
Marketing Research and Entrepreneurship Development: Conceptual and Empirical Assessment

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ABSTRACT

Marketing research and entrepreneurship development has been conceptually and empirically analyzed in this study. Marketing research play a dominant role in the execution and operation of entrepreneurship development. Descriptive and survey research design was used. The study acquires its data from primary and secondary sources. Stratified sampling technique was used to select 200 respondents for the study. Structure questionnaire were design using 4 point likert scale; strongly Agreed (SA), Agreed (A), strongly Disagreed (SD) and Disagreed (D), to acquire needed information concerning study. Two hypotheses were tested using marketing research and marketing environment (independent) and entrepreneurship development (dependent). Both independent variables have significance effect on dependent variable through chi square statistics tools. The study attracts recommendations among are: both potential and existing entrepreneur should imbibe the culture of conducting marketing research. It gives sense of direction in accomplishing their business goals and objectives and Entrepreneur must scan marketing environment in the course of executing any venture in a competing environment in order to gain advantages over others.

Keywords: Marketing, Research, Information, Entrepreneurship, Development and Environmental Scanning

INTRODUCTION

Many Nigerian possess the attitude of establishing one entrepreneurial skill or the other without monitoring the situation revolving the environment. They believe that since the needed capital is available, is an avenue to succeed in such entrepreneurial activities designed. They neglect the impact of marketing research in the establishment of entrepreneurial activities which is the pillar of every business oriented organization that is profit driven. Marketing itself according to American marketing association is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customers' relationship in ways that benefit the organization and its stakeholders (Kotler & Keller, 2009). Every business environment is prone to several factors militating against entrepreneurial

activities such as socio/cultural factor, economical factor, technological factor, legal/political factor, competitive factor, physical factor etc. Marketing research provides management with in-depth information regarding crucial factors that have an impact on the target market and existing marketing mix. Market research allows management to make the changes necessary for better results through adopting a proactive approach www.morebusiness.com. Marketing research aims to take some of the risk out of marketing decisions by providing information that can form part or the entire basis of decision-making. It is applicable to all aspects of marketing-mix decisions and should be an integral part of the process of formulating marketing strategy. Marketing research can help in a variety of studies and makes use of both primary and secondary data sources (Tony & Barbara, 2004). Marketing research focuses on understanding the customer, the company, and the competitor. Companies must understand and respond to what customers want from their products. Using an analogy of a house foundation, marketing research can be viewed as the foundation of marketing. Just as a well-built house requires a strong foundation to remain sturdy, marketing decisions need the support of research in order to be viewed favourably by customers and to stand up to competition and other external pressures. Consequently, all areas of marketing and all marketing decisions should be supported with some level of research. Generally entrepreneurship development has been regarded as the bulwark for employment generation and technological development in Nigeria, despite that, this concept must give marketing research priority in various skills of endeavour to achieve its aim in the country. Thus, entrepreneurship activities and innovative ingenuity in Nigeria have developed enterprises in the following areas. Agricultural/agro-allied activities where there are foodstuffs, restaurants, fast food vending etc. In the area of solid minerals, there are quarrying, germ stone cutting/polishing and crushing engineering. In power and transport, there are power generations, Haulage business (cargo and passengers). In the area of information and telecom business, there are manufacturing and repairs of GSM accessories and the printing and selling of Recharge cards. In hospitality and tourism business, there are hotels, accommodation, resorts centre, film and home video production; in oil and gas business, there are construction and maintenance of pipelines, drilling, refining by products. In the area of environmental and waste management business, there is refuse collection/disposal, recycling, and drainage/sewage construction job. In the area of financial banking services, there are banking, insurance and stock trading. In engineering and fabrication work, there are machines and tools fabrications. There is also the building and construction, where there are plan and design services and material sourcing (Agbeze, 2012). All these activities must put marketing research into

consideration in order to acquire useful data that can be translate into meaningful information on how, where, when, source raw material and desirable customer to succeed in the entrepreneurial achievement.

STATEMENT OF THE PROBLEMS

Many individuals and organizations who crave for the development of entrepreneurship activities fail to achieve their business objectives at the long run. It is as the result of negligence towards marketing research which seems to be the pillar of entrepreneurship development. This has motivated the researcher to assess the effect of marketing research on entrepreneurship development. Entrepreneurship development has been pertinent program that have drawn the attention of every bodies in the country and most of the interested individual find it difficult to evaluate environmental impact of this program to their wellbeing.

OBJECTIVES OF THE STUDY

To assess the effect of marketing research on entrepreneurship development.

To evaluate the marketing environment effect on entrepreneurship development.

HYPOTHESES OF THE STUDY

Ho Marketing research has no effect entrepreneurship development.

Ho Marketing environment has no significant effect on entrepreneurship development.

CONCEPTUAL FRAMEWORK

Nature of marketing research

Marketing research can be defined as the process of gathering recording and analyzing the data related to certain products and services. This need for market research is derived from the concept that only by understanding the needs and wants of the target audience and by effectively meeting them, you will be able to achieve the organizational goals and surpass the competition in the specific market. Thus, arises the need to collect data about the customers, competitors, and other forces in the marketplace. This data in turn is collected and analyzed to make relevant marketing decisions, be it in relation to setting up a business, developing a product, creating a brand or coming up with an advertising campaign <http://www.buzzle.com/articles/importance-of-marketing-research.html>. Marketing research is the function that links the consumer, customer and public to the marketer through information – information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues; designs the method for collecting information;

manages and implements the data-collection process; analyzes the results; and communicates the findings and their implications (AMA 1987; Tony & Barbara, 2004). Marketing research focuses on understanding the customer, the company, and the competition. These relationships are at the core of marketing research. Companies must understand and respond to what customers want from their products. However, this relationship is always influenced by competitors and how their products are received by your market. Thus, you must clearly identify the customer, company, and competition before developing a research project.

There are several important factors you must consider before you begin, including:

- Your customers and competition
- Awareness and image of your product
- Product usage
- Undiagnosed problems with your product
- Customer desires and needs for new product development (Scott & Gerald, 2012).

Importance of marketing research

Market research is imperative for a company to know what type of products or services would be profitable to introduce in the market. Also with respect to its existing products in the market, good market research enables a company to know if it has been able to satisfy customer needs and whether any changes need to be made in the packaging, delivery or the product itself. This enables a company to formulate a viable marketing plan or measure the success of its existing plan. Marketing research connects the consumer, the customer and the public to the marketer through the medium of information. This information is used to distinguish and define marketing opportunities and threats or problems. It is also used to create, improve and assess marketing actions and to monitor marketing performance. It also helps to improve understanding of marketing as a process. Marketing research identifies the information required to address these issues. It comprises methods for collecting data, analysis of the data collected and its interpretation, and communication of the findings and their implications. It takes account of past experience, the present situation and the likely future so that marketing executives can make sound decisions. Successful entrepreneurs must adapt to an ever-changing business environment. In addition to the everyday aspects of running a business, a company has to consider materials, energy shortages, inflation, economic recessions, unemployment, and technological changes. A profitable company must also respond to the market with its products and advertising. A critical

tool for measuring the market and keeping competitive is effective marketing research (Scott & Gerald, 2012).

Divisions of Marketing Research

According to Tony & Barbara (2004) marketing research has developed a number of broad divisions covering the range of problems and decisions with which executives have to deal.

Customer Market Research

Customer market research can produce quantitative facts about particular markets and market segments – for example, the size of the market both in terms of unit sales and value. When this data is collected over time it allows one to identify trends and helps to predict future sales. It can also provide information on where customers are located, their spending patterns, earnings and their credit worthiness. It can also explain why customers prefer one brand to another and what price they are willing to pay. Market research can also provide information about market share of all the firms operating in a market or market segment.

Customer market research provides information on:

- Market and market segment sizes
- Trends in the market which can be used for forecasting
- Brand shares
- Customer characteristics and motivations
- Competitors' brands shares

Advertising and Promotion Research

Advertising research measures the success of advertising campaigns in relationship to their objectives. It also helps users of advertising in selecting the most appropriate promotional media and methods that are likely to produce the most effective results. Advertising research can provide information on which medium is most likely to reach the target audience for specific campaigns. It also provides information about what messages are most likely to appeal to the target audience. Research also helps in the process of evaluating in advance the likely impact of a campaign by testing out advertisements on a limited scale. Through tracking studies the effectiveness of a campaign can be monitored at all stages of its implementation.

Promotional research provides information on:

- The most suitable method of promotion
- The most suitable copy and campaign material
- The most suitable media to use
- The effectiveness of the communications in achieving objectives

Product Research

Product research helps to find additional uses for existing and potential products or services. It also helps, in the case of new product ideas, to test out the product concept with potential users and purchasers before the expensive process of product development. If a product concept is found to be sound and is then developed, product research can test the product out on potential users before the launch. This latter information can be used to remove any apparent design faults in a product. Product research helps to provide an effective assessment of the strengths and weaknesses of a product or service in comparison with competitors' products or services. Research also provides information on the appropriate packaging of a product, helping to design it in such a way as to promote the image of the product (or service).

Product research provides information on:

- Opportunities for new product development
- Product design requirements
- Comparative performance vis-à-vis competitors' offerings
- Packaging

Distribution Research

Research helps to find the best channels of distribution for a product and helps in the selection of distribution channel members. With regard to physical distribution, research indicates the best sites for warehouse and retail locations.

Distribution research provides information on:

- Suitable distribution methods
- The appropriateness of channel members
- The best location for warehouses and retail outlets

Sales Research

Sales research helps to assess and measure the effectiveness of different methods or techniques of selling. It helps to ensure that sales patches are roughly equivalent in size so that sales staffs are not unfairly discriminated against when it comes to setting sales targets. Sales research provides information on the suitability of remuneration methods and levels for motivating the sales force. Research is also concerned with sales training and can provide extensive feedback on the quality of sales presentations made by sales staff.

Sales research provides information on:

- The effectiveness of sales methods and techniques
- Establishing sales territories
- The adequacy of remuneration methods

- Sales training requirements

Marketing Environment

This division of marketing research examines the political, economic, social and technological influences which may have an impact on a firm's marketing operations. In the case of the political aspect of the environment, changes in government can affect trading conditions and these need to be anticipated on a worldwide basis. Clearly, the economic climate within which a business operates exerts an effect. These effects may be temporary or more permanent. Attention has to be given to such influences when planning, and research helps to assess the impact of political and economic factors. Social influences can also have a substantial impact on some businesses. Population explosions or declines directly influence the demand for certain goods. Research provides information on which factors are relevant and how they impinge on the organisation's activities. Technological influences can have a sudden and dramatic impact on the fortunes of a business. A sudden technological breakthrough can make currently successful products and processes obsolete in a very short space of time. Research can monitor technological progress and provide advance notice of new developments.

Market environment research provides information on:

- Political influences
- Economic influences
- Social influences
- Technological influences

Relationship between marketing research and marketing strategy

Marketing strategy involves implementing well-thought-out plans. The plans themselves should involve a sequence of soundly informed and executed steps. Most of the information used as a basis for the planning can be provided by marketing research. Here is a simplified list of the steps involved in planning:

1. Establishing company goals and assessing how the firm has departed from these goals in the past.
2. Deciding which products or services best contribute to the likely attainment of these goals.
3. Establishing the minimum market share required for specific products or services to produce a satisfactory profit and return on investment.
4. Determining a pricing strategy that will best lead to the required profit and return on investment.
5. Forecasting sales demand over the planning horizon.
6. Deciding on the best distribution channels to produce continuous satisfactory sales and profits.

7. Deciding on the best promotional strategy to produce the desired sales and profits.
8. Anticipating problems that may arise as these decisions are implemented and setting out contingency plans to meet any of the anticipated problems. Marketing research has a role to perform in all of the key decisions that affect the direction an organisation takes (Chisnall, 1992, Tony & Barbara, 2004).

Nature of Entrepreneurship

Entrepreneurship concept has been described by many authors in academic environment. Tijani-Alawiye (2004) defines entrepreneurship as the process of increasing the supply of entrepreneurs or adding to the stock of existing small, medium and big enterprises available to a country by creating and promoting many capable entrepreneurs, who can successfully run innovative enterprises, nurture them to growth and sustain them, with a view to achieving broad socio-economic developmental. Soyibo (2006) defined entrepreneurship as the process of identifying an opportunity related to needs- satisfaction and converting it to a thing (product or service) of value. Howard Stevenson of Harvard University defined Entrepreneurship as the pursuit of opportunities without regard to resources currently controlled. To be enterprising is to keep your eyes open and your mind active. It is to be skilled enough, confident enough, creative enough, and disciplined enough to seize opportunities that present themselves regardless of the economy. (Nwafor 2007; Mike, 2011). It can also be conceptualize to mean the process and activities undertaken by entrepreneurs directed at capturing value associated with business opportunities. It can be seen as a process driven by the desire to innovate; that is producing new things (goods and services; processes or approaches) or improving on existing ones, and profiting from it (Mike, 2011). Fasua (2007) define entrepreneurship as willingness and ability of an individual to seek out investment opportunities in an environment, and be able to establish and run an enterprise successfully based on the identifiable opportunities. Kanothi, (2009) defined Entrepreneur as the 'instigator of entrepreneurial events for so long as they occur'. Entrepreneurial success is simply a function of the ability of an entrepreneur to see opportunities in the marketplace, initiate change, (or take advantage of change) and creates value through solutions. According to Bellhelt (2001) entrepreneur find new combinations of existing assets, new niches and market need, which aid them, achieve efficiency and effectiveness. However, Anyadike , Emeh and Ukah, (2012) observed that the essence of entrepreneurship development is the ability to envision and chart a course for a new business venture by combining information from the functional disciplines and from the external environment in the context of the extraordinary uncertainty and

ambiguity which faces a new business venture. It then manifests itself in creative strategies, innovative tactics, and uncanny perception of trends, market mood changes, and courageous leadership. Thus, entrepreneurship activities and innovative ingenuity in Nigeria have developed enterprises in the following areas. Agricultural/agro-allied activities where there are foodstuffs, restaurants, fast food vending etc. In the area of solid minerals, there are quarrying, germ stone cutting/polishing, and crushing engineering. In power and transport, there are power generations, Haulage business (cargo and passengers). In the area of information and telecom business, there are manufacturing and repairs of GSM accessories and the printing and selling of Recharge cards. In hospitality and tourism business, there are hotels, accommodation, Resorts centers, film and home video production; in oil and gas business, there are construction and maintenance of pipelines, drilling, refining by products. In the area of environmental and waste management business, there is refuse collection/disposal, recycling of use material, and drain (Anyadike, Emeh and Ukah, 2012; Agbeze, 2012).

Challenges encounter by entrepreneurship in the development of marketing research

Lack of Awareness

Many Nigerian who crave for entrepreneurship activities are not equitant with value of marketing research due to lack of awareness. Many businesses depend on marketing research to strive in a competitive environment. This challenge cripples entrepreneurial skill which prevents it from expanding.

Lack of Research Analyses

Entrepreneurial skills and development depend on marketing research. If marketing research is wrongly analyzed, it provides wrong information to the entrepreneur. Therefore, such entrepreneurial activities may not achieve its objectives. The later effect can yield negatives achievement.

Lack of Research Expert

Inability to cohort research expert into entrepreneurial activities can be of challenges entrepreneurial activities. Research expert can be pillar of various entrepreneurial activities. The aid of marketing research directs an individual on the actual skill to focus in order to actualize his dream.

Inadequate of Finance

Marketing research is money consuming, which deter potential entrepreneur from carrying out this exercise. Many people belief that money spend on this exercise can be an additional capital to expand an entrepreneurial activities. It is a challenge to entrepreneurship development.

Lack of Compliance by Respondents

Marketing research depend on accurate respond from the respondents. Once the respondents are not willing to disseminate useful information, accurate result cannot be achieved. This fact is a great challenge to this exercise.

METHODOLOGY

This study adopted descriptive and survey research design. Data used in this study were source through primary and secondary data. The population of the study is 300 comprises of school of business lecturers and students of Federal Polytechnic, Ado-Ekiti, Ekiti State who engages in various entrepreneurship skill or the others. Stratified sampling technique was used to select 200 respondents for the study. Structure questionnaire were design using 4 point likert scale Strongly Agreed (SA), Agreed (A), Strongly Disagreed (SD) and Disagreed (D), to acquire needed information concerning marketing research and entrepreneurship development: conceptual and empirical assessment. Chi- Square statistics was used to test the hypotheses.

Data Analysis and Results

Two hundred (200) questionnaire were administered and one hundred and seventy- one (171) questionnaire were retrieved and used for the study in table 1

Table 1: Analyses of distribution of questionnaire to respondents

Respondents	Distributed	Retrieved	% utilize
Male	123	94	55
Female	77	77	45
Total	200	171	100

Source: Fieldwork 2014

Table 2: Distribution of respondents on the bases of sex, age, and qualification

Variable	Frequency	Percentage
Sex		
Male	94	55
Female	77	45
Total	171	100
Age (years)		
18 – 30	85	50
31 – 43	74	43
43 – above	12	7
Total	171	100
Level of Education		
OL/OND	149	87
B.Sc/HND	12	7
M.Sc /MBA/ Others	10	6
Total	171	100

Source: Fieldwork 2014

The table 2 above shows the distribution of respondents on the bases of sex, age and qualification. The analyses of distribution of sex shows that 94 were male representing 55% and 77 were female representing 45%. The analyses of distribution of age of respondents shows that, out of 171, respondents, 85 falls between 18 – 30 years, 74 falls between 31-43 and 12 falls from 43 and above. Analyses of distribution of educational qualifications of respondents' shows that 149 were holder of OL/NCE/OND, 12 obtain B.Sc./HND, and 10 were holder of M.sc/MA/other.

Hypothesis One:

H_I : Marketing research has effect on entrepreneurship development.

H_o : Marketing research has no effect on entrepreneurship development.

The test statistic is chi – square (X^2)

Level of tolerable error is at 10% = 0.10

$$Df = (r - 1)(c - 1)$$

$$= (2 - 1)(4 - 1)$$

Critical value of $X^2 = 7.815$

Contingency Table:

Response	SA	A	SD	D	Total
Male	56	35	2	3	96
Female	32	37	6	-	75
Total	88	72	8	3	171

SA = Strongly Agreed; A = Agreed, SD = Strongly Disagreed, D = Disagreed

Source: Research data 2014.

Chi – square table

O	E	O – E	(O – E) ²	$\frac{(O - E)^2}{E}$
56	49.40	6.6	43.56	0.8818
35	40.42	-5.42	29.38	0.7269
2	4.49	-2.49	6.2	1.3808
3	1.68	1.32	1.74	1.0357
32	38.6	-6.6	43.56	1.1285
37	31.6	5.4	29.16	0.9228
6	3.50	2.5	6.25	1.7857
0	1.32	-1.32	1.74	1.3182
				$X^2 = 9.1804$

Decision rule

Since the computed $X^2 = 9.1804$ is more than X^2 table value 6.251 accept H_1 . Therefore, marketing research has effect on entrepreneurship development.

Hypothesis Two

H₁ : Marketing environment has significant effect on Entrepreneurship development.

H₀: Marketing environment has no significant effect on Entrepreneurship development.

The test statistic is chi – square (X^2)

Level of tolerable error is at 10% = 0.10

$$Df = (r - 1)(c - 1)$$

$$= (2 - 1)(4 - 1)$$

Critical value of $X^2 = 6.251$

Contingency Table:

Response	SA	A	SD	D	Total
Male	58	37	2	1	98
Female	27	42	3	1	73
Total	85	79	5	2	171

SA = Strongly Agreed; A = Agreed, SD = Strongly Disagreed, D = Disagreed

Source: Research data 2014.

Chi – square table

O	E	O – E	(O – E) ²	$\frac{(O - E)^2}{E}$
58	48.71	9.29	86.30	1.772
37	45.27	-8.27	68.39	1.511
2	2.87	-0.87	0.757	0.264
1	1.45	-0.45	0.203	0.139
27	36.29	-9.29	86.30	2.378
42	33.73	8.27	0.757	0.022
3	2.135	0.865	0.748	0.350
1	0.853	0.147	0.022	0.026
				$\chi^2 = 6.463$

Decision rule

Since the computed $\chi^2 = 6.463$ is more than χ^2 table value 6.251 accept H_1 . Therefore, marketing environment has significant effect on Entrepreneurship development.

Discussion of Findings

The first hypothesis proves that marketing research has effect on entrepreneurship development. From the statistics computation alternative hypothesis was accepted. Marketing research has multiple roles on marketing activities such as tracking changes in marketplace (Köksal, 2008), generating, refining and evaluating marketing action and monitoring marketing performance (Malhotra, 2007). Baker, Black & Hart (1988) claimed that successful companies fulfill marketing research better than less successful companies. Similarly, it was found that level of use of marketing research techniques affect profitability and competitive standing (Hooley, Lynch, Brooksbank & Shepherd 1988; Zeki, 2013). The second hypothesis shows that marketing environment has significant effect on Entrepreneurship development. This finding relied on the decision rule. Oluremi and Gbenga (2011) posit that business environment is inclusive of the physical infrastructure such as transportation, water and electricity as well as non-physical resources like regulatory policies, education, procedures, cultural, economic, social, financial credit and political environment. These environmental forces

have been found to be capable of either impeding or facilitating entrepreneurial activities in any society.

CONCLUSION

The study has signified that marketing research is pertinent in the operation of entrepreneurship development. This concept assist entrepreneur to analyze the trend of business potential in a particular environment. Also marketing environment is an important factor that desires attention of both potential and existing entrepreneur. It serves as threat and also as opportunity in business circle. Marketing research gives recognition to marketing environment, due to its activities of collecting, gathering, recording and analyzing desired data from the environment which gives meaningful information to solve entrepreneur problems. The study conceptually and empirically analyzes effect of marketing research on entrepreneurship development. The study can be further research in future.

RECOMMENDATIONS

- Both potential and existing entrepreneur should imbibe the culture of conducting marketing research. It gives sense of direction in accomplishing their business goals and objectives.
- Entrepreneur must scan marketing environment in the course of executing any venture in a competing environment in order to gain advantages over others.
- Every country enact laws, rules and regulations concerning various business, because of this reason there need for an entrepreneur to carryout marketing research to reveal the ethics surrounding government regulation.
- Entrepreneur must be acquaint to available information in respect of the venture wish to undertake. Adequate information attract prospect to desire venture in execution or operation.
- Entrepreneur should consult the service of marketing research expert for easy assessment of business statue. Marketing research expert should be able to digest any problem confronting entrepreneurial activities and come out with a reasonable result.

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