

ACHIEVING SUSTAINABLE ENTREPRENEURSHIP DEVELOPMENT THROUGH INNOVATION STRATEGY IN THE FOOD AND BEVERAGE INDUSTRY

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Abstract

This research examined the effects of innovation strategy on sustainable entrepreneurship development of food and beverage firms in Ibadan metropolis, Oyo state, Nigeria. The predictors identified to capture innovation strategy are quality service delivery, branding and technological innovations. The Survey research design was employed. All the registered food and beverage firms in Ibadan metropolis according to NGdirectory, 2020 were considered while the staff of the four (4) firms was purposively selected as respondents for this study because of their large branch network. The study utilized a questionnaire as the instrument of data collection. The collected data were coded and analyzed using regression analysis with the aid of SPSS version 25. The findings revealed that branding innovation is a significant predictor of entrepreneurship development and was statistically significant. Quality service delivery and technological innovations are non-predictors, and not statistically significant to a sustained entrepreneurship development of food and beverage firms in Ibadan metropolis within the period with coefficient and probability value of ($\beta_1 = 0.181$, $p > 0.05$, $\beta_2 = -0.259$, $p < 0.05$, and $\beta_3 = -0.069$, $p > 0.05$) at 5% significance level respectively. This study recommended that firms should realize the importance of innovation strategy in their daily operations and improve in their existing innovative practices for a sustained entrepreneurship performance.

Keywords: Branding Innovation, Innovation strategy, Innovation, Quality service delivery, Sustainable entrepreneurship development, Technological innovation.

1.0 Introduction

Due to the constantly shifting economic climate throughout the world, each organization's ability to tactically outsmart its rivals will determine whether it succeeds or fails. This depends on the organization's capacity to continuously seek improvement in order to provide its target clients with high-quality goods and services. (Naranjo-Valencia, et.al., (2016). "Many business firms in Nigeria fail to realize the importance of innovation and technological processes (Inegbedion, et al 2022), which has made them to be backward and unable to compete favourably with their foreign counterparts" (Adeyeye, 2014). Also, according to Zawawi, et.al., (2016), The ability of a company to innovate determines how well it performs in challenging business settings. As a result of the foregoing, it is strongly believed that innovation strategy is a strong driver of economic growth and success Osemudiamen, et.al., (2022) in the public and private sector (Hope, 2018). Businesses that use innovative practices are constantly prepared to respond effectively to the needs of their customers. (Sadikoglu & Zehir, 2010; Calantone, et.al., 2002). Therefore, customer satisfaction and retention are as a result of the firm's innovativeness. Moreover, innovative practices make firms stand out among their competitors in the same industry and this has led to entrepreneurial sustainability and superior performance. Consequently, inovative practices are important and required to change a company's fortunes and makes the entrepreneurial firms distinctive and have competitive edge over their competitors in the same industry. Therefore, fierce competition among companies in the food and beverage industry tend to be more intense and only those who have positioned themselves in terms of quality, value creation, service delivery and technological operations are successful and able to survive in a large competitive market.

Continuous innovation is thought to benefit performance and long-term growth in the food and beverage sector. processed food quality, variety, diversification, and safety are accorded more weight in industrialised countries than price. Unsurprisingly, "innovation strategy plays a substantial role in the life of food and beverage firms around the world in addition to powerful influence of advertisements and product differentiation." (Galizzi & Venturini, 1996). Apparently, food and beverage companies have frequently sought to experience rapid expansion. (Tozanli, 2005). Given that economies of scale, the sector branch network and size are significant issues for entrepreneurial firms. As a result of its capabilities and capacity, most of the larger firms can enter into a new market and develop new products and proactively take over a market share as a results of their strengths (Inegbedion, et.al. 2022; Inegbedion, et.al., 2019).

Numerous research has examined the linkages between innovation strategy and sustainable entrepreneurship development in various sub-sectors, but it has been noted that the majority of these studies used diverse designs and methodologies, which causes their findings to vary substantially. Akande et.al., (2019) found out that there is a linkage between innovation strategy and entrepreneurial performance. Furthermore, Olu-Dimesh, et.al., (2017) examined the efficacy of service quality innovation on entrepreneurial success. The findings revealed a moderating positive relationship

between innovative quality service and entrepreneurial outcomes. Similarly, Maroa & Namusonge (2014) evaluated the effect of Strategic Innovation and Service Provision at Kenyan Public Universities. The findings showed that strategic innovation relatively has positive significant effect on Kenyatta University's service delivery considering other variables. Therefore, due to variation in findings from previous empirical findings, there is need to conduct more studies in different geographical area and from different industry in order to identify the gaps to fill. As a result of the foregoing, study aims to determine the impact of innovation strategies, with such constructs such as quality service delivery innovation, branding innovation and technological innovation on sustainable entrepreneurship development of Food and Beverage firms in Ibadan metropolis, Oyo state, Nigeria.

Therefore, the general objective of this study is to assess the impact of innovation strategy on sustainable entrepreneurship development of food and beverage firms in Ibadan metropolis, while specific objectives were to: determine the effect of quality service delivery innovation on sustainable entrepreneurship development of food and beverage firms in Ibadan metropolis, examine the effect of branding innovation on sustainable entrepreneurship development of food and beverage firms in Ibadan metropolis and to ascertain the effect of technological innovation on sustainable entrepreneurship development of food and beverage firms in Ibadan metropolis

2.0 Review of literature

2.1 Conceptual Framework

Innovation and Entrepreneurship development

Many authors and contributors have varied ideas about what innovation is. It is described as anything novel or as a modification made to an already existing service, concept, or industry. Wang (2012) defined innovation as the process of successfully implementing a new idea and creating value for your customers and stakeholders. Innovation begins with a fresh concept, which could be a strategy for a better good or service or an updated way to conduct business. It could also be a fresh business strategy. Barringer and Ireland (2012) defined entrepreneurship as the process by which individuals pursue opportunities without regard to resources they currently control. Kuratko (2008) defined entrepreneurship as a dynamic process of vision, change and creation. Applying enthusiasm and energy to the development and deployment of fresh concepts and innovative solutions as a necessity. As a result, a smart blending of creative techniques and entrepreneurial impulses will spawn new concepts that will finally lead to a sustainable entrepreneurship development.

Quality service delivery innovation

The capacity of an organisation to provide services in accordance with internal quality criteria that are based on management's perceptions of customer demands and expectations which is referred to as the quality of its services. The degree of inconsistencies between companies' standards for service performance and customers' normative expectations for a service is what is meant by "quality service." (Gorla, et.al., 2010). Quality service delivery helps organisations build a strong niche for itself and advance its competitive advantage. Delivering quality services fosters client loyalty and enhances the organization's reputation. Giving clients the quality taste they want throughout the entire spectrum of products produced by beverage corporations is one example of how the notion of food and drink quality service delivery is mirrored through enabled service, matching customers' expectations. High service quality is crucial for businesses in both developed and developing nations since it has a favourable impact on client loyalty and satisfaction. High service standards aid businesses in retaining existing clients and enticing new ones. Additionally, providing high-quality service lowers the expense of attracting new clients. (Park & Smith, 2009). The organisation needs to concentrate on three elements of the notion, namely the people providing the service, the quality of the service delivery, and the mechanisms the business employs to supply the service, in an effort to increase the quality delivery portion of the firm.

Branding Innovation

A major concern in the field of product planning is branding. A lot of manufacturers view their product's brand as a marketing driver. A brand can be defined as anything, which serves to distinguish one product from another. Kotler and Armstrong (1996) sees a brand as a name, term, sign, symbol or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of their competitors. Organisations use branding innovation as a strategy to differentiate their goods and services from competitors' offerings. Consistent efforts are made to win over the hearts of their target customers and give them value for their money. Delivering something novel to clients creates enthusiasm and interest in brands, which is what branding innovation is all about (Dirk, 2014). Branding innovation can among other things take the following strategies, diversification, market penetration, product development and market development.

Technological Innovation

New technologies are incorporated into production and consumption through the economic process of technological innovation. It comprises identifying emerging technical opportunities, planning the human and material resources required to turn those possibilities into beneficial processes and products, and maintaining the necessary operations. The impact of technological innovation capability on company's performance is enormous (Yann, et al, 2004). Innovation is an interactive process characterized by technological interrelated uses between sub-system (Tece, 1996) It enhances customer competence and technological competence (Daniels, 2002). According to Galende & Fuente (2003), technological innovation has impact on

commercial resources, organizational resources and intentions. It impacts on the firm or industry, suppliers and customers (Zaltman & Duncan, 1973), it is significant because substantial improvements in living conditions have been made possible in large part by technical advancements. One entity that has evolved to address these challenges is the substantial-technology venture capital markets. Innovative business practices also come with a high danger of technology failure and, more specifically, of misreading customer expectations. A conceptual model was prepared for this study which is presented below:

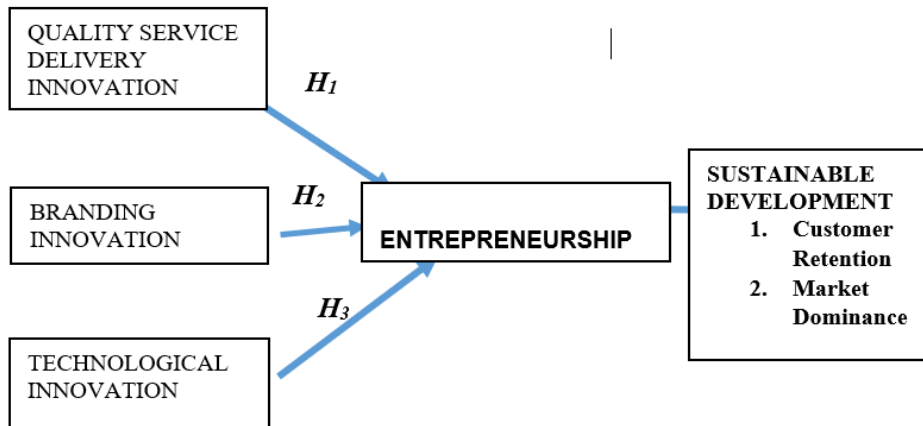


Figure 1: Research Model, 2021

Figure 1: Conceptual model

The conceptual model in Fig.1 above shows the nexus between innovation strategy and enterprise sustainable development. Innovation strategy is the independent variable while sustainable entrepreneurship development is the dependent variable. A careful combination of the independent variables (Quality service delivery innovation, branding innovation and Technological innovation) activates entrepreneurship which eventually culminates into a sustainable development (Customer retention and Market dominance).

2.2 Theoretical framework

This study adopted innovation and opportunity based theory, which basically recognizes the drive for new things and opportunities. This was a theory made popular by Schumpeter (2002). The views of the theory is that business enterprises should be creative, innovative and always look for a new way of doing things. According to Schumpetre, (2002), entrepreneurs are leaders of creative power for innovation and also that innovativeness of entrepreneurial spirit is the dominant return of sales and profit performance of a firm based on the activity of the entrepreneur. Also, Shane & Venkataraman, (2000) were of the belief that finding new opportunities entails adopting

a novel strategy for creating novel technological know-how and identifying novel product offerings to enter the market. This theory is consistent with some prior empirical research in entrepreneurial innovation and performance of manufacturing firms. Additionally, it is believed that entrepreneurship provides market-based systems with the ability to carry out something novel designed to inspire the market economy's growth. Entrepreneurship refers to an organization's capacity to take calculated risks, develop novel goods, innovative production processes, and penetrate new markets.

2.3 Empirical review

H₁: Quality service delivery innovation does not have any significant effect on sustainable development of food and beverage firms.

It is on record that many scholars have written on the impact of service delivery innovation as it affects organizational performance but there are no sufficient empirical findings on the role of quality service delivery on the entrepreneurial performance and sustainable development of beverage firms. Although, there are diverse opinions with regards to service delivery and organizational performance. For example, Olu-Dimesh, *et.al.*, (2017) conducted a research on "Impact of Quality Service Innovation on the Entrepreneurial Success: Evidence from Nigeria." This research was done to find out how corporate performance, competitive advantage, and exceptional service innovation are related. In order to analyse the data gathered for the study, correlation and regression analysis, as well as descriptive and inferential statistics, were used as the methods. The results revealed a strong positive relationship between service innovation and an organization's financial performance. In the same vein, Silas, Makrop, & Paul, (2015) conducted a study on "Creativity and Innovation" in Jos metropolitan city. A few sample size of SMEs was chosen as a method to improve the development of entrepreneurship in Nigeria. The study adopted a survey approach. The researchers came to the conclusion that innovation, service delivery, and creativity are crucial for boosting the nation's competitiveness and entrepreneurship growth. Furthermore, Akande, *et.al.*, (2019) examined the relationship between innovation strategic constructs and performance in selected SMEs in Nigeria. The authors found out that there is significant linkages between one of the constructs service quality and performance in small and medium scale paint manufacturing firms. Again, Maroa &, Namusonge (2014) analysed empirically, Strategic Innovation and Service Provision at Kenyan Public Universities: The Case of Kenyatta University. The goal of the study was to ascertain how strategic innovation affected Kenyatta University's service delivery. From the respondents (students), data was gathered. The research demonstrates a meaningful link between the factors.

H₂: Branding innovation does not have any significant effect on sustainable development of food and beverage firms.

The advantages of branding innovation depend on how much of it is used. Businesses can use branding as a potent weapon to appeal to their target customers with their goods

and services. Empirical evidence shows that there are very few studies especially as it concerns the effect of branding innovation on enterprise performance. Few opinions of some scholars on record are stated here, for example, Solomon, et.al., 2021) carried out study into how process innovation affects organisational performance. For test retest reliability, the study used the survey technique and the Cronbach Alpha coefficient. The study discovered a substantial association between brand modification and sales volume as well as a considerable impact of brand innovation on organisational performance.

H₃: Technological innovation does not have any significant effect on sustainable development of food and beverage firms.

Technology is a weapon that has given the entire universe a new look, therefore, the degree of technological innovation employed by enterprises determines the extent to which such enterprises would benefit from it. Diverse viewpoints exist regarding how technology innovation affects organisational performance. For instance, Oyewale, et al (2015) undertook a study to evaluate the impact of cutting-edge technology on the performance of a few chosen SMEs in Nigeria. Twelve (12) entrepreneurs in total were chosen using a straightforward random selection method. A well-structured questionnaire was given to the respondents and filled out by them as the instrument for data collection. The findings indicated a strong connection between technological innovation and the growth of entrepreneurship in Nigeria. In the same vein, Adenekan, and Jimoh, (2021) assessed the impact of technological innovation and secretaries' digital proficiency on work performance in public tertiary institutions in Ogun State, Nigeria, was evaluated. From the three senatorial districts in the State, secretaries in public tertiary institutions were chosen for the survey. Data were gathered via a questionnaire, and descriptive and inferential statistics were used to examine the results. The findings showed that secretaries in the surveyed institutions had impressive levels of technology innovation and digital proficiency. In light of technology-driven office and secretarial tasks, it was discovered that technological advancements and secretaries' digital proficiency had a substantial impact on their performance. Finally, Akande et. al. (2019) further conducted an empirical study on innovation orientation strategy and one of the variables identified employed was technological innovation and how it relates to performance. The findings revealed the significant linkages between technological innovation and performance.

3.0 Methodology

This study utilized the survey research design. The reason for considering a survey method is that researchers get an accurate information about the phenomena in question straight from the respondents. The population of the study consist of forty-nine (49) registered food and beverage firms within Ibadan metropolis as at 2018 according to NGdirectory (2020). The study covered the period 2018 and 2020. A sample of four (4) firms was considered. This is because they had the highest number of plants in the metropolis as seen in Table 1 below. The top and middle management categories of staff were purposively selected as respondents for the study. The reason for this action was that this category of staff would have enough information than the lower level management staff. The Structured questionnaire was used for data collection. The

questionnaire was made up of two sections: Section A which shows a demographic information of the respondents firms. While Section B addressed the research objectives. For each construct, five (5) questions were utilized. Using a 5-point Rensis Likert scale, where 5 is for strongly agreeing, 4 is for agreeing, 3 is for agreeing to some extent, 2 is for disagreeing, and 1 is for strongly disagreeing, all variables in this study were measured. Out of the ninety-eight (98) copies of the questionnaire administered on respondents, only eighty-three (83) was correctly filled and delivered back for inspection. The Statistical Package Software for Social Sciences (SPSS) version 25 was used to code and analyse the responses. The study's hypotheses were tested using the linear regression model

Reliability and Validity statistics

The statistical tool used in testing each of the constructs in this study was Cronbach’s Alpha. The results revealed that quality service delivery innovation with five (5) items has ($\alpha=82.5\%$), branding innovation with five (5) items has ($\alpha= 79.4\%$) and technological innovation with five (5) items has ($\alpha=90.3\%$). Similarly, sustainable entrepreneurship development with five (5) items has ($\alpha=91.2\%$) was also found to be reliable. Both the face and the content validities were employed to determine the validity of the instrument (questionnaire) used for this study.

Table 1: Table of reliability statistics

Construct	Questions	Alpha (α)
QSD Innovation	5	82.5%
Branding Innovation	5	79.4%
Technological Innovation	5	90.3%
Sustainable Ent. Development	5	91.2%

Author’s computation, 2021

Table 2: Distribution of Food and Beverage firms in Ibadan Metropolis

FIRMS	NUMBER OF BRANCHES
1. Bakery and Confectionery	8
2. Breweries	2
3. Distilleries	15
4. Flour mills	2
5. Food manufacturing businesses	3
6. Fruit drinks	10
7. Dairy goods and milk	1
8. Beer, alcohol and non-alcoholic beverages	2
9. Sugar processing	-
10. Beverages and sweets	1
11. Tobacco	1
12. Spring and bottled water	4

TOTAL 49

Source: NG directory, 2020

Field survey, 2021

Table 2 shows the distribution of food and beverage firms as were found within the Ibadan metropolis and the number of branches. Distilleries have a greater number of branches (15), followed by fruit drinks (10), bakery and confectionery (8), water-spring and bottled (4), food processing, (3), breweries, flour mills and soft drinks have two (2) each while milk and dairy products, sweets and tobacco has one (1) each. The four firms with the highest number of branches were picked as the sample size for this study.

Model Information

The model Information used for this study is presented hereunder.

$$SED = f(QSDI, Br.I, Tech.I) \dots \dots \dots (1)$$

This can be specified in operational form as:

$$SEDi = \beta_0 + \beta_1 QSDI_i + \beta_2 Br.I_i + \beta_3 Tech.I_i + \mu_i \dots \dots \dots (2)$$

Where:

SEDi = Sustainable Entrepreneurship development

β_0 = Constant Coefficient

QSDI = Quality Service Delivery Innovation

Br.I = Branding Innovation

Tech.I = Technological Innovation

μ = Stochastic error term

i = Cross sectional (individual)

4.0 Results and discussion

4.1 Data Presentation

Information retrieved from the respondents was collected and presented in Table 3 report the

Linear regression model and the T-value to determine the significant or non-significant of the stated hypotheses.

4.1.1 Hypotheses testing

Regression analysis was used to evaluate each of the three hypotheses that were developed to examine the independent variable's three constructions. The results are shown in table 3 below.

TABLE 3.
RELATIONSHIP BETWEEN INNOVATION STRATEGY AND SUSTAINABLE ENTREPRENEURSHIP DEVELOPMENT

	1 st variable	Sustainable entrepreneurship dvt.	Sig	Result Description
MODEL 1	Quality service delivery (R)	.203 ^a	.158 ^b	Not significant
	R ²	0.041		
	Adjusted R ²	0.021		
	F-value of model	2.056		
	T-value	1.434		
	Beta co-efficient	0.203		
	2 nd variable			
Model 2	Branding Innovation (R)	.344 ^{a****}	.014 ^b	Significant
	R ²	0.118		
	Adjusted R ²	0.100 ^{****}		
	F-value of model	6.443 ^{****}		
	T-value	-2.538		
	Beta co-efficient	-0.344		
	3 rd variable			
Model 3	Technological Innovation (R)	.194 ^a	.178 ^b	Not significant
	R ²	0.038		
	Adjusted R ²	0.017		
	F-value of model	1.871		
	T-value	-1.368		
	Beta co-efficient	-0.194		

Author Analysis, 2021

Independent variables: Quality service delivery Innovation, Branding Innovation and Technological Innovation

Dependent variables: Sustainable Entrepreneurship Development

*p<0.000

4.2 Discussion of Findings

The link between the independent and dependent variables (innovation strategy and entrepreneurial development) are identified in this study was investigated using a linear regression analysis. Findings from Table 3 above demonstrates that the development of entrepreneurship and innovation strategy are positively related. In model I, it is seen here that the growth of sustainable business is positively impacted by quality service delivery. Although the effect is highly insignificant. To determine whether quality service delivery has a mediating impact on a firm's long-term entrepreneurship development. As shown in model 1, the regression result of 0.203 which is 20.3% revealed a positive linear relationship between quality service delivery and sustainable entrepreneurship

development. The determination coefficient, that is, R-squared is 0.041. This implies that, quality service delivery contributed to sustainable entrepreneurship development by only 4.1%. The P-value 1.58 is greater than the alpha- value ($p=0.>0.05$), an indication that the model is not statistically significant going by the result of the p-value above. This reveals that the independent variable (Quality service delivery) accounted for 4.1% of the variations in sustainable entrepreneurship development while 95.9% is explained by the variables not listed in the model. To further test the hypothesis, the beta value of 0.203 indicates that the significance between the two variables is below average. Thus, this finding was in line with the submission of Olu-Dimesh, et.al., (2017) who conducted a research on "Impact of Quality Service Innovation on the Entrepreneurial Success: Evidence from Nigeria." This research was done to find out how corporate performance, competitive advantage, and exceptional service innovation are related. The results revealed a strong positive relationship between service innovation and an organization's financial performance. In the same vein, Silas, et.al., (2015) used a few chosen SMEs in the Jos metropolitan to perform a study on "Creativity and Innovation" as a method to improve the development of entrepreneurship in Nigeria. The researchers came to the conclusion that innovation, service delivery, and creativity are crucial for boosting the nation's competitiveness and entrepreneurship growth. The finding revealed a direct link between patronage and innovative, high-quality service. Again, Maroa & Namusonge (2014) analysed empirically, Strategic Innovation and Service Provision at Kenyan Public Universities. The research demonstrates a meaningful link between the factors. In model 2, according to the regression result, "Branding Innovation Has a Positive Linear Effect on the Development of Entrepreneurship,"(0.344). The determinant co-efficient, i.e R-squared is 0.118 which stands at 11.8%. This reveals that the independent variable (Branding innovation) accounted for 11.8% of the variations in sustainable entrepreneurship development while 88.2% is explained by the variables not listed in the model. The p-value 0.014 is less than the alpha value (0.05), an indication that the model is statistically significant going by the result of the p-value above. The value of the Adjusted R-squared, 0.100 showed that the predictor variable, branding innovation explained 10% of the variance in the criterion variable. The F-value of 6.443 showed that the model has a significant value. The beta value of -0.344 indicates that as the predictor (branding innovation) increases by one unit, entrepreneurship development is predicted to decrease by 34.4% holding other independent variables constant. This finding is in agreement with the findings of Solomon, et.al., (2021). The study discovered a substantial association between brand modification and sales volume as well as a considerable impact of brand innovation on organisational performance. In model 3, Technological innovation is assumed to have an encouraging linear impact on the growth of sustainable entrepreneurship going by the regression result in Table 2 above which stands at 0.194. The determinant of co-efficient, i.e R-squared is 0.038. This reveals that the independent variable (Technological innovation) accounted for 3.8% of the variations in sustainable entrepreneurship development while 96.2% is explained by the variables not listed in the model. The p-value 0.014 is below the alpha value. (0.05), an indication that the model is statistically significant going by the result of the p-value above. The null hypothesis is

therefore accepted. The worth of the Adjusted R-squared, 0.017 showed that the predictor variable, technological innovation explained 1.7% of the variance in the criterion variable. The F-value of 1.871 showed that the model has a significant value. The beta value of -0.215 indicates that, as the predictor (technological innovation) increases by one unit, entrepreneurship development is predicted to decrease by 21.5% holding other independent variables constant. This finding is contrary to the findings of Oyewale, et.al., (2015) examine the impact of innovative technologies on the performance of some selected SMEs in Nigeria. The findings indicated a strong connection between technological innovation and the growth of entrepreneurship in Nigeria. In addition, the work of Adenekan and Jimoh, (2021) was also in support of the findings which showed that secretaries in the surveyed institutions had impressive levels of technology innovation and digital proficiency. In light of technology-driven office and secretarial tasks, it was discovered that technological advancements and secretaries' digital proficiency had a substantial impact on their performance.

Further results indicated that Quality service delivery only marginally has a positive impact on sustainable entrepreneurship development but not statistically significant ($\beta_1 = 0.181, p > 0.05$). Therefore, quality service delivery innovation is not a significant predictor of sustainable entrepreneurship development and the null hypothesis is thereby accepted. Also, findings revealed that branding innovation has a negative impact on sustainable entrepreneurship development however, the model has statistical significance. ($\beta_2 = -0.259, p < 0.05$). The model shows that branding innovation is a significant predictor of sustainable entrepreneurship development although it predicts a 34.4% decrease, holding other independent variables constant. The null hypothesis is thereby rejected. Similarly, Technological innovation has a negative impact on sustainable entrepreneurship development but the model is not statistically significant ($\beta_3 = -0.069, p > 0.05$). Therefore, technological innovation is not a significant predictor of sustainable entrepreneurship development and the null hypothesis is hereby accepted.

5.0 Conclusion

A study of food and beverage businesses in the Nigerian state of Oyo and the city of Ibadan was done to empirically confirm the effect of innovation on sustainable entrepreneurial development. According to an entrepreneur's perspective, innovation is creativity, the effective application of an idea that adds value for the client and commercial return for the innovator. Considering what the regression analysis revealed on quality service delivery innovation, branding Innovation and technological innovation's impact on sustainable entrepreneurship development, the study drew a conclusion that only the branding innovation is a good and significant predictor of sustainable entrepreneurship development, although it hinders the growth of entrepreneurship. On the other hand, both quality service delivery and technological

innovation are not significant predictors. This suggests that the performance of the firms is not much impacted by the creative practices currently in use, particularly in branding and technology. This might be the result of insufficient or inadequate inventive practices and the firms' commitment of resources to the idea.

5.1 Recommendations

In view of the findings, the study recommended that the food and beverages sector in Nigeria should be more novelty in terms of product offering and service delivery in relation to sustaining distribution growth. In addition, food and beverages firms should develop more innovative technological know-how in producing product that can meet desired customer demand and that can sustain entrepreneurial growth.

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