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RESEARCH PAPER

**IMPACT OF BUSINESS EDUCATION IN ENHANCING SALES VOLUMES OF  
RETAIL BUSINESSES IN OHAOZARA LOCAL GOVERNMENT AREA OF EBONYI  
STATE**

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**ABSTRACT**

This study investigated the impact of business education in enhancing sales volume of retail business in Ohaozara local Government Area of Ebonyi State. Ninety (90) respondents formed the population of study. The instrument of data collection was a well structured and pretested questionnaire. Two research questions were formulated to guide the study. Data collected from the respondents were presented, analyzed and interpreted using mean statistics. The results showed that Business education helps to improve managerial competence of retailers in Ohaozara Local government area. It was recommended that business men and women be advised to have basic knowledge of business education for the development and growth of their business. Retailers should also be trained on the need for a good customer relations and business education.

**Keywords:** *Business Education, Sales, Retail, Ebonyi State,*

**INTRODUCTION**

Business education is training in business skills and competencies required for use in business offices, clerical occupations and economic affairs especially in the area of accounting, business management, office education, marketing, data processing and business communication. Business education involves teaching students the fundamentals, theories, and processes of business. According to Avis (2000), business education is a term that encompasses a number of methods used to teach students the fundamentals of business practice. Oyebade (2008) noted that business education is an essential element of this general education. It is concerned with the act of impacting business orientation and knowledge to the students for personal and national development.

Okoli (2010) also noted that business education is an important part of the general education which emphasizes on the acquisition of skills and competencies for use in offices and business related occupations. Similarly, Nwanewezi (2010) describes business education as encompassing education for office occupations, business teaching, business administration and economic understanding. Above all, Abdulkadir (2011) opined that one remarkable important characteristic of business education program is that its products can function independently as self-employed and employers of labour. To this end, the tenet of business education embraces basic education for teaching career, entrepreneurship, business understanding, office environment and vocational practices.

In Nigeria, business education is taught at three levels -primary, secondary and higher education, with the greatest activity in the later. However, Igboke (2005) enumerated the objectives of business education at all levels of education to include the development of basic skills for personal use in the future; acquisition of basic knowledge/skills of business; and the provision of basic skills/orientation with which to start a life of work especially those who may not undergo further training.

In the business world, business education is a veritable education that will help in the transformation of business sales especially among producers, importers and exporters as well as retailers. According to Amoor (2009), business education is a veritable education needed for the development of business skills for youth and entrepreneurs. Business education equips individuals with the skills necessary for business development and growth. This is because it equips individuals with business skills; advertising skills, promotion skills and the skill to convince customers for business patronage (Azubuike 2011).

Business education helps in the process of teaching and training the consumers, to improve the knowledge and develop their skills in making decisions in various purchases of goods and services. In the light of personal consumer values, maximum utilization of available resources and alternatives, as well as ecological considerations/changing of economic conditions, business education help individuals adjust to economic and marketing changes and as well help them establish the business of their choice.

Business education also provides information regarding product services in terms of selling goods to customers and how to make profit from it. It therefore becomes glaring that business education has continued to play significant roles especially in the enhancement of human capital base in specific vocations like business accounting, operations, and system analysis etc. (Idi, 1992).

Judging by the statements of Azubuike (2011) and Emenike (2011), business education offers strategies in retail sales. However, it is heart aching to see a good number of businesses failing to survive after thousands of naira have been committed to it. Many of these business men and women lack basic business skills needed to survive the thunderous business storms. Indeed, a retailer is supposed to be educated and well equipped with marketing strategies that will help him/her survive and thrive in the midst of competitions and in winning customers' loyalty in the midst of other competing brands. This skill of course, entails adequate knowledge on business education.

In Ohaozara local government area of Ebonyi state, there is high rate of retail business failures that can be generally attributed to the poor knowledge of business. Available information indicates that many of the retailers are illiterates; they do not have a good knowledge of business necessary for them to thrive. To this end, the rate of joblessness and unemployment is increasing on daily basis. This has also increased the rate of social vices; kidnapping stealing and prostitution, among others. It is based on this submission that one is challenged to investigate the impact of business education in enhancing the sale-volume of retailers' business in Ohaozara local government area of Ebonyi state.

The main purpose of this study therefore, is to investigate the impact of business education in enhancing sale-volume of retail business in Ohaozara local government area of Ebonyi State with the specific objective of ascertaining the extent of knowledge of business education in enhancing the sale-volume of retailers and the extent to which business education helps to improve managerial competence of retailers in Ohaozara Local government area of Ebonyi State.

## **MATERIAL AND METHODS**

**Methodology:** This is a descriptive survey aimed at collecting information from the operators of retail businesses in Ohazara local government area.

**Area of the Study:** The study is designed to cover all the retailers in Ohaozara local government area of Ebonyi State. There are 91 registered retailers in Ohaozara local government area of Ebonyi state.

**Population of the Study:** The total population of the study was ninety-one (91) retailers in Ohaozara Local government area of Ebonyi State. Since the population was not much, the researcher made use of all the retailers in the local government.

**Instrument for Data Collection:** The main instrument used for this study was a well structured and pretested questionnaire.

**Reliability of the Instrument:** Test-retest method was applied to determine the reliability of the instrument, administered to 30 persons with results of 0.75 coefficient.

**Method of Data Collection:** The researcher administered and collected the instrument on the spot

**Method of Data Analysis:** The researcher used statistical mean in analyzing the data collected.

**Decision Rule:** The cut-off point was determined by adding the normal value designed to each response category divided by the number of cases as seen below;

$$[(4+3+2+1)/4= 2.50]$$

The cut off point for the decision was 2.50. An item with the mean ( $\bar{x}$ ) of 2.50 and above was judged as agreed by the respondents, while any item within the mean below 2.5 was regarded as disagreed by the respondents, based on the four point likert scale, ranging from very high extent (VHE), high extent (HE), little extent (LE) and very little extent (VLE)

## RESULTS

On Research Question 1 (To what extent did knowledge of business education enhance sale-volume of retailers in Ohaozara Local government area of Ebonyi State?), table 1 below indicates that the respondents accepted items 6-10 which scored above the cut-off point of 2.5. The mean points of items 6-10 were 3.8, 3.7, 3.6, 3.5 and 3.5 respectively. This shows that of business education plays a vital role in enhancing sales profits of retailers in Ohaozara Local Government area.

On Research Question 2 (To what extent does business education help to improve managerial competence of retailers in Ohaozara Local government area of Ebonyi State?), table 2 below shows that 6-10 scored above the cut-off point with mean points of 3.3, 3.5, 3.8, 3.7 and 3.4 respectively. This indicates that the items were accepted by the respondents that business education helps in improving business strategies of retailers in Ohaozara Local government area

**Table 1: Mean scores of the effect of business education in enhancing sales profits of retailers in Ohaozara Local Government area**

S/N	Item	VHE	HE	LE	VLE	N	$\bar{x}$	Remarks
1	Knowledge of business education will help retailers to know how to attract potential customers	80	5	5	-	90	3.8	Accepted
2	Educated retailers knows when to advertise so as to increase his/her sales volume	70	15	5	-	90	3.7	Accepted
3	Business education helps retailers have accurate record of his/her business transactions	60	20	10	-	90	3.6	Accepted
4	Business education helps retailers expand their business tentacles.	60	20	5	5	90	3.5	Accepted
5	Business education helps retailers to identify ways he/she will improve customers loyalty	60	20	9	1	90	3.5	Accepted

## DISCUSSION

The result of this study has shown that business education is vital for the retailers and consumers alike, while acknowledging that retailing remains a vital link in the channel of distribution of products. The observation that business education had a positive impact on retailers' understanding of their consumers indicated that it helps retailers enhance their sales-volume, while also enabling them re-strategize for greater business success.

It attest to the fact that an educated retailer knows how to attract potential customers and suggests that business education helps retailers keep accurate records of his/her business transactions since such transaction documentations/stock-taking aids the growth and development of businesses. Several studies have acknowledged the

importance of education and training (Idogho and Ainabor, 2011; Henry et al., 2003; Orford et al., 2003; Erkkila, 2000) on the promotion of small scale business.

**Table 2: Mean Scores on the extent to which business education helps improve management competence of retailers in Ohaozara Local government area of Ebonyi State**

S/N	Item	VHE	HE	LE	VLE	N	$\bar{X}$	Remarks
6	Business education helps retailers know when to do promotion to attract more customers	50	20	20	-	90	3.3	Accepted
7	Business education helps retailers to identify how to link producers and consumers for the improvement of quality of product	60	20	5	5	90	3.5	Accepted
8	Business education helps retailers to determine ways rewarding their esteemed customers	80	5	5	-	90	3.8	Accepted
9	Business education helps retailers expand sailing points	70	15	5	-	90	3.7	Accepted
10	Business education helps retailers to identify ways branding their company's product	60	20	9	1	90	3.4	Accepted

Most importantly, the findings revealed different strategies adopted by the retailers in Ohaozara local government area of Ebonyi State to remain afloat in business, while helping producers in many ways. According to Osmond (2013), business education offers individuals an opportunity to develop a solid understanding of business theory and management styles. Nwosu (2003) had also noted that the primary purpose of business education is preparing recipients for gainful business occupations.

Based on the findings of this study therefore, it is recommended that business men and women should avail themselves of basic knowledge of business for the development and growth of their business. Retailers should also be trained on the need for good customer relations.

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#### **AUTHORS CONTRIBUTIONS**

This article was solely written by Ebinga, D.E after data collection and analysis.