

## INFLUENCE OF MARKET RESEARCH ON ENTREPRENEURIAL VENTURES IN LAGOS STATE, NIGERIA

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### ABSTRACT

In recent years a market oriented corporate culture increasingly has been corseted a key element of superior corporate performance. Although organizational innovation is believed to be a potential mediator of this market orientation- corporate performance relationship, much of the evidence to date remain speculative. In this context the researchers takes a component wise approach and examines how some component of market research affects the two core components of organizational innovativeness enroot to affecting corporate performance. Using the data, the researchers empirically test and substantiate innovations mediating role in the market research performance relationship of an organization. The study was conducted in Lagos State, South West Nigeria with the use of questionnaire and interview to collect data that were statistically analyzed using statistical package for social science (SPSS). The result of the study showed that marketing research plays a significant influence in the performance of business organizations which means that there is a positive relationship between marketing research and the performance of business organizations. In view of this, we recommend that business organization should provide adequate fund on market research, provision of suitable and adequate facilities to enhance business environment and make it more responsive to the needs of customers and development strategies should be placed to enhance staff performance and increase their contribution to the organization.

**KEYWORDS:** Business environment, Business organizations, Market orientation, Market research, Organizational innovation, Performance

### 1. INTRODUCTION

As markets are becoming more global, many business opportunities are opening for small and medium sized businesses, but competitive pressure is increasing at the same time. They need to adjust their actions to the environmental challenges through active market development, a continuous search for market opportunities and expansion of their customer base. There are many interesting aspects to marketing and small firms, and numerous authors deal with this in careful and expertly-written ways with numerous references to original literature. Many researchers and practitioners are looking to find answer to the fundamental question as to why some organizations are profitable with good perspectives for growth while others cannot achieve this state (Beverland and Lockshin, 2005). One of the challenges that small firms are facing is that managers/owners often rely only on previous experience and common sense, because in their perception the boundary between marketing and selling becomes very blurred. One of the most important aspects that determine an organization's market position is the entrepreneurs' approach to market orientation and marketing actions. Small business managers' attitude toward a structured approach to marketing can be seen as a sign of maturity and responsible decision making that can lead to a positive business performance. Small business marketing strategies are very often described as a process of "crafting" (Beverland and Lockshin, 2005), where marketing tools are adapted to meet immediate needs and react to threats, rather than designed to achieve long-term goals. Given the current economic challenges facing many countries across the globe, the notion of engendering greater entrepreneurial activity has become a prominent goal for many national governments. The relevance of entrepreneurship to economic development has been highlighted by many researchers (Davidson *et al*, 2006) and it is now well-recognized that

education and training opportunities play a key role in cultivating future entrepreneurs and in developing the abilities of existing entrepreneurs to grow their business to greater levels of success (Henry *et al*, 2003). According to the European Commission (2008), the aim of entrepreneurship education and training should be to ‘develop entrepreneurial capacities and mindsets’ that benefit economies by fostering creativity, innovation and self-employment. Indeed the role of SMEs in terms of growth, competitiveness, innovation, and employment is now substantially embedded in the activity of the European Commission with the publication in June 2008 and the ‘Entrepreneurship 2020 Action Plan’ in January 2013. The concept of an entrepreneurial which tends to promote the creation and development of innovative businesses, has led many government agencies to strengthen their SME policies since academics, politicians, and policy makers increasingly acknowledge the substantial contribution that entrepreneurship can make to an economy (Bruyat and Julien, 2001).

More globally, governments across the world are increasingly recognizing the positive impact that the creation of new businesses can have on employment levels, as well as the competitive advantages that small firms can bring to the marketplace (Davidson *et al*, 2006). Moreover, while entrepreneurship provides benefits in terms of social and economic growth, it also offers benefits in terms of individual fulfillment, with entrepreneurship now breaking through the barriers of class, age, gender, sexual orientation, and race. However, because the relationship between entrepreneurship and economic growth is quite complex, many different approaches to encouraging entrepreneurship have been applied by a wide variety of agencies, with enterprise policies varying from country to country. Additionally, (Zikmund, 1998) believe that it is just a minimal group of enterprises germinating rapidly who provide the real increase in jobs and therefore it is these firms which policy makers should be converging upon. But identifying how small businesses can be transformed into growth-orientated firms remains elusive and despite the magnitude of research on growth firms, researchers remain uncertain regarding why some firms grow and others do not when originating from similar circumstances. Marketing research is that field of study that assist managements to facilitate sound decision making in the business enterprises. It should be noted that opportunity is the intelligent use and can reduce risks and increase the degree of probability of the various possible outcome of opportunities. Competitive pressure, explaining marketing, the cost of marketing a mistake and growing customer expectation all contribute to the need for marketing research for a company to operate successfully today, management must develop a method for gathering and storing relevant data and conveying it into usable information.

Therefore, some studies suggest that it may be desirable to provide some marketing education to potential entrepreneurs before they launch a business (Carson, 1993). While the underlying principles of marketing are equally applicable to large and small firms alike, smaller firms are facing problems with the implementation of marketing tools (McCartan-Quinn and Carson, 2003). It is generally accepted that the characteristics of the small firm influence marketing practice. Smaller companies have a different approach to marketing activities because they have much leaner resources compared to large firms (Zontanos and Anderson, 2004). Small firms face marketing challenges which are related to the general characteristics of small businesses, like a limited customer base, limited marketing activity, expertise and impact, reactive rather than planned marketing and difficulties in exploring marketing opportunities (Stokes and Fitchew, 1997). However, in contrast to large firms, small firms can build marketing advantages based on a close relationship between entrepreneur/manager and customers (Zontanos and Anderson, 2004). They are close to their markets, have greater flexibility and can implement decisions much faster.

The trading environment in South Africa, as is the case globally, has changed dramatically in recent years (Adebambo, 2003). Whether in towns, cities or more rural areas, there has been significant economic and social change which has altered the ability, perception and behaviour of consumers with regard to shopping and retailing. The needs and desires of consumers have changed in different ways, although there are constant needs, in the general sense, such as access to food and clothing. The consumption of products has varied considerably, for example, red versus white meat consumption. The willingness and capability to travel to obtain these needs has also changed. It is probably true that most small shops are less able to satisfy these new demands than are larger outlets and businesses. In the light of the above observation it is necessary to study the mechanisms that grocery shops implement in a turbulent business environment. Cant and Brink (1999) indicate that the process of acculturation has resulted in the development of subcultures in the townships, characterized by unique belief systems, dress codes and language patterns. In the black communities they appear to be distinctive social classes which manifested in several ways. The social structure is clearly reflected in the areas where black people choose to live in. There are upmarket areas, middle of the road areas and then the really poverty stricken. Black consumers are also very conscious of their choice of products reflecting the “right” social class in which they wish to be categorized by their friends and peers.

### 1.1 Statement of research problem

Marketing managers make decisions about potential opportunities, target market selection, market segmentation plan and implement marketing programs while assessing marketing performance. The extent to which marketing research has affected business decision making in an entrepreneurial venture can never be over emphasized. Product quality and product cost, as dominant factors of customer satisfaction and loyalty, are important aspects in management theory and practice in Nigeria small business venture. Product quality and product cost mean different things to different consumers. The concepts of product quality and product cost encompass a variety of drivers and implications for business performances, which are not

yet fully understood. Dynamic challenges in managing small business, production costs, and product safety continue to emerge because consumers compare product quality, cost, and safety features of competitive offerings before acquisitions were completed in Nigeria small business which has been recognized as an important subject or research problem in both management theory and practices. However, these factors still mean different things to different researchers and consumers. Nonetheless, there is little to no academic research analyzing the relationship between these predictors and customer satisfaction in small business venture. There was a need for research on consumerism to help inform the management of organizations to make informed decisions that will affect customer satisfaction positively. It is difficult to learn how to improve the quality of goods and services to consumers while boosting productivity, competitive edge, and market position in the global markets. Job experience without product cost mitigation measures and enhanced safety influences on product effectiveness cannot solely increase customer satisfaction and customer loyalty that seek to increase market share on revenue acquisitions. The relationship among quality product, product cost, product safety, and customer satisfaction that enhanced market share is a well-explored subject in manufacturing industry; yet, customer satisfaction and loyalty that is supposed to enhance revenue acquisitions continues to falter. This was attributed to profit maximization objectives by businesses.

The notion of price stability is further complicated by the fact that not only does it refer to an average of all prices, but it refers to this average only "on the average." That is to say, we do not want the average to remain the same day in and day out, month after month. Mild ups and downs are normal and to be expected. What we want is the average to average out at a fairly constant level over a period of time. With this double form of averaging necessary even to define the concept of price stability, no wonder it remains so elusive for the public to grasp. Price control has an intuitive appeal for many people, they like the idea that if you do not want prices to raise you can pass a law to prevent it. Of course, such a procedure is self-defeating. When we have price controls, prices no longer mean what they meant when we wanted to stabilize them. Under price control, amounts of goods and services wanted are no longer available at the stated prices; and furtive auxiliary considerations enter many transactions. The fact that a number stays constant does not achieve stability of individual prices, nor of the average level of prices. The average will be based on fictitious prices. Business growth has been an area of study for many researchers. The study of literature on small and medium enterprises (SMEs) suggests that all SMEs go through different stages of growth, also commonly called as life cycles. Though the terms used by different authors may vary, the events through which each enterprise passes remain more or less the same. Most of the researchers suggest that each enterprise has to start, then grow while facing various challenges and crises, and finally mature and decline.

There are many factors which will contribute to an enterprise's success. There are many precursors also, which will allow an enterprise to move from one stage to another. History of the enterprise, entrepreneur's characteristics, different agencies (like market, government, etc.), and geography are some of the factors influencing an enterprise's growth. There are two sets of thought prevailing among researchers; some suggest that the growth path followed by the enterprise is linear or predictable, and others suggest that the growth is fairly opportunistic term or unpredictable. Growth-oriented firms are a significant contributor in a nation's economic gain, but the concept of growth is different for different entrepreneurs. Growth can be defined in terms of revenue generation, value addition, and expansion in terms of volume of the business. It can also be measured in the form of qualitative features like market position, quality of product, and goodwill of the customers. While studying the growth of a firm, it is essential to understand the concept of 'the firm' also. The understanding of the growth of an enterprise depends on the definition of what the firm is, how much has it grown, and what it offers to the market? What assets it controls and what is its legal form. It is critical to study how an enterprise manages its growth transitions and what pattern they follow. Most widely used framework for studying the growth of an enterprise has been the life cycle analysis. In life cycle models, an enterprise's growth is considered as organic, and these assumed that this growth happens over a period of time in a linear phase. However, there are many researches suggesting that it may not be the case with every enterprise. Many firms do not take the linear path because it is not possible for each of those to progress through each stage.

Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management. Brand strategy is a key part of the overall marketing strategy. Brand strategies deliver on business goals by enhancing the brand culture. Because brands, business contexts, and corporate goals vary so much, there are no universal rules for designing brand strategies. Rather, a systematic four -step process can be used to tailor strategies to respond appropriately to the specifics of the context which includes Identify goals that branding can address, Map the existing brand culture, Analyze competition and environment to identify branding opportunities, Design the strategy. The term motivation can be used in different ways, but in essence it refers to any sort of general drive or inclination to do something, Motivation is the driving force within individuals that impels them to action. It is defined as the stimulation of any emotion or desire operating upon one's will and prompting or driving it to action. Motivation is also the driving force by which we achieve our goals. According to various theories, motivation may be rooted in a basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality.

## 1.2 Objectives of Study

The main objective of this study is to gain a better understanding of what influence marketing research on entrepreneurial venture and to find out how marketing research has been of help to small and medium scale enterprises in Nigeria.

The study is specifically aimed at;

To emphasize the importance of marketing research on entrepreneurial venture.

To examine the effect of firm product in satisfying customer satisfaction.

To determine the relationship between price and venture growth.

To evaluate the importance of branding on customer motivation.

To emphasize the need of advertisement to increase organizational profitability

## 2. LITERATURE REVIEW

### 2.1 Definition of market research

Market research is the application of scientific method in search of the truth about marketing phenomena. Kotler (2007) defines marketing research as the systematic gathering, recording and analyzing of data to provide information useful in marketing decision making. Cant and Brink (1999) define marketing research as “the objective gathering, recordings and analyzing of all fact about problems relating to the transfer and sales of goods and services from producer to consumer”. According to American Marketing Association (AMA 2013) “Marketing Research is the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services”. Kotler (2007) “Marketing research as a systematic problem analysis, model building and fact finding for the purpose of improved decision making and control in the marketing of goods and services”. Paul and Donald (1975) “Marketing research is the systematic and objective research for, and analysis of information relevant to the identification and solution of any problem in the field of marketing.” Davidson et al. (2006) “Marketing research is the application of scientific methods in the solution of marketing problem.” These activities include defining the market opportunity and problems generating and evaluating market ideas, monitoring performance and understanding the marketing process. “Exploring marketing research Zikmund (1998). From the above definitions, one can say clearly that marketing research is an essential management tool that are used in inducting the risk in the environment of operation by obtaining potential information and putting the resources at the disposed of the manager in order to move the organization forward. The concept of a business seems simple. Companies produce goods and services and consumers by the end products. The challenge lies in creating and delivering value to the consumer. Businesses that have a solid value proposition can be considered successful.

Marketing research is a complex, time consuming and costly process which must be used effectively (Davidson et al, 2006). Researches serve as key ingredients in making marketing decisions. The interchanging role of marketing researchers and managers have placed premium on marketing research. Marketing researchers are becoming more involved in decision making while marketing managers are becoming more involved with research. The role of marketing research in managerial decision making is explained under the framework of “Decide Model” (Twedt, 1983). The concept of the decide model is encapsulated in a series of six-steps for an effective managerial decision making process. The decision process proceeds by defining the problem or opportunity along with objectives and constraints, enumerate possible decision factors that make up the alternative course of action, collect relevant information on the alternative and possible outcomes, identify and select the best alternatives based on chosen criteria or measures of success, detail plan to develop and implement the alternatives selected and evaluate the outcomes of the decision and the decision process itself (Twedt, 1983). The two sources of marketing research data include primary and secondary (Brown and Eisenhardt, 1995). Primary data are original and collected from the scratch to solve the problems in hand. Secondary data are already in existence, having been previously published for other purposes and seldom come in a form that meets the needs of the researchers. The marketing research designs or methods are the qualitative marketing research used generally for exploratory purposes and quantitative marketing research generally used to draw conclusions. The techniques applied in quantitative research include tests of hypotheses and use of random sampling procedure to infer from the sample to the population.

Marketing research specifies the information required to address marketing problems, designs the methods for collecting information, manages and implements the data collection process, analyses and communicates the findings and their implications. In spite of the roles of marketing research, studies have shown limited utilization of its results. The results of too many research projects have languished unused on marketing managers’ shelves, acting as a discouragement for future expenditure (Twedt, 1983). Many practitioners seem to have narrow conception of marketing research as only a fact-finding operation. Because the marketing researcher is often not given a careful definition of the problem or decision alternatives management is facing at the time, his fact finding expedition may not produce the desired results. This situation reinforces the action of the practitioners to limit the application of marketing research. The hiring of unqualified marketing researchers who are willing to accept poor remuneration packages offered by managers and with little or no formal training, berates of creativity, leads to poor research data. The unimpressive results tend to reinforce the practitioners’ prejudice against the application of marketing research in decision making. Marketing practitioners desire quick research results that are accurate and conclusive. But marketing research of this nature usually takes time and money. The practitioners, who cannot

differentiate between quality and shoddy research data due to haste, easily become disappointed and express deflated opinion about the value of marketing research. Furthermore intellectual divergences of the marketing practitioners and researchers may affect the understanding and application of the research data in business management. The research reports may appear abstract and complicated while the practitioners desire simple and concrete results to solve immediate problems. Where the manager cannot interpret the research report, the application of the marketing research data in business decisions becomes difficult. The concept of a business seems simple. Companies produce goods and services and consumers by the end products. The challenge lies in creating and delivering value to the consumer. Businesses that have a solid value proposition can be considered successful. Some question that we should consider when understanding the concept of value are: what type of products or services does a company sell; does the product or service meet the consumer need? What does the consumer think about the company? What are the customer's expectations when buying and using the products or services? Are there alternative products or services that can meet the customer's needs? These questions can be answered by market research. Market research facilitates decision making, reduces uncertainty and highlights consumer problem. Market research drives every aspects of a business such as:

- Identifying new market opportunity and evaluating the existing market.
- Segmenting and analyzing the market.
- Selecting the best target market.
- Evaluating and analyzing the company's reputation and performance.
- Positioning a product.
- New product development.
- Planning and implementing a marketing mix that meets business objectives

### 2.2 Assessment of the impact of marketing research on new product development

An overview of NPD may be found in (Carson, 1993). Thus, marketing research in general may be even more important than in some other industries, and marketing research, in particular, should play a very critical role. Brown and Eisenhardt (1995) show that most research considers cross functional participation and communication among several internal functions, especially R&D, marketing, and manufacturing, to be important for successful outcomes of the NPD process. (Poolton and Barclay, 1998) regard communication and information flow issues as tactical, but nevertheless necessary for good NPD. Recent reviews of and research on NPD success factors make it clear that many marketing-related activities contribute substantially to NPD. The marketing role can come in many forms. (Brown and Eisenhardt 1995) summarized research on NPD success factors into three broad research streams, which can be roughly characterized as rational planning, communication webs, and disciplined problem solving. Each of these contains a number of elements, but the discussion about disciplined problem solving is often essentially just the imposition of a careful, structured, disciplined approach upon the elements related to strategy and planning, and internal and external communication of the respective first two areas. Success factors in (Poolton and Barclay, 1998) roughly correspond, although they divide factors into tactical and strategic categories. Poolton and Barclay (1998) concluded that success rates in NPD were related to the inter-functional transfer of information between Research & Development and marketing. Moenaert et al (2000) discuss how to structure NPD teams to enhance communication flows. Song, Xie, and Dyer (2000) also showed that cross functional involvement and the quality of cross-functional information flow increase NPD success in Japan, Hong Kong, USA, and UK. All of this inter-departmental cooperation is important because the different departments are involved in different stages of the NPD process, and success rates decline if the stages are not performed well. Some observers go further. Griffin and Hauser (1996) stress that communication between marketing and Research & Development is necessary but not sufficient, and actual coordination between the two departments is critical, across all stages of the NPD process. Atuahene-Gima and Li (2000) and Griffin and Hauser (1996) similarly say that marketing's influence is more important than simply its interaction with other functions, or its participation in the NPD process. Kahn and Kotler (2007) discuss marketing's integration with Research and development and manufacturing in terms of interaction versus collaboration. They basically distinguish between simple communication or information exchange and a stronger relationship-based interaction, sometimes expressed structurally in a team organization of NPD.

In virtually small and big enterprise, poor communication can lead to costly mistakes and loss of time. Technical people must often educate marketing people, about recent advances in technology, current packaging concepts, materials and designs, and new ingredients and formulation, as well technical aspects of production (Taylor and Hurley, 1993). Marketing must also have substantial influence with Research and development department, to keep potential new products oriented toward market needs and customer acceptance. Communication and information flow in both directions is necessary for NPD to function efficiently (Viaene and Januszewska, 1999). Teamwork across the three key functions of Research & Development, marketing, and production, as well as several others, is seen as a key success factor in Nigeria (Oyedepo and Williams, 2012). Elements for internal communication, then, include such things as knowledge sharing (information flow) within NPD teams, among various functions involved in NPD, across NPD teams, and the ability to track and bring new product information into the communication flow. Brown and Eisenhardt (1995) discuss a rational planning approach to NPD, and note that planning, frequent milestones, and senior management involvement are some of the critical issues. Poolton and Barclay (1998) see a

whole set of elements, including top management support, integration into strategy, but also flexibility. The NPD process must be well planned (though this is a tactical issue to them), well implemented, and receive appropriate support. Successful NPD is seen as a balance between relatively autonomous problem solving by the project team, and the discipline of a heavy-weight leader, strong top management, and overarching product. Cooper (1994) also cites the need for early strategic thinking about the new product, its role in the company, and its positioning. In addition, he discusses planning and organizing the NPD process as a separate success factor. Cooper and Kleinschmidt (2000) similarly stress the importance of planning and strategy, but point out again that it should not be too rigid, so that companies can adapt the NPD process to changing conditions and new information. Brown and Eisenhardt (1995), and Poolton and Barclay (1998) show that much NPD research discusses the need to understand customers.

“Fit with market needs” is considered a strategic issue, one of the success factors in good NPD. Gatignon and Xuereb (1997) consider customer orientation to be one element of the firm’s strategic approach to NPD. Cooper and Kleinschmidt (2000) include marketing synergies within the firm as part of the strategic orientation. Song, Montoya-Weiss, and Schmidt (1997) explicitly talk about marketing resources synergy and marketing skills synergy in NPD. NPD which is not supported properly can lead to higher levels of product failure. Thus, management commitment is critical. Companies with the most successful NPD have found that excellent NPD and successful new product introduction demands more finesse and experience than does maintaining the success of an established brand. Katz (1998) argues that focus on core competency is an integral part of best strategy. Based on in-depth interviews and study of small business in Nigeria, Oyedepo and Williams (2012) cite both sufficient resource allocation to Research & Development and synergy between technical and product capabilities, i.e., core competencies, as two of three key success factors in NPD. Whatever other problems may still exist, managers’ report that NPD gets good attention and support, and strategic consideration of NPD seems to contribute to more new product success (Henry et al., 2003). Some of the key elements of planning and strategy, then, include integration of NPD into corporate strategy, focus on company competency, the plan itself, explicit and measurable goals, and top management involvement.

### 2.3 Role and practices of marketing in small and medium scale enterprises

Marketing research is regarded as relevant to both large and small organizations (Hogarth-Scott et al. 1996) and basic marketing principles are seen to apply to both of them (Reynolds 2002, Siu and Kirby 1998). At the same time it is recognized that small firm marketing has unique characteristics that differentiate it from that of large organizations (Fillis 2002, Gilmore et al, 2001). Small firm marketing has been characterized by attributes such as haphazard, informal, loose, unstructured and spontaneous (Gilmore et al, 2001), that compared to “textbook” marketing seem to have somewhat negative connotations. In addition, small firms appear to have specific weaknesses with regard to pricing, planning, training and forecasting (McCartan-Quinn and Carson, 2003). On the other hand, it is argued that a great part of marketing in SMEs is driven by innovation (O’Dwyer et al, 2009). Moreover, small firms are seen to operate close to their customers, to be flexible and to respond quickly to the changing needs of customers (McCartan-Quinn and Carson 2003). Some Small and Medium Enterprises place strong emphasis on customer care, concern for employees’ welfare and reliance on intuition and awareness of the environment in their marketing (Blankson et al, 2006). The special characteristics of small firm marketing are considered to result from various limitations. According to the literature, marketing functions in SMEs are seen to be hindered by poor cash flow, lack of marketing expertise, business size, tactical and strategic customer-led problems (O’Dwyer et al, 2009), narrow customer base, over-reliance on the owner-manager’s marketing competency (Stokes, 2000), limited resources relating to finance and time and Marketing concept, Market orientation / marketing practices Success limited impact in the marketplace (Gilmore et al. 2001). With limited resources added to the day-to-day pressures of the business operations, marketing may seem to be peripheral and an unnecessary luxury in small firms (Hogarth-Scott et al, 1996).

Special attention is paid to the role of the owner-manager in SME marketing as s/he is seen to be omnipresent in every function of the small firm. The small business owner-manager is a generalist who has to have a vision of where the business is going and at the same time to take care of the operational details carried out in the firm (Hogarth-Scott, 1996). It is argued that marketing in small firms is related to the owner-manager’s attitudes to, experience of and expertise in marketing because these are essentially those of the firm itself (McCartan-Quinn and Carson, 2003). The marketing practices adopted in a small firm are also greatly influenced by the owner-manager’s decision-making and inherent skills and abilities (O’Dwyer et al, 2009). Hogarth-Scott et al. (1996) argued that marketing is often misunderstood and under-utilized by owner-managers and they do not always appear receptive to marketing if there is no need e.g. for growth or expansion. Furthermore, owner-managers may define marketing as quite narrowly relating only to selling and promoting, but the actual marketing done may still cover a wide range of marketing practices (Stokes, 2000). Stokes (2000) stated that owner-managers spend considerable time and resources on marketing, but they may call it by another name. The need for marketing research is recognized, but often an ad hoc, reactive approach is adopted and, for example, the traditional way of looking at marketing with the 4P’s is not given much attention (McPherson, 2007). O’Dwyer et al, (2009) stated that there are specific variables and influences according to which marketing is formulated in a way that maximizes benefit for a SME. They argued that marketing activities in SMEs are shaped through a process where competitors, customers, the business environment and the limited resources are taken into account. According to Siu and Kirby (1998), there are four approaches that try to explain the role of marketing in small firms. These approaches are 1) the stages/growth model, 2) the management style model, 3) the management function

model and 4) the contingency model. Siu and Kirby (1998) criticized that although each of these approaches contributes something to the research of marketing, they still fail to give a comprehensive picture of marketing in small firms. They argued that there is a lack of empirical evidence of the marketing practices carried out in small firms.

### 3. RESEARCH METHODOLOGY

In this research, the survey research method was adopted. The survey research design for this study focus on self-design and collection of data from the respondents. The population was the staff of Motivator Nigeria Plc., Lagos State. The simple random sampling method was used because it ensures a random selection process without biases. Regression analysis was used to test the research and the relationship between the variables, while independent sample Test was used to test some hypothesis through the statistical package for social sciences (SPSS),

#### 3.1 Presentation of data

The research questionnaire was administered to one hundred and fifty three(153) respondents which the sample size is representing study population on motivator ventures, Lagos state on this note one hundred and forty representing 91.5% were returned and 13 representing 8.5% were not returned. The table below shows the details at a glance.

**Table 1 Analysis of Response Rate**

Questionnaire	Respondents	Percentage (%)
Returned	140	91.5
Not returned	15	8.5
Total distributed	153	100

Source: field survey 2017

Test of Hypothesis and Discussion of Results.

Regression analysis was used to establish the relationship between independent and dependent variables of hypotheses.

Hypothesis 1: There are no significant relationship between production and customer satisfaction.

**Table 2 Model Summary for production and customer satisfaction**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431 <sup>a</sup>	.186	.180	.36593

a. Predictors: Constant), production

b. Dependent variable: customer satisfaction

**Table 3 ANOVA<sup>a</sup> for production and customer satisfaction**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.217	1	4.217	31.495	.000 <sup>b</sup>
1 Residual	18.479	138	.134		
Total	22.696	139			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), production

The results from model summary table above revealed that the extent to which the variance customer satisfaction can be explained by production is 18.6% i.e. (R square = 0.186). The ANOVA table shows that the fcal is 31.495 at 0.000 significance level. The table shows that production has a significant relationship with customer satisfaction.

**Table 4: Coefficients<sup>a</sup> for production and customer satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.492	.352		7.078	.000
1 Production	.444	.079	.431	5.612	.000

Dependent Variable: customer satisfaction

The coefficient table above shows that the simple model that expresses how production has a positive effect on customer satisfaction. The model is shown mathematically as follows:  $Y=a+Bx$  where y is customer satisfaction and X is production, a is the constant factor and b is the value of the coefficient. From this table therefore, customer satisfaction= 2.492 + 0.444production. Therefore, for every 100% increase in customer satisfaction, production contributed 44.4%

#### 3.2 Decision

The above result implies that production has a positive significant relationship on customer satisfaction i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant

relationship between production and customer satisfaction. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between production and customer satisfaction.

Hypothesis 2: There is no relationship between price and venture growth

**Table 5: Model Summary for price and venture growth**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 <sup>a</sup>	.098	.092	.37698

a. Predictors: (Constant), price

**Table 6: ANOVA<sup>a</sup> for price and venture growth**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	2.140	1	2.140	15.057	.000 <sup>b</sup>
	Residual	19.612	138	.142		
	Total	21.752	139			

a. Dependent Variable: venture growth

b. Predictors: (Constant), price

The results from model summary table above revealed that the extent to which the variance venture growth can be explained by price is 9.8% i.e. (R square = 0.098). The ANOVA table shows that the fcal is 15.057 at 0.000 significance level. The table shows that price has a significant relationship with venture growth.

**Table 7: Coefficients<sup>a</sup> for price and venture growth**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.708	.432		6.262	.000
	Price	.376	.097	.314	3.880	.000

a. Dependent Variable: growth

The coefficient table above shows that the simple model that expresses how price has a positive effect on venture growth. The model is shown mathematically as follows:  $Y = a + bx$  where y is venture growth and X is price, a is the constant factor and b is the value of the coefficient. From this table therefore, venture growth = 2.708 + 0.376price. Therefore, for every 100% increase in venture growth, price contributed 37.6%.

### 3.3 Decision

The above result implies that price has a positive significant relationship on venture growth i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between price and venture growth. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between price and venture growth.

Hypothesis 3:

**Table 8: Model Summary for branding and customer motivation**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.281 <sup>a</sup>	.079	.072	.28056

a. Predictors: (Constant), branding

**Table 9 ANOVA<sup>a</sup> for branding and customer motivation**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	.930	1	.930	11.816	.001 <sup>b</sup>
	Residual	10.863	138	.079		
	Total	11.793	139			

a. Dependent Variable: customer motivation

b. Predictors: (Constant), branding

The results from model summary table above revealed that the extent to which the variance customer motivation can be explained by branding is 7.9% i.e. (R square = 0.079). The ANOVA table shows that the fcal is 11.816 at 0.000 significance level. The table shows that branding has a significant relationship with customer motivation.

**Table 10: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.034	.396		7.665	.000
	Branding	.306	.089	.281	3.437	.001

*Dependent Variable: customer motivation*

The coefficient table above shows that the simple model that expresses how branding has a positive effect on customer motivation. The model is shown mathematically as follows:  $Y=a+bx$  where y is customer motivation and X is branding, a is the constant factor and b is the value of the coefficient. From this table therefore, customer motivation =  $3.034 + 0.306\text{branding}$ . Therefore, for every 100% increase in customer motivation, branding contributed 30.6%.

### 3.4 Decision

The above result implies that branding has a positive significant relationship on customer motivation i.e. since P value 0.001 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between branding and customer motivation. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between branding and customer motivation. Hypothesis 4: There is no relationship between advertisement and profit

**Table 11: Model Summary for advertisement and profit oriented**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.208 <sup>a</sup>	.043	.036	.31650

*a. Predictors: (Constant), advertisement*

**Table 12: ANOVA<sup>a</sup> for advertisement and profit oriented**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.625	1	.625	6.242	.014 <sup>b</sup>
	Residual	13.824	138	.100		
	Total	14.449	139			

a. Dependent Variable: profit oriented

b. Predictors: (Constant), advertisement

The results from model summary table above revealed that the extent to which the variance profit can be explained by advertisement is 4.3% i.e. (R square = 0.043). The ANOVA table shows that the fcal is 6.242 at 0.014 significance level. The table shows that advertisement has a significant relationship with profit.

**Table 13 Coefficients<sup>a</sup> for advertisement and profit oriented**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.936	.525		5.590	.000
	Advertisement	.297	.119	.208	2.498	.014

a. Dependent Variable: profit oriented

The coefficient table above shows that the simple model that expresses how advertisement has a positive effect on profit. The model is shown mathematically as follows:  $Y=a+bx$  where y is customer oriented and X is advertisement, a is the constant factor and b is the value of the coefficient. From this table therefore, profit oriented =  $2.936 + 0.297\text{advertisement}$ . Therefore, for every 100% increase in profit, advertisement contributed 29.7%.

### 3.5 Decision

The above result implies that advertisement has a positive significant relationship on profit i.e. since P value 0.014 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between advertisement and profit. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between advertisement and profit.

## 4. EMPIRICAL FINDINGS

These findings were gotten from the data analyzed from the questionnaires. The findings are itemized below:

### 4.1 Hypothesis

The first hypothesis state that “there is no significant relationship between production and consumer satisfaction” was rejected at 18.6% i.e. (R square = 0.186). This implies that there is a significant relationship between production and customer satisfaction, that is, organizational product has a positive effect for consumer satisfaction. It was also cited in the work of Hadiza (2011) that there is a significant relationship between production and customer satisfaction. Customer satisfaction is achieved as a result of embarking on adequate research on the need of the general populace.

### 4.2 Hypothesis

The second hypothesis state that “there is no significant relationship between price and venture growth venture, it was rejected at 9.8% i.e. (R square = 0.098). This implies that price has a significant relationship with venture growth. Oyedapo and Williams (2012) was also of the opinion that price has a significant relationship in venture growth, they emphasize the importance of price stability in the development of small business venture. Every organization that tends to maintain effective and efficient administration of consumer satisfaction must tends to keep price at a favorable condition so as to encourage the customer to keep on patronizing the business (Adebambo 2003).

### 4.3 Hypothesis

The third hypothesis state that there is no significant relationship between branding and customer motivation were rejected at 7.9% i.e. (R square = 0.079). This implies that branding has a significant relationship with customer motivation. In the work of Adebambo (2003). It was revealed that the researcher submitted to the fact that branding as a significant relationship with customer motivation. Consider a new product that has just been introduced by a new company. While the product has a name and a trademarked logo, and perhaps other unique design features, all aspects that are intuitively think of as “the brand” in fact the brand does not yet exist. Names, logos and designs are the material markers of the brand.

### 4.4 Hypothesis

The fourth hypothesis state that “there is no significant relationship between advertisement and profit oriented, it was rejected at 4.3% i.e. (R square = 0.043). This implies that advertisement has a significant relationship with profit of the organization. Cooper and Kleinschmidt (2002) also testify in his research findings that advertisement has a significant role in the development of business organization as it tends to increases the profitability of businesses. Many researcher has argued that advertisement is the life wire of any business, any business that fail to recognize the importance of advertisement in its dealing tends to liquidate at a very short period of time. Advertisement of business does not have a restricted mode; it is advisable to use the best possible means to promote the business.

## 5. RECOMMENDATIONS

In view of this finding, the researchers deems it necessary to make some important recommendations that would be of help to both individuals in business or business firm who are interested in finding solution to the problems of market research. Based on the findings the following recommendations were made. 1. Adequate provision of funds: Adequate fund should be budgeted by players of industry on market research. Such finances when adequately employed would go along why to improve market research and placed the business environment in a vintage disposition to achieved optimal result and performance and further create sides for the teaming youths. 2. Provision of adequate facilities: The provision of suitable and adequate facilities would enhance the business environment and make it more responsive to the needs of customers. This would also help the business organization to have a close contract with the business environment thus maintaining an enhance business relationship. 3. Allocation of time: Special time for adequate research on market should be included in the business lexicon of a business organization and once this is maintain it will give time to meet potential customers. 4. Development strategies should be placed to enhance staff performance and increase their contribution to the industry. This should come in form of seminars, workshops, symposium syndicate and implement training performances. Furthermore, existing staff should be retained and continuously given orientation and refresher courses in order to cope with the increasing demand for marketing activities vis-à-vis market research in all its form. However, it is therefore hoped that the recommendations presented above will help our business institutions improve tremendously on the disappointing business environment decadence in which business players are being engulfed with. 5. The nature of implementation of marketing research in most business organization should be properly done and carried out in such a way that it will boost the company sales and also meet the target consumers' needs and wants.

## 6. CONCLUSION

Despite the huge amount of money spent for the promotion activities in most companies, the products are not well recognized. This means that the planning and development stage of the company are the most important areas to consider before any other thing. Organizations succeed more with uniqueness rather than uniformity. Uniqueness entails doing things completely different from the usual way adopted by competitors and other organizations. To have uniqueness in methods, procedures, processes and systems, organizations need to have the right caliber of people to bring about these changes to

stimulate them and to live with them for the purpose of gaining a competitive edge and advantage over the competitors. To achieve these, organization must spend a lot on marketing research to achieve uniqueness and product delivery. If sufficient research is undertaken, then the chances of failure are reduced. Indeed, the danger that many companies wish to avoid is the development of products without any consideration of the market. Marketing research would lead to higher improvement entrepreneurial success, and that the integration of marketing research would be the most important of the factors contributing to success of an organization. Companies which understand consumer response in great depth are more likely to have higher success rates. The more extensive use of marketing research appears to be related to more experience in doing new product development and a larger role for new products in the companies. Use of marketing research also allows companies to set quantitative goals for new products, and more carefully evaluate performance after launch.

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