INFLUENCE OF MARKETING RESEARCH APPLICATION ON CUSTOMER ATTRACTION, CUSTOMER SATISFACTION AND RETENTION IN SMALL AND MEDIUM SCALE ENTERPRISES IN BORNO STATE, NIGERIA

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16/27/MBE009

DEPARTMENT OF BUSINESS AND ENTREPRENUERSHIP EDUCATION,

KWARA STATE UNIVERSITY, MALETE, NIGERIA

SEPTEMBER, 2019

ProQuest Number: 10823796

ProQuest

ProQuest 10823796

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A THESIS SUBMITTED TO THE DEPARTMENT OF BUSINESS AND

ENTREPRENUERSHIP EDUCATION, COLLEGE OF EDUCATION,

KWARA STATE UNIVERSITY, MALETE, NIGERIA

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF

MASTER OF SCIENCE (MSc Ed.) DEGREE,

BUSINESS EDUCATION

SEPTEMBER, 2019

DECLARATION

I hereby declare that the work in this thesis entitled"Influence of Marketing Research Application on Customer Attraction, Customer Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State" was carried out by me, in the Department of Business and Entrepreneurship Education, Kwara State University, Malete, Nigeria. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis has been presented for another degree or diploma in this or any other institution.

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Aminu, Baba Kura   Date

CERTIFICATION

This thesis entitled "Influence of Marketing Research Application on Customer Attraction, Customer Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State" by Aminu BABA KURA meets the regulations governing the award of the degree of Master of Science Education (M.Sc Ed.) in Business Education of the Kwara State University, Malete, Nigeria and is approved by the undersigned for its contributions to knowledge and literary presentation.

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DEDICATION

This research work is dedicated to my late father, Mal. Bakura Dikwa.

ACKNOWLEDGEMENTS

The researcher is most grateful to Allah for His sufficient grace that saw him through the various stages of this work and the entire educational programme.

The researcher sincerely appreciates his supervisors Dr. L.F. Ademiluyi whose untiring efforts through constructive criticisms, suggestions, guidance, timely and valuable contributions led to the successful completion of this work. The researcher equally appreciates his co-supervisor in person of Dr. (MRS) B. N. Nwabufo for her correction, encouragement and invaluable constructive criticisms. The researcher prays to Allah to continue to remain blessed, Ameen

The researcher is greatly indebted to all lecturers in the Department of Business and Entrepreneurship Education: Prof. G.T Oladunjoye, Professor T.A Umoru, Dr. J.S Mamman, Dr. S.O Afolabi and Dr. G.O Olorisade and other lecturers and staff in College of Education, Kwara State University, Malete, Nigeria for their invaluable contributions and purposeful direction at various levels of this work and entire academic programme.

The researcher specially appreciates his lovely wife, Aishetu Alh. Bukar and children: Fatima Aminu Baba, Ahmad Aminu Baba, Aisha Aminu Baba, Sadiq Aminu Baba and Abubakar Aminu Baba for their prayers, sacrifices and moral support.

The researcher's profound gratitude goes to his family member, especially, his late father Mal. Bakura Dikwa, his mother, Hajiya Mairo Muhammad and his sister, Falmata Baba Kachalla for giving him everything in life. The researcher remains indebted to them all and prays that the soul of his late father will rest in perfect peace with Allah the Lord of all Ameen. Special thanks to Mutawalli Kachalla Barko whose advice, encouragement and support saw the researcher through his work. The researcher equally appreciates Shettima Abdulrahman for his untiring support in the course of this work.

The acknowledgement will not be complete without the researcher appreciating all the

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LIST OF ABBREVIATION USED

CBN   -   Central Bank of Nigeria

FGN   -   Federal Government of Nigeria

SMEs   -   Small and Medium Scale Enterprises

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ABSTRACT

The research study examined the influence of marketing research application on customer attraction, customer satisfaction and retention in small and medium scale enterprises in Borno State, Nigeria. To facilitate the conduct of study, four specific purposes, four research questions and four null hypotheses were formulated. The study adopted Decide model theory. The descriptive Survey design was used. The population of the study consisted owners and managers of SMEs in Borno State, Nigeria. The total population was 1,458. The researcher adopted the entire population for the study, hence there was no sample. A-40 item questionnaire tagged "Influence of Marketing Research Application on Customer Attraction, Customer Satisfaction and Retention in Small and Medium Scale Enterprises Questionnaire" (IMRACACSRSMSEQ) with 4-point rating scale was the instrument used for data collection. The instrument went through face and content validation by three experts. The reliability of the instrument was ensured using the Cronbach Coefficient Alpha and the result yielded a reliability coefficient of 0.6.The data collected were analysed using mean and standard deviation. The hypotheses were tested using independent t-test at 0.05 level of significance. The findings revealed that Marketing research were applied to a moderate extent in Small and Medium scale Enterprises in Borno State .The study further revealed a significant difference in the mean responses of experienced and less-experienced owners and managers of small and medium enterprises on the extent of marketing research application in small and medium scale enterprises in Borno state. It was concluded that SME in Borno state apply marketing research only to a moderate extent; and the application of marketing research has had moderate positive influence on customer attraction customer satisfaction and retention. Based on the findings and conclusion of the study it is recommended among others that since SMEs in Borno state apply marketing research to a moderate extent there is need for owners and managers to employ marketing research extensively. This is achievable by organizing seminars, workshops and conferences among themselves.

CHAPTER ONE

INTRODUCTION

Background to the Study

Reliable data collection and information processing form the bedrock of management decisions in contemporary firms. They also form the basis for all the diagnostic and prognostic efforts of managers. From a marketing stand point, problems can only be anticipated, identified, analyzed and resolved or prevented, if accurate, reliable and relevant information are obtained promptly from both internal and external sources (Ewah & Ekeng, 2009). To actually arrive at useful information, marketing research is important. Busari and Oduwole (2014) opined that marketing research is not a substitute for management decisions; rather it's simply one of many elements that can be used to make management decisions. When conducted in a systematic, analytical, and objective manner, marketing research can reduce uncertainty in decision making and increase the probability and magnitude of success the firm hopes to attain. Thus, the goal of marketing research is to provide the facts and direction which managers of corporate organizations need to take in making important marketing decisions.

Marketing research comprises one of the most important and fascinating facets of marketing. The development of effective marketing strategies is based on the need for an understanding of the consumer and his or her behaviour. However, understanding the consumer can only be achieved through marketing research. According to Ogbadu (2012) marketers who fail to conduct thorough and comprehensive marketing research, run the risk of not achieving their marketing objectives. It is in view of this that Moiseenko (2013) affirms that, in the first stages of business, the entrepreneur expectedly has done the research necessary to plan the business, to lay out the intricate details necessary to set the sails, as it were, for successful launch of the business. He further stated that, it is necessary to have a well-conceived business plan; this is crucial

to have customers to buy its wares. A good business plan will help identify where and how the sales will be generated to support the business. After the plan has been initiated, however, a more comprehensive marketing analysis will have to be conducted to help solidify the future of the company. Thus, marketing research acts as the link between the consumer and the marketer.

Similarly, American Marketing Association (AMA) in Zaborek (2015) posits that, marketing research is the process or set of processes that links the producers, consumer, customer, and end users to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. It is a systematic collection and analysis of information that is applied while making some marketing decisions that affects the target customers. The customers are complex set of human beings that cannot be fully predicted by the marketer except through effective marketing research. In the context of marketing research, customer satisfaction is the way that leads to long-term customer retention because unsatisfied customers have very high switching rate (Qualtrics.Com, 2009).

Ibojo (2015) posits that, what every company needs are customers, customers, and more customers. This is because customers are the actual agent or stakeholders for determining or judging the success of any product or service. Raja, Muhammad, Naeem, Muhammad, and Sa'eed, (2014) posit that customer satisfaction and retention play a pivotal role in success of every business organization, whether it is meant for a

product or a service. They however state that every business needs not only to retain its current customers but also to expand customer base significantly; this is possible only when the target customer is fully satisfied by the company on some parameters. The consumer is a very important element in marketing, hence satisfying him/her is of great concern to the marketer in particular and business organization in general. For marketers to do a proper job in satisfying and retaining customers, a good understanding of customer behavior is imperative.

Customers are valuable assets that must be properly satisfied. According to Ibojo (2014), the existence of any business oriented organization is premised on the performance of business activities that flows from the organization to identified target customers through the provision of need satisfying packages, in order to satisfy the needs of the customers, and achieve the stated objectives set by the organization. The satisfaction of the needs of the respective customers thereby gives room for an opportunity to retain the customer and create customer loyalty for continuous patronage. The level of customer retention determines to some extent the level of achievement of organizational objectives. It is in this regard that customer retention could be seen as the marketing means of preventing customers from going to the competitor. Customer retention also means when customers continue to patronize from a firm or purchase from the same company repeatedly. However, if customers fail to patronize or repeat the purchase of the products of the organization, definitely sales and profitability will drop which will adversely affect the entire performance of the firm. In a nut shell, the degree to which organizations retain their customers depends to a large extent on the degree of satisfaction derived from the products of the firms.

Attracting and retaining customers can be difficult task, although it is profitable. It is a pointless exercise if there are no customers to retain, hence the need for customer

attraction, understanding the role of attraction in a customer commitment decision is an issue that has received little attention in marketing research in SMEs (David 2014). Therefore, attracting customers by firms means meeting or exceeding customers needs better than the competitors.

According to Raja, Muhammad, Naeem, Muhammad and Asadur (2014) the importance of customer satisfaction in today's dynamic business environment is obvious as it greatly influences customers repurchase intentions, whereas dissatisfaction is seen as a primary factor for customers" intention to switch. It is therefore important for business organizations to create and maintain favourable relationship with their customers in order not only to give room for repeat purchase but also create room for customer retention. When there is a favourable relationship between the organization and the customers, customers tend to repeat purchase and continue patronizing the organization, relating their favourable experiences to other members of the society which can have positive effect on the organization. Dissatisfied customers are also likely to tell people about their unfortunate experiences which will negatively affect the performance of the organization. It is thus of great importance that small and medium scale enterprises (SMEs) make sure that their customers are satisfied as their livelihood depends on this. In this regard therefore, owners/managers of SMEs must strive hard to make judicious use of gathered information to make informed marketing decisions.

Small and Medium Enterprises irrefutably remain critical to the development of any nation's economy as they are an excellent source of employment generation, help in development of local technology and develop indigenous entrepreneurs. The importance of small businesses to the citizens' standard of living and the nation's general growth cannot be over emphasized. Even the existence of large-scale industries is seen as dependent on healthy activities of small businesses. They account for a very

great percentage of the nation's businesses and are dominant in almost every sector of the economy (Oni & Daniya, 2012). They contribute to the economic growth of Nigeria as an important source of innovation and new jobs. While the importance of small and medium enterprises have not been in doubt, unfortunately classifying business into large and medium scale is subjective and premised on different value judgment. Such classification has followed different criteria such as employment, sales or investment for defining SMEs. Accordingly, the definition varies in different economies but the underlying concept is the same. As a result of this definitional differences and lack of universal definition the researcher defined SMEs as any business with total investment between 150, 000 and five million, exclusive of land but including working capital.

The failure of large scale import-dependent enterprises to propel Nigeria into a satisfactory course of industrialization necessitated the diversification of strategy by the Federal Government of Nigeria, to embrace the promotion of small and medium enterprises. Oboro and Ighoroje (2011) postulate that, no other development strategy has enjoyed as much prominence in Nigeria's development plans as the small and medium scale enterprises development strategy.

Unfortunately, despite these development strategies, several studies have indicated that thousands of SMEs start up every year, but a significant number fails before or by the first year of their operation, while majority shut down before their second year (Durowoju, 2014; Enobong & Uduak, 2015). In a similar vein, according to Ebitu (2016) of every 100 start-ups only 50 firms survive the first three years. The rate of small businesses dissolution is so alarming that researchers have enjoined authorities to come to their aid in order to reduce unemployment and boost the gross domestic product output. Obasanya, Ariyo and Soyebo (2008) also posit that venturing into SME is very risky and that the rate of small businesses failure in developing countries such as

Nigeria is very high. However, Busari and Oduwole (2014) opined that the high rate of SMEs failure may be attributed to factors such as lack of or poor marketing research, problem of finance, poor management expertise, inadequate information base, and problem of dynamism and lack of infrastructural facilities. This development is not encouraging, particularly as the economic growth and development of Nigeria is determined by the quality of entrepreneurs and their ability to successfully start and sustain small and medium scale enterprises. It is against this background that this study will examine the influence of marketing research application on customer attraction, customer satisfaction and retention in small and medium scale enterprises in Borno State towards reducing business dissolution in the country.

Statement of the Problem

Marketing plays an important role in company's strategy. Unfortunately many SMEs tend to overlook the importance of Marketing Research. SMEs in Nigeria have not been able to add expected value to the economy due to many factors including marketers' little engagement in marketing research. Ogbadu (2012) observes that when we talk of marketing research in Nigeria, fingers are always pointed at big organisations and multi-national establishments. Small and Medium VCF Enterprises in Nigeria fail to understand that marketing research is all-embracing and organization-wide. Often times, SMEs make decisions with limited information and with inadequate facts.

Small and Medium Scale Enterprise owners/managers often have a care-free attitude towards marketing research which in most cases affects their capacity to satisfy and retain their customers. This is based on the erroneous assumption that many Small and Medium Enterprises do not conduct marketing research, and even the few SMEs that conduct marketing research hardly apply findings of the research. This could be attributed to the capital intensity of marketing research. Unfortunately, many Small and

Medium Enterprises cannot compete favourably in today's market because of their inability to commit to the application of marketing research (Ebitu, 2016). Therefore, one is inclined to ask, to what extent are SMEs conducting marketing research in the bid to satisfy and retain their customers? Are the owners of SMEs properly equipped with the skills needed for of marketing research application? How do Small and Medium Scale Enterprises seek to satisfy and retain customers? These and other questions prompted the researcher to conduct a study on the influence of marketing research application on Customer Attraction, Customer Satisfaction and Customer Retention in Small and Medium Scale Enterprises in Borno State.

Purpose of the Study

The main purpose of this study is to determine the influence of Marketing Research Application on customer attraction, customer satisfaction and retention in Small and Medium Enterprises in Borno State. The study examines the extent of application of marketing research in Small and Medium Scale Enterprises in Borno State. The specific purposes are to:

(i) Examine the application of marketing research in Small and Medium Scale Enterprises in Borno State.

(ii) Determine the influence of marketing research application on customer attraction in Small and Medium Scale Enterprises in Borno State.

(iii) Find out the influence of marketing research application on customer satisfaction in Small and Medium Scale Enterprises in Borno State.

(iv) Examine the influence of marketing Research application on Customer Retention in Small and Medium Scale Enterprises in Borno State.

Research Questions

The following research questions were raised to guide the study:

(i)   To what extent is Marketing Research applied in Small and Medium scale Enterprises in Borno State?

(ii) To what extent does marketing research application influence customer attraction in Small and Medium Scale Enterprises in Borno State?

(iii) To what extent does marketing research application influence customer satisfaction in Small and Medium Scale Enterprises in Borno State?

(iv) To what extent does marketing research influence customer retention in Small and Medium Scale Enterprises in Borno State?

Research Hypotheses

The following hypotheses were raised to guide the study tested at 0.05 level of significance:

H_{O1}:   There is no significant difference in the mean responses of experienced and Small   and Medium Scale Enterprises in Borno State.

H_{O2}:   There is no significant difference in mean scores of respondents in urban and rural areas regarding the influence of marketing research on customer attraction in Small and Medium Scale Enterprises in Borno State.

H_{O3}:   There is no significant difference in mean responses of male and female respondents regarding the influence of marketing research on customer satisfaction in Small and Medium Scale Enterprises in Borno State.

H_{O4} There is no significant difference in the mean responses of respondents in urban and rural area regarding the influence of marketing research application on customer retention in Small and Medium Scale Enterprises in Borno State.

Significance of the Study

It is the researchers' hope that the findings and recommendations of this study if published in journals and other media will be of immense significance to owners and managers of Small and Medium Scale Enterprises as it will provide them with feedback (information and guidance) which enable them know how marketing research application influences customer attraction, customer satisfaction and retention in their businesses. This will therefore guide them toward developing a marketing strategy or programme that will lead to better attraction and satisfaction of customers thereby retaining them making them to become loyal customers. Small and Medium Scale Enterprises owners/managers would also find this study relevant, as it would highlight the methods and importance of marketing research for the growth and development of Small and Medium Scale Enterprises, thus enabling them to apply the strategies in their respective businesses.

Business organizations will find this study significant as it will help them to explore new opportunities in the market, evaluate and monitor marketing actions, and in general, evolve better marketing programmes to serve the interests of the consumers. Marketing practitioners will also find this study an important basis for adoption since the study will explore the relevance of marketing research application to Small and Medium Scale Enterprises.

Scholars and researchers will find the study educative on the influence of marketing research application in marketing practice. The study will also encourage the government agencies to formulate policies that would make small and Medium Scale Enterprises to incorporate marketing research in their activities. The study would serve as a handy reference material to scholars, students and researchers as it would add to the

existing body of knowledge and extend the growing body of literature in the field of entrepreneurship, and as well open up areas for further studies.

Scope of the Study

 The study focuses on the influence of marketing research application on customer attraction, satisfaction and retention in Small and Medium Enterprises that are registered with the Borno State Chamber of Commerce. The Study will be confined to all owners/managers of Small and Medium Scale Enterprises through examining the extent at which marketing research is applied to influence customer attraction, satisfaction and retention in Borno State. The state has three senatorial districts (Borno North, Central and South zones). Two local Government areas were selected from each senatorial zone. These towns were selected based on their commercial activities and accessibility due to the insecurity in the state.

Operational Definition of Terms

 The following terms are defined as used in the study:

Customer Attraction: refers to the means through which customers are made to prefer organization's product to those of its competitors.

Customer Satisfaction: this refers to post consumption evaluative judgment concerning certain or specific goods or services.

Customer Retention: this refers to the marketing means of preventing customers from going to the competitor.

Managers: these are people responsible for overseeing and supervising business activities and employees. Small and Medium Scale Enterprise rely on the business manager to keep workers aligned with the goals of the company.

Marketing Research: refer to the means of acquiring accurate and timely information about customers, products and the market place that is used to make a sound decision for marketing of goods and services.

Owners: these are individuals who start and run a business, taking account of all the risks and rewards of his or her business venture

Small and Medium Scale Enterprises: Any business with total investment of between N150, 000 and N5 million exclusive of land; but including working capital.

CHAPTER TWO
REVIEW OF RELATED LITERATURE

This chapter reviews the works of other scholars and researchers on the Influence of Marketing Research Application on Customer Attraction, Satisfaction and Retention in SMEs. The chapter is organized according to the following sub-headings:

Theoretical Framework:

Theory of Decision Model

Concept of Marketing Research

Concept of Small and Medium Scale Enterprise

Challenges of Small and Medium Scale Enterprise in Nigeria

Prospects of Small and Medium Scale Enterprise in Nigeria

Concept of Customer Attraction

Concept of Customer Satisfaction

Concept of Customer Retention

Application of Marketing Research on SMEs

Influence of Marketing Research on Customer Attraction

Influence of Marketing Research on Customer Satisfaction

Influence of Marketing research and Customer Retention

Review of Related Empirical Studies

Summary of Review of Related Literature

Theoretical Framework

The theoretical framework of this study will be based on the Decide Model Theory by Arthur Nielsen (1889) is relevant to the current study because it explains the role of marketing research in managerial decision-making.

Theory of Decide Model

Traditionally, marketing researchers were responsible for providing the relevant information and marketing decisions were made by the manager. The role is changing with marketing researchers becoming more involved with research. The role of marketing research in managerial decision-making is explained further using framework of the Decision Model. Marketing research is a complex, time consuming and costly process which must be used effectively (West, 1999).

Researches serve as key ingredients in making marketing decisions. The role of marketing research in managerial decision making is explained under the framework of "Decide Model" (Guo, 2008) 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. However, the two sources of marketing research data include primary and secondary (Guo, 2008). 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.

Concept of Marketing Research

Marketing research has evolved in decade since Arthur Nielsen established it as a viable industry, one that would grow hand-in-hand with the B2B and B2C economies. Marketing naturally evolve, and since the birth of A.C. Nielsen, when research was mainly conducted by in-person focus group and pen and paper surveys, the rise of the internet and the proliferation of corporate websites have changed the means by which research is executed McDonald, (2007). Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises—material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Such changes, including the Internet, have forced today's marketing executive to becoming more market driven in their strategic decision-making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. The means to help them do this is marketing research (Zabore, 2015). He further stated that, marketing research assists in the overall management of the marketing function. A marketing manager must prioritize the more important and pressing problems selected for solution, reach the best possible solution based on the information available, implement the solution, modify the solution when additional information so dictates, and establish policy to act as a ready-made solution for any recurrence of the problem. Marketing research often focuses on understanding the "Customer" (purchasers, consumers, influencers), the "Company" (product design, promotion, pricing, placement, service, sales), and can also be expanded toward the

environment to include "Competitors" (and how their market offerings interact in the market environment). Then the question is, why marketing research? Basically a risk management/reduction strategy for business decision and to better understand the market condition

The principal task of marketing is to fulfil the aspirations of the consumers. It is thus imperative to understand what the consumers want; how they make the various choice decisions; or what are their sources of information and influence process etc. As such, marketing research is the function which provides the necessary information about the consumer to the marketer. In the process, an organisation can identify new opportunities in the market; evaluate and monitor marketing actions; and in general, evolve better marketing progamme to serve the interests of the consumer (Onwubiko, 2015). Thus, marketing research acts as the link between the consumer and the marketer. Similarly, American Marketing Association (AMA) in Zaborek, (2015) posits that, marketing research is the process or set of processes that links the producers, consumer, customer, and end users to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

According to Bulut (2013), marketing research is the objective and formal process of collecting information; analysing the results and communicating the findings and their implications in terms of marketing actions. Marketing research is a systematic collection and analysis of information that is ultimately used in evolving some

marketing decisions. It applies scientific methods in data collection and analysis for the test of prior notions or hypotheses. It aims at providing accurate information that reflects the true state of affairs of organizations.

The most widely accepted definition of marketing research is given by Crisp in Starbucks, (2008) which states that:"Marketing research is the systematic, objective and exhaustive search for and study of the facts relevant to any problem in the field of marketing." Kotler, (2005) defined Marketing research as systematic problem analysis, model building and fact-finding for the purpose of improved decision-making and control in the marketing of goods and services. Similarly, Abugu, (2014) posits that, there are two dimensions to marketing research, namely; problem identification research and problem solving research. Furthermore, a problem identification research is undertaken to identify problems which are not apparent on the surface and yet exists or likely to arise in future, e.g. market potential, market share, sales analysis, forecasting and business trends. A problem- solving research refers to any research undertaken to solve specific marketing problems like product pricing, promotion and distribution. Based on the above definitions therefore, the researcher conceived marketing research as the process or processes of collecting accurate and reliable data, analysing relevant information promptly obtained, for managers to make an informed management decisions in the marketing of goods and services.

In the same vein, the findings of the problem solving research are used to make decisions about designated marketing problems. Marketing research develops, interprets and communicates decision-oriented information to marketing practitioners (Onwubiko, 2014). Through the provision of relevant information, marketing research eliminates uncertainties and links the marketing variables with the environment and consumers. Again, marketing research provides information on controllable and uncontrollable

factors and enhances the effectiveness of decisions made by marketing managers (Twedt, 1983) in Bulut (2013). He added that marketing decisions depend on research information to succeed, withstand competitions and other external pressures. He further maintained that, in a developing business environment like Nigeria, total reliance on marketing research to make decisions is rather risky because research results are not hundred percent correct. Being cautious on how marketing research findings are used, however, should not undermine their relevance and diminish the need to conduct marketing research. While making business decisions without research findings may work in the short-run, failure is inevitable in the long-term without continuous efforts at assembling accurate information (Onwubiko, 2015).

According to Malik and Ghaffor (2012) the customer mind is a complex set of thoughts and ideas and cannot be fully predictable by human being but through effective marketing research. They further found customer satisfaction with the product and services of company as the strategic factor for competitive advantage. In the context of marketing research, customer satisfaction is the way that leads to long term customer retention because unsatisfied customers have very high switching rate (Qualtrics.com, 2009). However, Zaborek (2015) argued that, information is one of important key elements in marketing activities this is because; better information is needed to make better decisions. He further positioned that a marketing policy is only as good as the information on which it is based. He equally affirms that, the company's effectiveness in the marketplace is increasingly at the mercy of the executive's marketing information.

According to Alexandrides and Bowers (2005) managerial perceptions of the contribution of marketing research information, characteristics effecting information usage, differences in marketing research information usage by organizations,

differences in perceptions between research providers and research users, the role of marketing research information in organizational politics, cross-country differences in the implementation of marketing research activities and information sources, the types of research studies undertaken and some other researches in export marketing are the common research areas about marketing research in literature. However, Dike (2015) posits that marketing research activities can also be organized in two ways: in-house research department and external agencies. He further suggest that, in industries in which know-how is critical, companies must be expert at both in-house research and cooperative research with such external partners. Moreover, Brooksbank and Taylor (2007) in Bulut (2015) state in their study about a comparison of higher and lower performing manufacturing firms in UK that none of those firms use external agencies on account of their markets were so specialized as to be beyond the expertise of marketing research firms. As well, it would be predicted that organization of marketing research varies among firms differing in marketing performance (Yang, 2007). Despite the agreement that marketing research is a key for business success, there have been astonishingly few empirical studies that examine the link between marketing research activities and customer satisfaction and retention in business. For example, Nduka, Okocha and Chris-Nnamchi (2017) claim that successful companies fulfil marketing research better than less successful companies. Similarly, they found that level of use of marketing research techniques affect profitability and competitive standing. Osongo (2011) specifies that Marketing Information System affects marketing capabilities positively while satisfying customers' profitably. Certainly of course, it has been emphasized that the use of marketing research is not only related with company success by satisfying and retaining customers, but also some issues of marketing such as innovation and product design, success of new products, export performance, product

decisions etc (Al-Shatawani, Osman & Ab Halim, 2014). They further posit that, marketing performance can be measured by multidimensional measures and has two dimensions named marketing efficiency and marketing effectiveness. Marketing effectiveness is the degrees of desire market-based goals are achieved, that is to satisfy and retain customers profitably and marketing efficiency is the ratio of marketing expenses/gross revenue.

Characteristics of Marketing Research

According to Dike (2015), Starbucks Management Executives (2008) and Ayuba and Kazeem (2015), marketing research has the following characteristics as discussed below:

Systematic and continuous process: marketing research is a nonstop process. New marketing problems are certain that they will come up from time to time in the direction of marketing of goods and services. To solve all marketing problems, one type of research is not enough. Likewise, to solve new marketing problems and challenges, new research projects will have to be accepted. Facing new marketing problems from time to time is what a marketing company is about. Marketing research activities are conducted on a regular basis, if these problems have to be dealt with. Marketing research is handled regularly for the continued existence and expansion in the current dynamic marketing situation by a marketing company.

Wide/comprehensive in scope and application: Marketing research is huge in range because it deals with all sides of marketing of goods and services. Collecting data on marketing is not the only work, as there are initiation of new products, recognition of potential markets, assortment of suitable selling techniques, examine of market competition and consumer fondness, introduction of suitable advertising strategy and sales promotion measure are the areas that are covered by marketing research.

Marketing research plays a role in all the three stages of the organization procedure in marketing such as planning, implementation and evaluation.

Emphasizes on accurate data collection and critical analysis: In the marketing research, data that is needed has to be collected neutrally and precisely. The collected data must be consistent. It should be examined in an orderly manner. A complete picture of the situation and probable solutions is provided.

Offers benefits to sponsoring company and consumers: the sponsoring company make use of the marketing research. Marketing research raises the turnover and gives profit to the company. It not only increases the competitive capacity but also creates goodwill in the market. Marketing research also allows the company to establish consumer-oriented marketing policies. Due to marketing research activities, consumers get agreeable goods and increased satisfaction.

Commercial equivalent of military intelligence: Marketing research is also a commercial intelligence activity. This activity is alike to military intelligence where systematic learning is made prior to taking any military action. For marketing management, marketing research operate as the intelligence tool.

Tool for managerial decisions: Marketing research behaves as a tool that is in power of management for recognizing and analyzing marketing problems and then finding solutions to them. It is assistance to decision-making. It recommends probable solutions for the observation and selection by managers. Marketing research is a support to judgement and certainly not an alternative for it.

Applied type of research: Marketing research is taken as applied knowledge. Since it provides certain alternative solutions to deal with particular marketing problems, it is also known as 'decisional research'. It also studies precise marketing trouble and proposes substitute solutions and probable result of each substitute. This is

both science and an art. Marketing research is becoming extremely professional activity.

Reduces the gap between the producers and consumer: Marketing research is a necessary addition of the present competitive marketing. Understanding the needs and expectations of consumers becomes useful. The space between producers and consumers is decreased and the marketing activities to suit the needs of consumers are adjusted.

Not an exact science: as said before that marketing research is both science and art. The information is collected and the marketing problem is studied in an orderly manner. The collected information is related to real life problem too. One should understand that marketing research is not an exact science. Only probable solutions are suggested and the precise solution is not given to the marketing manager for emphasizing and selection. Currently, marketing research is treated as a professional activity.

Use of different methods: Marketing research can be done in different ways. Methods such as survey, observation method or experimentation method are used to collect data. Even computers and internet are used for data collection. The researcher has to decide the method that is suitable for the conduct of research project. This selection is important as the use of unsuitable methods affect the quality of research work.

Dynamic character: Marketing research is dynamic in nature. Its scope is fast expanding along with the new developments in the field of marketing. This is natural, as marketing research is essentially for dealing with new problems and challenges in the field of marketing. In addition, developments in other subjects such as economics, statistics, computer science, sociology, psychology, cultural anthropology and

behavioural sciences also bring corresponding changes in the field of marketing research. New methods, new techniques, etc., are used while conducting the research activities. This suggests that marketing research is a dynamic and progressive subject with new developments taking place regularly.

Closely connected with marketing information system: Both the concepts are interrelated. In fact, marketing research is one component of marketing information system. Both are useful for solving marketing problems and for accurate and quick decision-making in the field of marketing.

Aims and Objectives of Marketing Research

The aims of the marketing research and analysis may be stated as put forward by Nduka, Okocha and Chris-Nnamchi (2017) and Zaborek (2015) as follows:

i.   To study the needs, wants and expectations of consumers

ii.   To find out reactions of consumers to the products of the company

iii.   To evaluate company's sales promotion measures for suitable adjustment and improvement

iv.   To study current marketing problems and opportunities for suitable follow-up actions

v.   To suggest the introduction of new products, modifications of existing products and to discover new uses of existing products

vi.   To design and test appropriate packages of company's products and make packaging as attractive as possible

vii.   To study existing pricing, channels of distribution and market competition for suitable changes, if necessary

viii.   To find out methods for making the products of the company popular and raising its goodwill and market reputation

Functions of Marketing Research

According to Starbuck Management Executives (2008), marketing research performs five basic functions. These are: Description, evaluation, explanation, prediction and finally aid in decision-making. Similarly, Dike (2015), posit that, marketing research functions provide feedback (information and guidance) to marketing managers and improve the quality of their decision-making. This practice is certainly safer as compared to decision-making on the basis of past experience or intuition. When reality is complex and many facts are not detectable, intuition is not adequate for decision-making. Similarly, experience is useful but decisions on experience alone may not be accurate. Thus, firms must resort to marketing research than depending on experience. This is because information available is based on real data and is more reliable/ dependable. This facilitates correct decision-making. Therefore, company should prefer decisions on the basis of information supplied through marketing research. Such decisions are likely to be more accurate as they are based on actual market situation.

Usually, every research study performs all the five functions explained below:

Description: Marketing research provides data and gives information/description of customers who buy the product. This includes information about their age/sex, education, income and the amount of money that they are willing to spend on the product. Description of the customers is useful in order to draw certain conclusions about the customers and their buying behaviour. Even marketing strategies can be decided as per the information available.

Evaluation: Marketing research is useful for understanding the views/reactions of the buyers. This includes views of consumers on packaging/ advertising/sales promotion measures used. A manufacturer gets these details as well as the information

about his product in comparison with the products of his competitors. This facilitates evaluation of the marketing policies.

Explanation: Marketing research gives explanation to certain questions of a manufacturer. It may be related to decline in sales, retailer's negative reaction or resistance of consumers in a particular marketing area. It enables a manufacturer to understand why sales are reducing (causes) or why the response of the retailers is negative or why consumers in a particular region are not willing to purchase a specific product. Such explanation is important as it enables a manufacturer to adjust his marketing policies in order to rectify the prevailing unfavourable situation.

Prediction: Marketing research conducts prediction function. Such predictions may be related to consumers, market environment/market competition, and possible socio-economic changes and so on. This prediction function enables a manufacturer to understand how much people will spend on the specific product in the next year or the fashions that consumers may prefer in the next year. In addition, prediction about the possible turnover in the years to come is also possible through suitable marketing research studies. In brief, marketing research is useful for understanding the marketing environment likely to develop in future. This facilitates proper adjustment in the marketing policies for the future period. In this sense, the prediction function is important even when all predictions made through research studies may not prove to be fully correct. However, the trend indicated can be used for appropriate policy decisions.

Aid in Decision-making: One more function of marketing research is to facilitate the process of decision-making in the marketing field. Marketing research guides the manufacturer as regards the manner in which he can make effective advertising appeal or create incentive among his salesmen/distributors. It also gives him guidance as regards price fixation and sales promotion techniques that will be useful for

the future period. This function of marketing research is closely related to other functions that it performs. These functions facilitate reasonably correct decision-making by marketing managers. Researchers also suggest the practical utility of marketing research activities.

In brief, the basic function of Marketing Research is to support marketing decision-making process. Marketing research does not provide ready-made decisions or exact solutions on all marketing problems. It only provides the clues or possible solutions that should be taken into consideration in the decision-making process. It provides support to skills and abilities of marketing managers.

Benefits of Marketing Research

Marketing research has enormous benefits to business, especially small and medium enterprises. Some of these benefits according to Smith and Gerald (2010), include the following:

Indicates current market trends**:** Marketing research keeps business unit in touch with the current market trends and offers guidance for facing market situation with confidence.

Pinpoints deficiencies in marketing policies: Marketing research pinpoints the deficiencies as regards products, pricing, promotion, etc. It gives guidance regarding different aspects of marketing. They include product development, branding, packaging and advertising.

Explains customer resistance: Marketing research is useful for finding out customer resistance to company's products. The researcher also suggests remedial measures to deal with the situation. This makes the products and marketing policies agreeable to consumers.

Suggests sales promotion techniques: Marketing research enables a manufacturer to introduce appropriate sales promotion techniques, select most convenient channel of distribution, suitable pricing policy for the products and provision of discounts and concessions to dealers. Marketing research facilitates sales promotion.

Offers guidance to marketing executives: Marketing research offers information and guidance to marketing managers while framing marketing policies. Continuous research enables a company to face adverse' marketing situation boldly. It acts as an insurance against possible changes in market environment.

Facilitates selection and training of sales force: Marketing research is useful for the selection and training of staff in the sales organization. It also suggests the incentives that should be offered for motivation of employees concerned with marketing.

Promotes business activities: Marketing research enables a business unit to grow/expand its activities. It creates goodwill in the market and also enables a business unit to earn high profits through consumer oriented marketing policies and programmers.

Facilitates appraisal of marketing policies: Research activities enable business executives to have an appraisal of the present marketing policies in the light of findings of research work. Suitable adjustments in the policies are also possible as per the suggestions made by the researchers.

Suggests new marketing opportunities: Marketing research suggests new marketing opportunities and the manner in which they can be exploited fully. It identifies emerging market opportunities

Limitations of Marketing Research

Although marketing research can be extremely rewarding, it is subject to certain limitations. Scott and Gerald (2012) and Tracy (2006) outlined the following limitations of marketing research which include the following;

Marketing research offers suggestions and not decisions: Marketing research is not a substitute for decision-making process. It only offers possible suggestions/solutions to marketing problems. It actually acts as a tool that facilitates decision-making process. It guides marketing managers in taking balanced, result-oriented and rational decisions. The suggestions offered by marketing researchers are usually possible/probable solutions but not the exact solutions.

Marketing research offers predictions but they are not necessarily accurate or perfect: Such predictions should be taken in the right spirit by the management. It offers information and guidance to marketing managers but not the final decisions, which are to be taken by managers themselves.

Marketing research does not provide readymade solutions to marketing problems: It only provides indicators. It may not provide conclusive information on marketing problems. The marketing managers have to use available information properly and take appropriate marketing decisions. The effectiveness of marketing research depends on the skill of the decision-maker.

Marketing research aids managerial decision-making but it cannot replace judgment and experience of marketing executives/managers: In marketing research, efforts are being made to estimate or predict the possible future situation. They predict possible tendencies but not certainties. Future is always uncertain and exact prediction about the future is just not possible through marketing research. This is because market environment is ever changing consumer behaviour is difficult to estimate correctly and

reliable data for research purpose may not be available. As a result, the decisions taken and policies framed on the basis of such research studies may not be accurate and useful for solving current marketing problems.

Marketing research conclusions are not always dependable: There are many who sceptics of marketing research are. Their criticisms are that marketing research conclusions are not dependable. There are examples where the research failed to deliver desired results or a product failed even when the research had shown promising market demand and consumer support.

Marketing research is not an exact science: Since marketing research plates to consumers, it cannot be accepted as an exact science. Both quantifiable and non-quantifiable factors have to be assessed with the help of various techniques available to formulate marketing policies that will help to achieve maximum sales. The technical part of marketing research comes into operation particularly while collecting, analyzing, and interpreting facts and figures. No amount of sophistication makes the subject an exact science. This sets a basic limitation to marketing research. At the same time, it necessitates a creative and skilled approach to the conduct of research. In this way, marketing research can contribute immensely to decision-making in a dynamic market.

Marketing research is expensive: The existence of SMEs market in many developing countries like Nigeria has also been responsible for an apathetic approach to marketing research. However, with the growth and development of their economies, the marketing conditions are changing in favour of buyers and the need for and the value of marketing research are being increasingly recognized by the enterprises in these countries also.

Marketing research is rather very wide in scope: However, it cannot study all marketing problems particularly where it is very difficult to collect relevant data.

Similarly, research study is not possible where value judgments are involved. Even it is not useful for dealing with urgent marketing problems where quick decisions and follow-up actions are necessary. Thus, all marketing problems are not researchable and all research problems are not answerable. Therefore, marketing research cannot provide answer to each and every marketing problem.

Similarly, Dike (2014), posits that researchers suggest solutions that are academic in character and lack practical utility. However, marketing managers use guidance and suggestions given by the researched only when they are compelled to do so. As a result, marketing researchers get divorced from the main stream of marketing. Such attitude of indifference on the part of researchers and marketing executives makes marketing research meaningless. Thus, denies them any opportunity to establish their finding in the practical marketing situation.

Furthermore, Ayuba and Kazeem, (2015) lamented that, it is necessary to have effective communication between researchers and marketing managers. Secondly, researchers should try to act as friend and guide of marketing executives. Also managers should also consider the findings of researchers in an impartial manner. Such attitude of mutual confidence and understanding is useful for cooperation between researchers and marketing managers. Similarly, Abugu (2014) stated that, conflict between researchers and executives is always undesirable but do exist in many companies. It is treated as one limitation of marketing research activity. Nevertheless, in spite of the limitations noted above, marketing research is necessary and useful in marketing management.

Application of Marketing Research

Application of marketing research can be divided into two broad areas: strategic and tactical. Among the strategic areas, marketing research applications would be demand forecasting, sales forecasting, segmentation studies, identification of target markets for a given product, and positioning strategies identification. Tactical application, include applications such as product testing, pricing research, advertising research, promotional research, distribution and logistics related research. In other words, it would include research related to all the P's of marketing: how much to price the product, how to distribute it, whether to package it in one way or another, what time to offer a service, consumer satisfaction with respect to the different element of the marketing mix (product, price, promotion, distribution), and so on. In general, we would find more tactical application than strategic applications because these areas can be fine-tuned more easily based on the marketing research findings. Obviously, strategic changes are likely to be fewer than tactical changes. Therefore, the need for information would be in proportion to the frequency of changes.

Concept of Customer Attraction

In Today's quality- based competitive world, known as knowledge age, customer attraction is of ultimate importance. In respect to the slogan "customer is always right", customer relation management is the core of an organizational strategy playing an important role in four aspects of customer identification, customer attraction, customer retaining, and customer satisfaction. Commercial organizations have perceived increased value of customers through analysis of customers' life cycle (Babaei & Kazemi, 2011).

Attraction is the nouns to the verb attract which basically mean "to cause interest or pleasure and to pull some one towards yourself by the qualities you have,

especially positive and admirable one" (Cambridge Dictionaries). The basic argument is that by introducing and expanding the knowledge of this concept, purchasers and buyers can understand buyer-supplier interaction better and hereby potentially increase their attraction.(Harris, O'malley & Patterson, 2003 in Ellegard & Ritter, 2011).

According to Edward, (2014) Companies develop strategies for two fundamental purposes: (1) to determine how it will create value; and (2) to gain a competitive advantage. When it comes to attracting customers, competition is at the core of the issue. In most markets, there are a finite number of firm's customers available to patronize the various businesses in their communities, and customer addition is a Zero-Sum game. A Zero-Sum game is situations where, in order for firm A to gain a new customer, it must poach the customer from firm B. Edwards added that new customers are the lifeblood of a company because, regardless of how "awesome" a business is, one will lose customers. And when one loses customers must then be replaced with the new ones in order for the Business to prosper. Gaining new customers is critical in order to maintain or increase revenue levels, both things that are necessary for the firm's competitiveness and viability. In the same vein, Kipkosgei and Njeru, (2014) added that, adding new customers replaces lost business without the need for ex-isting customers to unreasonably increase sales (a challenge) to pick up the purchase burden of the lost customers. New customers are the growth engine for most companies and the principle source for a company's revenue increases. Blythe, (2009) in Kleessaan, (2016) added that, customer acquisition is especially necessary for small and medium-sized enterprises (SMEs) to prevent themselves from losing the continuity of their business which is important to realize sustainable growth. For instance, in business markets there are relatively few customers, so the loss of even one customer can have serious consequences. Furthermore, small organizations have fewer resources available

in order to successfully doing business (Fanning, 2014). Klaassen, (2016) further added that, attracting new customers is important for SMEs to sustain future business growth. Because attracting customers is very important for long term profitability, SMEs should consider the application of the acquisition practices.

According to D'Haen and Van der Poel (2013) in Klaassen, (2016) acquiring new customers is a relevant process that consists of several stages, in which only certain prospects can be transformed into actual customers Furthermore, the customer acquisition process is part of the customer-firm relationship that begins with the consumers' first interaction with the firm and proceeds through the first purchase until the first repeat purchase. This process can also be considered as ''the sales funnel'' (Cooper & Budd, 2007; Patterson, 2007 in Fanning, 2014). Before the customer acquisition process actually starts, the firm is delimiting the scope of companies which can be a potential customer of the firm. All potential customers, in a particular context, are called 'suspects' (D'Haen & Van der Poel, 2013). Thereafter, the firm makes a set of arbitrary rules. Suspects who meet these rules are transformed into prospects. The firm chooses the prospects from whom they think they will fit the way the firm is doing business. These prospects are called leads. The last phase of the customer acquisition process is about the transformation from leads into customers. The leads, who are really interested in the firm, and thus becoming a client, are new customers (D'Haen & Van der Poel, 2013). This acquisition process is a time consuming activity. According to Trailer and Dickie (2006) in Edward (2014) almost 20% of a salesmen's time is spent on finding suspects in order to select the right prospects. Assessing the effectiveness of acquisition practices, which can be used by SMEs, probably helps to reduce the time spent on selecting prospects. This is important due to the fact that ineffective decisions

in the customer acquisition process might result in a decrease of the overall firm performance over time (Hansotia & Wang, 1997 in Korkeamaki, 2014).

Concept of Customer Satisfaction

All humans need and want certain things; this, in fact, is one of the cornerstones of marketing. After fulfilling these needs customers expect to be satisfied with their purchase. According to Zeithaml, Bitner and Gremel (2006) in Fourie (2015), satisfaction is when the customer evaluates whether a product or service has met their needs and expectations. Knowing what customers' expectations of a product or service are the firms can then tailor their product or service offering accordingly to fulfil these needs and satisfy these wants which in turn can lead to customer satisfaction. It is, thus of great importance that SMEs make sure that their customers are satisfied as their livelihood depends on it. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service. It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience in Oliver (1980) in (Ivanka, Suzana and Sanja 2010). They posit that, customer satisfaction is very important concept and also has been extremely analyzed subject in the marketing research. However, one of the most important objectives in the company's marketplace today is providing total customer satisfaction. They further posit that, customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Carev, 2008). More so, customer satisfaction is a dimension of multiple items evaluated as a satisfaction measurement, which can vary from business to business. Further maintained that, the measurement of customer satisfaction has been researched in many different countries. Of all the customer satisfaction models the America Customer Satisfaction Index (ACSI) is the most widely

applied? According to the, ACSI customer satisfaction has three determinants namely: perceived quality, perceived value, and perceived expectations (Tung, 2013).

According to Velnampy and Sivesan (2012), given the vital role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of satisfaction. Satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features). They further posit that, firms have to focus their marketing lenses more rational dimension, which is considered to be the most suitable approach for satisfying and maintaining customers. For this reason, nowadays customer satisfaction has been viewed as an important theoretical and practical issue for most of the marketers and researchers. Moreover, customer satisfaction is considered to be one of the most important outcomes of all marketing activities in a market-oriented firm. The obvious need for satisfying the firm's customer is to expand the business, to gain a higher market share, and to acquire repeat and referral business - all of which lead to improved profitability (Ivanka, Suzana & Sanja 2010). They similarly posit that, customer satisfaction positively affects business profitability. This is because customer satisfaction increases customer loyalty; influences repurchase intentions and leads to positive word-of-mouth. Furthermore they stated that, satisfied customer also refers their family and friends. The link between sales, product/service, satisfaction, and profits is direct. The more customers are satisfied, the more they spend. The more customers spend, the more is sold. And usually, when more is sold, profits are greater.

In addition, Hill and Alexander (2000) in Ibojo (2014) lament that, satisfied customers are less likely to seek the lowest prices and the cost of selling to them is much less than the cost of capturing new customers from the competition. Happy customers are the cheapest and most effective form of advertising. Conversely, a

disappointed customer not only takes their business elsewhere, but most likely tells several others about the experience too. He further posits that, while it may take many positive encounters to create customer loyalty, it usually takes only two negative encounters to make an enemy for life. Thus investment in customer satisfaction does bring improvements in profitability. Moreover, Company profitability is not only depicted in its balance sheet but it is also measured on basis of its sound customer base and life time value that customers deliver to company (Carev 2008). Furthermore, customer satisfaction has been used to refer to the satisfaction with an individual consumption experience or service encounter. It has also been described as a summary evaluation of a customer's overall experience with an organization or its products (Ogbadu, (2012).

In many customer satisfaction studies, repurchase intention is often included as a consequence of satisfaction (Velnampy and Sivesan, 2012) In the same vein, satisfying experiences influence future purchase intention; hence, customer loyalty and retention. Therefore the researcher conceived customer satisfaction as the feeling or attitude of a customer towards a product or service after it has been used. The confirmation model treats satisfaction as a meeting of customer expectations and is generally related to habitual usage of products. However, research on customer satisfaction has moved towards the disconfirmation paradigm which views satisfaction with products and brands as a result of two cognitive variables: pre purchase expectations and disconfirmation (East, 1997; Oliver, 1989) in Marcus, Petter, and Andres, (2012).

Similarly, Oliver (1980), Yi (1990) in Ogechukwu, Francis and Oboreh (2013) posits that, customer satisfaction has traditionally been regarded as a fundamental determinant of long – term consumer behaviour. They also stated that,

satisfied customers are valuable assets for every organization to gain the customer loyalty and retention. Further, customer satisfaction and its related research is not merely a tool that measures the attitudes of customers but can be used by marketers as a tool to manage the relationships with the customers. In the same vein, Khan and Afsheen (2012) stated that, satisfaction and quality research "have evolved along parallel tracks". Furthermore, qualities of brand characteristics that are offered by company determine the level of customer satisfaction. Customer satisfaction can be defined in terms of meeting the expectations of the customers in terms of parameters associated with satisfaction (Malik & Ghaffor, 2012).

According to Raja, Muhammad, Naeem, Muhammad and Sa'eed (2014) the feeling of accomplishment of inner sires is called satisfaction. Customer satisfaction has direct effect on customer loyalty. If product or service fulfils the needs and demand of customer he will become satisfied and will be converted to loyal customer and thus will add in customer equity of company. Moreover, they suggested in their study that, customer satisfaction is the core philosophy of marketing strategy of any organization and plays a key role in an organization success. In fact customer satisfaction is the core principle of the modern tool of customer relationship management (CRM) being used by marketers to attract and retain customers. Client satisfaction is usually defined through Olivers (1997) in Ibojo (2014) conditions: that it is this consumer's fulfillment result. It's a ruling that a products or services feature, or this products or services per se, comes with a pleasurable level of intake linked fulfillment. In other words, it does not take total level of well-being that has a service /product knowledge. Full satisfaction is usually ordinarily deemed as a general affective result resulting from the application of some sort of products or services (Oliver, 1997).

Benefits of Customer Satisfaction

According to Fourie (2015) numerous researches have been conducted in various industries showing that there is an array of benefits that come from having satisfied customers. It has been found that if customers experience satisfaction consistently that it should lead to customer loyalty, the intention to repurchase a product or service, as well as positive word-of-mouth from consumers who attention to competing brands. Further argued that organizations should view each purchase by a customer as an occasion to recruit a promoter for the organization. Furthermore, Matsson (2009), Boshoff (2014) and Fourie (2015) state that, when customers are satisfied with the product or service offering and can be retained by the business it can increase profits as:

i.   acquisition cost decline;

ii.   new customers will be referred by the satisfied repeat customers;

iii.   marketing in the form of word of mouth is free;

iv.   new customers do not buy as much as existing customers;

v.   loyal customers are less price sensitive than new customers;

vi.   it costs less to serve existing customers.

He further lamented that, it is widely known that if customers are satisfied, they will refer potential customers to the organization. A satisfied customer will tell less people about his or her good experience than a dissatisfied customer, which can cause considerable damage to any organization. Goodman (2006) also in Carev (2015) conducted research on customer complaint behaviour during the 1980s, and the study was repeated in various countries and industries with the same results. From these findings Goodman developed the tip-of-the iceberg phenomenon which is Customers who complain are, however, more likely to do business with the organization again,

even if their problems were not solved. However, without the necessary feedback from customers, an organization never truly knows if the customer is satisfied and it will not have an opportunity to correct its mistakes.

Measuring Customer Satisfaction

Since customer satisfaction is the objective of most successful companies, the product/service quality needs to be measured by how well they in fact satisfy the customers. There have been various efforts to measure overall customer satisfaction (Brink & Berndt 2008 cited in Mounssor 2012).

A plethora of research agencies claim their model or approach for measuring customer satisfaction will provide an organisation with a competitive edge or some other business benefit (Carev 2008). Many of these models usually contain one or more of the following elements:

a. Employee perceptions or satisfaction;

b. Customer satisfaction;

c. Brand value and Image;

d. Price or value for money;

e. Advocacy and Loyalty;

f. Competitive benchmarking; and

g. Financial outputs (the costs of savings or gains in terms of new customers or incremental business).

The use of formal surveys has emerged by far the best method of periodically assessing customer satisfaction. The surveys are not marketing tools, but information gathering tools (Brink & Berndt 2008). Therefore enough homework thus needs to be done before carrying out the actual survey. The benefits of customer satisfaction

surveys benefits and the problems in measuring customer satisfaction are discussed next.

Benefits of Customer Satisfaction Surveys

Brink and Berndt (2008) state that customer satisfaction surveys provide several worthwhile benefits, such as the following:

Customer feedback: Such surveys provide a formal means of customer feedback to the organization, which may identify existing and potential problems;

Show that the company cares: Satisfaction surveys also convey the message to customers that the organization cares about their well- being and values customer input concerning its operations;

Evaluating employee performance: Satisfaction results are often utilized in evaluating employee performance for merit and compensation reviews and for sales management purposes, such as the development of sales training programmes;

Comparing purposes: Survey results help a company to identify its own strengths and weaknesses, and where it stands in comparison to its competitors; and

Focus on customer needs: ultimately, the major advantage of customer satisfaction measurement is that it helps to secure an increased focus on customer needs and to stimulate the work practices and processes used within the company.

Problems in Measuring Customer Satisfaction

According Brink and Berndt (2008) there are limits to interpreting any measure of customer satisfaction because of the following reasons:

a. Level of aspiration: Satisfaction depends on and is relative to customer's level of aspirations or expectation. Less prosperous customers begin to expect more as they see the higher living standards of others;

b. Changes in level of aspirations: Aspiration level tend to rise with repeated successes and fall with failures. Products considered satisfactory one day may not be satisfactory the next day, or vice versa. Years ago, most people were satisfied with a 21-inch colour TV that received three or four channels. But once they become accustomed to a large screen HD model and enjoy all the options possible with digital satellite feed and a DVT, that old TV is never the same again.

c. Personal concept: Customer satisfaction is a highly personal concept and looking at the average satisfaction of a whole society does not provide a complete picture for evaluating effectiveness. At minimum, some consumers are satisfied than others. So, although efforts to measure satisfaction are useful, any evaluation of effectiveness has to be largely subjective.

From the above stated problems of measuring customer satisfaction, as noted that the behavior of people change over time it is advisable for companies banks most especially to continuously measure the level of their customer satisfaction so as to react to the results as soon as possible before they become totally dissatisfied.

Concept of Customer Retention

The contemporary advancement of commerce and emerging of markets has led to radical economical fluctuations and inflamed fierce competition. As a result, the consumer today has a multitude of alternatives to exceed his expectations when making a purchasing decision, whereas, rivalry has reached its climax (Hamman & Oleno 2014). In the same vein, today's competitive environment maximizes customer retention probability so as to sustain the company's protection against inroads competition. Customer retention is needed to achieve this goal. It is in this regard that Parasuraman and Grewal (2006) in Komunda and Osarenkhoe (2012) view customer

retention as the marketing goal of preventing customers from going to the competitor. Consequently, given the assumption that loyal customers are a vital ingredient of a sustainable business operation, therefore, retaining these customers is no doubt an interactive catalyst that will systematically influence the long-term success of any enterprise in today's product/ service-driven economy. In this regard, customer retention strategy signifies the vaccine that must be utilized by enterprises to diminish the risk of substitutes.

According to Boles, Barksdale and Johnson (1997) in Ashour (2015) customer retention is the process that describes a company's ability to attract and retain customers. They further, continue by defining customer retention as when a customer continues to do business with a company or purchase from the same company repeatedly. Similarly, Munssour (2012) state that customer retention is one main part of the outcome of a strong relationship between a customer and a company. According to customer retention is the way in which organizations focus their efforts on existing customers in an effort to continue doing business with them. However, customer retention can also mean the number of customers who stay with the provider in the course of an established period, such as a year (Dawes 2009 cited in Motsheddi and Geoffrey 2011). Thus, it is a key factor in determining the success of businesses today. Therefore, for Small Businesses to achieve retention among its customers, it is crucial for the firms to engage in marketing research and come up with product or provide service which exceeds the customer's expectations in order to in turn reach customer loyalty. Based on these, researcher observed that, good customer relation is a vital factor as a tool for customer retention. This aspect is also very crucial for an organization that seeks to have a loyal customer base and hence overcome the stiff competition in the businesses. However, Motshedisi and Geoffrey (2011) posit that,

Retention of customers is addressed by asking customers to report the number of purchases they made in relation to a specific brand. Similarly, Verheof (2003) in Ibojo (2015) developed the measurability by addressing how many products of that specific group of products that has been purchased from that specific company, also mentioned as extent of purchases.

Similarly, Nduka, Okocha and Chris-Nnamchi (2017) observe that, customer retention has a direct impact on long term customer lifetime value, which is a more profitable avenue for firms that seek to pursue growth and sustainability or those that seek to protect themselves from market shrinkage resulting from a contracting economy. Supporting this argument, Lombard (2009) cited in Ibojo (2014) notes that today the pressure on companies to retain customers is fuelled by the market where customer acquisition is slow. In addition, customer retention is important when loyalty is decreasing and sales cycles are aggravating the business environment. Under these circumstances, losing an important customer to a competitor would impact significantly on the organisation's profitability and growth. Furthermore, Herrmann (2000) in Nischal (2015) states that in the tough, tooth and nail competitions, the companies that have managed in the past to closely bind their customers to themselves, thereby protecting customers against competitor attempts to attraction them away. This was achievable; the more managers of SMEs engaged themselves in marketing research to ensure customers are satisfied, the more customers are retained. However, Lalita (2013) posits that, the retained customers can reveal their observations concerning product quality and share their opinion and annoyances, as to improve, all of which serves as a basis for an innovative form of products or services. More so, customer retention can strengthen the security of the manufacturer; reduce various risks like the fear of failure. When the company knows the needs of their customer well, production risks are also

determined and can be reduced. Closely connected with this is a lower investment risk, once management has more dynamically concentrated its policies of information acquisition and innovation on the requirements of the sales market, companies' customers, as a rule, also bring with them improved benefits in the area of expenditures. With increasing customer trust, there is also a growing willingness to refer to the company and the tendency to recommend it. A phenomenon generally known as word of mouth advertising experienced as more believable when it is not seen as being influenced by the company. Supporting this Motsheedisi and Geoffrey (2011) posit that, the relationship between the customer retention and commercial success of a company has a positive impact. Profit per consumer increases with the increasing customers' needs satisfaction and subsequently, increases customer loyalty, as the duration of a customer relationship increases the firm experiences less costs associated with finding replacement customers. Thus, the higher the percentage of firms engages in marketing research the higher the bottom-line profit potential in the long-run. According to Thompson (2004) in Munssour (2012) customer retention is about increasing the sales by endlessly satisfied and serves the customers so they will keep coming back. In order to ensure the customer retention to be successful, the quality of the product or service needs to be able to satisfy or go beyond the customer expectations. Moreover, this view has also been supported in the work of Storbacka and Lehtinen (2001) Carev (2008) on marketing which said that considering what are the customers' needs for today is not enough. It is also vital to identify or predict the customers' future needs, thus the need to engage in marketing research.

According to Komunda and Osarenkhoe (2012) customer retention can be done in many ways, for example by the use of customers' loyalty program. Another way to retained customers is by keep providing satisfying product/service or providing the

product/service that beyond the customer expectations to maintain trust and satisfaction of the customers. They also stated that, by opening an open feedback from customers to ensure that the company is providing the product/service that is still relevant and needed with the customers. Customer retention has been argued by Reichheld (1996) that it is less costly compared to customer acquisition, as customers that are satisfied and believe in certain products/services tend to increase the switching cost in terms of trust and conveniences.

Concept of Small and Medium Scale Enterprise

A Small and Medium Enterprises (SMEs) is relative term. This is because an enterprise described as an SME in one country may not be so in another. This implies that there are no any universally accepted definitions of SMEs. Furthermore, one can conclude that there is difficulty in defining SMEs since individuals, institutions, organizations and countries adopt varying yardsticks for defining or classifying them (Gidado, Akaeze & Babakura, 2017).

In recent times, the small and medium scale enterprises sector is considered to be the back bone of modern day economy. Historical facts shows that prior to the 19th centaury, cottage industries, mostly small and medium scale businesses controlled the economy of Europe (Opafunso & Adepoju, 2014 cited in Utoware & Agbonaye, 2017). They advanced that, the twin oil shocks during the 1970s undermined the mass production model which triggered unexpected reappraisal of the role and importance of small and medium enterprises in global economy. While the importance of Small and medium enterprises have not been in doubt, unfortunately classifying business into large and medium scale is subjective and premised on different value judgment. Such classification has followed different criteria such as employment, sales or investment for defining SMEs. According to extant literature the definition varies in different

economies but the underlying concept is the same Abor and Quartey (2010). He further stated that, countries such as USA, Britain and Canada small scale business is defined in terms of annual turnover. In Britain for example small scale business is conceive as that industry with annual turnover of two million pounds and less with fewer than 200 paid employees. In the same vein, in the case of Japan it is conceptualized as type of industry, paid up capital number and of employee. Consequently, small and medium scale enterprises are defined as those manufacturing with 100 million yen paid up capital 300 employees. Those in whole sale trade 300 million paid up capital 100 employees while those of in retail trade with 100 million paid up capital with 50 employees (Paul, 2017).

In Nigeria, the introduction of SME can be traced back to the year 1945 when Essential Paper No. 24 of 1945 on" A Ten year plan of development and welfare of Nigeria 1946 was presented" (Opafunso & Adepoju, 2014). A Small and Medium Scale Enterprise was considered an all time necessity at the beginning, which has gained prominence today and is expected to increase its importance in the future (Basil, 2005). Furthermore, the concept of SMEs varies with culture and peculiar circumstances of the person attempting. The definitions in use depend on the purposes and policies which govern the SMEs sector in a particular country. However, the three parameters that are generally applied by most countries, singly or in combination are capital investment, volume of production and turnover of business (Nwaiwu & Opusunju, 2017). To support this assertion Etuk, Etuk and Baghebo (2014) defined SMEs using certain criteria including, turnover, and number of employees, profit, capital employed, available finance, market share, and relative firm size within the industry. Central Bank of Nigeria in its monetary policies circular No. 22 of 1988 view small scale industry are those enterprises which has annual turnover not exceeding 500,000 (CBN, 1988).

Similarly, Federal Government of Nigeria (1990) in Paul (2017) defined SMEs for the purpose of commercial bank loans as those enterprises whose annual turnover of does not exceed N500,000 and for merchant bank loan those enterprises with capital investment not exceeding 2 million naira (excluding the cost of land) or a minimum of 5 million naira.

As in CBN, (2010) under its Small and Medium Scale Enterprise credit guarantee scheme (SMECGS) defined Small and Medium Scale Enterprise as an enterprise with asset base (excluding cost of land) of between 500,000 – 5 million naira and labour force of between 11 – 300 employees. In the same vein, the National Policy on Micro, Small and Medium Scale Enterprises (2007) defines SMEs with respect to the backdrop of number of persons employed and assets possessed. Furthermore, the National Council on Industry (2006) defined Micro, Small and Medium Enterprises (MSMEs) put forward by Ebuti (2016) as follows:

i.   Micro/Cottage Industry: Industry with asset base of not more than ₦1.5 million excluding cost of land, but including working capital and a staff strength of not more than 10.

ii.   Small Scale Industry: Industry with asset base of more than ₦1.5 million but in excess of ₦50 million excluding cost of land, but including working capital and/or a staff strength from 11 to 100.

iii.   Medium Scale Industry: Industry with asset base of more than ₦50 million, but not in excess of ₦200 million excluding cost of land but including working capital and/or a staff strength from 101 to 300.

iv.   Large Scale Industry: Industry with asset base of over ₦200 million excluding cost of land but including working capital and/or a staff strength of more than 300.

Ebitu (2016) defined SMEs as enterprises which employ less than 200 persons and possess assets which value excluding land and building is less than ₦300 million. SMEs are usually associated with little capital outlay, minimal fixed assets, highly localized in the area of operation, and often with unsophisticated management structure. Supporting is Baumback (1992) when he says characteristically small businesses are those units that are actively managed by its owners, highly personalized, largely local in the area of operation, of relatively small size within the industry and largely dependent on sources of capital to finance its growth (Ebitu, Basil and Ufot 2015).

However, there may be a need to classify small scale industry into micro and super-micro business, with a view to providing adequate incentives and protection for the former. In that context, any business or enterprise below the upper limit of N250, 000 and whose annual turnover exceeds that of a cottage industry currently put at N5, 000 per annum is a small scale industry. The National Directorate of Employment (NDE) concept small scale industry has been fixed to a maximum of N35, 000. In other words a business unit of not less than $240 dollar is characterized as small scale business in Nigeria (Paul 2017). That may not be the same in other countries, but that classification may be useful in developing countries, because of the low capacity of its small scale industry. He further stated that, in countries where the number of employees is an indicator, the number of employee required differs from country to another.

In Uganda the figure of employees for SMEs is between 5-50 (Ngobo 1995). In India it is 30-100, while in US, is less than 500 (Stoner et.al 1996). In Kenya, 10 or fewer people are called micro business, while 11-50 are referred to small enterprises and 51-100 are called medium enterprises. (Kibera & Kibera 1997 cited in Paul 2017). That is why in the United State of America, Small Business Administration defined SMEs as one that is independently owned and operated, is not dominant in its field and

meet up employment or sales standard developed by the agency. This shows the same trend with other countries like Nigeria and Japan except that the exchange value differs in the financial criteria (Paul, 2017).

In a more general and comprehensive term Ogechukwu (2005) chronicle a general criteria for defining Small and Medium Scale Enterprise in different countries. These includes number of employees, annual turnover, local operations, sales volumes, financial strength, managers and owners autonomy, relatively small markets compared to their industries and capital usually supplied by individual or shareholders etc. There are so many small scale industries in Nigeria which qualifies within this context most of them are in the commercial sector. However a common trend in Nigeria today in the gradual classification of service provider, hotels, fast food and restaurants as small and medium scale enterprises.

In addition, Paul (2017) as a result of this definitional differences and lack of universal definition, European Union in 2003 adopted a universally accepted definition of Small and Medium Scale Enterprise and Micro Business as companies with less than 250 employees, with respect to financial criteria, revenues most not exceed 50 million Euro (measure as turn over) or 43million euro (measure as balance sheet). In addition, the European commission specifies term of ownership stating SMEs must be independent with less than 25% being owned by outside interest (European Commission; 2007). In a report of enterprises association, Macqueen (2004) conceive SMEs as enterprises employing 10-99 full time employees or with a fixed capital investment of US$1000-500,000.

Small and Medium Scale Enterprise are certainly not transactional company, multinational cooperation, public owned enterprises or large facility of any kind. However, they can depend on business and ownership structure to become a large

business unit (Macqueen, 2006), he added that, while it can be argued that 80% of the financing of SMEs come from owners, friends and families, business form can take different form including private ownership, limited partnership contract and sub-contracts, cooperatives or associations (Kozak 2007). Small and Medium Scale Enterprises have a narrow context within which its operation is carried out. However, where it is efficiently operated it has capacity to sprout the economic growth and national development.

According to Ogechukwu (2001) cited in Ebuti (2017), the contribution of SMEs to the national development cannot be overemphasized and has mentioned some of those contributions to include:

Generation of employment for the citizenry: Many unemployed people and youth have found employment in small scale industries. A lot of retail shops, cottage, restaurant, poultry farms, telecommunication and telephone shops have been established and managed profitably by Nigerians who would have been unemployed till date. The entrepreneurs have in turn, provided jobs for other Nigerians who serve as support, technical and administrative staff for them.

Encouragement of self-employment and entrepreneurship amongst youths both in the rural and urban areas: The spirit of successful entrepreneurship has taken over the mind of Nigerians, who believe in themselves and in the goal of self-employment, instead of relying on government jobs. In the telephone, retail and rental jobs, a lot of youths and other Nigerians have remained self employed. Their businesses have expanded to the level of employing some other unemployed people.

Establishment of man-power development support schemes: Through the training and retraining of entrepreneurs, SMEs have provided a pool of potential entrepreneurs and business people who are well equipped to start and successfully

manage industries whether small or large, not only in Nigeria but overseas. Successful business people in Nigeria like the Aliko Dangotes, the Ibrus, Mike Adenuga, the Orji Kalu etc. started as small and medium scale enterprises, before the growth of their various businesses into conglomerates.

Reduction of dependence on government and large firm's salaries employment: This is evidenced from the liberalization policy of the government in the telecommunication and education sectors as a lot of companies have been established to provide support to staff and employment for Nigerians.

Rural development and the achievement of a meaningful level of broad economy: To reduce the migration from rural to the urban centres, some infrastructural facilities which promoted small scale industries were provided in the rural areas such as the provision of access road, increased improvement in communication facilities like telephone, postal services, and internet facilities, construction of industrial layout and estates, and the provision of electricity and water expansion schemes.

Upgrade in social status: SME has upgraded the social status of Nigerian youths by showcasing them as very successful entrepreneurs and operators of small scale industries. This is evidenced in many success stories of small scale industries as recorded by the print and electronic media houses.

Dignity of labour: SMEs has uplifted the dignity of labour. There is the spirit of "me too", "I can do it" attitude, people deriving joy in working for themselves and seeing their businesses grow to conglomerates.

Challenges of Small and Medium Scale Enterprises in Nigeria

It is worrisome that despite incentives, favorable policies and regulations preferential support by government aim at improving small and medium scale enterprises, SMEs, has performed below expectation in Nigeria. While the challenges

associated with small and medium scale enterprises and their failure has been widely acclaimed. Some of these include lack of planning, inimical government regulations, poor marketing strategies, lack of technical know-how, and lack of capital (Aftab and Rahim, 1986, Ekpeyong, 1983, Onogu 2005, Ogechukwu 2006) in Paul (2017). He further posits that, some of the challenges of the SMEs are induced by the operating environment (government policy, globalization effects, financial institutions etc) others are functions of the nature and character of SMEs themselves. However, the challenges of SMEs in Nigeria could be discussed under the following heading as put forward by Paul, (2017).

Financial problems; the association of Nigerian development finance institutions in 2004 issued a statement in relation to why SMEs performed poorly in Nigeria. Truly finance is usually a constraint to SMEs, while this may be true empirical evidence shows that finance contribute to only about 25percent of the success of SMEs.(Ogujuiba, Ohuche and Adenuga, 2004). Thus the creation of other appropriate support system and enabling environment are indispensable for the success of SMEs in Nigeria. Furthermore in Nigeria most SMEs are folding up or lack competitiveness because they lack the much require financial capacity to prosecute their manufacturing concern. Most of these enterprises cannot access loan on a long and short term basis.

In a World Bank report in 2001, it was reported that almost 50percent of micro, 39 and 37 percent of small and medium scale firms are financially constrained in Nigeria as oppose to 25 percent of very large firms (World Bank, 2001). The implication of this shows that small and medium scale enterprises are either discriminated against or cannot access funds at the credit market. In addition to this, financial stringent attached to loan credit also discourage industries from accessing credit from the bank. Even where SMEs can access the loan, it is usually a short term

loan and what SMEs required building capacity of small and medium scale enterprises in Nigeria. Even where SMEs can access the loan, it is usually a short term loan and what SMEs required in building capacity is a long term loan which can be rolled on investment overtime. This issue has generated heated debate between the SMEs operator and the Banks. While SMEs operator have been claiming that Bank requesting stringent conditions and terms of approval, the Bank on the other hand had claimed that SMEs operators don't present bankable projects. Nevertheless, Ogujuiba et. al (2004) in a report on SMEs claimed that 20 percent of SMEs have reported being constrained in receiving long term loan. This has forced SMEs to use their internal financing which is usually unsustainable and vulnerability of SMEs as a result of low capital base. Even at the establishment of the second tier security market of the Nigerian stock exchange as a palliative measures to solve the financial problem of SMEs shunned it because of the tight procedure and administrative bottleneck in the assessment of credit facilities.

Lack of infrastructural facilities; the performance of SMEs has also been hindered by the lack of infrastructural facilities. Inadequate facilities like power supply, telecommunication, access road network and water supply constitutes one of the major constraints challenging SMEs in Nigeria. A World Bank study in 1989 estimated that the cost of providing infrastructural facilities by SMEs in the absence of those facilities is estimated to be about 15-20 percent of the cost of establishing manufacturing enterprises in Nigeria. Omolola (2008) contends that the percentage has since increase to 30-35percent of the cost of establishing manufacturing concern in Nigeria. Of infrastructural problem, the problem of power has best the most critical of the infrastructural problem. The erratic power supply has hindered the business environment. In Nigeria must businesses has fold-up or cannot as result of irregular and epileptic power supply. The problem of power is so bad to the extent that the large

industries are now relocating to Ghana and other neighboring countries, while majority of small and medium scale businesses has since gone into extinction. The implication of this has led to the reduction in production activities. The cost of fuelling generator machines and equipment has led to cut in employees and running cost of the small and medium scale enterprises. This has eventually led to the folding up of most of these enterprises in Nigeria, since they cannot compete in the market any more.

However, the fact remain that the state of infrastructural facilities in Nigeria is poor. Power supply is unstable and inadequate, the states of the roads are terrible and water supply is sustainable, telecommunication services are not effective. Where infrastructural facilities are either present nor inadequate and functional, the investment environment cannot stimulate improvement for small and medium scale enterprises. In these instances, Banks would not be willing to invest in SME because of high risk and the uncertainty of the investment climate.

Government unfavorable fiscal policy and policy inconsistencies; the inability of government to execute favorable fiscal policies inconsistencies has undermined the capacity of small and medium scale enterprises. As Njoke (2002) identifies, inconsistencies in government policies is a major problem affecting small and medium scale enterprises. Ogujuiba (2004) also factored in the problem to inappropriate time or delay in budget implementation as factor constraining investment and trade decision. In most cases the process of approving budget at the legislative level is usually delay due to the executive and legislative face-off most time and even when the budget is approved the executive implementation of such is also very slow due to the administrative bottlenecks. Thus, delaying investment decision of small and medium scale enterprise particularly on tariff and taxes measures in their trade decisions. Factors such as this have made the investment environment to be unpredictable and uncertain

for small and medium scale enterprises. In some cases, high incidence of government regulatory agencies, taxes and levies by different levels of government have resulted into high cost of running SMEs and entrepreneurs are seem not to be motivated by this factors. As Onugu (2006) posit, this is due to the absence of harmonized and gazette tax regime which would enable manufacturers to build in a recognized and approved level of tax payable.

Internal characteristics and problem of SMEs; Most small and medium scale enterprises in Nigeria are battling with serious internal problem. These problems range from poor management practice, poor accounting standards, shortage of manpower, financial indiscipline and corruption. The reasons why most SMEs have not been able to improve are due to poor management knowledge and practices, transparent organization set up, succession plan, entrepreneurial skills, strategic business plan etc. The dearth of such skills in most SMEs due to inadequate educational professional and technical background on the part of the owners and employee of SMEs into further crisis. It is the characteristic of small and medium scale enterprises to ignore basic management procedure and thus run business as family affair by undermining proper book keeping and accounting and managerial practices. Because of the way of business management and accountability measures are ignored, reckless financial administration, wrong investment decision and corruption become the order of the day (Omolola, 2008).

Prospects of small and medium scale enterprises in Nigeria

In spite of the challenges confronting small and medium scale enterprises in Nigeria, government realize the role of SMEs as a catalyst for economic growth and development through employment and their contribution to macro-economic development. It is therefore only proper to say government is making tremendous effort

in ensuring that these challenges are tackled. This explains why, apart from the past effort by government the emergence of democracy has also increase government effort since democracy is tied with economic development (Oyadongha, 2017). Government in the past has established various support institutions and reliefs measures aimed at enhancing and improving the capacity of SMEs. Examples of such includes, specialized banks meant to offer investment credit and loan to improve investment capacity of SMEs. In addition government also initiates regulatory and preferential laws as measure of protection and other preferential treatment to small and medium enterprises for the purpose of its improvement and development.

However, Paul (2017) stated that, despite government effort in the past there is a renew support for small and medium scale enterprises since 1999; the government has since commence economic reform which SMEs are central to its objectives. The opportunity on the future of SMEs has stated yielding result, because the economic reforms has show evidence of improvement in legal and regulatory environment, particularly regarding company registrations, taxation, infrastructural improvement (especially telecommunication). He further lamented that, the establishment of Bank of industry (BOI), small and medium scale enterprises development agencies of Nigeria, the facilitation of small and medium scale industries equity investment scheme (SMIEIS) and other employment generation and poverty alleviation scheme at various levels of government. Such as national economic empowerment and development strategies (NEEDS at national level, SEED at state level and LEEDS at local level). As Nwaiwu and Opusnju (2017) put it the economic reform programme would aid the creation and consolidation of existing small and medium scale enterprises because of its focus on income generating opportunities for the people. They further stated that, the current effort of government since 1999 towards revamping SMEs as a sustainable

process capable of building the prospect of small and medium scale enterprises and path to national recovery of the Nigeria ailing economy. While lauding government effort, the organized private sector is also making vital contribution in this direction.

According to Onugu (2006) in Paul (2017) the capital market driven by the Nigeria stock exchange (NSE) and security and exchange commission (SEC) have not only been expanding its facilities, but also for cost effectiveness for small and medium scale enterprises to access funds from the market. In 2005, during the commissioning of small and medium scale enterprises development agency of Nigeria (SMEDAN), the former president of Nigeria, Olusegun Obasanjo urged the Central Bank of Nigeria (CBN) to realize the objective of small and medium scale industries equity investment scheme (SMIEIS) which is expected to complement the development effort of financial institution in terms of loan assessment on a short and long term basis for investment purposes.

Therefore, Paul (2017) maintains that, there is no doubt that if the current economic reform programme in Nigeria can be sustained, the capacity of small and medium scale enterprises would be enhanced and improved. This would no doubt have a positive effect for employment generations, wealth creation, and poverty alleviation etc. Above all it would set Nigeria on path of recovery, promote economic growth and national development.

Marketing Research and Customer Attraction

Marketing-orientated companies attempt to create customer value in order to attract and retain customers. Their aim is to deliver superior value to their target customers. In doing so, they implement the Marketing Research results by meeting and exceeding customer needs better than the competition. (David 1995 in Mattsoon 2009).

Attracting and retaining customers can be a difficult task. Customers often face a bewildering array of products and services from which to choose. A customer buys from the firm that offers the highest customer perceived value – the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer to those competing offers (Armstrong and Kotler 2005). Similarly, Chen and Hitt (2002) in Berg (2015) posit that, due to their significance to numerous industries including, technology, entertainment, and communications, the dynamics of network markets have received considerable attention in the past two decades. Many are emerging companies and small businesses, especially those focused on business-to-consumer (B2C) e-commerce, in an aggressive phase of recruiting new customers in what analysts have called a "land grab"

More so, Mattsoon (2009) posit that, the expectation is that these early investments in customer acquisition will result in a long-term stream of profits from loyal customers, which will offset these costs. Essential to this strategy is that customers experience some form of "lock-in" or switching costs to prevent them from defecting to another provider.

Though customer retention is profitable, it is a pointless exercise if there are no customers to retain (McDonald, Christopher, Knox, and Payne, (2001) in David (2014). Hence, the need for customer attraction, understanding the role of attraction in a customer commitment decision is the key issue that has received little attention in Marketing Research in SMEs. Attraction means that there should be something that makes the firm interesting to a given customer or the other way round.

How to generate new customers

New customers can basically be recruited from two context of business to business prospecting (B2B) and business to consumer prospecting (B2C) (David, 2014).

There are a number of ways to generate new customers from each of these two contexts. Below is a discussion on the two concepts with the various ways of generating new customers from each one outlined but not discussed.

a) Business-to-business prospecting

B2B is one of the most important relationships that an organization can build with another party. (David 2014). In the B2B environment it is very often the task of marketers to generate leads for the salesperson to follow up. Leads are individuals or companies that might be worth approaching. The lead then needs to be qualified. The qualification process submits all leads to a series of questions, such as:

   i. Does the lead have a need for my company's products?

   ii. Does the lead have the ability to pay?

   iii. Is the lead authorized to buy?

If the answers are yes, the lead becomes a genuine prospect. Ability to pay covers both cash and credit. Once leads are qualified, companies need to decide the best channels for initiating contact such as salespeople, direct mail, e-mail and telemarketing. Business to business prospects can be generated through Referrals, Interpersonal networks, Promotional activities (exhibitions, trade shows, advertising and publicity), Websites, Canvassing, Telemarketing and E-mail.

b) Business-to-consumer prospecting

In business to customer (B2C) context, the distribution of consumer acquisition effort is different but consumers can also be generated from much the same sources as business to business (B2B) prospects. Much greater effort is put into Advertising, Sales promotion, Buzz or word of mouth and Merchandising in generating new customers in B2C. Acquisition of more customers must be a continuous exercise because attrition is inevitable no matter how good the retention programme.

In the SMEs context, though small businesses probably have not fully devote most of their resources and energy to attracting new customers, it is necessary for the firms to identify the kind of customers they are willing to attract and adopt Marketing Research and other strategies as mentioned above to attract new customers.

Marketing Research and Customer Satisfaction

Customers do not conduct Marketing Research activities on their own. However, the benefits to all research activities are available to consumers. In fact, the purpose of Marketing Research is to study/understand the needs, expectations, problems, etc. of consumers and to give maximum possible convenience and satisfaction to them. This suggests that customers secure the maximum benefits of research activities indirectly as all research activities are basically for the benefit and convenience of customers (Starbucks, 2008). Similarly, Moiseenko (2015) posits that, after identifying competitors, the next step is to identify customers. Not only who they are, but what they want, need, what they will buy and how much they will pay for the product. It is important to count customers. How many of them are out there who will pay for your services or product? You can help your effort greatly by summarizing your list of different customer bases, how much they are willing to pay for service, and how frequently they need it. Customer satisfaction in company's marketing activities is strategic and satisfying the customers becomes the starting points to defining business objectives.

According to Youjae (2010) in Ebuti (2014), studies have revealed that marketing research have correlation with customers' satisfaction. However, the direction of the satisfaction depends on how effective the firm has conducted its researches. Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier

is the sum total of all the processes the customer goes through communicating the supplier before doing any marketing, product manufacturing, quality of products and services and responses to customers' complaints and queries to post delivery services. It therefore necessary on the marketing firms to conduct extensive, in-depth, relevant and careful analysis so as attract the customers rather than scare them. According to Zaborek, (2015) a well developed and implemented marketing research may result in additional revenue to the organization. If this has to be, it must create customer satisfaction. Therefore, the extent of customer satisfaction for any product or service depends on the proper implementation of research findings by managers in the organization.

The Benefits of Marketing Research to Consumers according to Management Executives of Starbucks include:

i. Supply of goods and services as per the needs and expectations of consumers. Research provides wide choice to consumers. Consumers get wide variety of goods at fair prices due to Marketing Research activities.

ii. Suitable adjustments in the products (as per the requirements of consumers) through product planning, product innovation and product modification.

iii. Supply of goods at right place, time and also at the right price.

iv. Better return (in terms of convenience, satisfaction and welfare) of the price paid for goods and services.

v. Protection of the rights of consumers and prompt complaints relating to price/ quality, use, etc.

vi. Availability of new / innovative products as per current socio-economic-cultural needs.

vii. Provision of wide variety of goods for the convenience of consumers.

viii. Better quality after-sales services.

ix. Fair treatment and prevention of exploitation of consumers.

x. Production as per the expectations of consumers.

xi. Provision of wide choice to consumers

Marketing Research and Customer Retention

A business that wants to succeed in today's global competitive market, where customers are empowered and brand loyalty erosion is increasing gather information on its market to provide excellent real-time customer service. This requires a more complex approach. Organizations need to investigate custom needs, they have to build relationships with both existing and potential customers, and they will have to satisfy their customers' needs (Rootman 2006 cited in Lambard 2011). These are made possible based on the available information which is obtainable through marketing research.

ICT has lead to intensified price competition, as it increases customer ability to gather information about variety of products and prices. They are able to research products and their prices, product quality and other variable that may induce them to buy. These and other factors have infused competition into the market. By implication, marketers have to device ways of attracting and retaining customers. More so, Lambard (2011) Customer retention has become an area of study if marketers want to remain on stage.

Organizations become more aware of the importance of marketing research and its potential to help them acquire new customers, retain existing ones and maximize their lifetime value. Through marketing research Barabba and Gerald (1991) opine that marketers are able to identify potential customers (who are going to use your product/service? How old are they? Are they male or female? Are they married, single

or divorced? Do they have children? Where do they live? What is their level of education?). However having good knowledge about your customers gives marketer opportunity to serve them appropriately and impliedly maintain continuous patronage. Equally, Understanding your existing customers - why do customers choose your product over competitors? What do they value? Is it service, product quality or the prestige associated with consuming your product/service? Who influences their buying decision? What magazines do they read? What websites do they visit? What do they enjoy doing? Marketers need to address these questions holistic if at all they want to take competitive advantage and maintain its market share. The context and philosophy of a Business can lead to the manner in which firms retain their customers and the firms employ the use of some specific tactics once it knows who their customers are (Zeithalm and Bitner 1996 cited in Osongo 2016).

Through marketing research marketers are able to understand their customers by their needs. This will lead the customer to perceive that the organization is concerned with the customer's needs, and this in turn may lead to greater satisfaction towards the organization. When the customer has additional experiences with the organization in which the customer's needs were satisfied, the customer may develop a sense of loyalty to the organization (Egan 2004 in Humman & Oleno, 2014).

The aim of relationship in marketing is the establishment and maintenance of long-term relationships with customers. Organizations understand that it is considerably more profitable to keep and satisfy existing customers, than to renew a strongly churning customer base constantly; marketers have adopted a customer management orientation, which emphasizes the importance of customer lifetime value, retention and the dynamic nature of a person's customer-firm relationship over time (Reinartz & Kumar, 2003 cited in Shukla, 2013).

To persuade and retain customers it requires the marketer to develop effective strategies. Through marketing research the marketer is able to make informed marketing decisions about how to price product or service, how to distribute product, which media channels to use, or whether to develop a new product/service. This requires relevant and adequate information to reduce uncertainty. Marketing research provides marketers with information that helps in developing these strategies (Al-Shatanawi, Osman & Ab Halim 2014).

Marketers focus always on potential customers that want their product. Small and Medium Scale Enterprises may find researching their market easier than large, nationwide businesses because their customer base is smaller. Timely information reduces business risks and helps spot sales opportunities. It is important that to identify current challenges and potential problems in the current market, a proper plan and strategy need to be to develop. This will helps a marketer understand market, customers, competitors, and industry trends. High-quality research will reveal details about present customers and this will help the new operator to target their new customers (Fourie 2015).

Practical Application of Marketing Research by Owners/Managers of SMEs in Nigeria

According to Ogbadu (2012) the slow pace of research and indeed marketing research among Small and Medium Enterprises in Nigeria is agonizing. There is need for practical application of Marketing Research by Small and Medium Enterprises in Nigeria. The need to be equipped with proper information to ensure decision making in business calls for gathering and analyzing data. Marketing Research, therefore, is needed by SMEs to generate information for decision making. Also, the competitive strength in business organisations put pressure on companies to research into finding the best way to gain competitive advantage. It will enhance more profits and expand

business. Research leads to systematic gathering and storage of information which later could be used by the organisation which is basically to plan and make decision. Marketing Research, not only provide SMEs with the necessary decision making tools but also help them amass substantial data that may be used in many ways (Jaworki & Kohli, 1995 as cited in Ogbadu, 2012).

It was stated earlier that, practical application of Marketing Research is not yet common among Small and Medium Enterprises in Nigeria. That is, most Marketing Research programme in Nigeria is being undertaken by the large scale business in the country instance multi – national corporations, banks, among others. And the level of articulation of marketing research among small and medium enterprises in Nigeria is just very poor and quite unlike in the U.S.; Japan and Europe (Idris, 2006, Elegbe, 2008 cited in Abor, & Quartey, 2010). These regions of the world had or have a well articulated and widespread marketing research programme and practices. Though, small and medium enterprises may not be in position to conduct extensive, in-depth and highly relevant data that are adequate enough to provide necessary information for decision making.

Marketing Research does not only occur in huge corporation with many employees and a huge budget. Nevertheless, marketing information can be derived by observing the environment of their location and the competition location. Ayuba and Kazeem (2015) posit that, Small scale survey and focus groups are low cost ways to gather information from potential and libraries or on the internet and can be easily accessed by a small business owner. Similarly, small and medium enterprises can hire the services of a marketing research firm or conduct marketing research in creative and affordable ways such creative and affordable ways may include: as put forward by (Kotler 2003, Clancy & Shulman 2004 cited in Ogbadu 2012).

i.   Engaging students to design and carry out projects: One Boston University MBA project helped American Express develop a successful advertising campaign geared toward young professionals at low cost.

ii. Using the Internet: A company can collect considerable information at very little cost by examining competitors' web sites, monitoring chat rooms, and accessing published data.

iii. Checking out rivals: Many small companies routinely visit their competitors. Tom Coohill, a Chef who owns two Atlanta restaurants, gives managers a food allowance to dine out and bring back ideas.

iv. It's easier and cost efficient obtaining internal data such as sales analysis and marketing cost analysis. The purpose of the sales analysis, the in-depth evaluation of SMEs sales, is to obtain meaningful information from the accounting data. The sales analysis, easily prepared from company invoices that are stored on computer tapes, can be quite revealing for the marketing executive. Sales analysis is one of the least expensive and most important sources of marketing information, and any SMEs with data processing facilities should include it as a part of its information system (Prince, 2008). A second source of internal information is marketing cost analysis, which is the evaluation of such items as selling costs, warehousing, advertising, delivery expenses, etc.

v.   An extremely important source of information for the SMEs Marketing Researchers is the use of secondary data. In fact, so much data of this nature is available at little or no cost that the researcher faces the problem of being literally overwhelmed by the volumes of collected data (Achumba and Osuagwu 1994).

vi.   SMEs have three alternatives in the collection of primary data**:** observation, survey, or controlled experiment. No one method is best in all circumstances, in fact; any one may prove the most efficient in a particular situation.

According to Ogbadu (2012) Marketing Research as an organizational function has remained under developed among Small and Medium Enterprises in Nigeria. The problems SMEs encountered when carrying out Marketing Research work was highlighted by (Alabi 2008, Henry 2005, and Landcaster & Massingham, 2003 cited in Ogbadu 2012) which includes the following:

(i)   Problem of Finance

Finance is the life-wire to any action in an organisation. To know more require commitment of financial resources and lack of such resources hinders people from venturing into Marketing Research. Loan from government public credit – micro or others are not the best answer for raising capital for Small and Medium Enterprises. Commercial loans in themselves are expensive; therefore, we must seek new means of credit delivery. The answer lies in careful combination of capital and equity source from the financial system, preferably through stock exchange or some other rational objective funding mechanisms.

(ii)   Poor Management Expertise

Management has always been a problem in this sector as most Small and Medium Enterprises do not have the required management expertise to carry them through once the business starts growing. The situation gets compounded as practical application of Marketing Research is not usually accorded priority in such establishment. When we examine the state of our Marketing Research programme in this sector, one soon realizes a wide mismatch between what businesses actually needs and what are being done.

(iii)   Inadequate Information Base

Small and Medium Enterprises are usually characterized by poor records keeping, and that usually starves them of necessary information required for planning and management purposes. Also, the accounting system of most Small and Medium Enterprises lack standard and does not make room for the assessment of their performances. All these hamper the development of Marketing Research among SMEs in Nigeria.

(iv)   Problem of dynamism

Marketing Research is more difficult to conduct than natural science research because business environment cannot be sufficiently controlled and manipulated to give the type of result that is peculiar to natural science research. The result of researches is not easily demonstrated due to many uncontrollable variables. Marketing Research is usually tentative. It is thus, difficult for SMEs to invest money on such that does not bring immediate benefits.

(v)   Lack of Infrastructural Facilities

Marketing Research which is the quest to know more often require the movement from one place to another and the infrastructural facilities are not there for researchers to conveniently carry out his/her research work. These are mainly in the areas of access roads, electricity and water supply.

Review of Related Empirical Studies

Studies on the influence of influence of Marketing Research Application on Attraction, Customer Satisfaction and Retention in Small and Medium Enterprises have received major focus by researchers and scholars. Researches on influence of Marketing Research Application on Customer Attraction, Customer Satisfaction and Retention include but are not limited to those described.

The study conducted by Ogechukwu, Francis, and Oboreh, (2013). This study was on the Relationship between Marketing Concept, Strategies and Performances of Igbo speaking SMEs in Nigeria. The population for the study, were the Igbo Entrepreneurs/Owners/ CEOs of the SMEs and their Customers. The specific study area was made up of seven states in Nigeria: Lagos 40, Ogun 20, Abia 20, Edo 20, Delta 20, Bayelsa 10 and Rivers 20. A sample of 150 Igbo SMEs was distributed.

The choice of these urban centres was informed by the fact that majority of SMEs are located in such centres and a vast majority of their consumers live in urban centres or are inter-city consumers/commuters. For each city/town, a list of Igbo SMEs, where available, was the main source of information. The research instrument used was questionnaire. The researcher designed an instrument made up of two sets of questionnaire. The major statistical data analysis technique used by the researchers was the regression model. All the regression models were estimated using the STATIX 92 COMPUTER PACKAGE. The hypotheses were tested at 0.05 level of significance.

The result of the analysis and hypotheses tested implied that the relationship marketing concept was increasingly accepted, used, and adopted with simultaneous increase in attention to customer needs, distribution efficiency, after sales services, giving incentives, providing direct assurances and quality guarantees, intensive promotional activities, product quality with a corresponding directional movement in product prices, and replacing damaged products. The researchers recommended that, since customer satisfaction is enhanced by easy accessibility of CEO's and top management staff and workers by customers, high quality and reliable product delivery system, good customer relations and high quality and dynamic services to the customer. Nigerian and Igbo entrepreneurs in order to avoid the high failure rate among SMEs

must practice those tenets of the relationship marketing concept to ensure customer satisfaction – a sure recipe for success, and for the loyalty of customers.

The study is related to the current study because both research works are on marketing activities of small and medium scale enterprises and as such the present study drew literature from the study. However, the studies differ in the following areas: The previous study was conducted in seven states including Lagos, Ogun, Abia, Edo, Delta, Bayelsa and Rivers States while the current study was conducted in Borno State. The previous study had three specific objectives, while the present study has four specific purposes. More so, the reliability of the instrument in the previous study was tested using the regression models estimated using the STATIX 92 COMPUTER PACKAGE, while the current study used the Cronbach's Alpha technique .The previous study had three hypotheses tested at 0.05 levels of significance, whereas the current study has four hypotheses based on research questions to be tested at 0.05 levels of significance using t-test statistical tool.

Ebitu, Ufot, and Olom (2015), examined the relationship between marketing problems and performance of selected Small and Medium Scale Enterprises in southern senatorial district of Cross River State. The study sought to investigate the marketing problems of SMEs and its impact on the profit-margin as well as the sales volume of Small and Medium Enterprises. Survey design was employed. The area of study was Calabar Metropolis, while the study frame were owners and managers of SMEs. The sample size of the study was 150 and data was collected with the use of structured questionnaire. The instrument was content-validated, while the test-retest method was used to confirm the reliability. Data analysis was done electronically with Statistical Package for Social Science (SPSS) version 21. The findings are a significant relationship between the marketing problems experienced by SMEs and increase in

their profit margin and sales volume. The study recommends that managers of SMEs should be adequately educated on the principles and practice of marketing. Also, the position of marketer or marketing manager as the case may be, should be occupied by one who is a qualified marketing professional because this would reduce the risks involved in making certain marketing decisions.

The study is related to the current study because both studies focus on marketing activities of Small and Medium Scale Enterprise. However, the studies differ because the previous study was conducted in Southern senatorial district of Cross River State while the present study was conducted in Borno State in Nigeria. Unlike the previous study, the current study has four specific objectives and four hypotheses which guided the research study.

Ibojo (2015) conducted a study titled: The impact of customer satisfaction on customer retention. The specific objectives of the study were: to determine the relationship between customer satisfaction and customer retention, and to examine the impact of customer satisfaction on customer retention. Survey research design was adopted for the study. Primary and secondary sources of data were used. The primary data included a structured questionnaire used to elicit information from the target respondents who were customers of the reputable bank in Oyo while the secondary data encompass the use of related materials, journals and periodicals. ANOVA and t-test were used to test the hypothesis while regression analysis was used to analyze the data. The findings showed the value of 0.717 which reveals that customer satisfaction independently accounts for 71.7% of the variation in customer retention. The statistics of 41.173 revealed that the model is statistically significant at 0.05 significant levels. It was concluded that the effective satisfaction of customers will give room for customer

retention. More so, there was a significant relationship between customer satisfaction and customer retention.

The study is related to the current study because both studies duel on customer satisfaction and customer retention. However, the previous study was conducted in different geographical location to the current study which was conducted in Borno State. Also the studies differ in their specific purposes, where the previous study had two specific purposes and two hypotheses, whereas the present study has four specific purposes and four hypotheses to guide the study.

Dike (2015) conducted a study titled: Impact of Marketing Research on Business Management in Nigeria. The specific objectives of the study were to; determine the extent to which marketing research has affected business decisions in Nigerian organizations, recommend ways of improving the effectiveness of marketing research to enhance the quality of business decision making. One research question was raised base on the purpose of the study and one hypothesis was also formulated and tested at 0.05 level of significance and 15 degree of freedom. The study adopted the descriptive survey design method and the target population was 15,600 registered members of the National Institute of Marketing of Nigeria (NIMN), comprising academic marketers, AM (2200), marketing practitioners, MP (9350) and marketing students MS (4050). Stratified, simple random, convenience, and judgmental sampling procedures were adopted. The sample size of 390 was determined using Yamane (1967) formula (Eboh, 2009). Applying Bowley's proportional allocation formula, the sample size for each category of the respondents was estimated; AM (55), MP (234) and MS (101).Primary and secondary sources were accessed for data. Interviews were held with managers of business organizations, marketing students, academic marketers and coordinators of marketing research firms.

The questionnaire adopted the five point Likert Scale format, viz, strong agree (5points), agree (4points), undecided (3points), disagree (2points) and strongly disagree (1point).The opinions of marketing experts were used to validate the research instrument. A pilot study was conducted. The reliability coefficient of the research instrument, 0.973 was estimated, using Cronbach's Alpha technique. With one-way ANOVA and Minitab software techniques, the hypothesis of the study was formulated and tested at 0.05 level of significance and 15 degrees of freedom. The Minitab software package was applied to determine the extent to which marketing research has affected business decision making in Nigerian organizations.

The findings revealed the extent of the effects of marketing research at 18.08 percent had non-significant positive effects on business management in Nigeria. This implied that only eighteen percent of marketing research data was utilized in business decision making while about eighty-two percent languished unused in the marketing practitioners' shelves, confirming the statistical insignificance of the impact. The emphasis of the academic marketers on research and publications which had little or no relevance to business decision making has been queried. It was argued that marketing research findings could neither reflect the marketing practitioners' languages nor business realities.

The study concludes that, the relevance of marketing research in the ever-increasing competitive, dynamic marketing and academic environment, defines its broad prospects in Nigeria. Marketing research findings should reflect the marketing practitioners' language or business realities. The study indicates among others that, to address the problem of unreliable research results, jobs must be repeated, costs notwithstanding. The emphasis should be on generating quality research data which will enhance strategic decision making for the marketing practitioners.

The study is related to the current study because both studies aimed at examining the impact of marketing research on businesses. However, the studies differ because the previous study had two specific purposes with only one hypothesis formulated, whereas the current study has four specific purposes and four hypotheses formulated to guide the study.

Ebitu (2015) conducted a study titled: Marketing Strategies and Consumers' Satisfaction of Cement Products in Calabar, Nigeria. The specific objectives were to examine the extend United Cement Company Limited effectively allocated its resources towards consumers' satisfaction, and to what extent are the consumers satisfied? These are the crucial issues that this study was set-forth to examine. Two research questions were developed based on the purposes of the study and five hypotheses was also formulated then employed analysis of variance statistical technique to test the hypotheses, and the results analyzed. The decision rule was to accept the null hypothesis and reject the alternate if the calculated f-value is less than the critical f-value at 0.05 significance level and vice versa. The study adopted a survey research design which led to the utilization of structured questionnaire that provided primary data which were analyzed statistically. The study was carried out in Calabar and its environs consisting of Calabar Municipal, Calabar South, Odukpani and Akamkpa local government areas. The population of the study amounted to 714,591. This population is a superset of the total number of staff and consumers of United Cement Company in Calabar. Random sampling and convenience sampling were adopted for the study. The random technique was applied to the staff population of United Cement while convenience was applied to select a sample of United Cement distributors in Calabar. The number of workers of United Cement as at the time of this survey was 287 out of which 167 workers were randomly selected using Taro Yamane approach. The

researcher used convenience sampling method to select the 15 distributors because the distributors are scattered all over Nigeria. The total sample size of the study was 182 consisting of 167 UniCem workers and 15 UniCem distributors. Data used in the investigation were obtained from both primary and secondary sources. While, validity and reliability of the research instrument were carried out, it was discovered that the result of the researcher's test-retest reliability revealed correlation coefficient ranging from 0.74 to 0.89. The data collected were screened, sorted and presented in tables. The ordinary least square regression and analysis of variance were adopted as data analysis technique. The technique was considered appropriate because it sought to establish relationship between the regression parameters – marketing strategies and United Cement consumers' satisfaction. Primary data were collected through the use of structured research questionnaire, and were analysed statistically using analysis of variance, a regression analysis technique. The results of the analysis revealed that United Cement Company marketing strategies have significant positive impact on cement consumers' satisfaction in Calabar. It was therefore recommended that UniCem should retain its current marketing strategies in Calabar because they have positive influences on consumers' satisfaction. Also, that UniCem should evolve other marketing strategies such as total quality management to maintain its cement quality, give discounts to create and sustain customers' loyalty and create customers friendly outlets to directly keep in touch with many small customers.

The study is related to the current study because both researches had customer satisfaction as variables. However, the studies differ in the following areas: The previous research was conducted in Calabar, while the current study will be conducted in Borno State, Nigeria. The previous study had two specific objectives, whereas the current research has four specific purposes. More so, the reliability of the instrument in

the previous study was test-retest reliability revealed correlation coefficient ranging from 0.74 to 0.89, while the current study used 0.60 and above. The previous study had five hypotheses formulated, ANOVA was employed to test the hypotheses, and the results analyzed. The decision rule was to accept the null hypothesis and reject the alternate if the calculated f-value was less than the critical f-value at 0.05 significance level and vice versa, whereas the current study had four hypotheses to be tested at 0.05 levels of significance using the t-test statistical tool. And also Decision Rule of 2.5 mean was adopted to accept or reject an item as a factor.

Ayuba, and Kazeem (2015) conducted a study titled**:** The role of marketing research on the performance of business organization. The study adopted the descriptive survey design. 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 some selected business organizations in federal capital territory Abuja, Nigeria. Simple random sampling technique was used to select the respondents within the selected organization, while the departments in each organization were grouped into sections out of which representatives were chosen. 250 questionnaires were distributed to various business organizations. A total of 210 questionnaires were returned out of which 200 was found to be valid and useful for the study, this represents 80% which is good enough for the study. The data collected were presented in tables and analyzed using regression model statistical technique with the use of statistical package for social sciences (SPSS VERSION 15) in order to confirm the two stated hypothesis. The hypothesized statements were tested using regression model statistical tool with the help of SPSS as earlier stated. The tests conducted at 95% confidence interval and 0.005 level of significant. The decision rule was that if the

calculated P-value is less than the critical value (0.05), the researcher will reject the Null hypothesis, otherwise it will be accepted.

The result of the study showed that marketing research process plays a significant role in the performance of business organizations which means that there is a positive relationship between marketing research and the performance of business organizations. The study recommended 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.

The study is related to the current study because both studies reveal the impact of marketing research as a variable tool for enhancing business activities in organizations. However, the studies differ in the following areas: The previous study was conducted in Abuja, while the current study was conducted in Borno State, Nigeria. The previous study had only one specific objective and two hypotheses were formulated, whereas the current study had four specific purposes with four hypotheses formulated to guide the study.

Appraisal of Literature Reviewed

In this chapter, literature was reviewed on concept of Marketing Research, Concept of Small and Medium Scale Enterprises, Challenges of Small and Medium Scale Enterprises, Prospects of Small and Medium Scale Enterprises, Concept of Attraction, Concept of Customer Satisfaction, Concept of Customer retention, Marketing Research and Customer Attraction Marketing Research and Customer Satisfaction, Marketing Research and Customer Retention, Practical application of Marketing Research on Small and Medium Scale Enterprises.

One theoretical frame work were also discussed which involve "Decide Model Theory" which encapsulated in a series of six-steps for an effective managerial decision making process

Six related empirical studies were reviewed. Based on the reviewed empirical studies, the researcher observes that none of the studies examined the influence of Marketing Research Application on Customer Attraction, Customer Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State. The researcher discussed some related research findings on different variable of interest to the study. Some related studies carried out in the areas of Marketing Research characteristics, Customer attraction, prospects and challenges of Small and Medium Scale Enterprises and perceptions of owners/managers of SMEs on practical application of marketing research in their businesses all were reviewed. Similarly, the researcher observes that none of the studies focused on Small and Medium Scale Enterprises in Borno State, Nigeria. These created the gaps which the current study has bridged.

CHAPTER THREE
RESEARCH METHODOLOGY

This chapter focuses on the method used in conducting this study. The chapter is presented under the following sub-headings:

Research Design

Population of the Study

Sample Size and Sampling Techniques

Instrument for Data Collection

Validity of the Instrument

Reliability of the Instrument

Procedure for Data Collection

Method for Data Analysis

Research Design

The descriptive survey research design was used for this study. The design involved collection and analysis of the data gathered. In the opinion of Olayiwola (2010) descriptive survey research design is an effective way of gathering data from different sources within a short time at a relatively cheap cost. The choice of the design was based on the opinion of Martyn (2008) who stated that descriptive survey research design is often used because of easy access to the required information and to understand the social phenomenon from the participants' perspective. This research design also seeks information on people, beliefs, opinions, attitude and behaviour (Nworgu, 2006). The design was suitable for this study because it involved the use of structured questionnaire to obtain the required data from respondents on the Influence of Marketing Research Application on Customer Attraction, Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State.

Population of the Study

The population of this study comprises owners and managers of Small and Medium Scale Enterprises in Borno State. However, only SMEs that are registered with Borno State Chamber of Commerce were considered (respondents) in for the study. Thus one four hundred and fifty eight SMEs were registered with Borno State Chamber of Commerce. The breakdown of the population of the study is as given in Table 1 below:

Table 1:   Population of the study

S/NO	Local Government	Number of Registered SMEs
1	Abadam	46
2	Askira/Uba	71
3	Bama	102
4	Bayo	11
5	Biu	106
6	Chibok	18
7	Damboa	54
8	Dikwa	21
9	Gubio	14
10	Guzamala	10
11	Gwoza	58
12	Hauwal	32
13	Jere	145
14	Kaga	32
15	Kala Balge	6
16	Kwaya – Kusar	13
17	Konduga	41
18	Kukawa	88
19	Mafa	20
20	Maiduguri	301
21	Magumari	16
22	Marte	11
23	Mobbar	68
24	Monguno	51
25	Ngala	68
26	Nganzai	13
27	Shani	15
	Total	**1,458**

Source: Borno State Chamber of Commerce, 2018

Sample size and Sampling Techniques

A sample of 314 respondents was selected from a total population of 1,458 SMEs. The sample technique for the study was multi-stage sampling techniques. At the first stage, stratified random sampling technique was employed to divide the sample size into stratum (urban – 189 and rural – 125). The sample was drawn proportionately from the three senatorial zones Borno North, Central and South respectively.

At the second stage simple random sampling techniques were employed to select the respondents. As affirmed by Bude, (2007), estimate of assessment or relationship is less likely to be biased if there is a high participant rate involved in providing information from the population of study. This was done by 'hat drawn' method where pieces of paper containing "Yes" and "No" were wrapped.

At the third stage purposive sampling technique was employed to select experienced and in-experienced owners/managers of Small and Medium Scale Enterprises.

To obtain true representation of the population, Taro Yamani formula was employed to draw the sample size, $\frac{N}{1 + N(e)^2}$ Thus, using this formula a sample of 314 was drawn.

$$n = \frac{1,458}{1+ 1,458\,(0.05)^2} \quad \frac{1,458}{3.647} = 313.8 = 314.$$

Table 2:   **Sample size of the study**

Senatorial Zones	Number of SMEs for Local Governments		Number of Urban Respondent		Number of Rural Respondent		Total
Borno North	Kukawa	37	Baga	23	C/Kauwa	15	**37**
	Mobbar	29	Damasak	18	Gashigar	12	**29**
Borno Central	Maiduguri	130	MMC	78	Fori	52	**130**
	Ngala	41	Gamboru	24	Wulgo	16	**41**
Borno South	Askira/Uba	31	Askira	19	Uba	12	**31**
	Biu	46	Biu	28	Miringa	18	**46**
Total		**314**		**189**		**125**	**314**

Instrument for Data Collection

The major instrument for data collection for this study was the questionnaire tagged 'Influence of Marketing Research Application on Customer Attraction, Satisfaction and Retention' (IMRACASRQ) designed by the researcher to gather data for the study. According to Kerlinger and Howard (2008) questionnaire is the best instrument to gather data about the respondent's feelings, ideas, emotions and perceptions. The questionnaire items were divided into five sections. Section solicited information on the general characteristics of the respondents; Section 'B' contained the questionnaire items seeking information for answering research questions 1, 2, 3, and 4. 40 items were structured and were placed on 4-point Likert Rating Scale of High Extent (HE), Moderate Extent (ME), Low extent(LE) and No Extent (NE) respectively with scores of: HE = 4, ME = 3, LE = 2, and NE = 1.

Validation of the Instrument

The instrument for this study was validated by three experts, the researcher's supervisor and two other senior lecturers from the Department of Business and Entrepreneurship Education, Kwara State University, Malete. According to Osuala (2007), face validation ascertains the appropriateness of the questionnaire items. Validation was meant to validate the questionnaire items in terms of clarity, wording, appropriateness and adequacy of the items for the study. These experts critically examined the instrument with respect to its fitness for the purpose of this research work. Their criticisms and comments improved the items structure and format of the forty one (40) questionnaire items finally used for the study. The final draft of the questionnaire was submitted to the researcher's supervisor for necessary corrections.

Reliability of the Instrument

To establish the reliability of the instrument, twenty (20) copies of the questionnaire were distributed to owners/managers of Small and Medium Scale Enterprises in Damaturu, Yobe State who were not part of the subjects but have similar characteristics. This is in line with Olaofe's (2010) submission that pilot tests are conducted with a small sample size of respondents similar but not the same as the ones that would be used in the study proper. The 20 Owners/Managers of SMEs were selected using simple random sampling technique. Following the pilot test, the areas of difficulties, spellings and ambiguities in the instrument were refined and made easier for respondents' comprehension.

The reliability of the instrument was determined using the statistical analysis of the data collected from the pilot study. Cronbach Alpha method was used to determine the internal consistency of the instrument. The result obtained gave reliability co-efficient of 0.70; thus, the instrument was considered reliable. This is in line with Olayiwola (2010) who stated that a reliability estimate of 0.60 and above is high and the instrument for which it is calculated is reliable and stable.

Procedure for Data Collection

Letter of introduction as in appendix 'A' was obtained from the office of Head of Department of Business and Entrepreneurship Education, Kwara State University, Malete for permission to administer the questionnaire in the study areas. The researcher engaged three research assistants. The research assistants were instructed on how to administer the questionnaire; while the researcher supervised the administration and retrieval of the questionnaire. The respondents were requested to fill the questionnaire on the same day they were given; this was to avoid loss of questionnaire and external influence while filling the questionnaire. 314 copies of the questionnaires were

distributed and all were collected and found usable by the researcher for analysis. The whole exercise lasted for four weeks.

Method of Data Analysis

The bio-data of the respondent was analyzed using simple percentage, while mean and standard deviation were used to analyze the data obtain from the research questions. Hypotheses were tested using t-test. All the hypotheses were tested at 0.05 level of significance. The t-test was considered appropriate for analyzing the difference between the mean of two groups.

Decision Rule: For the research questions, answers were provided as follows;

1.00   -   1.49   No extent

1.50   -   2.49   Low extent

2.50   -   3.49   Moderate extent

3.50   -   4.00   High extent

For the hypotheses, if the observed probability value was equal to or greater than the fixed probability value of 0.05, the null hypothesis were retained while if the observed probability value was less than the fixed probability value of 0.05, the null hypothesis were rejected.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

This research work was conducted to determine the influence of marketing research application on customer attraction, satisfaction and retention in Small and Medium Enterprises in Borno State. This chapter deals with the presentation and analysis of the research data and discussion of findings. Three hundred and fourteen copies of the questionnaire were distributed 301 were retrieved representing 95.9% return rate. The analyses of data were carried out under the following sub-headings:

Analysis of Demographic Data

Analyses of Data to Answer the Research Questions

Hypotheses Testing

Summary of Major Findings

Discussion of Findings

Analysis of Demographic Data

The demographic variable for the study were analyzed in Tables 3 to 5 as follows:

Table 3:   Percentage Distribution of Respondents by Business Location

Location	Frequency	Percentage (%)
Rural	115	38.2
Urban	186	61.8
Total	**301**	**100.0**

Source: Field Survey, 2018

Analysis in Table 3 reveals that there are 115 respondents representing 38.2% small and medium scale enterprises located in rural areas while one hundred and eighty six (186) small and medium scale enterprises representing 61.8% are located in urban

areas. This implies that small and medium scale enterprises are more in number in urban areas than in rural areas.

Table 4:   Percentage Distribution of Respondents based on Gender

Gender	Frequency	Percentage (%)
Male	217	72.1
Female	84	27.9
Total	**301**	**100.0**

Source: Field Survey, 2018

Analysis in Table 4 reveals that there are 217 respondents representing 72.1% who are male while 84 respondents representing 27.9% are female. This means that male respondents are more in number than female respondents. This implies that majority of owners and managers of small and medium scale enterprises are male.

Table 5:   Percentage Distribution of Respondents based on Experience

Level	Frequency	Percentage (%)
Experienced	168	55.8
Less Experience	133	44.2
Total	**301**	**100.0**

Source: Field Survey, 2018

Analysis in Table 5 reveals that there are 168 respondents representing 55.8% who are considered experienced while 133 respondents representing 44.2% are considered less experienced. This implies that majority of the respondents are experienced.

Analyses of Data to Answer the Research Questions

Analysis of data to answer the research questions conducted in Tables 6 to 9:

Research Question 1: To what extent is Marketing Research applied in Small and Medium scale Enterprises in Borno State.

Table 6: **Mean and standard deviation of responses on the extent to which Marketing Research is applied in Small and Medium Scale Enterprises**

S/N	Item Statements	$\overline{X}$	SD	Remark
1.	Small and Medium Scale Enterprises utilize Marketing Research to gain competitive advantage.	3.34	0.82	Moderate Extent
2.	I apply Marketing Research to identifying potential customers.	2.72	0.74	Moderate Extent
3.	Small and Medium Scale Enterprises use Marketing Research to get ideas for development of new product.	3.06	0.95	Moderate Extent
4.	Owners/managers of SMEs apply Marketing Research in identifying customers' preference of firm's products/services.	2.73	1.15	Moderate Extent
5.	Owners/managers utilize Marketing Research in maximizing customers' lifetime value.	2.91	0.88	Moderate Extent
6.	Small and Medium Scale Enterprises apply Marketing Research to get good information about customers, thereby lead to customers' satisfaction.	3.03	0.97	Moderate Extent
7.	Owners/managers of SMEs use Marketing Research to bring about the growth of market share.	2.85	0.69	Moderate Extent
8.	I apply Marketing Research to enhance the understanding of factors that influences consumers buying behavior.	3.39	0.85	Moderate Extent
9.	Small and Medium Scale Enterprises utilize Marketing Research to establish and maintain long-term customer relationships.	3.24	0.84	Moderate Extent
10.	Owners of SMEs use Marketing Research to identify unsatisfied customers and conversely get them satisfied.	3.20	0.94	Moderate Extent
11	My firm applies Marketing Research to enhance the ability to change brand name in order to attract customers.	2.18	1.12	Low Extent
Weighted average		**2.97**	**0.90**	**Moderate Extent**

Source: Field Survey, 2018

Analysis of data in Table 6 reveals that Small and Medium Scale Enterprises utilize marketing research to gain competitive advantage to moderate extent (mean = 3.34), the same way the respondents indicated that they apply marketing research to

moderate extent to identify potential customers (mean = 2.72). In addition, the respondents indicated that Small and Medium Scale Enterprises use marketing research to get ideas for development of new product to moderate extent (mean = 3.06), also Owners/managers of SMEs apply marketing research to moderate extent in identifying customers' preference of firm's products/services based on the responses of the respondents (mean = 2.73).

The respondents indicated that owners/managers utilize marketing research in maximizing customers' lifetime value in moderate extent (mean = 2.91), same way Small and Medium Scale Enterprises apply marketing research to moderate extent to get good information about customers, thereby lead to customers' satisfaction (mean = 3.03). In addition, the respondents indicated that owners/managers of SMEs use marketing research to bring about the growth of market share to moderate extent (mean = 2.85). The respondents indicated that they apply marketing research to enhance the understanding of factors that influences consumers buying behavior to moderate extent (mean = 3.39), and to establish and maintain long-term customer relationships to moderate extent (mean = 3.24). In addition, respondents indicated that owners of SMEs use marketing research to moderate extent to identify unsatisfied customers and conversely get them satisfied (mean = 3.20).

The respondents also stated that their firms applied marketing research to low extent to enhance the ability to change brand name in order to attract customers (mean = 2.18). All the 11 items have low standard deviation values which signifies variability of response are below the fixed value of 1.96. Similarly, the respondents unanimously indicated moderate extent for all the constructs except for item 11 where they indicated low extent. This means that all the constructs are applied in Small and Medium scale

Enterprises. This implied that marketing research are applied to a moderate extent in

Small and Medium scale Enterprises in Borno State (mean = 2.97, SD = 0.90).

Research Question 2: To what extent does marketing research application influence

Customer Attraction in Small and Medium Scale Enterprises in Borno State?

Table 7: **Mean and standard deviation of responses on the extent marketing research application influence customer attraction in Small and Medium Scale Enterprises**

S/N	Item Statements	$\overline{X}$	SD	Remark
1.	Small and medium scale enterprises owners/managers apply Marketing research to enable create customer value in order to attract customers.	3.44	0.74	Moderate Extent
2.	Small and medium scale enterprises use Marketing Research to evolve in consumers-oriented promotion techniques that best convince customers' patronage.	3.37	0.84	Moderate Extent
3.	Managers of small and medium scale enterprises utilize Marketing Research to change brand name thereby attracting customers.	2.26	1.07	Low Extent
4.	Small and medium scale enterprises apply Marketing Research to design and test appropriate packages of company's products and make packaging as attractive as possible.	2.72	1.01	Moderate Extent
5.	Owners/managers of SMEs apply Marketing Research to aids the provision of wide variety of goods for the convenience of consumers.	3.26	0.97	Moderate Extent
6.	SMEs owners/managers utilize Marketing Research to provide a dynamic network markets that give easy access to customers and customers to firms' products/services.	3.45	0.78	Moderate Extent
7.	SMEs use Marketing Research to provide good understanding of customers thereby providing them with goods/services based on their requirements.	3.43	0.72	Moderate Extent
8.	Owners/managers of SMEs utilize Marketing Research to discover potential customers, investigate customers' needs, and build relationships with potential customers.	3.43	0.82	Moderate Extent
9.	Small and medium scale enterprises apply Marketing Research to contrasts pre-purchase expectation of their customers there by attracting more customers.	3.30	0.90	Moderate Extent
Weighted average		**3.18**	**0.87**	**Moderate Extent**

Source: Field Survey, 2018

Analysis of data in Table 7 reveals that small and medium scale enterprises owners/managers apply Marketing research to enable them create customer value in order to attract customers to moderate extent (mean = 3.44). Same way the respondents

indicated that small and medium scale enterprises use marketing research to evolve in consumers-oriented promotion techniques that best convince customers' patronage to moderate extent (mean = 3.37). In addition, the respondents indicated that small and medium scale enterprises apply marketing research to design and test appropriate packages of company's products and make packaging as attractive as possible to moderate extent (mean = 2.72). In addition, owners/managers of SMEs apply marketing research to aid the provision of wide variety of goods for the convenience of consumers to moderate extent based on the responses of the respondents (mean = 3.26). The respondents indicated that SMEs owners/managers utilize marketing research to provide a dynamic network markets that give easy access to customers and customers to firms' products/services to moderate extent (mean = 3.45), same way SMEs use marketing research to provide good understanding of customers thereby providing them with goods/services based on their requirements to moderate extent (mean = 3.43).In addition, SMEs utilize marketing research to discover potential customers, investigate customers' needs, and build relationships with potential customers to moderate extent (mean = 3.43).The respondents also indicated that small and medium scale enterprises apply marketing research to contrasts pre-purchase expectation of their customers there by attracting more customers to moderate extent (mean = 3.30). Though, the respondents indicated that managers of small and medium scale enterprises utilize marketing research to low extent to change brand name thereby attracting customers (mean = 2.29). All the nine items have low standard deviation values which mean that the respondents' responses are not widely spread from the mean.

Similarly, the respondents unanimously indicated moderate extent for all the constructs except for Item 3 where they indicated low extent. This means that virtually all the constructs influence customer attraction in Small and Medium Scale Enterprises.

This implied that marketing research application influences customer attraction to moderate extent in Small and Medium Scale Enterprises in Borno State (mean = 3.18, SD = 0.87).

Research Question 3: To what extent does Marketing Research Application Influence

Customer Satisfaction in Small and Medium Scale Enterprises in Borno State?

Table 8: **Mean and standard deviation of responses on the extent marketing Research application influence customer satisfaction in Small and Medium Scale Enterprises**

S/N	Item Statements	$\overline{X}$	SD	Remark
1.	Small and Medium Scale Enterprises owners/managers use Marketing Research to identify unsatisfied customers and conversely get them satisfied.	3.08	0.92	Moderate Extent
2.	The extent of customer satisfaction for any product or service depends on the proper implementation of research findings.	3.27	0.85	Moderate Extent
3.	Owners/managers of SMEs use Marketing Research to serves as a link between producers and customers because need satisfying goods are provided through it.	3.27	0.93	Moderate Extent
4.	SMEs apply Marketing Research to meet the expectations of the customers in terms of parameters (product, price, place and promotion) associated with satisfaction.	3.12	0.93	Moderate Extent
5.	Experienced Small and Medium Scale Enterprises owners/managers apply Marketing Research to provide customers with wide varieties of consumer goods.	3.08	1.10	Moderate Extent
6.	Owners/managers of SMEs in urban areas use Marketing Research to convince customers to perceive that the organization is concerned with their needs.	3.29	0.84	Moderate Extent
7.	Small and Medium Scale Enterprises apply Marketing Research to produce products or services that fulfills the needs and demand of customers that satisfy and convert them to loyal customers.	3.19	0.89	Moderate Extent
8.	Owners of SMEs located in urban areas apply Marketing Research to provide customers with products or services that best meet their needs and expectations better.	3.23	0.81	Moderate Extent
9.	SMEs used Marketing research to have good knowledge of customers, which brings about suitable adjustments in the products (as per the requirement of customers).	3.19	0.92	Moderate Extent
10.	SMEs located in Urban areas find it easy to build a strong relationship with their customers through effective use of Marketing Research	3.22	0.91	Moderate Extent
	Weighted average	**3.19**	**0.91**	**Moderate Extent**

Source: Field Survey, 2018

Analysis of data in Table 8 reveals that Small and Medium Scale Enterprises owners/managers use Marketing Research to identify unsatisfied customers and conversely get them satisfied to moderate extent (mean = 3.08).The same way the respondents indicated that the extent of customer satisfaction for any product or service depends on the proper implementation of research findings to moderate extent (mean = 2.27). In addition, the respondents indicated that owners/managers of SMEs use marketing research to moderate extent to serves as a link between producers and customers because need satisfying goods are provided through it(mean = 3.27). The respondents also indicated that SMEs apply Marketing Research to moderate extent to meet the expectations of the customers in terms of parameters (product, price, place and promotion) associated with satisfaction(mean = 3.12).

The respondents indicated that experienced Small and Medium Scale Enterprises owners/managers apply Marketing Research to provide customers with wide varieties of consumer goods to moderate extent (mean = 3.08), same way owners/managers of SMEs in urban areas use marketing research to moderate extent to convince customers to perceive that the organization is concerned with their needs (mean = 3.29). In addition, the respondents indicated that Small and Medium Scale Enterprises apply marketing research to produce products or services that fulfills the needs and demand of customers that satisfy and convert them to loyal customers to moderate extent (mean = 3.19). The respondents indicated that owners of SMEs located in urban areas apply marketing research to provide customers with products or services that best meet their needs and expectations better to moderate extent (mean = 3.23), and to have good knowledge of customers, which brings about suitable adjustments in the products (as per the requirement of customers)to moderate extent (mean = 3.19).

In addition, respondents indicated that SMEs located in urban areas find it easy to build a strong relationship with their customers through effective use of marketing research to moderate extent (mean = 3.22). All the 10 items have standard deviation scores ranging from 0.81 to 1.10 which are below the fixed value of 1.96. This means that the respondents' responses are not widely spread as they are close to the mean.

Overall, the respondents unanimously indicated moderate extent for all the constructs. This implied that Marketing Research Application Influence Customer Satisfaction to moderate extent in Small and Medium Scale Enterprises in Borno State (mean = 3.19, SD = 0.91).

Research Question 4: To what extent does marketing research application influence customer retention in Small and Medium Scale Enterprises in Borno State?

Table 9: **Mean and standard deviation of responses on the extent to which marketing research application influences customer retention in Small and Medium Scale Enterprises**

S/N	Item Statements	$\overline{X}$	SD	Remark
1.	SMEs owners/managers use Marketing Research to establish customer trust to prevent them from defecting to another provider.	3.23	0.81	Moderate Extent
2.	Owners/managers of SMEs apply Marketing Research to establish and maintain long-term relationships with customers.	3.33	0.77	Moderate Extent
3.	SMEs apply Marketing Research to evolve consumers-oriented promotion techniques that best convince customers' patronage.	3.23	0.83	Moderate Extent
4.	SMEs use Marketer Research to identify firms' retained customers thereby continuous retaining them through effective marketing strategies.	3.29	0.80	Moderate Extent
5.	Small and Medium Scale Enterprises applies Marketing Research to maximize their customers' lifetime value thereby retaining them.	3.06	1.08	Moderate Extent
6.	SMEs use Marketing research to aid the provision of wide variety of goods for the convenience of consumers, thus retaining customers.	3.28	0.66	Moderate Extent
7.	Owners/managers of SMEs utilize Marketing Research to have opportunity to serve customers appropriately and impliedly maintain continuous patronage.	3.19	0.90	Moderate Extent
8.	Marketing Research is properly used by SMEs to influence consumer-buying behavior, which always causes repeat purchase.	3.16	0.86	Moderate Extent
9.	Owners/managers of SMEs utilize Marketing Research to made customers to perceive that the organization is concerned with their needs, thus retaining them.	3.21	0.86	Moderate Extent
10.	Effective use of Marketing research by SMEs provides customers with additional experiences with the organization in which customers develop sense of loyalty to the organization.	3.17	0.88	Moderate Extent
	Weighted average	**3.22**	**0.85**	**Moderate Extent**

Source: Field Survey, 2018

Analysis of data in Table 9 reveals that SMEs owners/managers use Marketing Research to establish customer trust to prevent them from defecting to another provider to moderate extent (mean = 3.23). The same way the respondents indicated that owners/managers of SMEs apply Marketing Research to establish and maintain long-term relationships with customers to moderate extent (mean = 3.33). In addition, the respondents indicated that SMEs apply Marketing Research to evolve consumers-oriented promotion techniques that best convince customers' patronage to moderate extent (mean = 3.23). The respondents also indicated that SMEs use Marketer Research to identify firms' retained customers thereby continuous retaining them through effective marketing strategies to moderate extent (mean = 3.29).

The respondents indicated that Small and Medium Scale Enterprises applies Marketing Research to maximize their customers' lifetime value thereby retaining them to moderate extent (mean = 3.06), same way SMEs use Marketing research to moderate extent to aid the provision of wide variety of goods for the convenience of consumers, thus retaining customers (mean = 3.28). In addition, the respondents indicated that owners/managers of SMEs utilize Marketing Research to have opportunity to serve customers appropriately and impliedly maintain continuous patronage to moderate extent (mean = 3.19). The respondents indicated that Marketing Research is properly used by SMEs to influence consumer-buying behavior, which always causes repeat purchase to moderate extent (mean = 3.16), and utilize Marketing Research to made customers to perceive that the organization is concerned with their needs, thus retaining them to moderate extent (mean = 3.21). In addition, respondents indicated that effective use of Marketing research by SMEs provides customers with additional experiences with the organization in which customers develop sense of loyalty to the organization to

moderate extent(mean = 3.17). All the 10 items have low standard deviation values which mean that the responses are not widely spread mean.

In summary, the respondents unanimously indicated moderate extent for all the constructs. This implied that Marketing Research Application Influence Customer Retention in Small and Medium Scale Enterprises to a moderate extent in Borno State (mean = 3.22, SD = 0.85).

Test of Hypotheses

The four null hypotheses of the study were tested using independent t-test. The null hypotheses were tested at 0.05 level of significance. The summary of the test of hypotheses are presented in Tables 10 to 13:

H_{01}:   There is no significant difference in the mean responses of experienced and less-experienced owners/managers of Small and Medium Enterprises on the extent of Marketing Research Application in Small and Medium Scale Enterprises in Borno State.

Table 10:   Summary of t-test of the difference between the mean responses of experienced and less-experienced respondents on the extent of marketing research application in small and medium scale enterprises

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Experienced	168	2.70	0.41				
				17.070	299	0.000	Rejected
LessExperienced	133	3.31	0.08				

Source: Field Survey, 2018   P<0.05

The data in Table 10 reveals that there are 168 experienced and 133 less experienced respondents. This shows that there was moderate extent of marketing research application in small and medium scale enterprises ($\bar{x}$ = 2.70; SD = 0.41) and ($\bar{x}$ = 3.31; SD = 0.08).The Table reveals that there was significant difference in the

mean responses of experienced and less-experienced owners/managers of small and medium enterprises on the extent of marketing research application in small and medium scale enterprises (t_{299} = 17.070, P<0.05). Therefore, the null hypothesis, one was rejected. This implies that experienced and less experienced owners/managers of small and medium scale enterprises differ significantly in their responses regarding the extent of marketing research application in Small and Medium Scale Enterprises.

H_{02}: There is no significant difference in mean score of respondents in urban and rural areas regarding the influence of Marketing Research Application on Customer Attraction in Small and Medium Scale Enterprises in Borno State.

Table 11: **Summary of t-test of the difference between the mean scores of respondents in urban and rural areas regarding the influence of marketing research application on customer attraction in small and medium scale enterprises**

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Urban	186	3.19	0.35				
				-0.114	299	0.885	Not Rejected
Rural	115	3.18	0.19				

Source: Field Survey, 2018   P>0.05

The data in Table 11 reveals that there are 186 respondents from urban areas and 115 respondents from rural areas. The urban and rural respondents' responses show that marketing research influenced customer attraction in small and medium scale enterprises to a moderate extent ($\bar{x}$ = 3.19; SD = 0.35) and ($\bar{x}$ = 3.18; SD = 0.19). Their responses are close to the mean as the standard deviations are very low. The table reveals that there was no significant difference in mean score of respondents in urban and rural areas regarding the influence of marketing research on customer attraction in Small and Medium Scale Enterprises (t_{299} = -0.114, P>0.05). Therefore, the second null hypothesis was not rejected. This implies that both urban and rural respondents did not

differ in their responses regarding the influence of marketing research on customer attraction in Small and Medium Scale Enterprises. Though there was a slight difference between their mean responses with urban respondents having higher mean responses, but the difference was not statistically significant (mean difference = 0.01).

H_{03}:   There is no significant difference in mean responses of male and female owners/managers of SMEs regarding the influence of Marketing Research Application on Customer Satisfaction in Small and Medium Scale Enterprises in Borno State.

Table 12:   Summary of t-test of the difference between the mean responses of male and female respondents regarding the influence of marketing research application on customer satisfaction in small and medium scale enterprises

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Male	217	3.26	0.29				
				6.674	299	0.000	Rejected
Female	84	3.03	0.22				

Source: Field Survey, 2018 $P<0.05$

The data in Table 12 reveals that there are 217 male respondents and 84 female respondents. The male graduates had higher mean responses ($\bar{x}$ = 3.26; SD = 0.29) than female graduates ($\bar{x}$ = 3.03; SD = 0.22). The table reveals that there was significant difference in mean responses of male and female respondents regarding the influence of marketing research on customer satisfaction in Small and Medium Scale Enterprises (t_{299} = 6.674, P=0.000). Therefore, the null hypothesis third was rejected. This indicates that male and female respondents differ significantly in their responses regarding the influence of marketing research on customer satisfaction in Small and Medium Scale Enterprises.

H_{04}:   There is no significant difference in the mean responses of respondents in urban and rural area regarding the influence of Marketing Research Application on Customer Retention in Small and Medium Scale Enterprises in Borno State.

Table 13:   Summary of t-test of the difference between the mean respondents in urban and rural area regarding the influence of marketing research application on customer retention in small and medium scale enterprises

Group	N	Mean	SD	t-cal	Df	p-value	Decision
Rural	115	3.23	0.26				
				0.927	299	0.355	Not Rejected
Urban	186	3.20	0.25				

Source: Field Survey, 2018   P>0.05

The data in Table 13 reveals that there are 115 respondents from rural areas and 186 respondents from urban areas. The rural and urban respondents' responses showed that marketing research influence customer retention in small and medium scale enterprises to a moderate extent ($\bar{x}$ = 3.23; SD = 0.26) and ($\bar{x}$ = 3.20; SD = 0.25). Their responses are close to the mean as the standard deviations are very low. The table revealed that there was no significant difference in the mean responses of respondents in urban and rural area regarding the influence of marketing research on customer retention in Small and Medium Scale Enterprises (t_{299} = 0.927, P>0.05). Therefore, null hypothesis four was not rejected. This implies that both urban and rural respondents broadly agree in their responses regarding the influence of marketing research on customer retention in Small and Medium Scale Enterprises.

Summary of Major findings

The following are the summary of major findings of the study:

1.   Small and Medium scale Enterprises moderately apply marketing research (mean = 2.97, SD = 0.90).

2. Marketing research application has moderate influence on customer Attraction in Small and Medium Scale Enterprises (mean = 3.18, SD = 0.87).

3. Marketing research application moderately influence customer satisfaction in Small and Medium Scale Enterprises in Borno State (mean = 3.19, SD = 0.91).

4. Marketing research application has moderate influence on customer retention in Small and Medium Scale Enterprises (mean = 3.22, SD = 0.85).

5. There was significant difference in the mean responses of experienced and less-experienced respondents on the extent of marketing research application in small and medium scale enterprises (t_{299} = 17.070, P<0.05).

6. There was no significant difference in mean scores of respondents in urban and rural areas regarding the influence of marketing research application on customer attraction in Small and Medium Scale Enterprises (t_{299} = -0.114, P>0.05).

7. There was significant difference in mean responses of male and female respondents regarding the influence of marketing research application on customer satisfaction in Small and Medium Scale Enterprises (t_{299} = 6.674, P=0.000).

8. There was no significant difference in the mean responses of respondents in urban and rural area regarding the influence of marketing research Application on customer retention in Small and Medium Scale Enterprises (t_{299} = 0.927, P>0.05).

Discussion of major Findings

The study examined the influence of marketing research application on customer attraction, customer satisfaction and retention in small and medium scale enterprises. In order to achieve this purpose, four research questions and four research

hypotheses were raised. Based on the result of the data analysis and test of hypotheses, the following findings were made:

Research question one sought to determine the extent of marketing research application in small and medium scale enterprises in Borno state by the underlying factors. The null hypothesis one (H_{01}) states that there is no significant difference in the mean responses of experienced and less-experienced owners/managers of small and medium scale enterprises on the extent of marketing research application in small and medium scale enterprises in Borno state. The finding reveals that Small and Medium scale Enterprises moderately apply marketing research (mean = 2.97, SD = 0.90). The finding further reveals that there was significant difference in the mean responses of experienced and less-experienced owners/managers of small and medium enterprises on the extent of marketing research application in small and medium scale enterprises (t_{299} = 17.070, P<0.05). The null hypothesis was rejected.

This implies that experienced and less experienced owners/managers differ in their responses regarding the extent of marketing research application in small and medium scale enterprises. Their responses show that experienced owners/ managers rated the extent of marketing research application higher than that of less experience SMEs did. This finding was found to be in agreement with the opinion of Nduka, Okocha and Chris-Nnamdi (2017) who claim that successful companies fulfill marketing research better than less successful companies. In a similar vein, Osongo (2011) asserts that the use of marketing research is not only related with company success by satisfying and retaining customers, but also issue of marketing such as innovation and product design, success of new products, export performance, product decisions among others.

Responses from research question two which queries the extent marketing research influences customer attraction in small and medium scale enterprises in Borno State by the underlying factors. The null hypothesis (H_{02}) had a result that shows that there is no significant difference in mean score of respondents in urban and rural areas regarding the influence of marketing research on Customer Attraction in small and medium scale enterprises in Borno State. The finding reveals that Marketing research application have moderate influence on customer Attraction in Small and Medium Scale Enterprises (mean = 3.18, SD = 0.87). The finding further reveals that there was no significant difference in mean scores of respondents in urban and rural areas regarding the influence of marketing research application on customer attraction in Small and Medium Scale Enterprises (t_{299} = -0.114, P>0.05) indicating that the hypothesis was not rejected.

The data analyzed showed that both urban and rural respondents did not differ in their responses regarding the influence of marketing research on customer attraction in Small and Medium Scale Enterprises. Though there was a slight difference between their mean responses with urban respondents having higher mean responses, the difference was not statistically significant (mean difference = 0.01). The finding is in line with Mattsoon (2009) who observed that marketing-oriented companies attempt to create customer value in order to attract and retain customers. Similarly, the finding is in line with Kleessaan (2016) who stated that identifying and acquisition of potential customers is especially necessary for small and medium scale enterprises to prevent themselves from losing the continuity of their business which is important to achieve sustainable growth.

The analysis in research question three looked at extent of marketing research application in influencing customer satisfaction in Borno State by the underlying factor.

The null hypothesis (H_{03}) had result that shows that there is no significant difference in mean responses of male and female owners/managers of SMEs regarding the influence of marketing research application on customer satisfaction in Small and Medium Scale Enterprises in Borno State. The finding reveals that Marketing Research application moderately influenced customer satisfaction in Small and Medium Scale Enterprises in Borno State (mean = 3.19, SD = 0.91). The finding further reveals significant difference in mean responses of male and female respondents regarding the influence of marketing research on customer satisfaction in Small and Medium Scale Enterprises (t_{299} = 6.674, P=0.000) indicating that the null hypothesis was rejected. This implies that responses of male and female owners/managers of SMEs differ regarding the influence of marketing research application on customer satisfaction in SMEs.

The responses show that male respondents rated the influence of marketing research application on customer satisfaction higher than their female counterparts, did. This finding is in consonance with Zaborek (2015) who asserts that a well developed and implemented marketing research may result in additional revenue to the organization. If this has to be, it must create customer satisfaction. This finding is also supported by Ivanka, Suzana & Sanja (2010) who found that the obvious need for satisfying the firm's customer is to expand the business, to gain a higher market share, and to acquire repeat and referral business - all of which lead to improved profitability. Raja, Muhammad, Naeem, Muhammad and Sa'eed (2014) as well support this research finding that the feeling of accomplishment of inner sires is called satisfaction. Customer satisfaction has direct effect on customer loyalty. If product or service fulfils the needs and demand of customer, he will become satisfied and will be converted to loyal customer and thus will add in customer equity of company.

Research question four asked: To what extent does Marketing Research Application Influence Customer Retention in Small and Medium Scale Enterprises in Borno State? The null hypothesis (H_{04}) test reveals that the mean responses of respondents in urban and rural area regarding the influence of Marketing Research Application on Customer Retention in Small and Medium Scale Enterprises in Borno State has no significant difference. The finding reveals that Marketing Research Application has moderate Influence Customer Retention in Small and Medium Scale Enterprises (mean = 3.22, SD = 0.85). The finding further reveals that there was no significant difference in the mean responses of respondents in urban and rural area regarding the influence of marketing research Application on customer retention in Small and Medium Scale Enterprises (t_{299} = 0.927, P>0.05) indicating that the null hypothesis was retained.

The data collected showed that both urban and rural respondents did not seriously differ in their responses regarding the influence of marketing research application on customer retention in small and medium scale enterprises. Their responses show that owners/managers of SMEs in urban areas rated higher on the influence of marketing research application on customer retention than those owners/managers of SMEs in rural areas did. The finding of the study corroborated that of Komundu and Osarenkhoe (2012) who viewed customer retention as the marketing goal of preventing customers from going to the competitor. They further stated that, given the assumption that loyal customers are a vital ingredient of a sustainable business operation, therefore, retaining these customers is no doubt an interactive catalyst that will systematically influence the long-term success of any enterprise in today's product/service-driven economy. This finding also is in agreement with the

writings of Motsheedisi and Geoffry (2011) who asserts that the relationship between the customer retention and commercial success of a company has a positive impact.

It is evident from the findings of the study that marketing research application has tremendous influence on customer attraction, customer satisfaction and retention in Small and Medium Scale Enterprises. This clearly indicates that marketers, who fail to conduct and apply marketing research, run the risk of not achieving their marketing objectives. Perhaps, this may be the major factor responsible for the slow growth and development and even failure of many SMEs in Borno State.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter is presented under the following sub-headings:-

Summary

Conclusion

Recommendations

Suggestions for further study

Summary

The research work determined the influence of marketing research application on customer attraction, satisfaction and retention in Small and Medium Scale Enterprises in Borno State Nigeria. The study had four specific purposes, four research questions and four null hypotheses. The researcher adopted descriptive survey research design.

A total sample of 314 respondents was selected from a total population of 1,458 respondents; multi-stage sampling techniques were used to select 314 owners/managers of SMEs as respondents in the study. The sample was drawn proportionately from the three senatorial zones: Borno North, central and south respectively. Stratified random sampling technique was employed to divide the sample into strata (urban-189 and rural-125); these towns were selected based on size and the level of commercial activities. Simple random sampling was employed to select respondents from each zone. This was done by 'hat drawn' method where pieces of paper containing "Yes" and "No" were wrapped. A 4-point rating scale on 40 questionnaire items was used in generating data for the study. The instrument was face-validated by three experts. Cronbach Alpha method was used to determine the internal consistency of the instrument. The data collected for the study was analysed using mean to answer the research questions and

standard deviation to determine the closeness or otherwise of the responses from the mean, while independent t-test were used to test the null hypothesis of no significant influence. All the null hypotheses were tested at 0.05 levels of significance.

Findings were drawn from the analyses and, based on the findings, conclusion and recommendations were made. The study revealed the following findings, among others:

a. Marketing research application has been applied in Small and Medium scale Enterprises to a moderate extent.

b. Marketing research application has positive influence on customer attraction in Small and Medium Scale Enterprises to a moderate extent.

c. Marketing Research application has influence on customer satisfaction in Small and Medium Scale Enterprises to a moderate extent.

d. Marketing Research application has moderate positive influence on customer retention in Small and Medium Scale Enterprises.

Conclusion

After statistical analysis of the data, the researcher arrived at the following conclusions: SMEs in Borno State apply marketing research only to a moderate extent; and that application of marketing research has had moderate positive influence on customer attraction customer satisfaction and retention. This implies that marketing research application has had the potential to play a significant role in the success of Small and Medium Scale Enterprises. This indicates that the success of small and medium scale enterprises depends on the proper implementation of marketing research by their owners/managers which in most cases positively affects their capacity to satisfy and retain customers. This further has implications on improved citizens' standard of living and the nation's general growth and development.

Recommendations

Based on the findings obtained in the study and conclusion drawn, the researcher made the following recommendations:

1. Since SMEs in Borno state apply marketing research to a moderate extent there is need for owners/managers to employ marketing research extensively. This is achievable by organizing seminars, workshops and conferences among themselves.

2. SMEs in Borno state should learn to use marketing research to attract customers. A study of demographic characteristics of potential customers will enable SMEs owners and managers to identify instrument of attracting customer to their products; through different form of advertising.

3. Since marketing research has salutary influences on customer satisfaction, SMEs in Borno State should follow up on their customers to identify areas of satisfaction and dissatisfaction this enable them to put in place actions to ensure sustained customer satisfaction and retention.

4. Since marketing research application influences customer retention moderately, there is need for the SMEs owners/managers to expose themselves to the process of developing entrepreneurial flexibility so as to not only to satisfy its current customers but also to retain its customers, this will as well expand customer base significantly. And this is possible only when SMEs highly apply marketing research.

5. Small and medium scale enterprises owners/managers should explore ways by which they can gain easy access to loans which can enable them adequately finance marketing research activities as, this the only way that they can be able to survive and expand their market share in competitive market.

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APPENDIX A

Titus Amodu Umoru, PhD, *(FABEN)*
Associate Professor of Business Education
Head of Department
Department of Business & Entrepreneurship Education
COLLEGE OF EDUCATION
KWARA STATE UNIVERSITY, MALETE 26/04/2018
The University for Community Development
P.M.B. 1530, Ilorin, Kwara State, Nigeria

Phone:
08033519030
08056272084

email:
umorugio@yahoo.com
titus.umoru@kwasu.edu.ng

Ref ....

Date ....

Dear Sir/Madam

LETTER OF INTRODUCTION: AMINU BABA KURA

This is to introduce AMINU, Baba Kura (with matriculation number 16/27/MBE009) as a student of the Department of Business and Entrepreneurship Education, Kwara State University, Malete.

He is working on MSc Research with the topic: "Influence of Marketing Research on Customer Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State" and needs some information to facilitate his research work.

Please attend to him.

Thank you

Associate Professor T.A. Umoru
Head of Department

APPENDIX B

LETTER OF VALIDATION

Department of Business and Entrepreneurship
Education,
Kwara State University,
Malete.

25th May, 2018

Sir,

REQUEST FOR VALIDATION OF INSTRUMENT

I am a Post graduate student of Kwara State University, Malete, conducting a research on "Influence of Marketing Research on Customer Attraction, Satisfaction and Retention in Small and Medium Scale Enterprises in Maiduguri, Borno State." Attached is the draft copy of the instrument for collecting data for the study.

You are kindly requested to rate the items of their suitability and adequacy in addressing the subject matter, you may also, add any item considered suitable in any section and correct any of the items presented too.

Your contribution toward the success of this work is highly appreciated.

Thank you.

Yours faithfully,

AMINU BABA KURA
(16/27/MBE009)

APPENDIX C

LETTER OF INTRODUCTION

Department of Business and Entrepreneurship
Education,
Kwara State University,
Malete.

23th July, 2018

Dear Respondent,

REQUEST TO FILL QUESTIONNAIRE

I am a post graduate student of Business and Entrepreneurship Education, Kwara State University, Malete. I am conducting a research work on the Influence of Marketing Research on Customer Attraction, Satisfaction and Retention in Small and Medium Scale Enterprises in Borno State.

The questionnaire is to solicit your assistance and cooperation in providing the required information by ticking the items. It is purely an academic exercise for the award of Master Degree in Business Education. The information providing shall be strictly treated in a confidential manner for that purpose.

Thanks for your cooperation.

Yours faithfully,

AMINU BABA KURA
(16/27/MBE009)

APPENDIX D

RELIABILITY
 /VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q1
7 Q18 Q19 Q20
 /SCALE ('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE.

Test of Reliability

[DataSet1] C:\Users\FEMI\Documents\research works\2018\Mr Aminu\mr Aminu.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded [a]	0	.0
	Total	20	100.0

a. List wise deletion based on all variables in
the procedure.

Reliability Statistics

pCranach's Alpha	No of Items
.70	40

APPENDIX E

INFLUENCE OF MARKETING RESEARCH APPLICATION ON CUSTOMER ATTRACTION, SATISFACTION AND RETENTION IN SMALL AND MEDIUM SCALE ENTERPRISES QUESTIONNAIRE (IMRACASRSMESQ) RESPONDENT'S PERSONAL INFORMATION

Instruction: Please tick the appropriate box as it applies to you

PART A: BIO-DATA

1. Gender: Male { } Female { }

2. Business Location: Urban { } Rural { }

3. Position: Owner { } Manager { }

4. For how long have you being in your business? 1-5years { }, 6-10years { }, 11-15years { }, 16-20years { }, 21years and above { }.

5. How much is your Capital for your business 150, 000 –N 500, 000 { }, N 600, 000 – N 1, 000, 000 { }, N 1,100,000- N 1, 500, 000 { } N 1, 600, 000 – N 2, 000, 000{ }, N 2, 100, 000 and above { }.

PART B: QUESTIONNAIRE ITEMS

Please, use the response codes below for answering the research questions. Please note the key:

High Extent   -   H E

Moderate Extent -   M E

Low Extent   -   L E

No Extent   -   N E

SECTION A

Extent of the application of Marketing Research in Small and Medium Enterprises

S/No	Items	Response			
		HE	ME	LE	NE
1.	Small and Medium Scale Enterprises utilize Marketing Research to gain competitive advantage.				
2.	I apply Marketing Research to identifying potential customers.				
3.	Small and Medium Scale Enterprises use Marketing Research to get ideas for development of new product.				
4.	Owners/managers of SMEs apply Marketing Research in identifying customers' preference of firm's products/services.				
5.	Owners/managers utilize Marketing Research in maximizing customers' lifetime value.				
6.	Small and Medium Scale Enterprises apply Marketing Research to get good information about customers, thereby lead to customers' satisfaction.				
7.	Owners/managers of SMEs use Marketing Research to bring about the growth of market share.				
8.	I apply Marketing Research to enhance the understanding of factors that influences consumers buying behavior.				
9.	Small and Medium Scale Enterprises utilize Marketing Research to establish and maintain long-term customer relationships.				
10.	Owners of SMEs use Marketing Research to identify unsatisfied customers and conversely get them satisfied.				
11.	My firm applies Marketing Research to enhance the ability to change brand name in order to attract customers.				

SECTION   B

Extent of the Influence of Marketing Research on Customer Attraction

S/No	Items	Response			
		HE	ME	LE	NE
1.	Small and Medium Scale Enterprises owners/managers apply Marketing research to enable create customer value in order to attract customers.				
2.	Small and Medium Scale Enterprises use Marketing Research to evolve in consumers-oriented promotion techniques that best convince customers' patronage.				
3.	Managers of Small and Medium Scale Enterprises utilize Marketing Research to change brand name thereby attracting customers.				
4.	Small and Medium Scale Enterprises apply Marketing Research to design and test appropriate packages of company's products and make packaging as attractive as possible.				
5.	Owners/managers of SMEs apply Marketing Research to aids the provision of wide variety of goods for the convenience of consumers.				
6.	SMEs owners/managers utilize Marketing Research to provide a dynamic network markets that give easy access to customers and customers to firms' products/services.				
7.	SMEs use Marketing Research to provide good understanding of customers thereby providing them with goods/services based on their requirements.				
8.	Owners/managers of SMEs utilize Marketing Research to discover potential customers, investigate customers' needs, and build relationships with potential customers.				
9.	Small and Medium Scale Enterprises apply Marketing Research to contrasts pre-purchase expectation of their customers there by attracting more customers.				

SECTION C

Extent of the Influence of Marketing Research on Customer Satisfaction

S/No	Items	Response			
		HE	**ME**	**LE**	**NE**
1	Small and Medium Scale Enterprises owners/managers use Marketing Research to identify unsatisfied customers and conversely get them satisfied.				
2	The extent of customer satisfaction for any product or service depends on the proper implementation of research findings.				
3	Owners/managers of SMEs use Marketing Research to serves as a link between producers and customers because need satisfying goods are provided through it.				
4	SMEs apply Marketing Research to meet the expectations of the customers in terms of parameters (product, price, place and promotion) associated with satisfaction.				
5	Experienced Small and Medium Scale Enterprises owners/managers apply Marketing Research to provide customers with wide varieties of consumer goods.				
6	Owners/managers of SMEs in urban areas use Marketing Research to easily convince customers to perceive that the organization is concerned with their needs.				
7	Small and Medium Scale Enterprises apply Marketing Research to produce products or services that fulfills the needs and demand of customers that satisfy and convert them to loyal customers.	`			
8	Owners of SMEs located in urban areas apply Marketing Research to provide customers with products or services that best meet their needs and expectations better.				
9	SMEs used Marketing research to have good knowledge of customers which brings about suitable adjustments in the products (as per the requirement of customers).				
10	SMEs located in Urban areas find it easy to build a strong relationship with their customers through effective use of Marketing Research				

SECTION D

Extent of the Influence of Marketing Research on Customer Retention

S/No	Items	Response			
		HE	ME	LE	NE
1.	SMEs owners/managers use Marketing Research to establish customer trust so as to prevent them from defecting to another provider.				
2.	Owners/managers of SMEs apply Marketing Research to establish and maintain long-term relationships with customers.				
3.	SMEs apply Marketing Research to evolve consumers-oriented promotion techniques that best convince customers' patronage.				
4.	SMEs use Marketer Research to identify firms' retained customers thereby continuous retaining them through effective marketing strategies.				
5.	Small and Medium Scale Enterprises applies Marketing Research to maximize their customers' lifetime value thereby retaining them.				
6.	SMEs use Marketing research to aid the provision of wide variety of goods for the convenience of consumers, thus retaining customers.				
7.	Owners/managers of SMEs utilize Marketing Research to have opportunity to serve customers appropriately and impliedly maintain continuous patronage.				
8.	Marketing Research is properly used by SMEs to influence consumer buying behaviour which always causes repeat purchase.				
9.	Owners/managers of SMEs utilize Marketing Research to made customers to perceive that the organization is concerned with their needs, thus retaining them.				
10.	Effective use of Marketing research by SMEs provides customers with additional experiences with the organization in which customers develop sense of loyalty to the organization.				