

CHALLENGES OF MARKETING OF NEW PRODUCTS IN RURAL AREAS OF AKWA IBOM STATE

AKPAN EFREMFON JOHNNY

Department of Business Administration, Akwa Ibom State Polytechnic,
Ikot Osurua, Ikot Ekpene, Nigeria

IDONGESIT VICTOR UDOFIA

Department of Office technology and management
Akwa Ibom State Polytechnic,
Ikot Osurua. Akwa Ibom State, Nigeria

IME ROBSON NSEOBOT

Department of Business Administration, Akwa Ibom State Polytechnic,
Ikot Osurua, Ikot Ekpene, Nigeria
Email:nseobot857@yahoo.com

IKOROHA INNOCENT SIMEON

Department of Psychology, University of Uyo, Uyo, Nigeria

Abstract

The study examined the challenges of marketing of new products in rural areas of Akwa Ibom State. In order to carry out this study, specified research objectives were drawn from which null hypotheses were formulated and used for the study. The research design for this study is an Expost Facto design. The population of the study consisted of consisted of all SMEs operators in the three senatorial districts of Akwa Ibom State. Purposive sampling technique was used to select 383 respondents out of the population. The instrument used for data collection was questionnaire. Data from completed questionnaires was subjected to independent t-test analysis. Based on the data analysis and findings of the study, the researchers concluded that there challenges affecting marketing of new products in rural areas of akwa ibom state. The study recommends that the organization should conduct an extensive market survey to determine the feelings of customers on a given product. Product testing survey should be a priority in ensuring that the right product is taken to the market. This will determine the influence of the purchasing decisions of another customer and hence improve in sales of product of the company thus improve the profits.

Keywords: CHALLENGES; MARKETING; NEW PRODUCTS; RURAL AREAS

Introduction

The term "new products" refers to anything that consumers consider to be new (Armstrong, Gary & Kolter, P. 2015). Products that a company creates via its own research and development activities are also known as original goods, improvements to existing products, modified products, and new brand names. New products and services may be categorised based on their novelty in the market and the amount of value they generate for customers, say David and Nigel (2017). A key part of new product marketing is pinpointing the target audience in order to better understand who the goods are meant to be marketed to. The more precise a target market can be defined, the better sales and marketing activities will be targeted at that market.

New product development is a critical activity for businesses all around the world. It's very hazardous and difficult to sell new goods since product failures may cost hundreds of millions of dollars Copper, R.G. and E.J. Kleinschmidt (2017). Innovative new goods are critical for every business, according to Ramaseshan B., Caruana Albert, & Loo Soon P. (2018). In technology-driven companies, the success of new products is a key managerial problem. Few resources are available to new product managers to help them better align their organization's external orientation with their product's target market. According to Cooper, R.G. and E.J. Kleinschmidt (2017), the success of a new product is highly dependent on its market understanding and marketing expertise. Buyer behaviour, market potential, and competition should all be well-understood by the business. Aside from that, the company's launch sales team and distribution efforts were both robust and laser-focused. What should be clear is that the commercial feasibility of a new product lies on its prospective buyers. As a result, the success of a new product depends heavily on knowing the market and launching it effectively. Marketing plays a crucial role in successfully and efficiently converting new product market knowledge into the market throughout the new product development process, especially in the international setting. New goods must have distinct advantages in order to capture a significant share of the market and return a profit to the producer. New product sales volume must build up gradually before the production facility can function at full efficiency. Ongoing research is conducted to improve effectiveness, expand usage patterns, and reduce risk for the products. New product development processes in underdeveloped nations have lacked a defined marketing plan. New product development processes in manufacturing sectors are still influenced by many marketing activities, particularly in developing nations where the consequences of these activities in deciding new product success on the market have yet to be explored. In addition, R&D is recognised as an essential department that must be created inside a company to guarantee the continuation of product development and innovation. When it comes to business choices, market knowledge is critical, as stated by Kohli and Jaworski (2016). African manufacturing firms' experiences with new product development and market research have been mixed, and further study is needed. Strategic alliances with rivals are very important to many manufacturers when launching new goods in Nigeria. New goods that appeal to customers are in high demand, and the costs and risks of product development are reduced for each collaborating business when several companies cooperate. Customers' expectations may be met by producing a larger variety of goods. Manufacturers of agricultural products, such as seed firms, may extend their product

lines to cover additional crops or locations, as well as new customers, by partnering with them (Wanjohi, S. C. (2015)). The government only mandates what manufacturers may not sell in Nigeria, not what they must sell. Manufacturers must not sell anything. It's possible that a producer will register a product even if it satisfies regulatory requirements in certain countries but not in others. They may also limit registration and marketing due to a wide range of legal and ethical concerns. The product line of a business represents the company's stance on environmental stewardship, human safety, and global responsibility. In 2010, Rift Valley Bottlers launched new goods to the market, including cans, sunfil, pulpy, 200ml Coke and Fanta, novida and Coke Zero. The business utilised the marketing impact team to promote the products, and they also used displays to advertise them.. Some of them were successful, while others were not. Examples of successful products include pulpy, coke fants, novida, and coke zero. Other products, such as cans and sunfil, were not successful in gaining market share (Rift Valley Bottlers, 2010)

Statement of the Problem

It's ideal for new goods to outperform those already on the market for the same or comparable purposes. Because they are new and have the greatest sway over customers, the new goods should do well. In order for a company to be profitable and expand, new goods must be introduced to the market and marketed. When it comes to these operations, the most successful businesses utilize methods and procedures that are just marginally different from those used by their less successful rivals, yet result in substantial performance advantages. As a result, goods aren't subject to constant competition for market share. The newness of goods is short-lived owing to the rapid advancement of technology. Consumer income and the absence of marketing techniques to promote the goods are two factors that make it more difficult to launch a new product to market successfully. In Nigeria, this has been the case. New product marketing has devolved into a time-consuming chore, and as a result, few new goods are a commercial success. If this is the case, it's probably because there isn't enough information available on the methods that may help new goods succeeds. Organizations continue to use outdated methods that hinder the adoption of their new goods on the market.

Objectives of the Study

This research work has the following objectives:

To examine the challenges of marketing new products in rural areas of Akwa Ibom State

To examine the effect of product testing on marketing new products in rural areas of Akwa Ibom State

Hypotheses

There is no significant effect of the challenges of marketing new products in rural areas of Akwa Ibom State.

There is significant effect of product testing on marketing new products in rural areas of Akwa Ibom State.

ASSESSMENT OF CHALLENGES OF MARKETING OF NEW PRODUCTS

There are many reasons why companies invest heavily in new product development. Top company leaders often cite corporate expansion, diversification, and the need for a competitive advantage over competitor business companies as reasons for new product creation (Sachs and Benson, 2016). Another motivation for a company to create new goods is to take advantage of fresh possibilities. To take advantage of this new opportunity and satisfy significant consumer demand, a company would be wise to develop and launch new goods that have those specific product characteristics in high demand (Hise, 2017). The creation of new products has the potential to be critical to the growth of a company. Product development, along with other types of development such as market development, product positioning development, and supply development, may help companies achieve important business goals. It's difficult to describe how organic product development may help achieve one of the most essential goals (Bruce, Margaret & Biemans, Wim G. (2015) According to Wei, Yinghong and Morgan, Neil A. (2014) research, theoretical knowledge about new product performance has three consequences for businesses. Starting with an essential role in defining a firm's market orientation played by supportiveness of organisational environment, this study finds and experimentally supports the substantial differences between Chinese companies' success rates for new product introductions. To begin with, interviews conducted throughout the research revealed that cultural settings play an important role in describing how businesses are involved in processing market information, which in turn helps them perform better when developing new products. They also found that organisational climate has an impact on a company's market orientation practises, which in turn affects new product performance. At the business-unit level, new product success was reduced to two main underlying dimensions: profitability and effect on the company. Cooper and Kleinschmidt (2017) ended their research with this conclusion: The profitability of the new product efforts of the whole company included: whether or not the overall initiative achieves profit goals; its profitability in relation to expenditure; and the effect of the total effort on the earnings of the business unit. The entire new product effort had the following effects on the company: the business unit's sales percentage of new products, the impact of the new products on the unit's sales and profits, the attained success rate, and the technical success rating. A company's capacity to create goods that outperform its rivals in the marketplace has been shown to boost new product development and help establish a firm's own competitive benefits. In the year 2018, Kok R., Robert A.W. (2018) According to Yew, Ng Tee (2018)'s research, the corporate environment's market orientation is a key factor in new product development success. Gaining a better knowledge of this connection may aid in the creation of new goods that perform

better overall in terms of company performance, profitability, sales revenue, and customer happiness. It was discovered by Langerak, F., Hultink, E. J. & Robben, H. S. J. (2014) that there was a favourable correlation between market orientation and product advantage, and between product development competence and market testing, launch budgeting and launch strategy. There was broad agreement in the research of global industrial companies by Wren, Brent M., Souder, Wm. E. (2016) that market orientation is important in achieving new product success. The strategic direction, therefore, should have a beneficial impact on the process of developing new products. One of the most effective tools for predicting a product's success is the marketing plan. Researchers Maidique, M. A. & Zirger, B. J. (2014) found that developing organisations that are good at marketing and devote significant amounts of their resources to sales and promotion have a better chance of bringing in new products that are also successful. There is some evidence, however, to indicate that although marketing plan execution is essential to new product success, the proper application of marketing strategies also plays a significant role. A substantial and beneficial impact on the success of new goods may be shown by the design of the marketing strategy. To reiterate: developing effective marketing strategies is crucial if new products are to be successful and perform well. A company's tactics have been shown to have an impact on new product creation. For instance, Wind and Mahajan (2016) suggested that the implementation of strategies impacts the new product development performance throughout the new product development process. Market research operations must also be handled seriously if the information collected is to be used in the new product. Proper market research activities. Previous studies have shown the importance of export performance and new product development market research efforts. Market research is critical in evaluating if a new product will do well in the market, according to Hart and Tzoka (2015). New product development may be improved by collecting relevant market information first, then evaluating internal and external resources and planning product development methods that align with corporate objectives, according to Cooper, R.G. and E.J. Kleinschmidt (2017). While developing and designing a new product, almost all product development teams rely on market knowledge in some way (Ramaseshan B., Caruana Albert, & Loo Soon P. 2018). This implies that companies must collect as much market information as possible to better understand consumer requirements and desires and provide greater input for improved product development.. In other words, market research affects new product development, according to this theory.

CONSUMER BASED CHALLENGES

Product evaluations may be done on a number of different levels by the customer. The essential benefits it may provide a client are determined by the product's underlying basic features, which are intrinsic to the generic version. Adding value via additional characteristics such as improved quality or performance may help differentiate generic goods from their counterparts (Orth & Malkewitz, 2016). For competitive reasons, consumers place a high value on these extra features when making a buying choice, thus producers must grasp the concept of the "whole package" when selling to customers. As an illustration, if you're making automotive parts, a high-performing product will give you a solid customer base, while the addition of spare parts, technical support, and skill training will give you better properties and make your overall

package more appealing to customers. This is a good example. Many studies have discovered product appearance characteristics that may be obtained from the look of the product, packaging, fonts, or brand logos (Ellis, 2016; Orth & Malkewitz, 2016, Henderson, Giese, & Cote, 2014). Aspects of appearance discussed in the literature include harmony, unity, and symmetry (Orth & Malkewitz, 2016). As stated in the literature, the characteristics of a product may be traced back to its visual appearance. However, a significant problem goes unaddressed. It's important to note that the characteristics in the literature are mostly derived from aesthetic and industrial design literature, not from customer perceptions. According to Krippendorf (2015), we can't assume that the meaning customers extract from a product's look is the same as the meaning a designer objects to it. Due to customers' inability to infer the intended meanings from the product's look, businesses are often forced to convey the product's meaning via expensive marketing efforts. Consumers' ability to infer the same product characteristics from product look as designers is also under dispute (Hsu, Chuang, & Chang, 2016). Given the extensive research on differences between non-professionals and specialists in the perception and assessment of a broad variety of stimuli, such as Chi, Feltovich, & Glaser, (2016); Tanaka & Taylor, a potential difference between designers and customers may be anticipated (2016). It is reasonable to infer that customers have less or qualitatively different understanding of design than designers when they are seen as the non-professionals in the field. This gap between customers and designers has been documented in the design literature at least one time. According to Hsu et al. (2016), customers evaluate goods differently from designers and are less able to distinguish between various looks when rating a variety of products on characteristics like mature, emotive, and soft. Other characteristics that customers may find more expressive of look than designer features (e.g., playful instead of dynamic). As a result, descriptions of appearance characteristics in the literature may not reflect what customers really perceive when they look at a product. This restricts the application of the stated characteristics in the literature to consumer testing designs.

DEVELOPER BASED CHALLENGES

Companies who can use product design to convey a certain message (such as prestige) have an edge in the market and have a higher probability of success with their products (Lewalski, 2016; Bloch, 2015; Hertenstein, Platt, & Veryzer, 2015; Yamamoto & Lambert, 2014; Chang & Wu, 2017). Consumers should be able to understand or derive meaning from a product's design, according to Krippendorf The message that a product's look conveys aids customers in making practical, aesthetic, symbolic, or ergonomic decisions about the object. These factors influence the final verdict on the product. When customers are encouraged to evaluate a product based on its aesthetics, such as when it appears contemporary, it has a favourable impact on product evaluation (Creusen & Schoormans, 2015). Designers often struggle in practise with figuring out how to integrate a product's intended meaning.

DIFFICULTIES IN THE MARKET

The unique selling proposition (USP), testing and media campaigns as well as knowing the product's life cycle are all things to keep in mind while marketing a new product, according to Rao (2014). When a business understands these elements, a marketing strategy that aids in the

introduction of a new product is developed. A business should thoroughly investigate the product that a rival is selling before making a purchase decision (Gary, 2018). Observing the competitor's marketing efforts to see what works and what doesn't may help influence the new product's marketing strategy. An organisation that is bringing a new product to the market (such as an innovation) should evaluate the advantages and needs of prospective customers before launching it (Armstrong, 2015). In order to gain the market for new goods, a business also concentrates marketing efforts on the consumer who is most likely to purchase them. When creating marketing messaging, companies should think about why a consumer would desire or need their product. Instead than trying to build a market for a product, focus on finding the appropriate client with a need and desire for it (Kolter, 2015). The way a business sees a product and how a prospective consumer sees it may be very different. Focus groups or collecting input from users may help a company's marketing efforts by providing insight into how the product is perceived (Singh, 2016). The results of a focus group may show that the colours being used by a business for the product packaging are not appealing to prospective consumers; therefore the packaging may need to be changed before launch to be better. Product testers may discover that the product fails miserably in one application but excels in another. Focus your marketing efforts on the areas where the product excels, or make changes to the product to address the issue before going to market. It's been argued by Singh (2016) that all goods have a life cycle. Each step of development is represented by a stage of the life cycle. A product's life cycle stage impacts the marketing efforts made throughout the stage, thus keeping track of it is critical. During the introduction stage, for example, marketing focuses on reaching the product's target audience and establishing demand for the product, while during the growth stage, marketing focuses on developing brand preference.

METHODOLOGY

Research Design

The design can be described as an outline, a general arrangement or plan from which something may be made. Nworgu (1991:136) highlights that a research design is a plan or blue print which specifies how data relating to a given problem should be collected and analyzed. It provides the procedural outline for the conduct of any investigation.

Area of study

The study area is Akwa Ibom State. Akwa Ibom State is one of the thirty six (36) states in the Federal Republic of Nigeria (Akwa Ibom Property and Investments Company Limited, 2005). Akwa Ibom occupies a total landmass of 7,245,935 square kilometers of Nigeria's wealth basin, the South-South zone of the Delta region. It lies between Latitude 4⁰ 33 ' and 5⁰ 33' North of the Equator and Longitudes 7⁰ 35 ' and 6⁰ 2' East of the Greenwich Meridian. Akwa Ibom State has at her boundaries Rivers State and Abia State on the West, Cross Akwa Ibom State falls within the tropical zone with a dominant vegetation of green foliage of trees, shrubs and oil palm tree belt holds the highest density of cash crops in the world.

Population of the Study:

The population of the study consisted of all SMEs operators in the three senatorial districts of Akwa Ibom State. Population can be defined as a collection of objects, individuals or events that share a common characteristic which the researcher is interested in investigating as Unyimadu (2015:36) points out.

Sampling and Sample Size

The Sample sizes of 383 respondents were purposively selected in the study area. The sample size was statistically determined using the sample fraction

Data Collection Instrument and Validation:

The research instrument used for the study was the questionnaire. The questionnaire was used to obtain data on the independent and dependent variables presented in both sections A and B of the questionnaire. While section A measured the demographic data of the respondents such as name, gender, age, educational qualification and marital status, section B measured the independent variables.

In order to establish the validity of the instrument, research experts were given the instrument for vetting. The items in which at least two experts agreed upon were regarded as suitable and used in the instrument. The items in the questionnaire were properly worded to meet the respondents' level of understanding.

Techniques of Data Analysis:

The data obtained were analyzed using Pearson moment correlation analysis.

DATA ANALYSIS

Table 1: Distribution of Respondents by sex

Sex	No. of Respondents	% of Respondents
MALE	194	50.65
FEMALE	183	47.78
Total	383	100

Table 1 shows that one hundred ninety four (194) respondents representing 50.65% of the sample population were male while one hundred and eighty three (183) respondents representing 47.78% of the population were female.

Table 2: Age Distribution

Age	No. of respondents	% of Percentage
20 – 25	106	27.67
26 – 30	77	20.10
31 – 35	56	14.62
36 – 40	88	22.97
41 – Above	56	14.62
Total	383	100

Table 2 shows that hundred and six (106) respondents representing 27.67% of the sample were between the age bracket of 20 – 25 years, seventy seven (77) respondents each representing 20.10% were between the age bracket of 26 – 30 years, fifty six of the respondents representing 14.62% were 17% were 31 – 35 years respectively, also eighty eight (88) respondents representing 22.97% of the sample were between the age limit of 36 – 40 years and fifty six (56) respondents representing 14.62% were within the age limit of 41 and above years.

Table 3: Marital Status Distribution

Status	No. of Respondents	% of Respondents
Single	158	41.25
Married	134	34.98
Divorced	55	14.36
Widow/Widowers	36	9.39

Total	383	100
--------------	------------	------------

Table 3 above shows that one hundred and fifty eight (158) respondents representing 41.25% of the sample were single, one hundred thirty four (134) respondents representing 34.98% of the sample were married, only fifty five (55) respondents representing 14.36% of the sample were divorced as well as only thirty six (36) respondents representing 9.39%

Table 4: Educational Qualification Distribution

Qualification respondents	No. of Respondents	% of Respondents
WAEC/NECO	162	42.29
OND	101	26.37
HND/BSC	53	13.83
MSC	21	5.48
PHD	46	12.01
Total	383	100

Table 4 shows that one hundred and sixty two (162) respondents representing 42.29% of the sample were WAEC/NECO holders, one hundred and one (101) respondents representing 26.37% were OND/NCE certificate holders; fifty three (53) respondents representing 13.83% were holders of HND/BSC certificates holders, while twenty one (21) respondents representing 5.48% were MSC certificate holders and only forty six (46) respondents representing 12.01% of the population were PHD holders.

Hypothesis One

There is no significant effect of the challenges of marketing new products in rural areas of Akwa Ibom State. In-order to test the hypothesis, independent t-test analysis was used in comparing the mean score of the two groups.

TABLE 5

Independent t-test analysis of challenges of marketing new products in rural areas of Akwa Ibom State

VARIABLE	N	X	SD	T
HIGH	234	12.01	1.30	21.45*

LOW 149 15.15 0.71

***Significant at 0.05 level; df= 381; N= 383; critical t-value = 1.96**

The above table 5 presents the obtained t-value as (21.45). This value was tested for significance by comparing it with the critical t-value (1.96) at 0.05 level with 381 degree of freedom. The obtained t-value (21.45) was greater than the critical t-value (1.96). Hence, the result was significant. The result therefore means that there is significant effect of the challenges of marketing new products in rural areas of Akwa Ibom State.

Hypothesis two

There is significant effect of product testing on marketing new products in rural areas of Akwa Ibom State. In-order to test the second hypothesis, independent t-test analysis was used in comparing the mean score of the two groups.

TABLE 6

Independent t-test analysis of effect of product testing on marketing new products in rural areas of Akwa Ibom State

Variable	N	X	SD	t
High	201	12.07	1.34	18.31*
Low	191	15.00	1.09	

***Significant at 0.05 level; df= 381; N= 383; critical t-value = 1.96**

The above table 6 presents the obtained t-value as (18.31). This value was tested for significance by comparing it with the critical t-value (1.96) at 0.05 level with 381 degree of freedom. The obtained t-value (18.31) was greater than the critical t-value (1.96). Hence, the result was significant. The result therefore means that there is significant effect of product testing on marketing new products in rural areas of Akwa Ibom State.

Implication of Findings

Study results and data analysis led the researchers to conclude that rural akwa ibom state has marketing difficulties for new goods. According to the findings, the company should perform a comprehensive market survey to learn how consumers feel about a certain product. An extensive product testing survey is essential to bringing the best possible product to market. Another customer's buying choices will be taken into account in this calculation, and the company's earnings will rise as a result.

Research should be conducted by the businesses on the best methods of bringing their goods to the market. This will help goods succeed in the market by preventing them from failing. As a result, product developers must be mindful of how product offering features impact a product's market success or failure throughout the development process.

To understand the current marketing structure, companies' marketing teams need conduct market segmentation.. New goods will have a better chance of success if this strategy is used. It is not uncommon for existing marketing systems to act as a barrier to new goods' market success.

According to the findings, the business should make its goods available to consumers on time in order to fulfil their consumption, while other participants said that the company should increase the amount of its products in order to meet their needs.

References

- Armstrong, Gary & Kotler, P. (2015). *Marketing: an Introduction*. (7th edition).United States of America: Pearson Education, Inc.
- Booz, Allen and Hamilton. (2018). *New Products Management For the 2016s*, Booz, Allen and Hamilton, New York.
- Bruce, Margaret & Biemans, Wim G. (2015). *Product Development; Meeting the Challenge of the Design – Marketing Interface*. Great Britain, John Wiley & Sons Ltd.
- Chung, Yi-Chan & Tsai, Chih-Hung, (2017). The Effect of Green Design Activities on New Product Strategies and Performance: An Empirical Study among High-tech Companies. *International Journal of Management*, Vol. 24, No. 2.
- Clark, Kim B. & Wheelwright, Steven C. (2015). The Design build test Cycle for Effective Product Development. *International Marketing Review*. 11(1): 32-46
- Cooper, R.G. and E.J. Kleinschmidt (2017). New products-What Separates Winners from Losers. *Journal of Product Innovation Management*. Vol. 4, No. 3, pp. 169-184.
- Eisenhardt, K. M., and Tabrizi, B. N. (2015). Accelerating Adaptive Processes: Product Innovation in the Global Computer Industry. *Administrative Science Quarterly*. 40(1): 84-110.
- Gatignon, H. & Xuereb J. (2017). Strategic Orientation of the Firm and New Product Performance. *Journal of Marketing Research*. 34(February): 77 – 99.
- Kohli, & Jarworski. (2016). Strategy and Environment as Determinant of Performance: Evidence from the Japanese Machine Tool Industry. *Strategic Management Journal*. 16(7): 497-518.
- Kok R. , Robert A.W. (2018). *Implementing Market-Oriented Product Development*. University of Groningen, Faculty of Management and Organization. The Netherlands.
- Langerak, F., Hultink, E. J. & Robben, H. S. J. (2014). The Impact of Market Orientation, Product Advantage, and Launch Proficiency on New Product Performance and Organizational Performance. *Journal of Product Innovation Management*. 21: 79-94.

- Maidique, M. A. & Zirger, B. J. (2014). The study of success and failure in product innovation: The case of the US electronics industry. *IEEE Transactions in Engineering Management*. 4: 192-300.
- Ramaseshan B., Caruana Albert, & Loo Soon P. (2018). The Effect of Market Orientation on New Product Performance: a Study Among Singaporean Firms. *Journal of Product and Brand Management*. 11(5): 399- 409.
- Rift Valley Bottlers, (2010), Handbook, Eldoret. Singh. (2016). Customer Orientation and Performance: A Study of SMEs. *Management Decision*. 36(6): 385-395.
- Wanjohi, S. C. (2015). The Standardization of International Marketing Strategies in Organizations: Some Research Hypothesis. *Journal of Marketing*. 17(8): 70-79.
- Wei, Yinghong and Morgan, Neil A. (2014). The Support of an Organization's Climate, Market Orientation, and New Product Performance in Firms. *Journal of Innovation Management*. 21: 375-388.
- Wren, Brent M., Souder, Wm. E. (2016). Market Orientation and New Product Development in Global Industrial Firms. *Industrial Marketing Management*, Vol. 29, pp. 601-611.
- Yew, Ng Tee (2018). A survey on "the effective business practices among manufacturing firms in Malaysia". Unpublished Master Thesis. Faculty of Economics and Management, Selangor, Universiti Putra Malaysia