



## Financial Decision Skills and Sales Volume among Artisan Operators in Ilorin Metropolis, Kwara State

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### Abstract

Artisan operators in the informal sector are mostly challenged by their inability to develop their businesses due to low financial decision-making skills and poor resources management, which affects their performance. The study investigated financial decision skills as a driver of sales volume among artisan operators in Ilorin metropolis, Kwara State. The study employed a quantitative survey design by means of collecting data from a sample of 350 artisan operators determine from a population of 2,788 using Taro Yamane formula. Stratified random sampling was used for selecting the participants after which 335 valid responses were obtained. Descriptive statistics and multiple linear regression were used to analyse the data using the Statistical Package for the Social Sciences (SPSS) version 27. It was found that the relationship between financial decision skills and sales volume is statistically significant and positive. Budgeting skills have the strongest effect ( $B = 0.315$ ,  $p = 0.000$ ), followed by financial decision-making skills ( $B = 0.210$ ,  $p = 0.000$ ), indicating that artisans who manage their finances and make rational decisions are more likely to experience high sales volume. The study concluded that financial decision-making skills among artisan operators are vital to increasing sales and sustaining business growth. The study recommended that artisan operators be involved in training programs to strengthen their budgeting and financial decision-making skills, thereby enhancing their overall performance and competitiveness in the informal sector.

**Keywords:** Financial Decision-Making Skill, Budgeting Skill, Sales Volume, Performance.

### 1.0 Introduction

Sales volume is widely considered a significant performance indicator in small-scale firms, particularly under informal conditions where accounting processes are weak and profit margins are hard to gauge. For artisans, sales volume is a universal measure of market acceptance, consumer retention, and competitiveness (Hassan, 2021). Strong sales have been associated with good financial planning, sound pricing strategies and reinvestment, whilst insufficient sales have been associated with ineffectiveness and lack of proper management and declining market share. Studies have found that financial decision-making skills significantly increase sales performance by equipping an entrepreneur to manage costs, set competitive prices, and reinvest smartly to grow. Therefore, the volume of sales not only provides a realistic sense of artisans' business performance, but also emphasizes the importance of financial management for maintainability (Culebro *et al.*, 2024).

Financial decision skills are becoming more and more important as a way to help individuals manage their money, make the economy more stable, and reduce economic inequality. Organisations like the Organisation for Economic Co-operation and Development and World Bank are calling for more people to learn about monetary affairs in order to create a lasting financial community (Mani and Ngigi, 2024). The problem of general financial decision skills is very real in Africa because most people do not have much education and cannot get to

financial services easily. Even so, these problems still persist, and groups like the African Union's Agenda 2063 and the African Development Bank are trying to fix them (Nur, 2023). In Nigeria, where 65% of people still do not have a formal financial service, being financially literate is very imperative. Artisan operators also constitute a significant component of the informal economy of Nigeria. Artisan operators are engaged in occupations such as tailoring, carpentry, welding, automobile servicing, and barbering among the others. They do not just offer services but are also highly valued in the provision of jobs, skills transfer and poverty alleviation (Rini *et al.*, 2025). Artisans contribute to maintain high economy of the community and generate jobs by making services accessible. However, their businesses are facing some drawbacks, such as low decision skills levels, capital sources, and inability to use modern technologies and training and develop, making it more difficult to compete and grow their businesses. The issues underscore the importance of assisting artisans in strengthening their business management skills to make their businesses sustainable (Abdallah *et al.*, 2024).

The informal sector has been considered as a driver of growth as well as a prevailing zone of vulnerability. Although it provides jobs to millions of people and promotes local business transactions, it is also characterized by the lack of institutional support, unstable different incomes, and lack of control. In the case of artisans, growth is often measured by sales volume because measures of profitability are not often institutionalised (Rini *et al.*, 2025). However, the achievement of regular sales is still a challenge because of factors like seasonal fluctuation in demand, low level of marketing is effective and simultaneous flooding of market places with comparable products. Adaptability and creativity are unavoidably connected to financial management and literacy because of their survival in this extremely competitive climate (Kumar and Ciddikie, 2023).

Budgeting skill is viable derivative of financial decision skills and an important instrument to enable artisans to keep track of importance of revenue, restrict expenditure, and assign funds effectively. It allows the operators to draw the line between personal and business money, establish the priorities, and realize the opportunities of reinvestment (Bai, 2023). Studies state that small businesses that undergo some type of systematic budgeting are better placed to achieve firm financial viability, to reduce wastage, and enhance revenues. However, Nigerian artisans tend to ignore budgeting because of reliance on daily turnover, lack of maintaining records in a systematic way, and little financial planning education (Nitto, 2020).

Another important aspect of financial decision skills is financial decision-making skills, which involve analyzing investment opportunities, determining risks, and properly distributing resources. These capabilities have significant influence on profit margin, which is a highly important parameter of the financial health of business (Nogueira *et al.*, 2025). By making better financial decisions, the artisans are in a better position to reduce costs, create revenues, as well as re-respond to the dynamics of the market environments in addition to ensuring sustained economic-widely long-term success. Also, knowledge on taxes is used when it comes to informal sector businesses. The knowledge of taxes and their obligations lessen legal fines and advance business socialization and availability of funds (Kumar and Ciddikie, 2023).

However, despite the significant role played by informal sector in Nigerian economy, artisan operators in Ilorin face numerous challenges which directly impact or influence their level of sale. Poor utilization of budgeting skills is one of the major issues. Numerous artisans do not employ traditional budgets and live by operating off cash flow every day to meet expectations.

Such financial ill preparedness entails various practical problems (Mani and Ngigi, 2024). Artisans cannot keep a record of their financial performance; thus, it is hard to measure their profitability or determine whether their pricing strategies are working or not. Lack of proper budgeting also means that the artist is denied the opportunity of reinvestment that may assist in developing the business i.e. purchasing of new tools or investing in marketing. In addition, the issue of poor cash flow management is prevalent among artisans this case as they lack a system that keeps track of adjusting income and costs, which most of the time causes such instability during financial crises (Adranyi *et al.*, 2024). These problems with budgeting eventually lead to a flat sales volume and a drag on corporate compound.

Along with the issues related to financial decision-making, which affect budgeting, the artisans in Ilorin face significant problems stemming from the lack of financial decision-making, which further deteriorates their sales volume as well. Business sustainability and growth relies on financial decisions like pricing, credit management and reinvestment. Nevertheless, intuition or informal advice is the primary decision-making criterion for many artisans, leading to a range of underlying problems (Kiptoo *et al.*, 2024). The issue of mispricing goods and services is also of concern. Several artists do not consider overall expenses when pricing products, and many end up underpricing their work, destroying profit margins and preventing their business growth. Lack of proper credit control is another issue, whereby craftsmen, most of the time, extend credit to consumers without considering their capacity to repay, ultimately resulting in bad debts and cash flow complications (Sinaga and Hermawan, 2023).

The objectives of the study are to:

1. examine the influence of budgeting skill on sales volume among artisan operators in Ilorin metropolis;
2. investigate the effect of financial decision-making skills on sales volume among artisan operators in Ilorin metropolis

## **2.0 Literature Review**

This section surveyed past publications, identifies the theoretical foundation of the study variables, compares empirical findings, and highlights the specific research gap the study addresses.

### **2.1 Conceptual Review**

#### **2.1.1 Financial Decision Skills**

Financial decision skills can be described as the means of acquiring and using financial skills basic to good business management. Financial decision skills, as opined by Rini *et al.* (2025) refers to the ability, level of application and comprehension of appropriate personal financial management. Financial decision-making skills refer to a person's competence in managing risks, efficient utilisation of their financial resources, identification of utilisation sources, growth of assets, and preparation for financial security if not working. Learning to handle personal money and one's financial conduct is a function of that person's financial decision skills, which also has a big impact on one's financial wellness. Financially literate people understand the basics of finance that assist them to manage their own money and make sensible financial choices (Mani & Ngigi, 2024). Individuals must demonstrate their understanding and abilities in the area of financial practices such as cash flow management, saving, credit

management lending, and investment. Financial decision-making skills can be viewed as the ability to understand and put to use diverse financial capabilities, such as contributing, organising, and personal monetary organisation. It is crucial for the economic wellbeing of both people and society as a whole. However, study has demonstrated that it has a complicated nature, incorporating financial behaviour, attitudes and understanding. Also, it has been demonstrated that when financial education and practical experience are combined, financial decision-making skills increase (Kiptoo et al., 2024). According to Abdallah et al. (2024), complementary theory and real-world financial experience can substantially enhance people's competence in making prudent use of their money. Nevertheless, there are difficulties.

### **2.1.2 Dimension of Financial Decision skills**

#### **Budgeting Skills**

Budgeting is a criterion for efficient financial management, including planning, assigning, and regulating financial resources achieve personal or organisational objectives. Masrizal et al. (2024) agree with the premise that budgeting helps people become more financially disciplined and make the appropriate choices. According to Arifin et al. (2025), budgeting skills long-term goals. Structured budgeting approaches contribute to obtaining financial stability for low-income and young adult groups, according to the research. The concept of budgeting period. It is utilised as a tool that will help to establish accountability and to track financial performance. In use, a strategic aim can be realised by aligning spending with budgeting methodologies such as incremental and zero-based budgeting (Hassan, 2021). Culebro et al. (2024) have stated that by integrating digital tools such as software and mobile apps, budgeting becomes easier, and it also promotes adherence to financial plans. Budgeting skills are the abilities needed to establish, monitor and alter financial plans to follow the resources effectively, keep expenditures under control, and attain appropriate goals for financial matters. Thus, these are abilities of financial discipline, spending tracking, income forecasting, and strategic deployment of finance for financial stability and efficiency. Kiptoo et al. (2024) refers to budgeting skill as an organised strategy to ensure income and expenditures are balanced, keeping the business accountable and allow the business to make a critical decision regarding finances.

#### **Financial Decision-Making Skills**

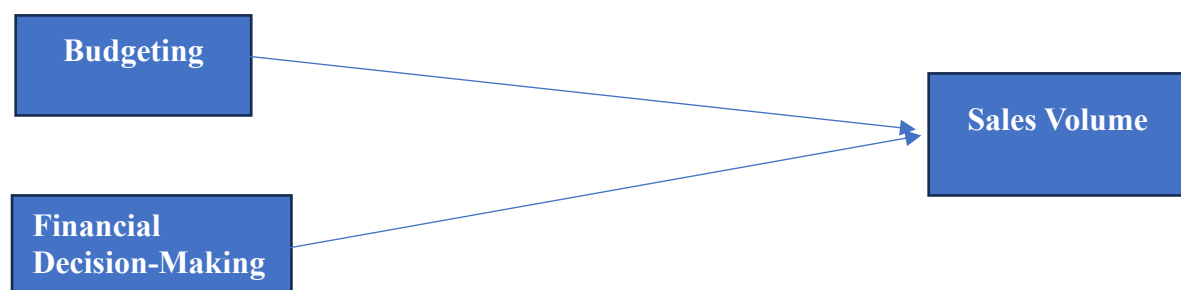
Financial decision-making is the process of fluid, rational assessing while trading on financial products, determining what to buy and what not to buy, depending on the present state of the market, the trends, the market environment and other considerations (Kareem et al., 2023). Financial decision-making helps perform an assessment of monetary menaces and their potential benefits so as to make educated decisions that conform to their individual or authority's personal financial objectives. Financial decision-making incorporates behavioural finance ideas such as mental biases and psychological effects together with standard economic theories such as utility maximisation (Kanapickienė et al., 2024). In portfolio management, financial decision-making significance has a key part that contributes to diversifying assets, maximising returns, and also managing financial risks. Financial decision-making with AI is built on predictive analytics to predict market situations; it optimises trading methods and talks about risk assessment (Nogueira et al., 2025). It entails analysing the ethical and environmental costs associated with various financial decisions, encouraging socially orientated investing and encouraging the practice of sustainable business. Financial decisions affect not only living but

also preparing for the future; it is crucial that financial decisions are made in order to maintain a good cash flow to achieve short-term responsibilities and long-term growth (Rini et al., 2025). The psychological insights can be merged with AI and machine learning to produce new decision-support systems aimed at boosting financial rationality and efficiency in future financial decision-making research. Financial decision-making is a key process to have the correct resources managed, based on which we need to analyse the possibilities that are possible in an unpredictable situation.

### 2.1.3 Sales Volume

Sales volume is defined as the total number of the goods or services which have been sold by any firm within a given period of time; it is an ideal measure of corporate output, market loyalty, and performance. Culebro et al. (2024) state that the volume of sales is a primary indicator of customer acceptance and market demand, or it shows the overall success of operations of the corporations. Sales volumes are often an indicator of successful marketing, superior product or service quality, and efficient delivery processes, whereas a low sales volume may indicate the ineffectiveness of these elements, e.g. low penetration of the market, flawed promotional efforts, or lack of product attractiveness (Mailani et al., 2024). According to Nitto (2020), the ability to monitor and analyze sales volume allows organisations to make decisions based on the information when it comes to production planning, inventory management and strategic expansion opportunities. To the informal sector of artisan operators, sales volume is not only a key daily performance measure but a pointer to the endurance and economic sustainability in the long run. Regular sales monitoring assists artists to notice patterns, change according to customer trends and streamline operations to lead to increase competitiveness and profit (Nur, 2023). Moreover, operational and strategic decision-making are associated with sales volume, to which input is provided that guides the distribution of resources generally, positioning in the market, and business growth. It, therefore, is a fundamental requirement towards assessing the performance in both the short and the long-term regarding expansion and growth, especially in a resource limited scenario where skilled operators experience market and financial issues (Hassan, 2021).

### 2.1.4 Conceptual Framework



**Source:** Author's Conceptualisation (2026).

The framework posits that the Independent Variables (budgeting skills and financial decision-making skills) act as the primary drivers of the Dependent Variable, which is sales volume.

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## 2.2 Theoretical Framework.

The theory underpinning the study is Resource-Based View. Resource-Based View (RBV), which was originally postulated by Barney (1991) focuses on the fact that firms can attain sustained competitive advantage by acquiring and using valuable, rare, non-imitability, and non-substitutable resources (VRIN). Financial decision skills, in this study, is placed as a key intangible asset of artisans within the informal sector. The RBV asserts that organisations that develop distinctive resources and capabilities including budgeting skill and financial decision-making skills are well possible to overcome competition (Mailani *et al.*, 2024). The usage of RBV in this regard implies that financial decision skills allow artists to make decisions, utilise resources and optimise cash flow, which in turn affects the sales volume of artists. When artisans become more financially literate, they will be able to pursue adequate budgeting, pricing strategies and reinvestment approaches, which will result in a better financial performance and a more reliable business development (Rini *et al.*, 2025). The importance of RBV in this study is obvious: the financial decision skills of artisans turns out to be an essential resource that contributes to the level of their responsiveness to market issues, the quality of their competitiveness, and the increase in sales performance. The assumptions that RBV presupposes are the assumption that the financial decision skills of artisans is a valuable, scarce, and non-substitutable resource, and their financial literacy results in the allocation of resources (and, by extension, sales performance). A critique of the RBV, however, is that it overemphasizes internal resources and may not sufficiently consider external problems like market competition, economic instability or access to money, which can also have a significant influence on the performance of artisans. The rationale behind the adopted of RBV is that it has the ability to describe how internal resources can be utilized to enhance business operations in resource-based circumstances such as the informal sector (Rini *et al.*, 2025).

## 2.3 Empirical Review

Nur (2023) assessed the role of digital marketing and financial literacy on sales volume and how it affects sustainability of in Cilodong, Depok, West Java. The study population is the MSMEs of Cilodong District, Depok City, West Java. The research methodology was a questionnaire that was administered to 60 samples of MSMEs in Cilodong, Depok. The data obtained was processed in SPSS version 27 with t-test and path analysis. The study findings prove that digital marketing and financial literacy positively influence sales volume. Digital marketing and financial literacy also directly and indirectly affect the sustainability of firms through the mediating variable of the sales volume. Other than this, business sustainability is directly influenced by sales volume. The findings of this study are useful to MSMEs as an input and as a way of thinking, particularly on the sales volume and business survival of MSMEs in Cilodong, Depok.

Mani and Ngigi (2024) examined the relation between financial literacy and the growth of micro-enterprise, in particular, the effect of financial literacy on monthly revenue generation of micro-enterprises in the Nairobi City County, Kenya. A quantitative analysis was done on a sample of 100 micro-entrepreneurs to test the level at which financial literacy impacts business performance. The regression analysis revealed that there is a significant positive correlation. With every single point of the increase in the financial literacy score, the average increase of monthly revenue was linked to 0.852 units. These conclusions demonstrate the critical role of financial acumen in business success and indicate that financial literacy among micro-entrepreneurs can be significantly improved, resulting in substantial revenue gains.

Abdallah *et al.* (2024) assessed the relationship between financial literacy and the performance of small and medium firms (SMEs), highlighting the moderating role of financial access. The study population comprised of modern SMEs in Kuwait, where a sample population of 155 enterprises was selected. The work selected a cross-sectional period of time and assessed the received data with the help of partial least squares structural equation modelling, and calculating with Smart-PLS 4. This study shows that financial literacy has a substantial positive impact on the performance of SMEs, as earlier research has indicated, and that improved financial literacy facilitates the financial management abilities of entrepreneurs and benefits business performance. The study also indicates that this relationship is highly moderated by financial access and notes that having adequate access to financial services enhances the impact of financial literacy.

Rini *et al.* (2025) investigated the role played by financial literacy and digital innovation in the success of micro, small and medium firms (MSMEs). The study involves the administration of 200 questionnaires to the MSME stakeholders in Sidenreng Rappang District, South Sulawesi. Questionnaires were used as a means of collecting data, and the multiple regression was used to examine the impact and interaction of the two variables on the performance of MSMEs. Multiple linear regression was used to test hypotheses by determining the impact that independent variables have on the dependent variable. The findings show that financial literacy and digital innovation are both intensively affecting MSME performance on an individual basis. Furthermore, the product of financial literacy and digital innovation also play a key role in promoting the success of MSME. The findings provide a valuable contribution to policymakers by designing programs that can benefit the growth of MSMEs by enhancing financial literacy and digital innovation.

Masrizal *et al.* (2024) studied how Islamic financial literacy (IFL) and inclusion could improve the performance of micro, small and medium companies (MSMEs) in Indonesia. The study involved the use of questionnaire information that was obtained to the extent of 197 MSMEs. The hypothesis was tested through the use of structural equation modelling method to evaluate this study. The findings reveal that IFL is a significant factor to enhance Islamic financial inclusion. The outcomes also reveal that the two play a significant role in building the firm in the MSME sector. There are no restrictions to this study. This study exclusively used a sample within one province within Indonesia with a focus on the creative economy industry and some other industries within the province of Riau, thus ignoring suburban and urban regions in Indonesia.

This current study directly addresses these identified gaps in the literature. Rather than evaluating general financial literacy on an international scale, this research narrows its scope both contextually and geographically by investigating the distinct influence of specific cognitive dimensions namely budgeting skills and financial decision-making skills on the sales volume of artisan operators specifically within the Ilorin metropolis, Kwara State, Nigeria. By focusing on this understudied and highly localized population, this study fills a critical empirical void, moving beyond mere literature reporting to provide practical data on how localized financial competencies drive empirical business growth in a Nigerian informal economy context.

### 3.0 Methodology

In this study, a cross-sectional survey research design was adopted to examine the relationship between financial decision skills and sales volume among artisan operators in Ilorin metropolis, Kwara State. The study population comprised 2,788 artisan operators of different group and the data was obtained through Kwara State Internal Revenue Service (KWIRS, 2025). The sample size of the study was estimated at 350 respondents, using the formula used by Yamane (1967). In order to achieve representativeness, stratified random sampling was adopted, where the population was divided according to group type and simple random sampling was used at the stratum level. This two-fold method is used to guarantee proportionality and minimized bias. The structured questionnaire was used to gather primary data. The questionnaire used a 5-point Likert scale to assess the responses where 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, and 5 = Strongly Disagree. The instrument was given personally by the researcher and trained assistants to make the administration clear and accurate. Statistical software Statistical Package of the Social Sciences (SPSS) version 27 was used to analyse data using multiple linear regression. The study was conducted ethically and ensured voluntary participation, informed consent, anonymity, and confidentiality.

### 4.0 Result and Discussion

**Table 1:**

*Population of the study*

Artisan Group	Total Numbers	Proportional Sample Size
Tailoring Association	150	19
Hairdressing Association	200	25
NURTW	1200	151
RTEAN	900	113
Welder Association	98	12
Tiler Association	30	4
Car Wash	70	9
Vulganizer	90	11
Plumbing	50	6
<b>Total</b>	<b>2788</b>	<b>350</b>

**Source:** Kwara State Internal Revenue Service (KWIRS, 2025)

**Table 2:****Response Rate**

Valid/Returned	335	95.71 %
Invalid/Unreturned	15	4.29%
Total	350	100%

**Source:** Author's Fieldwork Computation, (2025)

In this study, 350 questionnaires were distributed to the participants. 335 were filled out correctly and returned, making up 95.71% of the total. Also, 15 copies were either not returned or were invalid, representing 4.29%. This high response rate indicates that the data collection process was efficient, ensuring that the analysis is based on solid, reliable data.

**Table 3:****Frequency Distribution of the Respondents' Demographic Characteristics**

Demographic Variable	Category	Frequency (n)	Percentage (%)
<b>Gender</b>	Male	200	59.70%
	Female	235	40.30
<b>Age</b>	26–35 years	120	35.82%
	36–45 years	100	29.85%
	46 years and above	115	34.33%
<b>Educational Qualification</b>	SSCE	50	14.93%
	ND/NCE	100	29.85%
	HND/B.Sc	185	55.22%
<b>Years of Experience</b>	1–5 years	100	29.85%
	6–10 years	80	23.88%
	11 year and above	155	46.42%
<b>Total</b>		<b>335</b>	<b>100%</b>

**Source:** Author fieldwork computation (2025)

Table 3 Presents the demographic profile of the respondents of 350 respondents. The gender distribution shows that 57.14% are female, while 42.86% are male, giving a stronger voice to female participants in the study. Age-wise, the majority of respondents are in the 36-45 years range (37.14%), with those aged 26-35 years coming in second at 34.29%, and the smallest group being those aged 46 and above at 28.57%. Regarding marital status, the sample is almost evenly split, with 51.43% identifying as single and 48.57% as married. Educationally, most respondents have a bachelor's degree (42.86%), followed by those with master's degrees or

higher (22.86%), National Diploma or NCE (20%), and the least, SSCE holders at 14.29%. This mix of genders, ages, marital statuses, and educational levels provides a rich, diverse perspective.

**Test of Hypothesis**

**Hi1:** Budgeting skills have no significant influence on sales volume among artisan operators in Ilorin metropolis.

**Hi2:** Financial decision-making skills have no significant influence on sales volume among artisan operators in Ilorin metropolis.

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 <sup>a</sup>	.339	.2325	.732

a. Predictors: (Constant), Budgeting skills, financial decision-making skills

**Source:** SPSS Output (2025)

Table 4 presents the model summary results, which illustrate a relationship between the sales volume (dependent variable) and the two most important predictors, which are the budgeting skills and financial decision-making skills. The R-value of 0.582 implies that the relationship between the budgeting skills and financial decision-making skills and sales volume is moderately positive, i.e., the greater the budgeting and financial decision-making skills, the greater the sales volume in a moderate way. R Square of 0.339 shows that these two factors together can explain approximately 34 percent of the variation in sales volume. A slightly more precise estimate, which accounts for the number of predictors in the model, is the Adjusted R Square of 0.325. In conclusion, the above findings show that budgeting skill, as well as, financial decision-making skills significantly affect sales volume, in the positive way.

**Table 5: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.225	2	75.112	50.126	.000 <sup>b</sup>
	Residual	366.478	348	.018		
	Total	516.703	350			

A. Dependent Variable: Sales volume

B. Predictors: (Constant), budgeting skills and financial decision-making skills

Source: SPSS Output (2025).

Table 5 reveals the results from the ANOVA test, which shows how well the combination of budgeting skills and financial decision-making skills explains the variation in sales volume.

The Sum of Squares for the regression (150.225) represents how much of the change in sales volume can be attributed to these two predictors. The F-statistic of 50.126 is quite large, suggesting that the model is solid and the predictors are strongly connected to the changes in sales volume. The p-value of 0.000 is significantly lower than the typical cutoff of 0.05, indicating statistically significant results. In simple terms, this confirms that the predictors budgeting skills and financial decision-making skills are positively influencing sales volume in a way that is both meaningful and reliable.

**Table 6: Results of Multiple Linear Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.428	.195		7.314	.000
	Budgeting skills	.315	.038	.345	8.289	.000
	Financial decision-making skills	.210	.042	.185	5.000	.000

a. Dependent Variable: Sales volume

**Source:** SPSS Output (2025).

Table 6 reveals that both budgeting skill and financial decision-making skills have a positive and significant influence on sales volume. Among the two, budgeting skills has the biggest positive impact ( $B = 0.315$ ,  $p = 0.000$ ), meaning that improving budgeting skills leads to a noticeable increase in sales. Financial decision-making skills also make a positive contribution ( $B = 0.210$ ,  $p = 0.000$ ), though the impact is a bit smaller compared to budgeting. The constant ( $B = 1.428$ ,  $p = 0.000$ ) shows that the model's starting point is significant, which further confirms the strength of the model. Overall, these two predictors together have a significant impact on sales volume, with budgeting skill playing the more dominant role.

### Discussion of Findings

Results of this study indicate that budgeting skills have a significant impact on the volume of sales with coefficient of  $B = 0.315$  and the p-value = 0.000. It implies that businesses that have improved budget skills tend to realize a rise in sales. The standardized beta of 0.345 underlines the importance of budgeting skill to the volume of sales. The results of the study reinforce the results of Adranyi et al. (2024), who discovered that organisations that have well-developed budgeting systems are likely to utilize their resources more effectively to become increasingly profitable. The findings are also consistent with the conclusion made by Culebro et al. (2024) who also noted that when a company has a well-planned budget, it is more efficient when it comes to managing costs and investing in growth, which also directly enhances sales. Findings in this study are very similar to what Mailani et al. (2024) reported, where the research indicates that with proper budgeting strategies, the businesses are likely to experience a consistent increase in sales as time goes by, one fact that proves budgeting skills are an important success factor.

In addition, financial decision-making skills also significantly positively influence the sales volume with a coefficient of  $B = 0.210$  and a p-value = 0.000. Although the effect of financial

decision-making is not as significant as budgeting skills, it is also a significant predictor, which is also indicated by standardized beta of 0.177. This finding aligns with Nur (2023), who discovered that firms that had good financial decision-making skills, such as the ability to know how to set prices and make good investments were more successful in sales. Equally, Sinaga and Hermawan (2023) demonstrated that more successful companies are more flexible to market changes, which can contribute to increased sales. This was supported by Kanapickienė et al. (2024), who found that companies with strong decision-making abilities, particularly in pricing strategies, realise higher sales. Hassan (2021) also found that companies with strong financial decision-making skills could respond to market changes more efficiently, resulting in higher sales. Taken together, these studies suggest that financial decision-making is a driver of sales growth.

## 5.0 Conclusion and Recommendations

The study investigated financial decision skills as a driver of sales volume among artisan operators in Ilorin metropolis, Kwara State. The results of this study indicate that budgeting and financial decision-making skills significantly impact sales volume. The study concluded that budgeting skills have the greatest impact on sales volume, making it beneficial to plan finances and allocate resources to improve business performance. Collectively, the results of the study underscore the importance of budgeting and decision-making skills as key drivers of sales growth for Artisan operators.

Based on the findings of this study, the following recommendations were made:

- i. Artisan operators should invest more effort in enhancing their budgeting skills. This includes participating in workshops or training that will help artisans learn how to organize their finances, balance their costs, and use resources prudently. When artisans are more effective at budgeting, they can manage their sales more effectively and ensure they are maximizing their resources, which can contribute to their future success and growth.
- ii. Besides budgeting, artisan operators should focus on financial decision-making skills. This involves the acquisition of knowledge on smart pricing, cost management and profitable investments. The better these artisans are at making such decisions, the greater the chance that they will experience sales growth. Practical training can also assist artisans, enabling them to make financial decisions that could lead to long-term improvement.

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