



Impact of Marketing Research on Organizational Productivity in Nigerian Manufacturing Industry

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Abstract

The relevance of marketing research to business survival is a known concept in most countries of the world; it is still yet to be known to some of our indigenous business owners. A few businesses that show interest in these researches only adopted them as a matter of routine. The information obtained was never adequately utilized, hence marketing decisions were based on unbelievable information. If companies want to improve their product performance and advance a viable competitive advantage in the market, they must offer product or services that will continue to attract customers. The study examined the impact of marketing research on organisational productivity. The research design used in this study is the survey method by means of a questionnaire. A well-designed questionnaire (234) was distributed to respondents in Ilorin metropolis, Kwara State, Nigeria. Multiple regression analysis was used to analyze data obtained from the distributed questionnaire. Findings of the study revealed that sales research have a significant effect on market performance ($B=0.312$, $p\text{-value}= 0.000 < 0.05$); the relationship between Sales Information and market performance was significant ($B=0.519$, $p\text{-value}= 0.000 < 0.05$); promotion research have an impact on customers preference. It was established that, the relationship between advertising and customers' preference was significant ($B=0.168$, $p\text{-value}= 0 < 0.05$); the relationship between packaging and branding and customers' preference was significant ($B=0.668$, $p\text{-value}= 0 < 0.05$). The result implies that there was a statistically significant positive relationship between market analysis and organizational productivity. It was concluded that sales research, promotion research, and marketing research had a significant influence on organizational productivity. This study further recommended that certain aspects of marketing research are important in an effort to achieve the productivity objectives of the organization. The important factors identified in this study are product research and market analysis.

Keywords: Market Research, Sales Research, Promotion Research, Organizational Productivity

JEL Classification: M3

Paper Classification: Research Paper

Introduction

For several years, marketing as a field has proven to be a vigorous one. Its revolution from mere buying and selling activities to a multifaceted structure which is considered as the key to an organization's success is evidence to support its relevance. Marketing is extremely central

to the existence of any organization and its success depends largely on the product or service scale rendered by an organization to the potential customers. Marketing research has been a very crucial activity in business management for centuries. Its advancement was hastened by the emergence of the industrial revolution when research into marketing activities was at its basics and remained untapped for several centuries and it remained an insignificant part of firms' marketing strategies until the exit of World War II when Technological Revolution was introduced, which brought along a promulgation of new and multifarious consumer products, improved economies of scale, emerging markets and widespread expansion in business operations. A key development in the post-war was an increasing rate of business failure.

Marketing is a dynamic business activity. The roles it plays in the existence of a business have evolved significantly due to rising events of economic recession, inflation, material and energy scarcities, unemployment, winding up of industries and firms, terrorism and war. And this can also be attributed to the changes in technological advancement, witnessed by the introduction of the internet. All of these have forced marketing executives to become more market-driven when making strategic decisions. This necessitates a ceremonious means of obtaining timely and precise information about changes in consumers' taste, product demands and the general marketing environment and these can only be achieved through comprehensive marketing research (Scott & Gerald, 2010; Moravcikova et al., 2017).

All modern organizations engage in marketing to please and win the loyal support of their customers. Dangote Flour Mills engages in marketing to find out the needs and requirements of flour users, banks engage in marketing research to know about its customers' financial service requirements and Inland Revenue engages in market research to know the needs and requirements of taxpayers and other clients (Ayuba & Kazeem, 2015).

The development of a product is useless where there is no guaranteed market for the product. Also, the creative idea is useless where such an idea could not translate to a marketable product. A marketable product is essential for business survival for that is the only means through which organizations can gain recognition, goodwill and customer loyalty. To produce a marketable product, the view and opinion of the product's target market is paramount and could be sourced through the collection of data, analysis of the collected data, and application of the result for decision making within the organization. A primary means of obtaining data for effective and efficient decisions in an organization is marketing research. An investigation into the influence of marketing research on organizational productivity is deemed appropriate since it is assumed that marketing research promotes the achievement of effectiveness and efficiency in business organizations.

Even though the relevance of marketing research to business survival is a known concept in most countries of the world, it is still yet to be known to some of our indigenous business owners. A few businesses that show interest in these researches only adopted them as a matter of routine. The information gathered has never been adequately utilized and hence basing their market and marketing-related decisions on unscrupulous information. Firms face difficulty in coordinating marketing research variables such as gathering information about how their products meet customers' expectations produced by advertising, packaging, and product appearance and this tends to affect their sustainability in the global market. If companies want to improve their product performance and maintain a viable competitive advantage in the market, they must offer products or services which attract customers' attention. Most companies appear successful over a period of time after launching into the market with new and attractive products or appealing services, but most often experience difficulty in retaining their relevance for a long time due to

failure to continually gather information about changes in the market situation.

Therefore, since it is expected that the works of previous authors are reviewed in this work, it is also essential that a new aspect of the marketing research with relation to its adoption by organizations is examined. It is on this basis that this study shall be carried out with the main objective of examining the role played by marketing research in improving business productivity. In order to overcome all these challenges, the study seeks to examine the impact of marketing research on business productivity, a case study of Dangote Flour Mills.

Research Objectives

The broad objective of this study is to examine the impact of marketing research on organizational productivity. The specific objectives are to:

- i. examine the effect of sales research on market performance;
- ii. determine the role of promotion research on customers' preference

Research Hypotheses

For the purpose of this research work, the following research hypotheses were formulated:

Ho1: Sales research does not have any significant effect on market performance.

Ho2: Promotion research does not have an impact on customers' preference.

Literature Review

Concepts of Marketing Research

Marketing research is the device used in the marketing field by management to solve problems and make marketing decisions (Tarka, 2018). It is a means to sound decision and conclusion as the objective is to furnish an organization with necessary evidence and facts to base their decisions. Marketing Research provides managers with principles which can be carried over from one marketing condition to another and this can be of use in making predictions and judgments. It also provides analytical tools based on logic mathematics used in making decisions.

Research according to Leedy and Ormond (2010) is a systematic mission for undiscovered truth. It is a way in which we solve complicated problems in an attempt to push back the frontiers of human ignorance. He further sees research as a manner of thinking, a manner of looking at the accumulated fact so that a collection of data collected speaks to the mind of the researcher carrying out the study.

Research can be well thought-out as systematic ways and procedures through which we strive to arrive at reality, it can, therefore, be defined as systematic findings aimed at obtaining ample knowledge about the subject being observed (Arowomole, 2012). Osuala (2001) suggest that research is the practice of reaching a dependable clarification to problems through the deliberate and systematic collection, analysis and interpretation of data collected.

Marketing research is defined as the actions that link the consumers and the public in entirety to the marketer using information (American Marketing Association). Through this information, marketing opportunities and challenges are identified and defined to create, process, and appraise marketing plans; for examining marketing performance and to develop a better thought of the

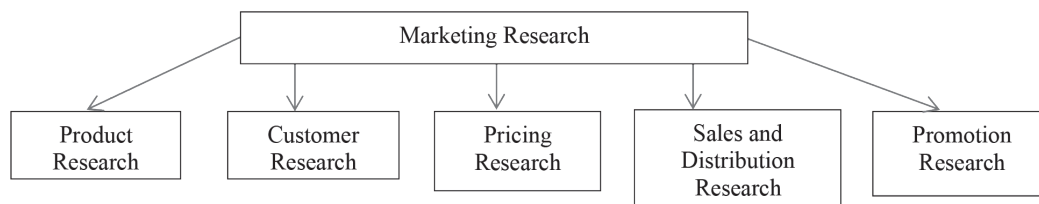
marketing process. Leedy and Ormond (2010) Marketing Research can also be referred to as the methodical discovery, gathering, analysis and distribution of information to foster management decision-making activities in terms of identifying and proffering solutions to the problems and opportunities in marketing. The main purpose of marketing research is to discover and examine how varying components of the marketing mix influence customers' behaviour (Geral & Scott, 2010).

Furthermore, broad research will allow the company to know about the product imperfections (if there are) and perfection (meeting customers' needs). It also tries to offer correct information about the true state of affairs. Owing to the use of marketing research, a company can prepare feasible marketing plan and assess the success of its existing plan (Churchill & Lacobucci, 2013).

As a working definition of this study, marketing research is defined as a logical and objective gathering and analysis of data regarding a targeted marketing audience and marketing environment with the sole aim of broadening organizational knowledge of its target market. Marketing research provides varieties of data (related and non-related), which are necessary in many decision-making processes. Marketing research is a continuous activity; it is not a one-time activity.

Main Divisions of Marketing Research

Marketing research covers many aspects involving the marketing of goods and services with the ultimate goal of obtaining thorough and complete information about the factors that are probably influencing demand for products and services. It is important to differentiate broad divisions of these responsibilities, though, these tend to be rather arbitrary and it will be unrealistic to expect a water-tight compartment (Chisnall, 2005).



Source: Chisnall (2005)

Product Research: This is concerned about identifying products which can be manufactured employing the available technology, and retrieving information about the market demand for new and innovative products that can be offered by future technology.

Product research also encompasses new products design, development and testing, improving existing products and making a forecast of a possible change in market trends, product performance, material inputs and so on. Included in this assessment will be pricing studies, pack acceptability and product performance, visual appeal, comfort, etc.

Customer Research: Customer research investigates into buying-behaviour, examining the socio-economic, cultural and psychological factors affecting buying decisions either at customer level, trade distribution level or at the industrial level. Customer research also attempts to explain customer preferences which are the expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions and behaviours. They match customer needs in explaining customer behaviour. Appealing to the preferences of customers is a fundamental marketing

technique that is important for branding, product development, distribution and customer experience. The following includes types of customer's preferences; convenience, user interfaces, risk, values, sensory, time, customer experience and so on. The other social sciences-sociology, anthropology-can provide extra valuable knowledge of buying behaviour, so research should be all-inclusive and involve many facets. As already observed, it is likewise important to collect both qualitative and quantitative data.

Pricing Research: All businesses must make decisions concerning the pricing of their goods and services. Pricing is a critical factor which affects the business success and is a potent marketing mix tool among the four Ps (Product, Price, Place, Promotion). These inputs are necessarily interconnected and an effective blend is at the heart of successful marketing. Pricing should be approached both analytically and creatively. Costs form the basis on which price is built and these must be known. But equally important is knowledge about the nature of demand, competition level, a technological development that may result in substitute materials, etc. Pricing can be used to position a product relative to competitors' offerings. This suggests that some reliable information should be collected about competitive products specifically related to market segments. Price is an indicator of quality and should, therefore, be evaluated for benefits which they offer buyers, and ideally, these should have been developed from objective knowledge of the expectations of certain types of buyers or users.

Sales Research: Used complementarily with distribution research, it involves a detailed analysis of the activities involved in selling a company's product. Complementarily, distribution research assesses the company's selling arrangement to identify several other distribution methods. The company's market position should be evaluated in comparison to its competitors. When an organization is losing sales and sales trend is stable or improving, research should be aimed at discovering the reason for the company's failure to maintain a trend and account for possible causes of extra sales recorded. How effective the distribution plans and sales force is should also be checked, causes of variation in consumption level should be identified, which could be due to economics and political situation as well as social advancement and government legislations.

It covers sales forecasting, quota selling, sales territory design and other sales-related activities. It analyses sales volume, salesman performance data, new product performance in test markets, opinion on customer-related product data etc.

The purpose of this research includes:

- i. Analyzing salesmen's training
- ii. Testing new sales techniques
- iii. Measuring the salesman's effectiveness
- iv. Studying sales compensation
- v. Assessing market potential.
- vi. Analyzing methods of setting sales quota and sales territories.
- vii. Estimating the size of the market.
- viii. Studying Market segmentation
- ix. Estimating demand for product.

Promotion Research: This involves testing and evaluating the effectiveness of the various measures used in promoting a company's products or services. These activities include

exhibitions, public relation campaigns, merchandising aids such as show cards and point-of-sale stands, consumer and trade advertising, special promotional offers, etc. There are varieties of media available in most developed communities; televisions, press and magazines, cinema, radio, posters, exhibitions, etc. and the wide choice of media is difficult in practice. Promotion research also identifies the most favourable program elements to improve profit. There are several ways to promote products, but each may have different impacts on the organisational bottom line. The challenge here is to choose the blend of promotions that has the highest Return On Investment (ROI) and Return On Objectives (ROO). So many variables affect purchasing decisions that only in few cases can the real sales effectiveness of advertising be known with certainty.

The purpose of this research is to develop the most appropriate advertisement and promotion schemes and evaluate their effectiveness.

The broad areas include:

- i. Advertising copy research
- ii. Media research
- iii. Assessing the effectiveness of advertising
- iv. Assessing the efficacy of sales promotional measures.

Problems of Marketing Research

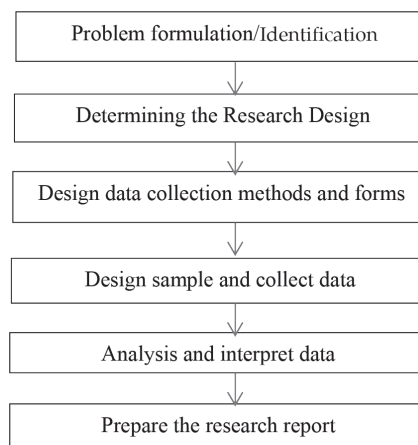
According to Carlos and Josmel (2017), classifying information sources and reliability of information obtained from these sources is a challenge for information managers who must create a match between Information Management (IM) and Marketing Management due to practically beneficial implications of the use of information in marketing. However, engaging in marketing research is a practice recommended to all firms which sometimes doesn't turn out well in the process. Sometime, the motives for carrying out marketing research may not be reached due to some of the reasons identified by Ojo (2003) and these include:

1. Haste: In a bid to achieve several goals in just a short period of time, many companies end up adopting shortcuts and tend to use outdated data which always yields erroneous output.
2. Insufficient cash: Financial limitations may reduce the number of times research activities are conducted, resulting in misleading conclusions. Very often than not, research activities are dismissed prior to attainment of the objectives for which they are setup.
3. Unsuitable methodology: Research outputs may be inaccurate due to errors in research design, sampling or even inadequate understanding of subjects interviewed.
4. Inconsistencies in data analysis: At times, inexperienced managers tend to just concentrate on the information they are on a lookout for while neglecting the possibilities of obtaining other useful information.
5. Incorrect information: Sometimes, due to personal reasons, some subjects of research may give out wrong information while being interviewed which is a major cause of inappropriate results.
6. Seasonality: Research about products that are only consumed in certain seasons may not be effective in seasons when the products are not available.
7. Illiteracy: Many people are sufficiently educated and may not appreciate the value of any research undertaking.

8. Secrecy: Experience has shown that some people will be reluctant to cooperate on rendering some vital information.
9. A critical challenge is that of achieving a credible database; particularly data collection and management.
10. Laziness on the part of the researcher: Most researchers love to take the easy way out but not working hard to get adequate information.

Marketing Research Process

The marketing research processes simply refers to the systematic steps or process to be taken in the conduct of marketing research. It involves a range of inter-connected activities which intersect in no particular order. Research often requires thinking several steps ahead of the information obtained. The various steps involved in marketing research are inter-twinned and each step has some impact over the succeeding step:



Source: Churchill & Iacobucci (2013)

- i. Problem formulation/identification: The first step in the conduct of research is to clearly define the problem an organization is currently facing. This should be done in a way that the problem will not be broadly or narrowly defined. To clearly define a problem, the objective and the situation surrounding a given request for information must be properly identified. This is because it is only when a problem is clearly and precisely defined that research can be conducted to provide the required information.
- ii. Determining the research design: This is the stage to design the plan or strategy to be used in collecting and analyzing data. The source of data and research design to use depends on how much is known about the problem to be solved or investigated; explorative research design is required. Explorative research design involves reviewing published data, interviewing knowledgeable data, conducting focus groups etc. On the other hand, if the problem is clearly stated, descriptive or causal research is required.
- iii. Design data collection methods and forms: This is the stage to design and specify the methods of data collection to be used in the conduct of the research. There are two methods to be used: primary sources and secondary sources. The primary sources are the information gathered by the researchers through a questionnaire, interviews, focus groups, observation and experimentation. While the secondary sources are not gathered for the current study but for other purposes.

- iv. Design sample and collect data: At this stage, the researcher is expected to design and specify the research sampling frame, sampling method and sampling size. Sampling frame is the list of the population element from which the sample will be selected. Sampling method refers to the technique that will be used to select sample from the population element. It may be probability sampling techniques and non- probability sampling techniques. Sample size refers to the actual number of a population element that will be investigated. Once the sample designs are specified, the data collected is the next. Data collection is the process of collecting required data from the target sample through a specified method of data collection.
- v. Analyse and interpret data: This stage involves the extraction of relevant findings from the data. Data analysis involves editing, coding, tabulating and running the required statistics. Editing refers to the process of ascertaining if the collected data is complete and consistent with the instruction provided while coding refers to the process of assigning numbers to each of the responses in order to analyse them. Tabulation refers to the process of presenting in tabular form. Statistics are analytical techniques such as chi-square, conjoint analysis, factor analysis, linear programming, t-test, etc. that can be used to analyse data.
- vi. Prepare the research report: The research report is the document submitted to the management that summarizes the research results and conclusions. The report should generally begin with a brief statement of the problem and those major findings relevant to the main marketing problem facing the organization or management. This report should be written in a simple language and be straight forward. It should also mention any limitations in the cause of the investigation.

In today's marketing research activities, it is important to note the relevance of social media technology in interacting with consumers and gathering data. This helps market researchers to become more efficient by combining data from various sources in order to reach a general decision that applies to a sphere of customers' categories (Nyukorong, 2017).

Theoretical Framework

The following are the theories that were reviewed for the purpose of this study; Resource-Based Theory, Agency Theory, Conflict Theory, Experiential Learning Theory

Resource-Based Theory

A resource-based view argues that competitive advantage is retained through the firm's possession of a unique bundle of resources (Conner & Prahalad, 1996). Resource-based view connotes how enterprise owners develop their enterprise out of resources which they possess from the onset or which they had access to (Dollinger, 1999). Resources as a concept was broadly perceived as 'the key strength/weakness' of an enterprise (Wernerfelt, 1984). Resource based theory is concerned with the fundamental questions of how greater performance is attained in competition against other organizations within the similar market and it is established that greater performance arises from acquisition and exploitation of unique resources available to a business.

Another point worthy of note in the resource-based approach is how critical a venture's capabilities is in dictating firms' performance. Resources are renowned as a critical precursor to improving firm's performance (Wernerfelt, 1984). Resource-based theorists have reiterated that firms may retain competitive advantage using strategic marketing as a tool for winning competition (Michalisin, et al 1997).

Experiential Learning Theory

A manager must be capable of recognising the needs of his business. To this end, needs analysis through the adaptive competence approach relies heavily on Experiential Learning Theory (ELT) (Dunning, Kogut and Blomstrom 1991) viewing the employee and the job commensurately. This approach is placed on the foundation that learning, adaptation, and problem-solving activities are very related and that these processes are required in all jobs. Therefore, describing both the employees' adaptive skills and requirements of the job from the standpoint of learning, one can identify and define the adaptive or interactive processes occurring in every work setting.

This theory theorizes the process of learning in a manner that variations in learning approaches and conforming learning environments is easily identified. Adoption of the adaptive competence approach relies on the principle that the emblematic needs analysis at the employee level represents jobs in one set of terms (i.e. job specifications), and employees' personal traits and characteristics are thought of on the other hand.

However, this study anchors on Resource-based theory, as it portrays that strategists choose from a wide range of strategies or competitive positions that best fits the exploitation of their firm's capabilities and resources in relation to opportunities offered by the external environment. The resource-based approach presents strategists with the tool for evaluating factors that should be deployed in order to gain a competitive edge. In addition, resource-based theory directs management attention to the firm's resources in a bit to identify the assets and competencies that can be combined to attain greater competitive advantages.

Empirical Framework

In this section of this work, the results of previous authors that carried out researches on topics that relate to this study are revealed.

Despite that authors are of similar opinion on the fact that information obtained through marketing research is vital for attaining organizational goals, there are few other empirical researches that examined the linkage between marketing research and organisational productivity.

Yang (2009) also conducted research on the impact of promotional activities on customer purchasing behaviour. The objective of the study was to examine the impact of promotional activities on the purchasing behaviour of customers using Tesco Lotus as a case study. After initial exploratory research at Tesco Lotus to establish existing promotional activities adopted in the organization a survey method was used as a tool to analyse consumer demographic information, consumption behaviour, attitudes concerning promotion and influence of promotional activities on consumers' purchasing attitude. Sample data was then collected from consumers at Tesco Lotus Rama II and analyzed using SPSS. The findings of this study revealed that promotion strategies Tesco Lotus adopted are; membership program, price-off, brochures, demonstration, buy-one-get-one free, discount coupon, free samples, bundled free trial promotions and cash-back. It was also highlighted from the findings that there is a positive significant relationship between demographic attributes and consumers' purchasing behaviour.

Dike (2015) conducted a research on the impact of marketing research on business management. The study investigated the degree of the impact marketing research has on business management. The survey method was employed to obtain data from a sample size of 390 using stratified sampling, simple random, convenience and judgmental sampling technique from Academic Marketers, Marketing Practitioners and Marketing Students were from the National

Institute of Marketing of Nigeria. Data was collected from primary and secondary sources by conducting in-depth interviews with selected members of the sample size. The questionnaire in a five-point Likert scale format was also designed for data collection. The hypothesis of the study was tested with one-way ANOVA and computations were done using Minitab software methods at 0.05 level of significance. The research work concluded that, every area of business decision requires support from a varieties levels of marketing research to reduce risks and improve making definitive statements about the markets. The research work later recommended that, because the reliability of the marketing research industry is at stake, reliability of the information gathered or data collected are crucial. To tackle the issues of unreliable research findings, jobs must be repetitive, costs notwithstanding. The attention should be on generating valuable research data which will improve strategic decision making for the marketing practitioners.

Asha (2017) research aimed at establishing the impact of marketing research practices on the performance of cement manufacturing firms in Kenya. The researcher adopted descriptive research design with the use of a well formulated questionnaire for collecting data from employees at the managerial cadre of six (6) cement manufacturing firms in kenya. Findings from the study revealed that cement manufacturers in Kenya use both financial and non-financial measures to assess their performance and frequent conduct of marketing research has enhanced both performance measures in these organizations.

Tarka (2018) argued that management decision-makers, despite solid affirmation and preference for potentially useful information in making decisions, often opt-in for solutions developed based on intuitive makeup and illogical reasoning. In his study, he adopted judgemental and snowball sampling techniques in collecting data from two hundred and thirteen (213) marketing information users based on information supplied by the Central Statistical Office in Poland. An online email survey was conducted with a response rate of 26% (a typically reasonable response rate for an online survey). He confirmed from analysis of data obtained that, when faced with challenges of processing information or lack of strong cognitive abilities, managers preferably shift towards the irrational approaches to decision making abandoning data obtained from the market, despite huge investment in collecting the data.

Bakator, Dordevic and Cockalo (2018) organised a research work on the impact of promotional activities on customer satisfaction. The aim of the study was to evaluate the effectiveness of promotional exercises in improving customers' satisfaction in the face of current market situations. An online survey was conducted to collect data from four hundred and sixty-six (466) respondents consisting of customers and users of several products in Serbia. It was found that promotional activities influence customers' subjective views of a product and interdependence between promotional activities and customer satisfaction is an important issue of consideration in every marketing environment.

Methodology

Research Design

The research method used in this study is the Survey method by means of questionnaire. A survey is used to obtain information which can be analysed and the pattern formed which lend themselves to interpretation and comparison.

Model Specification

For this study, the researcher performed linear regression to evaluate the hypotheses of the research

Ho₁: Sales research does not have a significant influence on market performance.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

$$Y = \beta_0 + \beta_1 SM + \beta_2 SI$$

Y = Dependent Variable (market performance)

X₁ and X₂ = Independent Variable

X₁ = Selling Methods

X₂ = Sales Information

β = Intercept or Autonomous Variable

β₀ = Constant

Ho₂: What is the role of Promotion research on customer's preference.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

$$Y = \beta_0 + \beta_1 AD + \beta_2 P\&B$$

Y = Dependent Variable (customer's preference)

X₁ and X₂ = Independent Variable

X₁ = Advertising

X₂ = Packaging and Branding

β = Intercept or Autonomous Variable

β₀ = Constant.

Population of the Study

The population is the entire number of people who co-exist in a given area, country or city. For the purpose of this study, the population of the study comprised employees and management of Dangote flour mill Ilorin, Kwara State. The population of the entire employees is six hundred (600) made up managers at each department and their supporting staff.

Sample Size and Sampling Technique

A sample is a representation or sub-group selected from a population under examination to acquire statistical data about the entire population of study (Saunders et al 2007). Sampling is the process or technique of picking out an apposite sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population.

The total population of the study is 600. However, the researcher used Krejcie and Morgan (1970) formulated to determine the sample size. Thus, the formula is:

$$n = \frac{X^2 NP(1 - P)}{ME^2(N - 1) + X^2(P(1 - P))}$$

$$n = \frac{3.8416(600)(0.5)(0.5)}{0.05^2(600 - 1) + 3.8416(0.5)(1 - 0.5)}$$

$$n = \frac{576.24}{0.0025(599) + 1.9208(0.5)}$$

$$n = \frac{576.24}{1.4975 + 0.9604}$$

$$n = \frac{576.24}{2.4579}$$

$$n = 234.444$$

The sample size will be 234.

There are different sampling techniques, but for the purpose of this study, a simple random sampling technique was adopted to select 234 participants.

Method of Data Analysis

Data collected were analysed using descriptive and inferential statistics where appropriate.

Test of Research Hypotheses

Ho1: Sales research does not have any significant effect on market performance.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.759a	0.575	0.572	0.777
a. Predictors: (Constant), Selling Method, Sales Information				

Source: SPSS Output (2019)

The Model Summary obtained from the regression analysis conducted on the research hypothesis one (1) is shown in Table 1, the R2 value of 0.575 was obtained which implies that 57.5% of the variation in the market performance of Dangote Flour Mills Ltd is explained by the regular conduct of market research. The remaining 42.5% of variation is due to other variables that are not present in the model.

Table 2: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.980	2	94.490	156.507	0.000b
	Residual	139.465	231	0.604		
	Total	328.444	233			
a. Dependent Variable: Market Performance						
b. Predictors: (Constant), Selling Method, Sales Information						

Source: SPSS Output (2019)

The Analysis of Variance (ANOVA) table reveals a p-value of 0.000 which is less than the level of significance set at 0.05. Also, a calculated F-value of 156.507 which is higher than the tabulated F-value of 3.09, this indicates that the result is testable.

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.343	0.118		2.900	0.004
	Selling Method	0.350	0.063	0.312	5.553	0.000
	Sales Information	0.552	0.060	0.519	9.246	0.000

a. Dependent Variable: Market Performance.

Source: SPSS Output (2019)

Based on Table 3 (coefficient table), the relationship between Selling Method and market performance was significant ($\beta=0.312$, $pvalue= 0.000 < 0.05$); the relationship between Sales Information and market performance was significant ($\beta=0.519$, $pvalue= 0.000 < 0.05$). The overall analysis suggests that sales research has a significant influence on market performance of Dangote Flour Mills Ltd.

Ho2: Promotion research does not have impact on customer's preference.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.761a	0.579	0.575	0.797

a. Predictors: (Constant), Advertising, Packaging and Branding

Source: SPSS Output (2019)

The Model Summary obtained from the regression analysis conducted on the research hypothesis two (2) is shown in Table 4, R² value of 0.579 was obtained which implies that 57.9% of the variation in customers' preference is explained by the regular conduct of promotion research. The remaining 42.1% of variation is due to other variables that are not present in the model.

Table 5: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	201.699	2	100.849	158.933	.000b
	Residual	146.579	231	0.635		
	Total	348.278	233			

a. Dependent Variable: Customers' preferences are influenced by how frequent and effective the organization's promotion research is.

b. Predictors: (Constant), Branding and packaging, advertising

Source: SPSS Output (2019)

The Analysis of Variance (ANOVA) table reveals a p-value of 0.000 which is less than the level of significance set at 0.05. Also, a calculated F-value of 158.933 which is higher than the tabulated F-value of 3.09 indicates that the result is testable.

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.142	0.133		1.066	0.287
	Advertising	0.188	0.054	0.168	3.464	0.001
	Branding and Packaging	0.698	0.051	0.668	13.806	0.000

a. Dependent Variable: Customers' preferences are influenced by how frequent and effective the organization's promotion research is.

Source: SPSS Output (2019)

Based on Table 6 (coefficient table), the relationship between advertising and customers' preference was significant ($\beta=0.168$, $pvalue= 0 < 0.05$); the relationship between packaging and branding and customers' preference was significant ($\beta=0.668$, $pvalue= 0 < 0.05$). The overall analysis suggests that promotion research has significant influence on customers' preference.

Summary of Findings

The research hypothesis one (1) was tested using multiple linear regression analysis to find the effect of the measures of sales research on the dependent variable (market performance). Analysis of this hypothesis revealed that research into the selling method adopted as well as the use of sales information gathered by the marketing department have a significant influence on the marketing performance of the organisation. Furthermore, it was found that 57.5% of the variations in the market performance of the organisation are predicted by the frequency of conducting market research in the organization.

For the research hypothesis two (2), a multiple linear regression analysis was also conducted to find the effect of the measures of promotion research on customers' preference of Dangote Flour Mills Ltd. Findings from the analysis revealed that 57.9% of variations in the organization's customers' preferences are explained by the regularity in the conduct of promotion research. Also, the two (2) identified measures of promotion research (i.e. advertising and branding and packaging) have a significant influence on customers' preference.

The findings from this research on the benefits of sales research to organizational performance are in tandem with Luciano and Marcos (2007) while Bakator, Dordevic and Cockalo (2018) and Yang (2009) have emphasized the relevance of promotion research to organization performance in areas of customer patronage and customer satisfaction. Ayuba and Kazeem (2015); Asha (2017); Tarka (2018) have all advocated that market research plays an outstanding role in the performance of a business organization.

Conclusion and Recommendation

From the findings discussed above, the study concludes that sales research and promotion research have a significant influence on the productivity of manufacturing firms in Nigeria. Research into the selling method adopted as well as the use of sales information gathered by the marketing department had significant influence on the marketing performance of the organisation

Also, promotion research activities significantly affect the customer's preference of Nigerian manufacturing firms, with much emphasis on adoption of advertising media and packaging & branding that align with the image the consumers require.

Lastly, this study concludes that implementation of sales research and promotion research activities are important to improve the productivity of the organisation, as these activities improve branding, help in identifying opportunities, measures market effectiveness as well as assists in getting insight into the product features.

From the foregoing findings and conclusions, it is recommended that organizations, especially Dangote Flour Mills should pay more attention to gathering of reliable information and implementation of effective selling methods in a bid to raise its level of productivity. Effective advertising media should be given more consideration when dealing with customers' preference. Also, packaging and branding are factors that can assist Dangote Flour Mills in improving their productivity. Finally, it has been found in this study that certain aspects of marketing research are important in an effort to achieve the productivity objectives of the organisation.

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