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CERTIFICATION

We, the undersigned hereby certify that this research work title “**An Appraisal of Marketing Research on New Product Development(A Case study of Unilever Nigeria Plc, Lagos State)**”, was carried out by **OLOTU OSATO TRACY** with **Matric No: SBS/2041951156**, under our supervision in the Department of Business Administration and Management, Auchi Polytechnic, Auchi, Edo State.

We therefore certify that the project is adequate both in scope and quality for the partial fulfillment of the requirements of the award of Higher National Diploma (HND) in Business Administration and Management.

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Date

DEDICATION

This project is dedicated to God Almighty.

ACKNOWLEDGEMENT

In the accomplishment of this project successfully, many people have best owned upon me their blessings and the heart pledged support, this time I am utilizing to thank all the people who have been concerned with this project.

Primarily I would thank God for being able to complete this project with success. Then I would like to thank my supervisor Dr. Ishaq Musah, whose valuable guidance has been the ones that helped me patch this project and make it full proof success. His suggestions and his instructions have served as the major contributor towards the completion of the project.

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TABLE OF CONTENTS

Title page	-	-	-	-	-	-	-	-	-	i
Certification-	-	-	-	-	-	-	-	-	-	ii
Dedication	-	-	-	-	-	-	-	-	-	iii
Acknowledgements	-	-	-	-	-	-	-	-	-	iv
Table of Contents	-	-	-	-	-	-	-	-	-	v
Abstract	-	-	-	-	-	-	-	-	-	viii

CHAPTER ONE: INTRODUCTION

1.1	Background to the Study	-	-	-	-	-	-	-	-	1
1.2	Statement of the Problem	-	-	-	-	-	-	-	-	2
1.3	Objectives of the study	-	-	-	-	-	-	-	-	3
1.4	Research Questions	-	-	-	-	-	-	-	-	3
1.5	Statement of Hypotheses	-	-	-	-	-	-	-	-	3
1.6	Scope of the Study	-	-	-	-	-	-	-	-	4
1.7	Significance of the Study	-	-	-	-	-	-	-	-	4
1.8	Limitations of the Study	-	-	-	-	-	-	-	-	5
1.9	Operational Definition of Terms	-	-	-	-	-	-	-	-	5

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1	Theoretical Framework	-	-	-	-	-	-	-	-	7
2.2	Concept of Marketing Research	-	-	-	-	-	-	-	-	12
2.3	Research in Marketing	-	-	-	-	-	-	-	-	13
2.4	Types of Marketing Research	-	-	-	-	-	-	-	-	15

2.5	Role of Marketing Research	-	-	-	-	-	17
2.6	Uses of Marketing Research	-	-	-	-	-	18
2.7	Relationship between Marketing Research and New Product Development	-	-	-	-	-	20

CHAPTER THREE: METHODOLOGY

3.1	Research Design	-	-	-	-	-	22
3.2	Population of the Study	-	--	-	-	-	22
3.3	Sample/Sampling Technique	-	-	-	-	-	22
3.4	Instrumentation	--	-	-	-	-	23
3.5	Method of Data Collection	-	-	-	-	-	23
3.6	Method of Data Analysis	-	-	-	-	-	24

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS

AND DISCUSSION

4.1	Data Presentation and Interpretation	-	-	-	-	-	25
4.2	Data Analysis and Test of Hypotheses	-	-	-	-	-	35
4.3	Discussion	-	-	-	-	-	39

CHAPTER FIVE: SUMMARY, CONCLUSION

AND RECOMMENDATIONS

5.1	Summary of findings	-	-	-	-	-	41
5.2	Conclusion	-	-	-	-	-	42

5.3 Recommendations - - - - - 43

Reference - - - - - 45

Appendix I - - - - - 46

Appendix II - - - - - 57

ABSTRACT

This study examines the importance of environmental scanning to the development of a new product with particular reference to Unilever Nigeria Plc, Lagos State. Primary and secondary method was used in adopting information. In carrying out the study, research questions were formulated, a set of questionnaire was used to collect data from respondents which comprises of management senior and junior staff of Unilever Nigeria Plc, Lagos State. Data collected were analyzed using chi-square method and simple percentage method. The study revealed that that marketing research leads to the acquisition of effective information for making plan. It was therefore recommended that the company should continue to appreciate marketing researcher as a management decision making.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In today's dynamic world of changes in the market and economic conditions coupled with rapid advances in techniques and technology, most companies invest in marketing research on New Product development (NPD) to ensure future success in the world of business.

However, most marketing research on new product development are often more likely to fail than to succeed, addressing changing taste with new products is essential in marketing customer loyalty, so that good NPD becomes a key factor in a firm's competitiveness. New Product Development can succeed if company change the way they do marketing research.

(Holling Sworth 1996, and Jeffery 1998) recommended that NPD strategies and process should change to follow changes in market and technology. It is widely recognized that effective New Product Development (NPD) processes are causally important in generating long-term firm success (Cooper, 1993, Ulrich and Eppinger, 1995; wheelwright and Clark, 1995). They can lead to a core competence that either differentiate a firm from its competitors (Prahalad and Hamel, 1990) or provides a threshold competency that is necessary just to survive in fast. Changing and innovative industry sectors given the importance and value of NPD to firm performance, researcher have developed descriptive frameworks based on linear, recursive,

and chaotic system perspectives, which provide different insights and descriptive theories about NPD process structure and behaviour. These are them often the basis for normative research, which seeks to predict and prescribe causality in NPD processes (Griffin, 1997) problem in conducting effective marketing research on NPD are magnified in many major industrial countries, where spending on research and development, and management of NPD may be even less favourable. However, while some research on NPD in the developing world has begun to appear, NPD success factors have received some research attention, usually higher technology industries provide the context. Developing countries are quite competitive in some industries, which do not require advanced technology, but they still need to do marketing research on NPD to keep up with market trends.

1.2 Statement of the Problem

Marketing research is a crucial aspect in new product development it is the very first step which determines the success of any product. It acts as the foundation and cornerstone of any product.

Unfortunately the impact of marketing research is the aspect that receives the least attention. Business need not only rely on promotional strategies, but have to fine tune their marketing research programme with a view to improving the quality of their product against the backdrop, the researcher tend to explore how marketing research can improve development of new product.

1.3 Objectives of the Study

The purpose of this research work is to:

1. Examine the nature and problems affecting marketing research in product planning.
2. Determine the extent of relationship that exists between marketing planning of new product.
3. Investigate consumers habit as it affects new product planning preference.

1.4 Research Questions

This study addresses the following research questions

1. Does marketing research lead to the acquisition of effective information for marketing planning?
2. What relationship exists between marketing research planning and development of a new product?
3. Does consumer's habit influence the planning and development of a new product?

1.5 Statement of Hypotheses

The following hypotheses were formulated:

H₀: Marketing research does not lead to the acquisition of effective information for marketing planning.

H₁: Marketing research leads to the acquisition of effective information for marketing planning.

2. ***Ho***: There is no positive relationship between marketing planning and development of a new product.

Hi: There is a positive relationship between marketing planning and development of a new product.

3. ***Ho***: There is no significant relationship between consumer habit and development of a new product.

Hi: There is significant relationship between consumer habit development of a new product.

1.6 Scope of the Study

The study will examine marketing research as an instrument that aids marketing decision. It will explain various concepts that makeup marketing research and its impact in the modern business environment. The population consists of both employees and management of Unilever Nigeria Plc., Lagos.

1.7 Significant of the Study

Below is the significance of the study.

1. It could as well reveal the need for more appropriate coordination of the marketing mix
2. It will help Unilever Nigeria Plc. to intensify effort at engaging in research with areas where little or no attention has been placed in terms of development of a new product.
3. The result of the finding could enable Unilever Nigeria Plc. make marketing decision.

4. Finding could serve as a source of reference to scholar.

1.8 Limitations of the Study

The following were the limitations of the study:

1. The attitude of the respondents constituted a limitation of this study, the respondent misconstrued the intention of the research and researchers. They manifested this by hoarding some vital information.
2. Some of the respondents did not return their questionnaire, ten out of hundred questionnaire distributed to the respondents were not returned. These constitute a reduction in the sample of workers.

1.9 Operational Definition of Terms

LEADER: A leader is that person who supervises the work of other in a business organization.

WORKER: A worker is that person who under the supervision of another person in a business organization. In other words, he can also be called a subordinate or follower.

PERFORMANCE: This is the result of the employer's effort achieving the organizational objectives. In other word employer's performance is the aggregate result to his effort in a diving the goals.

MANAGEMENT: This is the process of planning organizing directing coordinating and controlling men and material for purpose of optimum achievement of organizational objective. In this study, management refers to

the group of people that is executive organ of the company responsible for carrying out above functions.

MOTIVATION: Motivation are those factors, which precipitate an employee to action. Motivation will be used in this study, refers to these factors which arouse employee to action. It could be measured by identifying the various needs of the individual worker and how such need influence the behaviour of the worker in the organization.

NEED: These are things by which a worker requires in an organization.

GOALS: Goals is an objective or defile the individual strives to attain.

ATTACHMENT: These refer to the goals or objectives which the organization has achieved.

AUTOCARTIC: This refers to leaders who make decision single handedly and impose the decision on the subordinate.

DEMOCRATIC: This refers to a leader who consults the subordinate before taking decisions.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

New Product Development (National Purchase Diary) is often costly as it involves substantial expenses. Therefore, it is essential to manage NPD effectively and efficiently. In terms of managing (National Purchase Diary) performance, (Anderson 2008) stated that a company's overall new product performance depends on the five elements: the (National Purchase Diary) process; the organization of the NPD programme; the (National Purchase Diary) strategy; culture and climate for innovation; and senior management commitment to NPD.

However, application to actual practice has been somewhat less common. (Poolton and Barclay 1998) even suggest that much research on NP success factors is too generic, and has not actually been applied to specific contexts very well. They say that success factors and their importance depend heavily on industry and firm characteristics. They also suggest that much research focuses too heavily on variable by variable analysis. 22

(National Purchase Diary) studies are markedly broad. Over the past decades, a number of researchers such as (Cooper, 1979; Cooper and Klein Schmidt, 1987, 1993; Maidique and Zirger, 1984) investigated many aspects of innovation. What emerged from such work was that one of the key themes in innovation research was to identify the factors that are associated with

(National Purchase Diary) success. In facing vigorous competition globally, many manufacturing and engineering companies have adopted various techniques or advanced methods in order to be innovative and competitive. Although (National Purchase Diary) brought many new opportunities to companies, however, the potential risks underpin the (National Purchase Diary) process causes a number of cases of failure due the inadequate management process in (National Purchase Diary). Empirical studies thus point to high failure rates of new products, especially in consumer markets (Brockhoff, 1999; Crawford, 1987; Urban and Hauser, 1993). It is therefore development of an effective and efficient management approach in (National Purchase Diary) process is highly expected to companies, particularly those small and vulnerable businesses.

Further, because (National Purchase Diary) research has not translated very strongly into managerial practice, “managers are still relying on gut-feel with respect to best practice” in development (Poolton and Barclay 1998,). Thus, it is important to look more carefully at success factors within the specific context, and more at the basic concepts, rather than at many specific variables.

Most larger and more mature firm where new product development is derived out of corporate strategy is undertaken as part of new product development. Additionally, it was argued that (National Purchase Diary) should be considered across a number of process related dimensions rather

than in terms of process-specific activities. That is, the elements of corporate strategy relating to new product development, (National Purchase Diary) process features and the adoption of new product success factors are dimensions of (National Purchase Diary) that more accurately describe the (National Purchase Diary) process in most company. In turn, the resulting (National Purchase Diary) activity undertaken by companies has direct implications for new product success and as a result directly impacts on overall firm success. Additionally, as business incubators can play a positive role in the formation of new firms (Sherman &Chappel 1998), it further argues that this positive role may extend to the (National Purchase Diary) activities of some firms. Thus, the relationships between corporate strategy and new product development and the effect of these relationships on new product success, as well as the impact of business incubators on (National Purchase Diary) activity, was addressed.

Based upon a review of the literature within the three background theories of new product development, corporate strategy and business incubation in particular, it is the better understanding of the inter-relationships between corporate strategy and new product development as it relates to companies that provide the most important of these potential contributions. There are considerable bodies of knowledge about both corporate strategy and new product development and the linkages between them for established and large organizations. More specifically, the literature

argues that corporate strategy is the foundation for new product management (Crawford & Di Benedetto 2002). However, when considering entrepreneurial start-ups certain conflicts arise within the literature. The basis of these apparent conflicts is that on the one hand entrepreneurial theory points to the conclusion that the starting point for the establishment of an entrepreneurial new firm is commonly that of a new product concept which, in turn, becomes the starting point for the (National Purchase Diary) process (Cooper 1994; Timmons & Spinelli 2004). On the other hand, new product development literature argues that (National Purchase Diary) activity evolves out of corporate strategy suggesting a linear progression (Cooper & Kleinschmidt 1993; Cooper 1994). Thus, this would signify a closer relationship between corporate strategy and NPD processes in the context of some companies than may be suggested in some of the literature.

Having considered new product development from a process management perspective, as well as technology transfer as a form of new product development, the issue of new product success in terms of the factors for success and success measurement now will be considered.

To commence, the literature relating to new product success will first be considered. At the product level, it is widely held that the percentage of new product failures is high, even though the rates of failure vary from study to study, and that any company embarking on a new product development program faces a high risk of failure (Cooper 1999; Wind & Mahajan 1997).

To address this high rate of failure, a vast amount of research on new product success has been published in fields of marketing, management, and R&D and technology management, while some of these studies relate to research management processes and firm-level environmental and corporate culture issues associated with product success, it is within the product development literature itself that the factors that determine the outcome of new product development are addressed. More specifically, insights into the determinants of success and failure in new product development can be gained from several studies in the area (Brown & Eisenhardt 1995; Calantone & Di Benedetto 1990; Cooper & Kleinschmidt 1990; Cooper 1999; Ernst 2002; John & Snelson 1988; Lilien & Yoon 1989; Baker & Sinkula 2005). (Craig and Hart 1992) categorizes the literature relating to new product success factors as either „generalist“ or „specialist“. On the other hand, specialist theory (studies) tends to concentrate their investigations on one specific driver of product success and investigate it in depth for example, the involvement of users and market orientation of NPD and relationship to success. (Rothwell et al 1974; Baker & Sinkula 2005). However, because previous studies addressing (National Purchase Diary) success factors have not been all-encompassing, there is not yet a comprehensive theoretical model of the determinants of innovation success. Indeed, most studies to date have focused on identifying those internal and external factors which are in the direct control of management rather than those outside the direct control

of the firm (Ernst 2002). The literature which identifies these elements can be summarized according to five dimensions: three organizational dimensions and two contextual dimensions. We will consider the organizational dimensions.

These include the (National Purchase Diary) process dimension (addressing the effectiveness of the (National Purchase Diary) process itself), new product development (that is, those structural and management factors internal to the organization which may directly affect the effectiveness of the National Purchase Diary process) and culture (that is, those elements which foster a culture of creativity within the organization).

2.2 Concept of Marketing Research

An inevitability result of the specialization of production and her growth of companies has been the separation of management and the market that they sell. For example, Paul revere, a highly skilled on silversmith, dealt directly with his customers.

Most of the patter, teapots and other silver items reproduced were custom made. He was immediately and directly aware of his customers needs and desire and their reaction to his products and the price that he charged.

Marketing research was developed as the specialized function to obtain and analyzes information about market and the company's activities I n serving its customer. In one sense, it completes a communication „loop“ between the seller, and the market. Though advertisement and personal

selling, on elaboration and formally organized system of communication is established between the seller and the market. Market research is a formally organized system of communication from the market back to the seller in engineering reference, one of the functions itself it to act as a "feedback loop.

The sole purpose of market research is to help companies make better business decisions about the development and marketing of new products. Market research represents the voice of the consumer in a company. A company must conduct market research so that management can be provided with relevant, accurate, reliable, valid and current information. Market research helps the marketing manager link the marketing variables with the environment and the consumers. It also helps remove some of the uncertainty by providing relevant information about the market variables, environment and consumers. Without relevant information of customers, companies cannot predict market reliably and accurately.

2.3 Research in Marketing

Marketing research is the systematic combination of logical and data to define and solve important problems in the field of marketing. The logical of cost, must be based on sound premises and the consistent in its development. While the data must appropriate to the nature of the problem and significant in quality, note that, analysis of problem is important if data are later to be selected and organized for it, we define a problem briefly as an objective to attained, the solution implies to at least a step towards objective

by improving the marketing decision, the result might be increased in profit sales and advertisement, readership, perhaps decrease in selling time or marketing cost. For basic problems a solution implies a contribution to knowledge.

According to Brow and Belk (2008) that since the definition to marketing research is consistent with a broad definition of scientific methods and alternative definition would be that marketing research is the use of scientific methods, in the solution of marketing problem for an applying field, use off available combination of methods and data will provide an opportunity. To improve decision whether or not the immediate result approach the executive growth of scientific knowledge, as decisions are improved and generalization tested by application in a verity of contexts, marketing research gradually contribute to marketing knowledge. Although, marketing decision requires many judgment elements asking to an art rather than science, the fact does not prelude improving judgment through use of scientific techniques wherever appropriate. The above definition tends to agree with the one given by (Nagel 1961) in the philosophy of science. According to the Marketing Research Association (2000), "Marketing Research is the function which links the consumer, customer, and public to the marketer through 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 should be with caution.

2.4 Types of Marketing Research

As a field of endeavor, marketing research is relatively young and certainly expanding. Although, researchers in various kinds conducted earlier studies which we will today call marketing research. The earliest example of formal recognition in the organizational structure of a firm was in 1911, in that year the city publishing company set up what is called their commercial research department.

Marketing Research could be qualitative and quantitative, primary and secondary, and basic and applied.

Qualitative and Quantitative

Qualitative research seeks to explore and uncover answers to problems that are generic in nature or not well defined. It usually involves open-ended questions due to its lack of structure. The most common methods for qualitative research are focus groups with a small, non-random sample. Qualitative research can be time-consuming, with focus groups running well over an hour. Quantitative research, on the other hand, is used when there are already significant findings regarding the research problem. It is usually defined by structure and formality and can include telephone and mail surveys with a large, random sample.

Primary and Secondary

Primary research involves collecting data via surveys, focus groups and interviews directly from your target respondents. This method is typically difficult and time consuming. However, gathering data directly from your source will help you get firsthand accounts that are free from bias. To gather reliable data, you must prepare open-ended questions that allow you to delve deeper into your respondents' views. Secondary research involves gathering data from sources other than your target respondents. These sources may include government agencies, textbooks, magazines and Internet publications. Compared to primary research, secondary research consumes less time. However, not all data collected may be suited to your research problem.

Today, marketing research is present in nearly all large and medium sized company which provides consumer goods as well as a numerous small firm companies serving industrial markets have been considered slower to make use of marketing research, although, their volume of research is now substantial. In addition to producers of goods and services, marketing research is conducted by advertising agencies, newspaper, magazines and broadcasting companies, by accordingly and management consulting firm and market research firms.

2.5 Roles of Marketing Research

We examine the role of marketing research in (National Purchase Diary) in industry. Inter-functional coordination can add a marketing orientation to (National Purchase Diary), and can bring marketing research considerations in strategy and planning. Perhaps most importantly, marketing research can bring in customer views. A stronger role for marketing research should translate into these elements contributing to more successful (National Purchase Diary). In particular, we show that marketing research is critical in such a market driven industries. We use statistical methods to demonstrate the broad applicability, rather than the frequently used qualitative and case study approach. Example Thailand provides a good context for examining (National Purchase Diary). The local food processing industry is strong and internationally competitive (e.g., APFI 1994). Agroindustry represented 56.3 percent of total manufacturing in Thailand in 1990, and food and beverage processing accounted for more than a quarter of larger agro-industry (FAO 1992). The country ranks among the world's five biggest suppliers of food.

The role of marketing research provides information useful in making marketing management decision.

Market research is one of the vital components of marketing: it plays its part before one makes any policy decisions in the field of marketing and communications. Market research can be defined as "the implementation of

subjective and objective research methods, whose aim are to collect information and analyses it.

This information constitutes the basis that enables marketers to (re)define and evaluate their strategies". This information is generally concerning behavior, attitudes and motivations of a particular target group. Market research is the first step before any decisions are taken.

As a supplier of information its role is only effective if it enables companies to make useful marketing decisions. Research is conducted throughout the marketing process: at each stage the reactions of the target public, after being analysed, enable one to review the policies, which are confronted with problems conducted with marketing goals, strategies, tactics and acting requires marketing goals describe measureable and states or standards of performance that marketing organization unit, try to attain by identify terms.

We can see that marketing goals apply to sales, marketing cost, consumer and other aspect of marketing research information, so do accurate estimate doe organizational performance can on their goals.

2.6 Uses of Marketing Research

Another way of describing the uses of marketing research (and thus, this management information), is in terms of marketing management function. Marketing management functions are separated into four categories:

The Planning consists of present day activities and future performance. Resulting plans may apply to need week, next quarter, next year, five years and even to the next twenty years. To prepare such plans require using of market research information and marketing analysis.

The organizing function in marketing management consists of analysis and decision about tactics that people perform in the firm. For example, one firm might define marketing responsibilities by product line allowing managers to operate such like a one project firm. Another may define responsibility by customer's class, allowing each manager to make decision on all products solid top account in his or her own class.

The learning function in marketing management involves getting organizational to accomplish through other learning activities, including establishing reward system that 43 motivate and encourage all marketing personnel. Marketing research provides information useful in selecting reward system deterring the nature by direction and guidance should take for each subordinate and making operational decisions.

The controlling function in marketing determines difference between plans and actual performance. Most control activities in the firm regularly provide performance information as monthly sales figures, quarter market share estimate and like.

We can see that planning, organizing, learning and controlling really describe rather than universal management function.

It should be noted that all marketing management problems, decision and actions take place through each environment. Thus, before making any sound decision marketing managers need to understand the external environment completely. They rely heavily on marketing information.

Marketing research helps problem marketing management. What is a problem? The problem pertains to product price, distribution channels and promotion are required management to plan, organize, learn and control in particular. The problem occurs to or related to marketing goals, strategies, tactics and action; the marketing problem occurs inside the marketing organizational unit, inside the organization itself and inside external environment.

2.7 Relationship between Marketing Research and New Product Development

The relationship between marketing and new product development is the fact that components or factors of marketing are essential in the proper development of new products by any company. That is to say that method like market research and the testing of new product are important in order to create a product that will be widely accepted by a target demographic or consumer base. Marketing and new product development involve acts like conducting a survey aimed at helping the company have a better grasp of the developments in the market in particular as well as the industry in general.

One of the initial stages of the development of a new product is the development of a concept for the new product. Such a concept must be based on a perceived need or gap in the market or a strategy like differentiation from other similar products in order to succeed. To identify such a gap, which is also a business opportunity, the company must conduct a comprehensive market research that will serve as its source of information as to the trends in the market and the general performances of the consumers.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

Research design help to enhance procedure for the activities carried out in order to facilitate the achievement of the purpose and significance of the study. It is use to structure questionnaire, oral interview, observation, reports and assertions to elicit data which will analyze and interpreted for the purpose of reference and users population size, sample and sampling techniques will be used appropriately.

3.2 Population of the Study

The population of the study consists of the entire workers of Unilever Nigeria Plc with special regards to Lagos. The population size is representation for the purpose of this research.

3.3 Sample and Sampling Techniques

This research adopts the random sampling techniques for the sale of convenience and speed. It eliminates barriers to participation; creating avenue for equal chances and enhance a wide range of varieties of data in the form of responses.

Sample and Sampling Techniques

The sample size is determined using the model below

$$N = N/1 + N (e) 2$$

Where;

n = sample size

N = population size

e = error margin (0.05)

The sample size = 130

3.4 Instrumentation

The instrument in carrying out this research work comprises of questionnaire, interview and observation.

3.5 Method of Data Collection

Data collection is the process of accessing data in the form of response and information from written material etc. Also information's were obtained from primary and secondary sources.

Primary sources

The researches adopt the use of questionnaire and oral interview.

Questionnaire method

In this process questionnaire were administered to some selected staff of the company. The questionnaires were multiple choice types with suggested answer requiring the respondent to express themselves.

Interview method

Apart from the use of questionnaire, there were oral interview with some of the staff with a view of knowing the activities of the company most of the management staff with a host of coherent members were among those interviewed.

Secondary sources

In other to have comprehensive information the researcher also made use of varied textbooks, internet materials, journals and other related work.

3.6 Method of Data Analysis

The analysis of the data was done using the sample percentage and chi-square for simplicity and easy comparison of variables to ensure efficiency in the result that will be obtained.

$$\text{Simple percentage: } \frac{\text{No of respondents}}{\text{Total no of respondents}} \times \frac{100}{1}$$

$$\text{Chi-square: } X^2 = \frac{\sum(Fo-Fe)^2}{fe}$$

Where x^2 = the calculated value

Fo = frequency observed

Fe = frequency expected

\sum = summation

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Data Presentation and Interpretation

Data collected during the course of this research work are analyzed and interpreted in this chapter. The data is presented in tables consisting of the title, the frequencies of respondent and the percentage in relation to the total number of respondent.

The interpretation of the data is done immediately below each table, that is, the table presented in the table and analyzed is interpreted below each table by the researcher. The interpretation is done by using appropriate smooth precise and concise language.

Here 100 copies of the questionnaire were administered to staff and management of Nigeria Bottling Company Plc. Out of the numbers administered 80 was retrieved representing about 91.5% of the total number administered and they were found useful for the research work.

Table 1: When was the company established?

Variables	No of Respondent	Percentage (%)
0 – 20 years	20	25
21 – 50 years	10	12.5
51 and above	50	62.5
Total	80	100

Source: Field Survey 2021

From the above analysis, 60% of the respondents agreed that the company was established over 50 years ago while 35% says that the company was established between 20 and 50 years and 15% represent those which say that the company was established under 20 years.

Table 2: Does your company engage in marketing research?

Variables	No of Respondent	Percentage (%)
Yes	98	97.5
No	2	2.5
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

From the above analysis 94% of the respondent agreed that the company engage in marketing research though 6% were not in favour. It can be drawn from marketing research that determined the existence of the business which is helping a lot today Nigeria Bottling Company Plc is not left out.

Table 3: Does marketing research enable your company to determine market share?

Variables	No of Respondent	Percentage (%)
Yes	76	92
No	4	8
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

From the analysis, 92% of the respondents say that the marketing research enable Nigeria Bottling Company Plc to determine its market share of 80% of the respondent were not in support. It can be drawn that determination of a company shares of a market is the requirement of the business.

Table 4: Is marketing research useful in identifying new marketing Opportunities?

Variables	No of Respondent	Percentage (%)
Yes	78	94
No	2	6
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

From the analysis given by respondents, it was unanimously agreed that the identification of new marketing opportunity was strictly a research activity. That is to say, that marketing research is very important in any organization to really meet with the demand of the customers.

Table 5: In planning and development of a new product is marketing research necessary?

Variables	No of Respondent	Percentage (%)
Yes	76	92
No	4	8
Total	80	100

Source: Field survey, 2021

The analysis shows that the company uses marketing research in planning any development of a new product as 92% of the respondent agreed to the question why the remaining 8% was not in support of it.

Table 6: Is the company product mainly sold within the company?

Variables	No of Respondent	Percentage (%)
Yes	78	94
No	2	6
Total	80	100

Source: Field survey, 2021

The analysis shows that the company products are sold within the country as 96% of the respondents agreed to the statement while 4% were not in support.

Table 7: What method of information do you use?

Variables	No of Respondent	Percentage (%)
From customer	20	25
Information from industry	5	6.25
Information from past record	15	18.75
All of the above	40	50
Total	80	100

Source: Field survey, 2021

From the table above, it shows that 50% of the respondents say that the company uses the available method of information gathering while 25% says that consumer is 18.75% of the respondent says that extracting of information from the past record and the remaining 6.25% says that information from the industry is 5

Table 8: Is marketing research very necessary to survival of your Organization?

Variables	No of Respondent	Percentage (%)
Yes	60	75
No	20	25
Total	80	100

Source: Field survey, 2021

Analysis here shows that 75% of the respondent says that the search for market information about the business is very necessary for the survival of the organization while 25% were not in support. It can therefore be deduced that for an organization to remain in business, information should be sought about the products pricing, distribution and customers.

Table 9: Is marketing research a management tool for making better Decision?

Variables	No of Respondent	Percentage (%)
Yes	78	94
No	2	6
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

From the analysis, 96% of the respondent agreed that marketing research as a tool for making better decision by management. Although, 40% of the respondents were not in favour of this, it can be therefore being agreed that marketing research is a management tool for better decision making.

Table 10: Those marketing research in your view enable the company to examine people in terms of their roles as buyers, sellers and consumers?

Variables	No of Respondent	Percentage (%)
Yes	75	90
No	5	10
Total	80	100

Source: Field survey, 2021

Answer from the respondent to the question shows that 90% of the view that marketing research is useful at examining the roles of people in terms of buyer, sellers and consumers to the company's product while the remaining 10% is not in the same view.

Table 11: On which specific area do your companies normally carryout your information search?

Variables	No of Respondent	Percentage (%)
Yes	78	94
No	2	6
Total	80	100

Source: Field survey, 2021

Here, 50% of the respondent agreed that the company carries out information search in all areas mentioned while 25% agreed on product information search and 18.75% say that competition and the remaining 6.25% agreed on pricing/promotion. This is to say that Nigeria Bottling

Company Plc carries out research in all the area mentioned and possibly more on products and competition to enhance a greater sales of its products.

Table 12: Did your finding have any direct benefit in relation to your Corporate marketing objective?

Variables	No of Respondent	Percentage (%)
Yes	78	98
No	2	2
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

The analysis above shows that answers from respondents fro the specific area mentioned in question 11 and of relevance to the corporate marketing objectives expert 8% of the respondent which says, it is of no relevance. Therefore, it says that marketing research has no role to play at attaining corporate marketing objectives.

Table 13: Do you have separated department that carries out marketing research

Variables	No of Respondent	Percentage (%)
Yes	68	74
No	12	26
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

The analysis shows that 74% of the total respondents agreed that the company has a separate department that carries out marketing research while 26% are not in agreement. It is therefore seen that marketing research department in the organization is very pronounced.

Table 14: If yes to question 12 above, how long have you being Maintaining such a department?

Variables	No of Respondent	Percentage (%)
1 – 5 years	5	7
6 – 10 years	15	22
11 – 15 years	10	9
16 and above	50	62
<i>Total</i>	<i>80</i>	<i>100</i>

Source: Field survey, 2021

From the analysis above, 62% of the respondents say that the company has been maintaining the marketing research department for over 16 years while 22% of the respondents says that it is been on for between 6 and 10 years now 9% represent 11 – 15 years and the remaining 7% says that between 1 – 5 years.

Table 15: Has the company even experience a fall in demand?

Variables	No of Respondent	Percentage (%)
Yes	78	96
No	2	4
Total	80	100

Source: Field survey, 2021

From the analysis above, it can be said that the company has experience fall in demand.

Table 16: In what way do your company uses marketing research in its marketing activities?

Variables	No of Respondent	Percentage (%)
Product development	5	10
Consumer attitude	-	-
Marketing testing	-	-
Price/distribution	-	-
All of the above	75	90
Total	80	100

Source: Field survey, 2021

From the table above, it is clear that the company uses marketing research in the options mentioned in its marketing activities.

Table 17: Does marketing research necessary in planning and development a new products in your organization?

Variables	No of Respondent	Percentage (%)
Yes	78	96
No	2	4
Total	80	100

Source: Field survey, 2021

The analysis from respondents shows that marketing research is necessary in planning and development of a new product in the organization.

4.2 Data Analysis and Test of Hypotheses

Data analysis is a form of marketing research work that deals with statistical analysis of data that have been edited, coded and tabulated. It is more important where the researcher has a masses large amount of information from many respondents to its usually useful in gathering data from the masses.

Hypothesis One:

H₀: There is no significant relationship between market research and effective information for marketing planning.

H₁: There is significant relationship between market research and effective information for marketing planning.

Table 4. : Output of Correlations between Marketing Research (MRES) and Marketing Planning (MPLAN)

		MRES	MPLAN
Spearman's rho	Correlation	1.000	.884**
	MRES Coefficient		
	Sig. (2-tailed)	.	.000
	N	80	80
	MPL Coefficient	.884**	1.000
	AN Sig. (2-tailed)	.000	.
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Decision Rule: Accept H_0 if the computed p-value > 0.01 (1% significance level)

Decision: We may reject H_0 since the computed p-value of $0.000 < 0.01$ and therefore infer that there is a positive and significant relationship between market research and effective information for marketing planning

Hypothesis Two:

H_0 : There is no significant relationship between market research and the planning and development of a new product.

H₁: There is significant relationship between market research and the planning and development of a new product

Table 4. : Output of Correlations between Marketing Research (MRES) and the Planning and development of a new product (DNP)

		MRES	DNP
Spearman's rho	Correlation	1.000	.591**
	MRE Coefficient		
	S Sig. (2-tailed)	.	.000
	N	80	80
	Correlation	.591**	1.000
	DNP Coefficient		
	Sig. (2-tailed)	.000	.
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Decision Rule: Accept H₀ if the computed p-value > 0.01 (1% significance level)

Decision: We may reject H₀ since the computed p-value of 0.000 < 0.01 and therefore infer that there is a positive and significant relationship between market research and the planning and development of a new product.

Hypothesis Three:

H₀: There is no significant relationship between consumer habits and planning and development of a new product.

H₁: There is significant relationship between consumer habits and planning and development of a new product.

Table 4. : Output of Correlations between Consumer Habit (CH) and the Planning and Development of a New Product.

		DNP	CH
Spearman's rho	Correlation	1.000	.435**
	Coefficient		
	DNP Sig. (2-tailed)	.	.000
	N	80	80
	Correlation	.435**	1.000
CH	Coefficient		
	Sig. (2-tailed)	.000	.
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Decision Rule: Accept H₀ if the computed p-value > 0.01 (1% significance level)

Decision: We may reject H_0 since the computed p-value of $0.000 < 0.01$ and therefore infer that there is a low positive and significant relationship between consumer habits and planning and development of a new product.

4.3 Discussion

Having thoroughly analyzed marketing research and its effect on organization revealed that adequate information is the life blood of decision making; marketing research provides such information for marketing decision.

From the analysis of the interview conducted questionnaires were administered to enable the researcher find out that marketing research activities are useful in identifying company problems. Moreover, search for market information about an organization activity is necessary for the survival of such organization. Marketing research is also relevant at measuring consumer reaction to organization product and predicting future trends of events in the organization. The organization carries out information search on pricing, promotion, distribution of product and competition action, information gathering from these area can assist the management in making necessary development and better decision such information gathered from the areas above has direct benefit from the organization. Since they assist in increasing sales value, higher profit margin, greater share of the market. Other benefits include disclosure of products that require intensive

innovation when the products needs modification market potentials that are yet to be exploited.

The search also revealed that the organization under study has a separate department that carries out marketing research and as well as improve more due to the dynamic nature of the economy.

Finally, through marketing research, the organization determines the best method and media to adopt the development of a product.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

This study was designed to look at the challenges, problems and its importance on how to upgrade their staff to acquire skills and knowledge that will enhance their performance in carrying out their duties respectively. In order to commence on this study, the researcher designed research questionnaire and personal interview on respondents which were used by the researcher in order to gather information about the chosen case study.

The result of this research work shows that planning and development of a new product is as a result of inefficiency of staff which emanated from the innovation and advancement in technology is eliminated through planning and development. It was also discovered from the result of the research work that planning and development increase staff performance and productivity of Unilever Nigeria Plc, Lagos State. As the workers are developed in acquiring the necessary skills and knowledge for them to handle their work schedule through good planning and development, they would therefore perform their duties effectively to bring about higher performance and productivity from the above finding the place of planning and development in an organization, cannot be over emphasized as it has great in checking inefficiency among staff through the acquisition of additional skills and knowledge in order to increase the productivity of the staff.

5.2 Conclusion

For a company to operate successfully today, management must develop a good communication strategy and use orderly method for gathering and analyzing mass information that are relevant to the firm.

A marketing information system is a method used in marketing research, it provide valuable information for the planning of the mix variable. This in firm assists management in its decision making machinery.

Marketing research also provides specific studies of market opportunities, marketing procedure consist of the following steps:

1. Problem definition
2. Research design
3. Formal research data
4. Analysis
5. Research report

The research work has revealed that information is the life wire of decision making machinery. It tells which product features and popular, which price ranges are acceptable to buyers and through which media the buyers are likely to be reached and so forth.

In Nigeria, major sizable manufacturing companies have their regular system of gathering marketing information. There is a heavy dependence on field reports by sales representative concerning the market conditions,

competitor's action and consumer reactions to companies products and policies.

Finally, the researcher has shown that marketing research is not a mysterious cult practiced by management. In the best manner, it is a management tool that helps the manager to take better decision based on the feeling and intuitions but on useful communication strategy large organization like Nigeria Bottling Company Plc relies much on feed back from its product consumer and research report for it decision making procedures.

5.3 Recommendations

Having identified and critically examine the major components and the effect of marketing research in an organization, the following recommendation can be of relevance to the company, individual and new organization who wants to develop new products.

The company which does not have marketing research and development unit should try as much as possible to establish one and report finding directly to the marketing department. When established, such a unit will provide much needed marketing information which will be required for decision making.

The company should understand the research stand management problem. Without such a close relationship, the output of a marketing research project may be sterile.

The company should continue to appreciate marketing research as a tool for management decision.

When marketing research activities are planned it should be followed with a research to monitor results and investigate various kinds of problem relating to marketing research efforts.

New organization should go into large scale research to explore the various opportunities opened to them through marketing research.

Finally, organizations need to properly understand a research report before implementation because research report not properly implemented leaves the problems unsolved.

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APPENDIX I

Dept. of Bus.Admin& Mgt.,
School of Business Studies,
Auchi Polytechnic,
P. M. B. 13, Auchi, Edo State.

20th September, 2019

The Manager,
Nigeria Bottling Company,
Benin City.

Dear Sir,

LETTER OF INTRODUCTION

I am a final year student of the above named institution studying Business Administration and Management working on a project titled “*An Appraisal of Marketing Research on new product Development*” with Unilever Nigeria Plc, Lagos State, as a case study.

The purpose of this study is in partial fulfillment of the requirements for the award of Higher National Diploma (HND) in Business Administration.

I shall be grateful if I am allowed to tap information when necessary in your organization. All information given shall be treated with strike confidentiality.

Thanks for your cooperation and understanding.

Yours faithfully,

OLOTU OSATO TRANCY

APPENDIX II

QUESTIONNAIRE

Instruction: Please tick (x) in the appropriate box provided below the answer that you think best suit the question.

SECTION ONE: BACKGROUND INFORMATION

1. Sex: Male [] Female []

2. Marital Status:

Single [] Married []

Divorced [] Widow []

3. Educational qualification:

OND [] HND [] B.Sc []

4. State any additional qualification
obtained_____

5. Position held: Senior staff [] Junior staff
[]

6. Years of service in the company

1 – 3 years [] 4 – 5 years []

6 – 7 years [] 10 years above []

SECTION TWO: QUESTIONNAIRE ANALYSIS

1. When was this company established?

0 – 20 years [] 21 – 50 years []

51 years and above []

2. Does your company engage in marketing research?
Yes [] No []
3. Does marketing research enable your company to determine its market share? Yes [] No []
4. Is marketing research useful in identifying new market opportunities Yes [] No []
5. Is planning development of a new products, is marketing research necessary? Yes [] No []
6. Is the company's products mainly sold within the country?
Yes [] No []
7. What method of information gathering do you use?
- a. From the consumer []
 - b. Information from the industry []
 - c. Information from past records []
 - d. All of the above []
8. Is marketing research very necessary to the survival of your organization Yes [] No []
9. Is marketing research a management tool for making better decision? Yes [] No []
10. Does marketing in your view enable the company to examine people in terms of their roles as buyers, sellers and consumers?
Yes [] No []

11. On which specific area do your company normally carry out your information search?

- a. Product [] b. Competitors []
c. Promotion [] d. All of the above []

12. Does your finding have any direct benefit in relation to our cooperate marketing objective? Yes [] No []

13. Do you have a separate department that carries out marketing?
Yes [] No []

14. If yes for question 13 above, how long have you been maintaining such a department?

- a. 1 – 5years [] b. 6 – 10years []
c. 11 – 15years [] d. 16 and above []

15. Has the company ever experience a fall in demand?

- Yes [] No []

16. In what way do your company uses marketing research in its marketing activities?

- a. Product development []
b. Consumer development []
c. Market testing []
d. All of the above []

17 Is marketing research necessary in planning and development of a new product in your organization? Yes [] No []