



Research Paper

Effect of Marketing Research on New Product Development: A Study of Selected Bakeries in Awka, Anambra State, Nigeria

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ABSTRACT

This study investigated the effect of marketing research on new product development in selected bakeries in Awka, Anambra State, Nigeria. Specifically, the study sought to examine the effect of survey research on new product development; to investigate the effect of focus-group research on new product development; to ascertain the effect of observational research on new product development; and to determine the effect of customer information on new product development. Relevant conceptual, theoretical and empirical literatures were reviewed. The study was anchored on attribution theory. Survey research design was employed. The population of study was made up of 229 employees of five selected bakeries in Awka. Structured questionnaire was employed as the instrument of data collection. Descriptive statistics and multiple regression analysis were employed in analyzing the data. The results indicate that survey research, focus-group research, observational research and customers' information had significant relationship with new product development. Based on the findings, the study concludes that that marketing research had significant effect on new product development for selected bakeries in Awka. It is recommended amongst others that producers should ensure that adequate survey is carried out to determine the consumers wants, needs and taste in order to design products that best meet these demands.

KEY WORDS: *Marketing, Marketing Research, Product Development, Customer, Focus group*

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I. INTRODUCTION

Getting adequate information during the new product development (NPD) process is considered to help firms enhance firm performance. One of the efficient means of getting this information is through marketing research activities. The period of marketing orientation has made firms to consider customers needs and wants in developing their products and services. Marketing concept entails a marketing philosophy which holds that the key to achieving the goals of the organization is being more efficient and effective than the competitors in integrating marketing actions towards identifying and satisfying the needs and wants of the customers. Since the consumers have become the fundamental focus in the marketing concept, it becomes imperative that firms should carry out their production activities based on the needs and wants of consumers, which is the precept of marketing research in the designing and development of product offerings to the consumers. Thus, marketing research is an indispensable activity in new product development since through the use of marketing research, a firm can determine the exact needs and wants of the market intended to serve and the features of the targeted consumers. Marketing research is one of the essential tools marketers or firms can use in enhancing the quality and quantity of goods and services produced and for better understanding of the dynamics of the marketing environment?

Adeleke, (2003) noted that marketing research involves the systematic and objective collection, recording, scrutiny, interpretation and reporting of information inherent in the existing or probable behaviours in

the market. This explanation is more encompassing as it lays emphasis on two-way interaction between the consumers and producers of goods or service. This implies that marketing research helps to discover the demands of the market in terms of goods and services, the right place, the right people and the right means of distributing the preferred products at the right time (Ibidunni, 2011). New product development (NPD) on the other hand is the whole procedure of introducing new products to the market. A product is a set of benefits offered in exchange and can be intangible (like experience, service or belief) or tangible. There are two equivalent paths involved in the procedure of new product development: one involves generating the ideas, designing the product and detail engineering; the other includes marketing analysis and research (Svendesen, Haugland, Gronhaug, & Hammervoll, 2011). Companies naturally see new product development as the initial stage in designing and marketing new product within the general tactical process of product life cycle management used to enhance the market share. The procedure involved in new product development is vital within the organization, though it is time-consuming and complicated process in which numerous diverse activities are involved (Ehinder, 2013).

The product development activities encompasses product enhancement, product line extension and product relaunch, as well as innovation of products. Product development affects all segment of the firm from machine operator to the top management, and it can only be successful when there is company-wide integration and effective top management leadership. As well as integrated company activities, there is a need for integrated knowledge-based communications, informed and sympathetic leadership. The individual elements in the organization know their exact role in the project, what happened upstream and downstream in the project (Oladele & Olaleke, 2013).

New product development (NPD) covers so many dimension which includes technical research, the market and marketing, the companies technological ambience, the company's internal organisation, the existing and potential customers, competitors, socio-economic, political, legal and physical environments of the firm. It is the firm's ability to interconnect its knowledge and skills with the multifarious ambience affecting the company that leads to success in the development of products. Firms acknowledges that they have deficient knowledge in some of the total technology and the wherewithal to acquire this knowledge, so they have to be selective in the knowledge they acquire but need still to ensure that decision-making is centered around the total technology. This knowledge includes the tactical knowledge of the company, and novel knowledge emanating from outside the firm and from research efforts (Opara & Adiele, 2009). Based on the foregoing, the study evaluated the effect of marketing research on new product development in selected bakeries in Awka metropolis.

II. STATEMENT OF THE PROBLEM

The survival and competitiveness of many firms is centered on its ability to innovate its product and services line i.e. to offer new and existing customers a range of new product in the face of competition and altering market dynamics. Under contemporary dynamics of competitiveness, it is becoming progressively more dangerous not to innovate and improve the product line of the company. Firms devoid of programmed and effectively managed innovations may find itself behind competition. Though innovation is essential, it is very costly and risky adventure. Booz, Allen and Hamilton as cited in Oladele and Olaleke (2013) opines that nearly half of the resources invested on new products are allocated to product that are by no means booming in the market. The Nigerian food industries particularly bakeries are not exempted from this scenario described above. Cases abound of new products introduced by some of these bakeries that are still struggling in the ever competitive Nigerian bakery industry. There are still good reasons to believe that effective development of new product will even be hard nut to crack in the future especially in the light of influx of foreign products and exposure to global competitiveness. These factors include dearth of new product ideas, shortage of funds, influx of foreign products, increased interests and exchange rate, enhanced government regulation on new product composition and inadequacy of marketing research funds and facilities nationwide, to mention but a few.

Bakeries invest in new product development to ensure future success in the market. However, new food products are often more likely to fail than to succeed. A considerable amount of new product development spending can be wasted if appropriate marketing research is not carried out. This high rate of new product failures can easily put companies at a big disadvantage in the increasingly competitive marketing place. The bakery industry has been characterized by rapidly changing consumer tastes and addressing changing tastes with new products is essential in maintaining customer patronage, so a good NPD becomes a key factor in competitiveness. Therefore, new product development strategies should change to follow changes in market and technology, hence the need for effective marketing research in new product development process. Based on the foregoing, the study investigated the effect of marketing research on new product development for selected bakeries in Awka.

III. OBJECTIVES OF THE STUDY

The broad objective of the study is to investigate the effect of marketing research on new product development for selected bakeries in Awka. The specific objectives include to:

1. Examine the effect of survey research on new product development for selected bakeries in Awka.
2. Investigate the effect of focus-group research on new product development for selected bakeries in Awka.
3. Ascertain the effect of observational research on new product development for selected bakeries in Awka.
4. Determine the effect of customer information on new product development for selected bakeries in Awka.

IV. RESEARCH QUESTIONS

The following research questions guided this study.

1. What are the effects of survey research on new product development for selected bakeries in Awka?
2. To what extent does focus-group research affect new product development for selected bakeries in Awka?
3. How does observational research affect new product development for selected bakeries in Awka?
4. To what extent does customer information affect new product development for selected bakeries in Awka?

V. HYPOTHESES

The following hypotheses guided this study:

1. There is no significant relationship between survey research and new product development for selected bakeries in Awka.
2. There is no significant relationship between focus-group research and new product development for selected bakeries in Awka.
3. There is no significant relationship between observational research and new product development for selected bakeries in Awka.
4. There is no significant relationship between customer information and new product development for selected bakeries in Awka.

VI. L ITERATURE REVIEW

6.1. Marketing Research

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 firm. Similarly, Eric, Rogers and Williams (1989) defining a marketing research as the procedure of defining a marketing problem and opportunity, systematically collecting and analyzing information and suggesting actions to enhance firm marketing activities. Marketing research can therefore be seen as the systematic and objective approach for the gathering, analyzing and making available information to guide managers in carrying out marketing decision to solve marketing problems.

Asika and Osuagwu (1997) described marketing research as the study of all the problems relating to the transfer of goods and services from producer to consumer with the aim of producing realistic answers in consonance with accepted theoretical principles. Kotler (2006) further views marketing research as a methodical process of analysis, model building and fact findings for the purpose of effective decision making and control in the marketing of goods and services. It is essential here to note that marketing research as been used in some literature to represent market research. Baker (1960) noted that marketing research is concerned with measurement and analysis of market, whereas marketing research is concerned with all those factors which impinge upon the marketing of goods and services, and so include the study of distribution channels, advertising, the whole field of consumer's behaviour, competitive products and marketing policies.

Cooper (2004) noted that another area where research is essential is profits. Two important elements are involved. First, there is the need to forecast sales and related costs- resulting in profits. Second, there is the prerequisite to plan a competitive marketing program that will produce the desired level of sales at a suitable cost. Sales forecasting is the key tool used to put into practice the profit-direction element in the marketing management concept. Of course, the interpretation of cost information and the analysis of past sales are essential in performance evaluation and provide valuable information for future planning (Cooper, 2004).

McGee and Spiro (2008) asserted that greater part of marketing research is focused on specialized management area. These activities are divided into five major areas of marketing research. They include:

1. Research on markets which include market characteristics, market potentials, market trends, completion, market share, and other market intelligence.

2. Research on sales forecasting, sales-sales analysis, sales territory design, sales performance measurement, quota-setting, distribution costs, trade channels and inventories.
3. Research on products which include new product research, concept tests, product features, product tests, and market tests and brand image.
4. Research on advertising and promotion which include promotion concepts, media research, copy research, packaging, merchandising and advertising effectiveness measurement.
5. Research on economic and technological forecasting, corporate growth and development, corporate image, profitability measurement, corporate planning inputs, facilities location, merger and acquisition studies (McGee & Spiro, 2008).

Taking cognizance of the relative short time frame in which marketing research has developed since the 1930s, it is quite noteworthy that so complicated and thorough a collection of techniques and procedures should have been developed. In many instances, marketing research has developed faster than any other technical area in marketing management. In view of the greatly specialized nature of marketing research, it is not possible in this discussion to present more than an outline of the basic techniques and procedures. Ottum and Moore (2007) noted that it is essential for a marketing manager to be conversant with the fundamental techniques and procedures involved in marketing research. It is true that many business people will never have occasion to engage personally in marketing research. However, it is quite likely that they will be faced with a need either to supervise an internal marketing research activity or to work with an outside marketing research firm. The manager who is conversant with research function is in a position make intelligent judgment on the research specialists' proposals and to evaluate their empirical findings and suggestions.

Ehinderer (2013) categorized marketing research into the following:

6.2. Focus-Group Research: This involves the gathering of between six to ten individuals who are invited to discuss product/services, organization and the other marketing entities with a skilled moderator. The moderator is required to be knowledgeable on the issue especially in consumer behaviour and groups dynamics.

6.3. Survey Research: This technique helps firms to acquire information about people's preferences, satisfaction, beliefs, awareness level, knowledge, etc in order to determine the magnitudes in the general population. It involves a systematic and careful determination of the population, the sample respondents to be reached, design of research instrument (interview or questionnaire), data collection, data processing and analysis.

6.4. Observational Research: This involves the collection of fresh data by observing the relevant actors and settings involved in the research interest. In this method, no communication goes on between the behaviour rather it involves watching, either mechanically or in person, on how people actually behave and reacts to get the needed data for analysis.

VII. NEW PRODUCT DEVELOPMENT

New product is defined by Kim, Park and Sawng (2016) as a product for which the company needs a new marketing and in which the considerable changes are conveyed but excludes any changes that may need simple promotions. New product development is normally defined by a number of researchers as the transformation of a market opportunity into a product as a result of the integrative coupling of market assumptions with technological possibilities. The Product Development and Management Association (PDMA) (2006) defined NPD as an overall process of strategy, concept generation, organization, product and marketing plan creation and evaluation, and commercialization of a new product. This means that NPD is a process that begins with opportunity identification and ends with a set of information that adds value to customers and brings returns to an enterprise.

The NPD procedure involves the activities carried out by firms when designing, developing and introducing new products. A new product that is introduced on the market evolves over a series of stages, starting with an preliminary product concept or idea that is assessed, developed, tested and introduced into the market (Booz, Allen & Hamilton, 1982). This series of actions can also be seen as a sequence of information gathering and assessment stages. In effect, as the new product develops, management becomes more and more well-informed and certain about the product and can evaluate and reevaluate its preliminary decision to undertake development or launch. To make NPD successful, there should be a synergy between the research and development (R&D), engineering, manufacturing, finance, marketing and purchasing departments. Marketing department first has to make an evaluation about new product, and then a cross-functional team created for the new product has to come into the scene for development of new product (Stone & Desmond, 2007). The NPD procedure consists of the activities carried out by companies when designing and introducing new products. Following this process of information gathering and evaluation can lead to improved new product decisions on the part of firms by limiting the level of risk and minimizing the resources committed to products that eventually fail. The NPD process differs from industry to industry and from firm to firm. Indeed it should be adapted to each firm in order to meet specific company resources and needs.

VIII. THEORETICAL FRAMEWORK

This study was anchored on attribution theory. The bulk of the attribution theory research may be traced back to work of Heider's (1958) on causal inference in which he addressed the issue of how people attribute causes to the events or occurrences in their environment. This work was extended by Jones and Davis' (1965) theory of correspondent inferences and Kelley's (1967) presentation of attribution theory. Both of the latter contributions sought to further specify the conditions under which observers are able to infer unobservable dispositions or attributes in the organisms or objects they encounter.

Attribution theory is concerned with how ordinary people explain the causes of behavior and events. Attribution theory deals with how the social perceiver uses information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgment. Heider (1958) believed that people are naive psychologists trying to make sense of the social world. People tend to see cause and effect relationships, even where there is none. Heider didn't so much develop a theory himself as emphasize certain themes that others took up. There were two main ideas that he put forward that became influential: dispositional (internal cause) vs situational (external cause) attributions. Dispositional attribution assigns the cause of behavior to some internal characteristic of a person, rather than to outside forces. When we explain the behavior of others we look for enduring internal attributions, such as personality traits. This is known as the fundamental attribution error. On the other hand, situational attribution assigns the cause of behavior to some situation or event outside a person's control rather than to some internal characteristic. When we try to explain our own behavior we tend to make external attributions, such as situational or environment features.

This theory is relevant to the study in that it provides a logical model for judging whether a particular action should be attributed to some characteristic (dispositional) of the person or the environment (situational). In this case, whether the success or failure of new product development activities is attributed to marketing research. Marketing research centers on effective information gathering to understand the needs and wants of the target market in order to aid in the effective development of new product.

8.1. Empirical Literature

In this section, the existing empirical studies on the relationship between marketing research and new product development were discussed. Witell, Gustafsson and Johnson (2014) investigated the effect of customer information during new product development on profits from goods and services. Descriptive statistics and partial least square was employed in analyzing the data. The results show that obtaining customer information during NPD influences the profits from new offerings, which vary depending on the phase of the NPD process. The financial rewards from obtaining customer information for goods are highest in the early phases of the NPD process and decline in later phases. The financial rewards for services, on the other hand, are high in the early and late phases of the NPD process.

Opara and Adiele (2009) investigated the impact of marketing research on consumer product planning and development in Nigeria manufacturing firms. The study adopted survey research design and primary data were sourced from one hundred and ten respondents drawn from the Manufacturers Association of Nigerian Port Harcourt. Pearson correlation was employed in analyzing the data. The study revealed that a significant relationship exist between marketing research and new product planning and development. The study also found a significant relation between marketing research and consumer behaviour. It was also found that marketing research enhances product development.

Oladele and Olaleke (2013) examined the role of marketing research as pathway to developing optimal market oriented products. Survey research design was adopted. The study covered workers of companies at Agbara industrial estate in Ogun state. Regression and correlation test statistics were employed in analyzing the data. Findings show that marketing research has significant effect on new products been easily adopted by consumers. Findings also revealed that there is a significant relationship between the use of marketing research and the development of consumers oriented products by the organisation.

Onwubiko (2015) investigated the impact of marketing research on business management in Nigeria. Survey method was used. 15,600 registered members of the National Institute of Marketing of Nigeria (NIMN), comprising academic marketers (2200), marketing practitioners (9350) and marketing students were studied. The sample size of 390 was determined using Yamane (1967) formula. One-way ANOVA was employed in analyzing the data with Minitab software techniques. The study found that marketing research had non-significant positive impact on business management practice in Nigerian organizations.

Bello and Aina (2015) investigated the role of marketing research on the performance of business organizations. Using the data, the researchers empirically test and substantiate innovations mediating role in the market research performance relationship of an organization. The study was conducted in federal capital territory, Abuja, Nigeria through the use of questionnaire and interview. Two hundred and fifty respondents were sampled for the study. Regression analysis and correlation analysis were employed in analyzing the data.

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

IX. METHODOLOGY

The study adopted survey research method. This study is carried out in Awka, Anambra State. The bakeries selected for the study include Blessed Goodwill Industry, Stanel Bakery, Roban Bakery, Ofiaku Bakery and Amerigo Foods Limited. The population of study is made up of the 229 employees of five selected bakeries in Awka, Anambra State. Structured questionnaire was used to generate data for the study. Descriptive statistics and Multiple Regression Analysis (MRA) method were employed to determine the effect of marketing research on new product development.

X. DATA PRESENTATION AND ANALYSIS

10.1. Descriptive Analysis

This section presents the descriptive statistics on marketing research and new product development. This measures the individual characteristics of the variables used in the study in terms of means and standard deviation the result is presented in the table below:

Table 1: Descriptive Features of the Explanatory and Dependent Variables

Variables	Mean	Standard Deviation
New Product Development	8.26	3.332
Survey Research	7.89	3.751
Focus Group Research	8.74	4.070
Observational Research	8.25	3.951
Customer Information	9.24	3.766

Source: SPSS Version 21.0

Table 1 provides results about the mean and standard deviation of the explanatory and dependent variables applied in the study. New product development has a mean value of 8.26 with a standard deviation value of 3.332. The mean value of survey research and focus group is 7.89 and 8.74 respectively with a respective standard deviation value of 3.751 and 4.070; while observational research and customer information recorded respective mean value of 8.25 and 9.24 with a respective standard deviation value of 3.951 and 3.766.

10.2. Multiple Regression Analysis

Multiple regression result was applied to empirically test the effect of explanatory variables on the dependent variable. The multiple regression analysis result presented in the tables below.

Table 2: Summary of the Regression Result

The result of the multiple regression formulated in section three is presented in the tables below.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.265 ^a	.690	.504	3.241	1.879

a. Predictors: (Constant), Survey Research, Focus Group Research, Observational Research, Customer Information

b. Dependent Variable: New Product Development

Table 2 shows that R² value of 0.690 indicates that 69% of the variation in new product development is explained by variations in survey research, focus group research, observational research and customer information. The result of R² was supported by adjusted R² value of 0.504. The Durbin-Watson statistics value of 1.879 in table 2 indicates that the variables used in the study were not autocorrelated, this implies that result is reliable for future predications.

Table 3: ANOVA Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	179.546	4	44.886	4.272	.002 ^b
Residual	2384.937	225	10.506		
Total	2564.483	229			

a. Dependent Variable: Customer Purchase Intent

b. Predictors: (Constant), Coupon, Premium, Free Sample

The f-statistics value of 4.272 in table 3 with f-statistics probability of 0.002 shows that the independent variables has significant effect on dependent. This shows that survey research, focus group research, observational research and customer information can collectively explain the variations in new product development in selected bakeries in Awka, Anambra State.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.311	2.121		8.632	.000
1 Survey Research	.159	.053	.194	3.014	.001
Focus Group Research	.091	.054	.128	2.112	.000
Observational Research	.110	.052	.140	2.674	.000
Customer Information	.136	.051	.132	2.147	.002

Table 4: Coefficients of the Model

Source: SPSS 21.0

Table 4 shows the coefficient of the individual variables and their probability values. Survey research has a regression coefficient of 0.159 with a probability value of 0.001 implying that survey research has significant effect on new product development in selected bakeries in Awka. Furthermore, focus group research has a regression coefficient of 0.091 with a probability value of 0.000. This implies that focus group research has significant effect on new product development in selected bakeries in Awka. On a similar note, observational research has a coefficient value of 0.110 and a probability value of 0.000. This shows that observational research has significant effect on new product development in selected bakeries in Awka. Furthermore, customer information recorded regression coefficient value of 0.136 with a probability value of 0.002. This implies that customer information has significant effect on new product development in selected bakeries in Awka.

XI. TEST OF HYPOTHESES

Here, the four hypotheses formulated in section one were empirically tested using t-statistics and significance value of the individual variables in the regression result and the result is shown in the table below.

Table 5: T-Statistics and Probability Value from the Regression Result

Model	t	Sig.
(Constant)	8.632	.000
1 Survey Research	3.014	.001
Focus Group Research	2.112	.000
Observational Research	2.674	.000
Customer Information	2.147	.002

Source: Authors Compilation from the Regression Result

11.1. Test of Hypothesis One

Ho: Survey research has no significant effect on new product development for selected bakeries in Awka.

Hi: Survey research has significant effect on new product development for selected bakeries in Awka.

In testing this hypothesis, the t-statistics and probability value in table 5 is used. Survey research has a t-statistics of 3.014 and a probability value of 0.001 which is statistically significant. This implies survey research has significant effect on new product development for selected bakeries in Awka.

11.2. Test of Hypothesis Two

Ho: There is no significant relationship between focus-group research and new product development for selected bakeries in Awka.

Hi: There is a significant relationship between focus-group research and new product development for selected bakeries in Awka.

Focus group research has a t-statistics of 2.112 and a probability value of 0.000 which is statistically significant. This implies that there is a significant relationship between focus-group research and new product development for selected bakeries in Awka.

11.3. Test of Hypothesis Three

Ho: There is no significant relationship between observational research and new product development for selected bakeries in Awka.

Hi: There is a significant relationship between observational research and new product development for selected bakeries in Awka.

Observational research has a t-statistics of 2.674 and a probability value of 0.000 which is statistically significant. This implies that there is a significant relationship between observational research and new product development for selected bakeries in Awka.

11.4. Test of Hypothesis Four

Ho: There is no significant relationship between customer information and new product development for selected bakeries in Awka.

Hi: There is a significant relationship between customer information and new product development for selected bakeries in Awka.

Customer information has a t-statistics of 2.674 and a probability value of 0.000 which is statistically significant. This implies that there is a significant relationship between customer information and new product development for selected bakeries in Awka.

XII. DISCUSSION OF FINDINGS

This study investigated the effect of marketing research on new product development in selected bakeries in Anambra State. Data sourced from the management and employees of the sampled bakeries were subjected to empirical analysis and the following were discovered. The study found that survey research has significant effect on new product development for selected bakeries in Awka. This implies that using survey research to gather information from customers can help enhance the development of new products in the bakery industry. This agrees with the position of Cooper and Klienschmidt (2000) that marketing research bring in information about the customers at many different stages of the NPD process.

The study also found that focus-group research had significant relationship with new product development for selected bakeries in Awka. This shows that the use of focus-group research can ensure the success of new product development. This agrees with the position of Viaene and Januszewska (2009) that marketing research discerns market perceptions toward new products at various stages of the NPD process and this can help in the success of the new products.

The study further found that observational research had significant relationship with new product development for selected bakeries in Awka. This implies that observational research can help to improve new product development. This agrees with the findings of Opara and Adiele (2009) that marketing research enhances product development.

Finally, the study indicates that customer information had significant relationship with new product development for selected bakeries in Awka. This implies effective and adequate use of customer information can enhance new product development for selected bakeries in Awka. This agrees with the findings of Carbonell et al. (2009) that obtaining customer information through continual, informal and in-depth contact with customers is important for new product development success.

XIII. CONCLUSION AND RECOMMENDATION

The study investigated the effect of marketing research on new product development in selected bakeries in Anambra State. Data sourced from the management and employees of the sampled bakeries were subjected to empirical analysis. The study found that survey research, focus-group research, observational research and customer information were found to have significant effect on new product development for selected bakeries in Awka. Based on the foregoing, the study concludes that marketing research had significant effect on new product development for selected bakeries in Awka. Based on the foregoing, the study recommends the following:

1. Producers should ensure that adequate survey is carried out to determine the consumers wants, needs and taste in order to design products that best meet these demands.
2. Adequate fund should be budgeted by players in the bakery industry on market research. Such finances when adequately employed would go along why to improve market research and placed the business environment in a vintage disposition to achieved optimal result and performance.
3. Development strategies should be placed to enhance staff performance and increase their contribution to the industry. This should come in form of seminars, workshops, symposium syndicate and implement training performances. Furthermore, existing staff should be retained and continuously given orientation and refresher courses in order to cope with the increasing demand for marketing activities vis-à-vis market research in all its form.

4. The nature of implementation of marketing research in most business organization should be properly done and carried out in such a way that it will meet the company targeted outcomes and also meet the target consumers needs and wants.

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