The Impact of Marketing Research on Product Development
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CHAPTER ONE

1.0 INTRODUCTION

The success of a company depends to a large extent on how research studies are carried out on the product and market in which the company operates. And for a producer to produce and supply product(s) that is actually required by the target market, he has to carryout a well planned and effectively executed marketing research.

Marketing researches helps in identifying the needs of the target market, and develop a product that will satisfy these identified needs. In view of this, the impact of marketing research in developing new product cannot be over emphasized.

1.1 BACKGROUND OF THE STUDY

The idea of marketing research and product development is not a new concept; marketing research came into being as a result of diverse needs to harness resources available for social and economical development. The basic goal of any industrial activity is the development and manufacturing of products that can be marketed at a profit.

But obviously today, many marketing managers have underrated marketing research so much that they now find it very difficult to develop and produce products that can meet and satisfy the needs of their customers. This is so because most of the managers have failed to plan and execute effective marketing research.

It is in this view that this research work is carried out in order to encourage the marketing managers of today to effectively plan and execute marketing research in order to be able to apply truly analytical approach and procedures to decision making.
By this, they will be able to develop and produce products that will continue to meet and satisfy the needs of both current and potential consumers.

1.2 STATEMENT OF THE PROBLEM.

There are some producers who failed to carry out marketing research and those who carry out theirs failed to highlight the problem associated with marketing research on product development.

The problem are how to carry out marketing research, the strategies and the techniques to be used in carrying out marketing must be identified.

1.3 PURPOSE OF THE STUDY

At the end of this research study, the researcher intends and wishes to achieve the following objectives:

i. To reveal how marketing research can help in the development of new products.

ii. To show how the modern business executives can apply a truly analytical approach and scientific procedures to decision making.

iii. Another factor that leads to this research work is the need for product development through a well planned and tailor marketing research.

iv. To help modern business executive in the analysis and evaluation of the marketing decision that have been taken.

v. Finally, this study aim at showing the impact of marketing research on new product development.

1.4 SIGNIFICANCE OF THE STUDY

The significance of this study is to show how new product can be developed through a well planned and executed marketing research in order to enhance and maintain efficiency, high standard production and effective
marketing operations. This study is design to show the benefits that lies to any production and marketing firm which have taken the pain to effectively and efficiently carryout marketing research before developing new products.

1.5 RESEARCH QUESTIONS
In order to effectively achieve the aims and objectives of this study, the researcher formulates certain questions this is to ascertain the corrective ness and significance or otherwise of the research topic under consideration (i.e.) the impact of marketing research on product development.

The following research questions are hereby written as follows;

1. Which help marketing research rendered in development of new product?
2. What are the approaches and scientific procedures that modern business executives can apply in decision making?
3. What are the needs for product development through a well-planned marketing research?
4. What is the impact of marketing research on new product development?

1.6 SCOPE OF THE STUDY
It is designed to cover some data and information needed to create and stimulate demand and supply of products that can efficiently meet and satisfy the needs of both the current and potential customers.

Other areas to be covered in this study include the concept of marketing research, its scope and procedures, meaning of product and product classification, product life cycle, strategies in product development, stages in product development, market and product modification techniques as well as data collection, classification and analysis in marketing research.
1.7 LIMITATIONS OF THE STUDY

In the course of carrying out this research work, the researcher encountered some limitations. The limitations include:

Capital and poor finance: the research work requires much money to be spent on transportation, administration and preparation of questionnaire among other expenses. And the researcher is faced with problem of low capital and thus could not go beyond the scope actually covered by this study.

Another limitation encountered by the researcher, is the respondents did not give their full attention when interviewed secretly, and this factor limit the scope of this study.

Lastly, low response rate of the respondents is another factor that limits the scope of this research work.

1.8 DEFINITION OF KEY CONCEPTS.

In the course of this study, many terms and concepts will be encountered especially by users of this project work. Therefore, for easy comprehension and understanding, the researcher has taken the pain to define some of the key concepts and terms.

MARKETING: Can be define as “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives” American Marketing Association (AMA) 1990.

PRODUCT: Product is everything that one receives in an exchange. It could be an idea, goods, services, or any combination of the three.

PRODUCT DEVELOPMENT: It refers to the process of technical development in the laboratory depending on the product, safety test, quality service etc.
MARKETING RESEARCH: Marketing research is the process by which business find out about customer’s needs, wants and desires.

STRATEGY: It is a unified, comprehensive an integrated plans and cause of action designed towards the achievement of set objectives.

POLICY: It simply means a pre-determined method, process and way through which a set objective can be achieved.

DATA AND INFORMATION: Data simply means group of non-random symbol which represent quality, action or things. Information refers to a processed data with a meaning.

INTERVIEW: refers to the use of representative sample in gathering information. Interview represents a personal contact between the researcher who is the interviewer and the respondent, the interviewee.

OBSERVATION: refers to the examination of a situation or thing with a view to ascertaining facts about it.

EXPERIMENTATION: This involves the establishment of a scale model or a controlled experiment that stimulates the real market situation as much as possible.

1.9 ORGANISATION OF THE STUDY

This research work is divided into five chapters as follows; Chapter one covers the background of the study, statement of the problem, purpose of the study, significance of the study, research questions, scope and limitation of the study, definition of key concepts and finally organization of the study.

Chapter two review relevant literatures about the topic, while chapter three contains the research methodology (i.e. how data are collected, used and the problems involved)

Chapter four gives a comprehensive analysis of the data, while the last chapter contains the summary, conclusion and recommendations.
The history of Unilever Nigeria plc, can be dated back to 11th April, 1923. It was incorporated as lever brothers (west Africa) limited by Lord Leverhulme. The company’s antecedents have to be traced back to his existing trading interests in Nigeria and West Africa generally, and to the fact that he had since 19th century been greatly involved with the soap business in Britain. Unilever Nigeria plc started as a soap manufacturing company, and today is one of the oldest surviving manufacturing organizations in Nigeria.

After series of mergers/ acquisitions, the company diversified into manufacturing and marketing of foods, non-soapy detergents and personal care products. These mergers / acquisitions brought in Lipton Nigeria ltd in 1985, cheesebrough ponds industries ltd in 1988. The company changed its name to Unilever Nigeria plc in 2001.
CHAPTER TWO

LITERATURE REVIEW

2.1 MEANING OF MARKETING AND MARKETING CONCEPT

Marketing like many other social science disciplines has been defined variously as it is not possible to give a reasonably accurate definition of the scope of marketing in a few lines.

The American Marketing association (AMA) in 1960 defined marketing as “the performance of business activities that direct the flow of goods and services from producers to consumers or users”

In 1985, the American marketing association in recognition of the wide range of marketing activities offers the following definition. Marketing is the process of “planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create an exchange that satisfy individual and organizational objectives”

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and services of value with others (Kotler and Armstrong, 2004)

Although there are many generally accepted definition of marketing, there is no one universal definition. All of the definitions given above are correct while at the same time all slightly differs.

The American marketing association definition of marketing quoted above, is the most widely recognized and frequently quoted by marketing writers, scholars and practitioners. It indicates that marketing involves a diverse set of activities directed at a wide range of products, and stresses the importance of facilitating satisfying exchanges.

Marketing involves a diverse set of activities; it is not simply selling, advertising or any single activity, marketing process encompasses many activities necessary to ensure the success of a product. Marketing activities are not limited to
companies that produce physical products. Organization such as universities, polytechnics, hospitals, charity organizations etc performs marketing activities too.

Marketing concept is sometimes referred to as marketing orientation or customer orientation. The concept stated that in order for a firm to survive in the long run and make profit, it must ascertain the genuine needs and wants of specifically defined target markets and then produce products that satisfy customer’s requirements.

The marketing guru, (Kotler, 1997) summarized the marketing concept in this way. The marketing concept holds that the key to achieving organizational goals consists of being more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants of target market. Many words and phrases have been used to express the marketing concept, some of which are;

“Love the customer, not the product”
“Putting people first”
“Customer is the king”
“You are the boss”
“Find wants and fills them”
“Partner for profit”

The marketing orientation depends on four pillars (Kotler, 1997) these are;

TARGET MARKET: The first requirement in implementing the marketing concepts is that a company must clearly identify and target a particular market. No company can operate in every market and satisfy every need. Companies do best when they define their target market carefully and prepare a tailored marketing programmed to exploit such a market.

CUSTOMERS NEED; Satisfying customer’s needs and wants should be the major focus of all organization activities. To this end firms must have a thorough understanding of customers need and wants. Customer-oriented thinking requires
the company to define customer needs from the customer’s point of view and develop product that satisfy these need.

INTEGRATED MARKETING; when all the company’s department’s work together to serve the customers needs, the result is integrated marketing. First, the various marketing functions such as marketing research, sales force, advertising, product management etc must work together. Second, marketing must be well coordinated with other company departments such as production, finance, personnel. If various departments follow their own private agenda in conducting marketing activities, the organization may loss sight of customers needs. The entire organization must be focused on the customer to effectively practice the marketing concept.

PROFITABILITY; finally, the marketing concept recognizes that organizations have goals. In some instance this goals may be profit oriented in others, they may be furthering a social cause. In many cases, firms that adopt the marketing concept to achieve their own goals by satisfying the needs of customers through coordinated and organized activities should at the end make profit.

2.2 MEANING OF MARKETING RESEARCH

Marketing research is tools that help mangers assess future profitability and understand situational market variables.

Kotler, (1997) defines marketing research as “the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company”. Similarly, Eric, Rogers and Williams (1989) defining a marketing research as “the process of defining a marketing problem and opportunity, systematically collecting and analyzing information and recommending actions to improve an organization’s marketing activities”. Marketing research can therefore be seen as the systematic and objective approach for the gathering, analyzing and making available information to guide mangers in carrying out marketing decision to solve marketing problems.
From the above definitions the followings should be noted; first, systematic refers to the research being well planned in advance. It should be directly tied to the decision being made or the problem to be solved, and all aspect of the design will be developed in detail beginning with the identification of problems and information needs and setting out in advance the methods of data collection and analysis. At this juncture it is important that we emphasis, that marketing research and market research should not be confused. Marketing research implies a broader sphere of activity than market research. Market research (i.e. research into a particular market) is just one component of marketing research. The term market research investigates and tends to be restricted to a research that merely looks into the market place. Marketing research covers estimates of market size.

2.3 MEANING OF MARKETING RESEARCH TO MANAGEMENT

Problem solving is the major task of business manager; it is in this area that marketing research renders its services to business management. Marketing research is the tool by which management is supplied with the necessary information which imagination and ingenuity coverts into a stronger competitive position. (Bearden, 2004)

Marketing research, as in marketing management, the objective is to develop the means and methods by which business executives can get the right goods to the right place and at the right price. Marketing research informs management where the company stands in its industry, predicts and analyses industry trends. It is an essential management tool in appraising and improving sales management effectiveness and it also aids management in the development and introduction of new products.
2.4 STEPS IN MARKETING RESEARCH PROCESS

The marketing research process may be viewed as a series of steps. Each stage is as important as other stages. The marketing research process should be systematic and objective. An effective marketing research process should involve the following:

Step 1: formulate the problem and research purpose/objectives.
Step 2: Develop the research plan.
Step 3: Collect the data
Step 4: Process and analyze the data
Step 5: Present the result

The Marketing Research process:

Source: Philip Kotler & Gary Armstrong (1997) Principles of marketing

Step 1: Formulate the Problem and Research Purpose/Objectives

The first step in the marketing research process requires that the marketing manager and the marketing researcher formulate the problem carefully and agree on the research purposes. Philosopher John Dewey’s (Kotler, 1997) said “a problem well define is half solved”. Company’s management must work at formulating the problem neither too broadly nor too narrowly.

Research purposes describe the objectives of the study purposes are the goals the decision maker seeks to achieve in solving a problem. Typical marketing purposes/objectives are increasing revenues and profits, discovering what consumers want, and finding out why a product is not selling well etc.

An explicit definition of the research problem is probably the most important research task. Frequently, the symptoms of a problem for instance declining sales
are obvious to all, but the cause or causes less clear. It is important to note that certain research problems may not be fully defined or formulated because the researcher lacks the requisite information to guide him in problem formulation. To remedy such a problem the researcher can embark on an exploratory research. The goal of the exploratory research is to gather preliminary data to shed light on the real nature of the problem and to suggest possible solutions or new ideas.

**Step 2: Developing the Research Plan**

The second stage of the marketing research process calls for developing the most reliable and efficient plan for gathering the needed information. Kotler(1997) suggested that developing a research plan requires making decisions on the data sources research approaches(methods), research instruments and sampling plan or design.

**i. Data Sources:** Marketing research plan can call for collecting primary data, secondary data or both. Primary data are data gathered or collected specifically for the research needs at hand, while secondary data are data that were collected for another purpose and already exist somewhere. They are published information collected for purposes other than specified one. Researchers usually start their investigation by examining secondary data to see whether their problem can be partly or wholly solved without gathering costly primary data. Other sources of data are Government sources, which include the numerous publication and research reports from the various levels of government, their ministries.

**ii. Research Approaches or Methods:**

Primary data can be gathered in four ways, which are;

**Observational Research:** Fresh data can be collected by observing the relevant actors and settings. In observation, no communication goes on between the behaviour. Watching, either mechanically or in person, on how people actually behave is the way marketing researchers collect observational data.
**Focus-Group Research:** - This is the gathering of six to ten people who are invited to spend a few hours with a skilled moderator to discuss a product, service, organization, or other marketing entities. The moderator needs to be objective, knowledgeable on the issue and be an expert in consumer behaviour and groups dynamics.

**Survey Research:** It helps companies to acquire more information about people’s beliefs, preferences, satisfaction, awareness level, knowledge, etc and to measure these magnitudes in the general population. It requires carefully and precisely definition of the population of respondents, then selection of the sample respondents to be reached or contacted, designing the questionnaires, data collection then processing and analysis of data are the remaining steps in survey.

**Experimental research:** The most scientifically valid research is experimental research. In experimental study, the researcher controls or manipulates one or more variables (dependent variables) and measures their effect on another variable (Independent variables)

**iii. Research Instruments:**
Marketing researchers can choose between two main research instruments in collecting primary data, which are questionnaire and mechanical devices.

**iv. Sampling plan/design:**
After reaching a decision on the research approach and instrument to be used, the marketing researcher must develop a sampling plan. A sample is a group of elements (such as people, companies, and locations) selected from the population of elements that interests the researcher.

A sampling plan calls for three decisions, which are;
(a.) Sampling unit (who are to be surveyed?): The marketing researcher must define the target population that will be sampled.
(b) Sample size (how many people should be surveyed?)
(c) Sampling Procedure (How should the respondents be chosen?)
Step 3: Collect the Data.

The major areas of concern arise in data collection stage, is whether to contact and conduct the interview in person, by telephone, traditional mail or by the internet and how to manage the field interviews.

Method of interview/ contact: The methods of interview can be personal interviewing (it involves the researcher talking with respondents in their homes, offices), Telephone interviewing (it involves talking to the respondents over the phone to collect data), mail questionnaire and online research.

Step 4: Process and Analyzed the Data.

Once the data is collected in the field, it must be prepared for presentation to marketing management or the decision maker. The first step is to prepare the data into a computer accessible data structure. This is called data processing and it involves four steps, which are; editing the data, coding the data, putting the data into computer readable form and reading the data into a computer file and storing it on a disk file

Step 5: Present the Results

The analyzed data should then be presented to the management both in written form and orally. The researcher should not overwhelm management with lots of numbers and fancy statistical techniques, but rather should present major findings that are pertinent to the major decision facing management.

2.5 MEANING OF PRODUCT AND PRODUCT CLASSIFICATION

Product is a complex multi-dimensional concept. The offer of an organization to a target market consists of an organization of a product mix that is made up of product lines.

A product is anything that satisfies a need or wants and can be offered in an exchange. It includes such supportive elements as; packaging, branding, labeling, convenience of purchase, post-sale services etc. a product can be goods, services,
places, organizations and ideas. Marketers have traditionally classified products on the basis of varying product characteristics such as; durability, tangibility and end-users (consumers or industrial)

**DURABILITY AND TANGIBILITY CLASSIFICATIONS**

Products can be classified into three groups according to their durability and tangibility.

**A. Non-durable Goods:** These are tangible goods that normally are consumed in one or few uses. Examples are milk, sugar, soap, drinks etc. since these goods are consumed quickly and purchased frequently, the appropriate strategy is to make them available in many locations, charge only small mark-up, advertise heavily to induce trial and build preference.

**B. Durable Goods:** These are tangible goods that normally survive many uses. Examples are cars, refrigerators etc. durable products normally requires more personal selling and services and requires more seller guarantees.

**C. Services:** Services are intangible, inseparable, variable and perishable. As a result they normally require more quality control, supplier credibility and adaptability. Examples include services of a lawyer, hair cuts etc.

**END USER’S CLASSIFICATION**

This is divided into two consumer product and industrial product classification.

**A. Consumer product classification.** This is a product purchased for personal and family consumption. Consumers buy them to satisfy their personal needs. Consumer products can be classified into four categories, which are;

i. **Convenience products:** - These are products that are inexpensive, the consumer usually purchases frequently, immediately and with a minimum of efforts. Examples are bread, milk, newspaper etc.
ii. Shopping goods:- These are products that consumer purchase after some shopping around to compare product on such bases as suitability, price, quality and styles. Examples are clothes, electronics etc.

iii. Specialty Goods:- These are products with one or more unique characteristics and brand identification that a large group of buyers is willing to spend considerable time and effort to purchase. Examples are cars, stereo components etc. a specialty goods are usually marketed through one outlet and wholesalers are rarely used.

iv. Unsought Goods:- these are goods that consumers are happily doing without and do not normally think of buying unless a special effort is made by the seller to push the goods. Examples are life assurance, cemetery plots etc.

B. Industrial Products Classification

This is a product bought for use in the production of other products or in a business operation. Based on their characteristics and intended uses, industrial products can be classified into;

i. Raw Materials:- These are basic goods that actually become part of a physical product.

ii. Capital Equipment:- This refers to the large tools and machines used in production process such as bulldozers, robots, cranes etc. the producers of capital equipments frequently offer a variety of services as installation, training, repairs etc.

iii. Accessories:- These are products used in production or office activities but do not become part of the final physical product. Example are typewriters, calculators etc.

iv. Component parts and Materials:- These are similar in nature to raw materials in that they go to make up the end products. They are finished items or items that need little processing before becoming part of the physical product. Example a vehicle manufacturer may purchase steel as a
raw material while engine parts would be classified as component parts or materials.

vi. **Supplies**: A supply does not become part of the finished product, but it does expedite production and operations. Examples are paints, brooms etc.

### 2.6 STRATEGIES IN PRODUCT DEVELOPMENT

The product manager should not simply depend on the product. Therefore, he should consider strategies of market, product and marketing mix modification.

The manager must try to increase the consumption of the existing product. The manager must also look for ways to stimulate increase usage of the product among present consumers to buy the product. The manager may also reposition the brand to appeal to the customers to increase the growth of the segment of the whole market.

### PRODUCT LIFE CYCLE STRATEGIES

After launching the new product, management pray that the product will enjoy long happy life. Although, they do not expect the product to sell forever, management hopes that sales will be high and last longer. Management is aware that each shape and length are not easily known and ascertained in advance.

The following are the four distinct stages a product passes through on its life cycle;

**Introduction Stage**

This is a period of slow growth as the product is being introduced in the market. Operations are characterized by high cost, low sales volume, and limited distribution. It is the most risky and expensive stage. However, for
every new product, there is very little direct competition. The promotional program stimulates primary rather than the seller’s brand is emphasized.

**Growth Stage**

This is the stage at which both sales and profit rise often at a rapid rate. Competitors enter the market in a large number if the product outlook is particularly attractive. The seller shifts to “buy my brain” rather than “try this product” promotional strategies. Numbers of distribution channels, price, and income are likely to increase.

**Maturity Stage**

This period of slow down in sales growth because the product has achieved acceptance by most of the potential buyers. Profits stabilize or decline because of increased expenses to be incurred in defending the product against competition.

**Declining Stage**

This period is inevitable as new products are bound to start their own life cycle and replace the old ones. Cost control becomes increasingly important as demand drops. Advertising declines and a number of competitors withdraw from the market. Whether the product has to be abandoned or the surviving seller can continue on a profitable basis in a limited market often depends on management strategic abilities.
STAGES IN PRODUCT DEVELOPMENT

Every physical product passes through several stages before they are eventually developed and launched into the market for consumption.

These stages include the following:

IDEA GENERATION

Before a new product is developed and launched into the market, there are stages it must undergo. The idea generation is a stage where an idea of product is generated. The idea can come from many sources such as salesman, company order, employees, and consumers through their complaints, competitors and trade association. The major technique used at this stage is brainstorming.

IDEA SCREENING AND SELECTION

During the period of idea generation, many ideas must have come into the head of the product planner. Definitely, it is not all ideas that could be very sound and feasible.

The idea screening stage therefore is a stage where one screens out ideas. It should be noted that all ideas that are not consistent with company
policies and objectives and those in conflict with government regulations and enactments, are the ideas that will be impracticable either due to the cost expected revenue or the technology and equipment to be in conflict with the culture and ethical practice of the people. Similarly at this stage, product planner looks for ideas that are worthy for further study by eliminating irrelevant ones.

**IDEAS ANALYSIS AND EVALUATION**

Ideas which pass through the screening stage will be further analyze. The concern here is to be able to determine which of the ideas is feasible and practicable technically, economically, financially and otherwise. Also the long-term potentials of the business enterprise are looked into. At this stage, therefore, the product features, product profitability, estimated demand, as well as the possible returns on investment are considered. Only idea(s) with the greatest potentials for success are accepted.

**PRODUCT DESIGN AND DEVELOPMENT**

The first three stages involve paper work, but at this stage, the most feasible and practicable idea which has been accepted is practicalized by producing samples or prototype. Only few quantities are produced so that the products can be tested in the market to practically determine its feasibility.

**PRODUCT TESTING (TEST MARKETING)**

The few quantity of prototypes produced at the stage above are hereby tested in a very small geographical market or market that is used to test new product. The reasons for test marketing are to determine;

a. Whether the market will accept the product.

b. The marketing programme that will be eventually used.

c. Whether the products can even be marketed profitably.
d. The product quantity and the price at which consumers will accept the product.

**PRODUCT COMMERCIALIZATION**

Where the idea and the prototype passed through both the technical and market test (test marketing) successfully, the product can then be fully commercialized. Full scale production and marketing programme are planned and executed and the product is then launched.

Before commercialization of a product takes place, the product planner has the full control over the product, but after the product have enters the market, forces within the external environment over which he may have little or no control can distort its success tremendously.

### 2.9 THE ROLE AND IMPORTANCE OF MARKETING RESEARCH

Marion Harper says that “to management a business well is to manage its future, and to manage the future is to manage information”. To this end, we can therefore see that marketing research plays a very vital role in the survival and performance of an organization. Marketing research results are useful and needed in four main areas;

**Specific Problem Solving and Reduction of Uncertainty:**

If marketing research is done quickly enough, it will provide vital information needed to certain or curb the problem. Marketing research is very useful in indentifying problems, and also increases the decision maker probability of making the right decision(s).

**Environmental Monitoring of the Uncontrollable:** The alert and competent marketer sets up an information system in order to monitor the key variables in the external environment. Scanning or monitoring cannot be over emphasized in Nigeria where the vagaries of government policy
changes can undo the fortunes of a company without warning. The proper thing is to set up a marketing information system (MIS) which regularly collect information and makes it available to the manager or decision maker for action.

**Marketing Planning and Control:** Quite a huge amount of marketing research studies concentrates on the elements of the marketing mix. The initial role of research is to provide information to assist in the design of the elements of the marketing mix that spell out the entry strategy of the firm. Marketing research tell which product features are popular, which price ranges are acceptable to buyers, which retail outlets are favoured by users and through what media users are likely to be reached.

**Market Analysis:** Marketing research is an important exercise in that it furnishes information about a market in the following areas;

i. A quantitative estimate of demand (in units and naira). This will also involve an estimate of the maximum possible demand (market potential) and demand forecasts for the company itself (sales forecast).

ii. A behavioural study of the buyers: Marketing research enables a firm to know the behaviour of their customers; who they are, where they are, the key motivating influences in purchase, purchasing habits etc.

iii. Studies of the competitors and operational strategies.

iv. Evaluation of the middlemen involved in the trade

v. Selecting target market.

### 2.9 MARKET AND PRODUCT MODIFICATION

Market modification is one of the numerous strategies used in product development. Here the manager tries to increase the consumption of the
existing product. The manager looks for new users and market segment. The manager also looks for ways to stimulate and increase usage among present consumers. The manager may want to reposition the brand to appeal to a large or fast-growing segment.

While in product modification, the product manager modifies the characteristics such as quality, features or style to attract new users and also increase its usage. A strategy of quality improvement aims at increasing the functional performance of the product, its ability, reliability, speed and taste.
CHAPTER THREE

3.1 RESEARCH DESIGN

Research design is a pattern or an outline of a research project. It is a statement of only the essential element to a study those that provide the basic guideline for details of the research work. It comprise a series of prior decisions that are being taken together to provide a master plan for excellent research work.

Put in a simple way, research is a way of collecting data either from new or past records. It involves the evaluation and analysis of data collected in order to find out how the data will be used in a practical sense.

The researcher of this study adopts simple method of data collection involving administration of questionnaire in preparing this research study, the researcher also made use of tables and percentage as the basic instruments of data analysis. So in all, total number of thirty seven questionnaire were administered in which twenty five (25) of the questionnaire were returned.

3.2 AREA OF THE STUDY

The research work is to assess the impact of marketing research on product development, but the major focus of the researcher is Unilever Nigeria plc, lokoja branch office.

3.3 POPULATION OF THE STUDY

According to Toluhi (2001) “research population directly relates to the group of people or objects the researcher is taking as his case study”. The population of this research work comprises of both senior and junior staff of Unilever Nigeria plc lokoja branch office, which is 42.
3.4 SAMPLE OF THE STUDY.

Sample refers to the part or fraction of a population that is subjected to detail and wide ranging examination. (Toluhi, 2001).

A sample size of 25 staff is drawn from the total staff of Unilever Nigeria plc Lokoja. Judgments or purposive sampling will be used in this sample selection in order to meet the requirement of the intention of this work.

3.5 METHOD OF DATA COLLECTION

Reliable information is the “life-blood” of research surveys. The data used for the purpose of this study is the primary data. Primary data are data collected primarily and for the first time. They are usually collected and used for a specific purpose for which they are required.

Most marketing investigations use some form of questionnaire either posted or administered through personal visitation. Questionnaires are the backbone of most surveys and require careful planning and execution. Questionnaires were mailed to the sample of the research population. This method is specifically attractive on account of cheapness.

3.5 DESCRIPTION OF INSTRUMENTS

Descriptions of instruments are typically collected through a questionnaire. It determines and reports the ways things are, it involves assessing attitudes or opinions towards individuals business.

3.7 ADMINISTRATION AND RETRIEVAL OF INSTRUMENT

The researcher took a great pain in ensuring that instruments for information gathering are effectively administered, initially, the researcher made use of telephone inquiry method to gather information from the respondents. However, it was discovered that information gathered from
The respondents interviewed via telephone were inadequate for this study as some of the respondents did not pick their calls.

The researcher then resolved into personal and face to face administration of questionnaire in which respondents are issued set of questionnaires to answer and as well asked some oral questions in which they delightedly responded to.

3.8 METHOD OF DATA ANALYSIS

The data analysis involves how the information was placed and analyzed.

There are several ways through which research adopts the used of table and percentage in analyzing the research data collected. Questionnaires were administered to respondents and their responses were analyzed in a tabular form with percentage as the basis of analysis. The use of table and percentage makes the analysis to be precise, accurate and properly structured.
CHAPTER FOUR

4.0 PRESENTATION AND ANALYSIS OF DATA

In this chapter, the data collected for the purpose of this research work will be presented and analyzed in a form that can be easily understood and interpreted by the users of this research work.

4.1 PRESENTATION OF DATA

Presentation of data involves the organization of data collected on the field in a form that will be easily understood by users. Data in this regard can be presented in so many ways; it could be presented in charts diagrams, graphs, tables etc.

In the course of this research study, the researcher adopted the use of table in presenting the data used.

4.2 ANALYSIS OF DATA

Having classified and tabulated the data, the next thing is to obtain the parameter of the population (data), which will later be used for analysis and inference.

This follows immediately after data has been processed into a more comprehensive form that will enable the researcher as well as the users to extract relevant information. Data analysis takes many forms, and shapes ranging from simple comparison to complex statistical and mathematical analysis to display various features of the processed data.

The instrument of data analysis used by the researcher of this research study is percentage (%).
Table 1

Question: marketing research creates job opportunity?

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<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
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</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>9</td>
<td>9/25×100/1=36%</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>16/25×100/1=64%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>No Idea</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The above table shows that, 9 respondents (36%) strongly agree that marketing research create job opportunity and 16 respondents (64%) agreed, nobody strongly disagreed while both disagree and no idea are also none (0%)

Table 2

Question: Marketing research is of benefit to marketing management as a whole?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>16/25×100/1=64%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1/25×100/1=4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>No Idea</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Table 2 shows that 8 respondents (32%) strongly agree that marketing research is of benefit to marketing management as a whole. 16 respondents agree (64%), and only a single person (4%) while strongly disagree and no idea where nil.

Table 3

Question: Marketing research is necessary in developing new products?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>12</td>
<td>12/25×100/1=48%</td>
</tr>
<tr>
<td>Agree</td>
<td>13</td>
<td>13/25×100/1=52%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>No Idea</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 3 shows that, 12 respondents (48%) strongly agreed that marketing research is necessary in developing new products, 13 people (52%) agreed, while strongly disagree, disagree and no idea where nil (0%).

Table 4

Question: Marketing research is of benefit to employees and employers of Unilever Nigeria plc Lokoja.

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>4/25×100/1=16%</td>
</tr>
<tr>
<td>Agree</td>
<td>7</td>
<td>7/25×100/1=28%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>Disagree</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td>No Idea</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
The above table shows that 4 respondents (16%), strongly agreed that marketing research is of benefit to the employees and employers of Unilever Nigeria lokoja, 7 respondents (28%) agreed, 3 respondents (12%) strongly disagreed, 8 of the respondents (32%) disagreed and 3 respondents had no idea (12%).

Table 5

Question: Customers of Unilever Nigeria plc lokoja branch office, benefit from marketing research?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>4/25×100/1=16%</td>
</tr>
<tr>
<td>Agree</td>
<td>13</td>
<td>13/25×100/1=52%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1/25×100/1=4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>No Idea</td>
<td>4</td>
<td>4/25×100/1=16%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 5 shows that 4 respondents (16%) strongly agreed that customers of Unilever Nigeria plc lokoja branch also benefit from marketing research. 13 respondents (52%) Agree, 1 person (4%) strongly disagreed, 3 respondents (12%) disagreed, while 4 of the respondents (16%) had no idea.
Table 6

Question: Marketing research helps manager to produce products that can effectively satisfy his customers?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>19</td>
<td>9/25×100/1=76%</td>
</tr>
<tr>
<td>Agree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2/25×100/1=8%</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>1/25×100/1=4%</td>
</tr>
<tr>
<td>No Idea</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 6 shows that 19 respondents (76%) strongly agreed that marketing research should always be carried out before new products are developed, 3 respondents (12%) agreed, and 2 people (8%) strongly disagreed, 1 respondent (4%) disagreed, while nobody had no idea.

Table 7

Question: Marketing research helps manager to identify the needs of his target market

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>16/25×100/1=64%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>No Idea</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 7 shows that 3 respondents (12%) strongly agreed that marketing research helps managers to identify the needs of his target
market. 16 of the respondents (64%) agreed, 3 people (12%) disagree and 3 respondents had no idea, while no one strongly disagreed.

Table 8

Question: Marketing research helps manager to produce product that can effectively satisfy his customers.

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>11/25×100/1=44%</td>
</tr>
<tr>
<td>Agree</td>
<td>12</td>
<td>12/25×100/1=48%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2/25×100/1=8%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>No Idea</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The above table shows that 11 respondents strongly agreed that marketing research helps managers to produce product that can effectively satisfy his customers. 12 people (48%) agreed, 2 respondents strongly disagreed, while disagree and no idea were nil (0%).

Table 9

Question: Marketing research enable marketing managers to sustain their market share.

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>4</td>
<td>4/25×100/1=16%</td>
</tr>
<tr>
<td>Agree</td>
<td>6</td>
<td>6/25×100/1=24%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0/25×100/1=0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>7/25×100/1=28%</td>
</tr>
<tr>
<td>No Idea</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Table 9 shows that 4 respondents (16%) strongly agreed that marketing research enable marketing managers to sustain his market share. 6 respondents agreed,(24%), 7 People Disagreed (28%), 8 respondents had no idea, while no one strongly disagree.

Table 10

Question: Marketing development helps to forestall competing products from over taken Unilever Company’s product?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
<td>5/25×100/1=20%</td>
</tr>
<tr>
<td>Agree</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1/25×100/1=4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td>No Idea</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 10 shows that 5 respondents (20%) strongly agreed that product development helps to forestall competing products from over taken Unilever Nigeria plc, 8 respondents (32%) agreed, only one person that strongly disagreed, 3 respondents disagree, while 8 people had no idea.
Table 11

Question: marketing research and product development helps to improve the standard of living?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>6</td>
<td>6/25×100/1=24%</td>
</tr>
<tr>
<td>Agree</td>
<td>9</td>
<td>9/25×100/1=36%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1/25×100/1=4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>6</td>
<td>6/25×100/1=24%</td>
</tr>
<tr>
<td>No Idea</td>
<td>3</td>
<td>3/25×100/1=12%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 11 shows that 6 respondents (24%) agreed strongly that marketing research and product development helps to improve the standard of living. 9 respondents agreed, only one person that strongly disagreed, 6 respondents disagree while 3 people had no idea.

Table 12

Question: marketing research helps managers of Unilever Nigeria plc, lokoja in truly analytical and scientific approach to decision making?

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Number of Responses</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>8</td>
<td>8/25×100/1=32%</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
<td>4/25×100/1=16%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>2/25×100/1=8%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>2/25×100/1=8%</td>
</tr>
<tr>
<td>No Idea</td>
<td>9</td>
<td>9/25×100/1=36%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 12 above shows that 8 respondents (32%) strongly agreed that marketing research helps managers of Unilever Nigeria plc lokoja to apply
truly analytical and scientific approach to decision making. 4 of the respondents agreed, 2 people strongly disagree and 2 people also disagree, while 9 of the respondents had no idea.

4.3 DISCUSSION OF THE FINDINGS

This research study is of importance to individuals, firms or organizations that need or may need to embark on marketing research on developing new products. This study shows that there is no thorough marketing research in our organizations today. Thus, many organizations have gone into the development of product, but at the wrong time and for the wrong target markets.

More so, this study has shown that some marketing and research managers do not take marketing research too seriously as it should have been taken. Some managers go to the field of research without the right focus and motive directed or aimed at gathering information about the customers and their needs in order to produce products that will satisfy those needs.

Also, this study reveals that dishonesty and incompetence are other paramount causes of failure of organization engaging in marketing research before developing new products. Some of the researchers today have no knowledge and experience as to how a proper and thorough marketing research should be conducted so as to help their organization(s) in taking decision on which strategy and policy to be adopted in developing new products that will satisfy the needs of their target market and in turn bring high productivity, effectiveness, efficiency and profitability.

It was also revealed that there is no good management decision in regard to marketing management in our organizations today. This has
made marketing research and product development ineffective. It was revealed that there is no good and easy flow of information between the marketing managers and their target market during research and product development is stunted.

Lack of adequate fund for marketing research and development (R&D) makes most of our organizations to fail in their bid to develop new products that will satisfy the needs of their target market.

Finally, this research study has also revealed that inadequate timing is another problem faced by managers. If the product is not developed on time, competitors may come into the market and render the efforts to see that their products are developed on time especially when the demand for them is high.
CHAPTER FIVE

5.1 SUMMARY OF FINDINGS

This research work is on the impact of marketing research on product development. Unilever Nigeria plc was used as the case study.

It was revealed that lack of adequate fund and time committed to marketing research has caused failure to our organizations in their attempt to develop products that will satisfy their target market.

The study also show that lack of good communication network between managers and their customers, poor and ineffective management decision, dishonesty and incompetence on the part of marketing managers and research planners, as well as absence of thoroughly planned and effective execution of marketing research in our organizations in developing products that will satisfy the needs of the target market, at a profit level that will ensure continuity, growth and expansion of the organization and as well enhances the overall achievement of the organizational goals.

5.2 CONCLUSION

In conclusion, a good marketing research should be adopted by marketing managers in developing new products because through this, management will be able to achieve its marketing objectives by producing products that will satisfy the needs of their target market at the optimum level of profitability.

Also, through a thorough planning and effective execution of marketing research, the organization will be able to know which product to develop, for which market to produce, when to produce and where the production should be done. This will enable to put the organization on a balance in its marketing operations.
5.3 RECOMMENDATIONS

Based on the findings earlier discussed, it is hereby recommended that before new product can be developed via a thoroughly planned marketing research, the following factors must be duly considered and put in place.

There must be good management design and approach. This is an important factor that contributes immensely to organizations’ marketing and managerial success.

The management must be very skillful, considerate and effective in its decision making by applying a truly analytical and scientific approach to its decision making process.

Different tactics and strategies should be put in practice in order to have an effective and efficient product development resulting from a thorough planning and execution of marketing research. This will in turn help the management to achieve the overall organizational goals and objectives.

Firms should appoint product managers to manage individual products and new product teams to ensure that the process is carried out successfully.

Marketers should look for ways to design better quality into new products and to improve the quality of the existing ones.

They should ensure that exact quality, size and the features of their product should be made known to the public (customers) through the use of informative and transparent advertisements.
BIBLIOGRAPHY


[http://www.unilever.com/history](http://www.unilever.com/history)
Dear sir,

The bearer of the questionnaire is a student of the above institution, conducting a research on the impact of marketing research on product development a case study of Unilever Nigeria plc, lokoja branch office.

Please the researcher needs your input in the research work, read these questions and provide answer according to your view.

All information provided shall be used for the research work only thanks.

Yours Faithfully,
Ehindero Moses Jonathan.
PART A

1. Age of respondents
   20-30 years [ ] 31-40 years [ ] 41-50 [ ] 51-60 [ ] above 60 years [ ]

2. Sex of Respondents
   Male [ ] Female [ ]

3. Educational Background
   Primary Education [ ] Secondary Education [ ] Ond/Diploma [ ]
   HND/First Degree [ ] Master Degree [ ] Others [ ]

PART B

1. Do marketing research create job opportunity?
   Strongly Agree [ ] Agree [ ] Strongly Disagree [ ]
   Disagree [ ] No Idea [ ]

2. Do marketing research is of benefit to marketing management as a whole?
   Strongly Agree [ ] Agree [ ] Strongly Disagree [ ]
   Disagree [ ] No Idea [ ]

3. Is marketing research necessary in developing new products?
   Strongly Agree [ ] Agree [ ] Strongly Disagree [ ]
   Disagree [ ] No Idea [ ]

4. Do you agree that marketing research is of benefit to employees and employers of Unilever Nigeria Lokoja?
   Strongly Agree [ ] Agree [ ] Strongly Disagree [ ]
   Disagree [ ] No Idea [ ]

5. Do customers of Unilever Nigeria plc Lokoja branch office, also benefit from marketing research?
   Strongly Agree [ ] Agree [ ] Strongly Disagree [ ]
   Disagree [ ] No Idea [ ]
6. Do you agree that marketing research helps managers to produce products that can effectively satisfy his customers?
   Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
   Disagree [ ]   No Idea [ ]

7. Do you agree that marketing research helps managers to identify the needs of his target market?
   Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
   Disagree [ ]   No Idea [ ]

8. Do marketing research help marketing managers to produce products that can effectively satisfy his customers?
   Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
   Disagree [ ]   No Idea [ ]

9. Do marketing research enable marketing manager to sustain his market share?
   Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
   Disagree [ ]   No Idea [ ]

10. Do marketing development helps to forestall competing products from over taking Unilever Nigeria company product?
    Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
    Disagree [ ]   No Idea [ ]

11. Will marketing research and product development helps to improve the standard of living?
    Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
    Disagree [ ]   No Idea [ ]

12. Do you agree that marketing research helps managers of Unilever Nigeria plc Lokoja in truly analytical and scientific approach to decision making?
    Strongly Agree [ ]   Agree [ ]   Strongly Disagree [ ]
    Disagree [ ]   No Idea [ ]