strategy may involve placing significant emphasis on maintaining a consistent positioning strategy. This can be accomplished by enhancing a distinct strategy and ensuring that the company's strategic focus remains primarily directed towards international opportunities. Additionally, it is important to establish a clear home base for each distinct entity by locating the business in a region where the strategy, product, technology, and advanced production capabilities can be effectively maintained. In order to design a successful worldwide strategy, The concept of global strategy refers to the overarching approach that organizations use to expand their operations and compete in international markets. It involves the Developing a competitive position in the market is a crucial aspect of strategic management for organizations. Establishing a strong competitive stance enables companies to differentiate themselves from their rivals and gain incorporate disparate activities Elaborate on the benefits of having a home base. The topic of interest pertains to the geographical placement or positioning of a certain product. Establish a solid foundation for each unique company. Companies employing a Consistent Position strategy should also prioritize the distribution of their product lines and activities across various home bases, taking

advantage of the most favorable opportunities. Additionally, they should integrate their activities to mitigate potential challenges arising from language and cultural differences in international markets (Hutt and Speh, 2020). When a corporation decides to enter a new market, it must consider several entry modes in order to make informed judgments. These decisions should be based on a careful evaluation of the risks and benefits associated with the selected entry strategy (Rienda and Quer, 2022 as cited in Akhsassi, 2019).

Empirical Studies

Aigboje, (2017) assessing the impact of foreign market entry strategies on marketing performance in the nigerian food and beverage industry. The cross sectional survey research design method was used in this study. 245 staffs of the top ten industries under the food and beverage categories were sampled cross sectionally. A validated questionnaire was used for data collection and the analytical tools were frequency distribution table for data presentation, descriptive statistics for data analysis, Cronbach Alpha for reliability test and the multiple regression analysis was used to model the conceptual relationship between the independent variables and the dependent variable. Findings revealed that three out of the four (4) indicators of foreign market entry strategy have positive significant impact on competitive advantage with franchising exerting the greatest influence. It was also concluded that foreign market entry strategy such as franchising, strategic alliance, joint venture and export have significant impact on marketing performance as it enhances competitive advantage. The study recommended that it is significant to analyze the external and internal factors first-hand before making a decision on going into the global market arena. This study offers a distinctive contribution to the study of the food and beverage industry and marketing performance in respect to foreign market entry strategy and may be useful to the business community, policy makers and academics.

Ying, (2018) entry strategies for sustainable performance of multinational corporations: a case of tecno outlets in kenya. This study explored the market entry strategies for sustainable performance of multinational corporations entering foreign markets. It adopted a case study research design and the use of a structured interview with a closed-ended questionnaire to collect primary data. The target population consisted all the departmental heads of Tecno outlets, including Information Communication Technology, Marketing, Research and Development, Procurement, Human Resource, Finance, and Chief Executive Officer. The study was of a qualitative nature that employed the use of content analysis to analyze primary data. Based on the findings, this study concluded that Tecno Mobile company adopted the use of exporting, franchising and licensing in its entry into the Kenyan market along with additional factors like Research and Development, development of new products and attainment of state of art Technology to achieve a sustainable performance. The study recommends the use of product differentiation upon the adoption of these entry strategies to obtain customer loyalty over the early periods of entry.

Onyedikachi, Egwuonwu and Ugochukwu, (2015) study analyzed the perception of Nigerian consumers towards Made in China electronics and mobile phones. Its aim was to know how products imported into Nigerian market are viewed by the consumers. Five towns from five south-eastern States of Nigerian were used as the area of the study with 100 respondents each drawn

from each of the five selected towns giving a total of 500 respondents. Data were obtained with the help of the questionnaire and were complemented by oral interview. Obtained data were analyzed using simple percentages and probit regression model. Results show that Nigerian consumers always look for products, features like availability, affordability, performance, durability and quality. These product features were all found to be significant in influencing their perceptions towards made in China Brands. In addition to the above, consumers' attitudes and perceptions towards Made in China products in general can also depend on previous experiences with such products. To those consumers who were very satisfied with the first Made in China brand they used, they will always buy again, recommend such products to friends and colleagues, and will continue favourably talk about such products. Chinese manufacturers should not make affordability and availability of products their only primary concern. Other attributes of their products like quality and durability should also be effective enough not only to attract customers but to retain them. Product design and perceived quality of the product should not at any time be compromised, as this can affect the adoption of these products.

Theoretical Framework

The Internationalization Theory

According to the literature on internationalization, international business has been traditionally studied based on a firm's environment consisting of financial, cultural and political environments (Buckley & Ghauri, 2015; Buckley & Casson, 2003). It was upon such gap on the uncertain environment of international business that internationalization theory was conceptualized by Buckley and Casson in 1976 (Buckley & Casson, 2003). As earlier established, internationalization theory has attempted to describe the various considerations that drive a firm's entry into the foreign market along with the choice of market entry mode (Rugman & Verbeke, 2008). The internationalization theory suggests that the knowledge of the market and commitment are key factors in a firm's ability to expand into the international arena. It denotes that the necessary knowledge must be acquired through interaction with the international environment. There have evolved several expansion studies to the conventional internationalization theory explaining its connection with strategic management views on MNC. In the international strategic management research, most recent studies have failed to recognize the internationalization theory approach in reviewing international business. 13 The internationalization theory suggests that the transfer of a firm to the foreign market begins first with exportation as an entry strategy to familiarize with foreign markets. Secondly, the firm introduces an agent to progress its exportation practice after gaining information about the foreign market. At this stage, a firm may opt to use joint ventures in its internationalization process. Thirdly, the firm grows its knowledge of the foreign market and explores marketing subsidiaries before finally setting up wholly owned companies in foreign locations. De Villa et al. (2015) posit that such phases suggested by the internationalization theory do not apply to all firms embarking on foreign market entry. Multinational firms could use a combination of these modes of choosing specific modes of entry without having to follow these phases. Most technological firms, for instance, have entered the foreign markets by licensing other than exporting.

Methodology

This research adopts survey design methodology, combining qualitative and quantitative data collection methods. The study population comprises of 40 telecommunications layouts selected in Nigeria. A total of 200 respondents, who were identified as employees of these organizations, were randomly selected for the study. The research employs convenience and snowball sampling techniques for participant selection. The research used a questionnaire as a means of assessing the foreign market entry strategies on marketing performance of techno phones in Nigeria. The tools were used to gather data pertaining to the dependent and independent variables included in the investigation. The research used Likert's (1932) modified scale of measuring. Each variable was assessed using a 4-point internal scale of measurement, consisting of the following categories: Strongly Agreed (SA), Agreed (A), Disagree (D) and Strongly Disagreed (SD) respectively. The questionnaires were distributed using Google Forms and administered to sampled respondents via WhatsApp group and email and their responses were included in the study. The snowball sampling method prevented researchers from visiting organizations in person to collect information. As participants were already linked to one another, the snowball method was effective in locating them. The researcher used the Pearson Product Moment Correlation (PPMC) analysis in order to assess the reliability of the instruments. During the trial testing phase, a sample of 50 respondents who were not originally included in the main study were randomly chosen from the study region. The selected respondents were then subjected to the administration of the instruments. Respondents who properly filled and submitted the e-questionnaire 200 and were all included in the study. The collected data were analyzed using percentage analysis technique for the research questions and simple regression analysis to test the null hypothesis.

Result and Discussion

Research Question One: What is the socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria?

Table 1: percentage analysis of the socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria?

S/N	VARIABLES	SA (%)	A (%)	D (%)	SD (%)	Total (%)
1	Corruption within regulatory bodies is a barrier for foreign companies in Nigeria.	90 (45)	81 (40.5)	13 (6.5)	16 (8)	200 (100)
2	Stringent regulations on foreign ownership hinder market entry in Nigeria.	75 (37.5)	67 (33.5)	35 (17.5)	23 (11.5)	200 (100)
3	Bureaucratic procedures in Nigeria deter foreign companies from entering the market.	82 (41)	75 (37.5)	25 (12.5)	18 (9)	200 (100)
4	Understanding Nigerian cultural norms is essential for successful market entry.	94 (47)	71 (35.5)	14 (7)	21 (10.5)	200 (100)
5	Language barriers are significant challenges for foreign companies in Nigeria.	88 (44)	85 (42.5)	12 (6)	15 (7.5)	200 (100)
	Aggregate	429 (42.9)	379 (37.9)	99 (9.9)	93 (9.3)	1000 (100)
	Proportional Ratio	85.8	75.8	19.8	18.6	200

Source: Researcher's Computation (2024).

Analysis of response of respondents on socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria reveals that the respondents Strongly Agreed (SA) responses had an aggregate of 429 representing 42.9% and a proportional ratio of 85.8. This was followed by an an aggregate of 379 of the respondents representing 37.9% and proportional ratio of 75.8 who opted for agreed option, an a aggregate of 99 of the respondents representing 9.9% and proportional ratio 19.8 disagree while an aggregate of 93 of the respondents representing 9.3% and proportional ratio of 18.6 strongly disagreed on the view on socio-economic, cultural, and regulatory factors influencing foreign market entry decisions in Nigeria.

Research Question Two: What is the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market?

Table 2: Percentage analysis of the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market

S/N	VARIABLES	SA (%)	A (%)	D (%)	SD (%)	Total
1	Techno Phones products meet the needs of Nigerian consumers.	86 (43)	83 (41.5)	15 (7.5)	16 (8)	200 (100)
2	Accessing Techno Phones products in Nigeria is easy due to their entry mode.	95 (47.5)	68 (34)	23 (11.5)	14 (7)	200 (100)
3	Techno Phones effectively uses local distribution channels in Nigeria.	84 (42)	73 (36.5)	25 (12.5)	18 (9)	200 (100)
4	Techno Phones has built a strong brand presence in Nigeria.	96 (48)	71 (35.5)	13 (6.5)	20 (10)	200 (100)
5	Techno Phones has gained market share and competitiveness in Nigeria.	88 (44)	85 (42.5)	12 (6)	15 (7.5)	200 (100)
	Aggregate	449 (44.9)	380 (38)	88 (8.8)	83 (8.3)	1000 (100)
	Proportional Ratio	89.8	76	17.6	16.6	200

Source: Researcher's Computation (2024).

Analysis of response of respondents on the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market reveals that the respondents Strongly Agreed (SA) responses had an aggregate of 449 representing 44.9% and a proportional ratio of 89.8. This was followed by an an aggregate of 380 of the respondents representing 38% and proportional ratio of 76 who opted for agreed option, an a aggregate of 88 of the respondents representing 8.8% and proportional ratio 17.6 disagree while an aggregate of 83 of the respondents representing 8.3% and proportional ratio of 16.6 strongly disagreed on the view on the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market.

Research Question Three: What is the marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria?

Table 3: Percentage analysis of the marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria

S/N	VARIABLES	SA (%)	A (%)	D (%)	SD (%)	Total
1	Techno Phones' marketing strategies are innovative and effective.	82 (41)	93 (46.5)	11 (5.5)	14 (7)	200 (100)
2	Techno Phones offers products that meet the needs of Nigerian consumers.	93 (46.5)	70 (35)	20 (10)	17 (8.5)	200 (100)
3	Techno Phones' products are easy to find in Nigeria.	84 (42)	80 (40)	19 (9.5)	17 (8.5)	200 (100)
4	Techno Phones provides affordable smartphones in Nigeria.	94 (47)	83 (41.5)	9 (4.5)	14 (7)	200 (100)
5	Techno Phones' advertisements and after-sales service is reliable and helps understand their products better.	92 (46)	75 (37.5)	18 (9)	15 (7.5)	200 (100)
	Aggregate	445 (44.5)	401 (40.1)	77 (7.7)	77 (7.7)	200 (100)
	Proportional Ratio	89	80.2	15.4	15.4	200

Source: Researcher's Computation (2024).

Analysis of response of respondents on the marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria reveals that the respondents Strongly Agreed (SA) responses had an aggregate of 445 representing 44.5% and a proportional ratio of 98. This was followed by an an aggregate of 401 of the respondents representing 40.1% and proportional ratio of 80.2 who opted for agreed option, an a aggregate of 77 of the respondents representing 7.7% and proportional ratio 15.4 disagree while an aggregate of 77 of the respondents representing 7.7% and proportional ratio of 15.4 strongly disagreed on the view on marketing strategies adopted by Techno Phones and their alignment with the chosen entry mode(s) in Nigeria.

Hypothesis Testing

The null hypothesis states that there is no significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria. In order to answer the hypothesis, simple regression analysis was performed on the data (see table 4).

TABLE 4: Simple Regression Analysis of the relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.70a	0.48	0.48	1.33	0.49

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.197**

The above table 4 shows that the calculated R-value (0.70) was greater than the critical R-value of 0.197 at 0.5 alpha levels with 198 degrees of freedom. The R-Square value of 0.48 predicts 48% of the extent to which architectural design strategies predict effective protection of human lives. This rate of percentage is highly positive and therefore means that there is significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria. It was also deemed necessary to find out the influence of the variance of each class of independent variable as responded by each respondent (table 5).

TABLE 5: Analysis of variance of the relationship between the foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	212.40	1	212.41	120.35	.000b
Residual	225.90	148	1.77		
Total	438.31	249			

a. Dependent Variable: Techno Phones and its marketing performance

b. Predictors: (Constant), Foreign Market Entry Strategies.

The calculated F-value (120.35) and the P-value as (.000b). Being that the P-value (.000b) is below the probability level of 0.05, the result therefore means that there is significant relationship exerted by the independent variables i.e. foreign market entry strategies on the dependent variable which is the Techno Phones and its marketing performance. The result therefore means that there is significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria. This result is in agreement with the research findings of Cavusgil et al. (2014) & Hill et al. (2017) who stated that for companies entering emerging markets like Nigeria, factors such as product localization, distribution network development, pricing strategies, promotional campaigns, and after-sales service are critical for success. Also, product localization involves tailoring products to meet the specific needs and preferences of local consumers and in the context of smartphones, this may include features such as dual SIM support, long battery life, regional language support, and pre-installed apps tailored to local content and services (Dhanaraj et al., 2017). Distribution channel development is crucial for reaching consumers in diverse geographical locations. In Nigeria, companies often utilize a mix of traditional retail channels, modern shopping malls, and online platforms to distribute their products (Mudambi & Navarra, 2015). Pricing strategies play a significant role in determining market competitiveness and consumer affordability. In price-sensitive markets like Nigeria, companies may need to adopt flexible pricing strategies, such as offering affordable smartphones with installment payment plans or bundle deals (Hollensen, 2019). Therefore, the significance of the result caused the null hypotheses to be rejected while the alternative was accepted.

Conclusion

In conclusion, this research has provided valuable insights into the foreign market entry strategies employed by Techno Phones in Nigeria and their impact on marketing performance. Through a comprehensive analysis of socio-economic, cultural, and regulatory factors influencing market entry decisions, as well as the effectiveness of various entry modes and alignment of marketing strategies, significant findings have been uncovered.

Firstly, the study revealed that socio-economic, cultural, and regulatory factors play a crucial role in shaping foreign market entry decisions in Nigeria. These factors include the size and growth potential of the market, cultural preferences of consumers, regulatory environment, and infrastructure availability. Understanding and navigating these complexities are essential for companies like Techno Phones to formulate effective entry strategies.

Secondly, the research demonstrated the effectiveness of different entry modes employed by Techno Phones in penetrating the Nigerian market. Strategies such as distribution networks, partnerships with local distributors, and targeted marketing campaigns have facilitated market access and enhanced brand visibility. These findings underscore the importance of aligning entry modes with market characteristics and business objectives.

Furthermore, the study examined the alignment of marketing strategies with chosen entry modes in Nigeria. It was found that Techno Phones has strategically tailored its marketing approaches to complement its chosen entry modes, thereby maximizing market penetration and competitiveness. This alignment highlights the significance of cohesive strategies in achieving marketing objectives within a foreign market context.

Lastly, hypothesis testing revealed a significant relationship between foreign market entry strategies employed by Techno Phones and its marketing performance in Nigeria. This underscores the importance of strategic decision-making in foreign market expansion and emphasizes the need for companies to adapt their strategies to local market dynamics.

In summary, the findings of this research provide actionable insights for Techno Phones and other technology companies seeking to expand into Nigeria or similar emerging markets. By understanding the intricacies of market entry strategies, aligning marketing efforts with entry modes, and addressing socio-economic, cultural, and regulatory factors, companies can enhance their competitiveness and drive sustainable growth in dynamic environments like Nigeria.

Recommendations

Based on the findings of this research, several recommendations can be proposed to enhance Techno Phones' market performance in Nigeria and similar emerging markets:

- Techno Phones should continue investing in thorough market research to gain a deep understanding of socio-economic, cultural, and regulatory factors influencing consumer behavior and market dynamics in Nigeria. This will enable the company to

- make informed decisions regarding product features, pricing strategies, and distribution channels.
- Tailoring marketing strategies to resonate with the local market is crucial for success. Techno Phones should focus on developing culturally relevant advertising campaigns, leveraging local influencers, and sponsoring events that appeal to Nigerian consumers. Additionally, the company should prioritize after-sales service and support to build brand loyalty and trust.
 - Collaborating with local stakeholders, including government agencies, telecommunications providers, and community organizations, can provide Techno Phones with valuable market insights and facilitate smoother market entry. Strategic alliances can also help navigate regulatory challenges and foster goodwill within the local community.
 - Techno Phones should implement robust monitoring and evaluation mechanisms to track the effectiveness of its market entry strategies and marketing performance in Nigeria. Regular performance assessments will enable the company to identify areas for improvement, capitalize on emerging opportunities, and mitigate potential risks in a timely manner.

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