# Impact of Effective Marketing Research on Product Performance: A Case Study of Ranona Limited

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**Abstract.** The increasingly competitive nature of the business environment necessitates evaluating the effectiveness of marketing research in influencing sales, cost management, and overall product success. This study examined the impact of effective marketing research on product performance using Ranona Nigeria Limited as a case study. The study aimed to determine the relationship between the marketing research variable (independent variable) and Product Performance (dependent variable). The persistent competitive nature of the business environment and the need to evaluate the influence of effective Marketing Research on sales achievement and product costs, considering its benefits. The researchers collected both primary and secondary data. They thought a total population of approximately 300 employees and selected 120 respondents, but they successfully retrieved only 100 responses. They analysed the collected data using the chi-square statistical method at a 0.05 significance level. The questionnaires were structured using a three-point scale, indicating 'Yes', 'No', and 'Undecided'.

The study shows a positive relationship between effective marketing research and product performance. The survey results indicated that companies relying on marketing research experience high product demand, increase their market share, and improve company performance. The study recommends that the organisation focus more on marketing research to enhance its competitive advantage and boost sustainable growth.

**Keywords:** Consumer; Effective marketing research; Businesses; Share; Demand; Competition.

## INTRODUCTION

Marketing research is crucial for businesses aiming to understand prospective consumer preferences, assess current market trends, and improve product performance. In the current competitive food and beverage industry, where consumer preferences shift rapidly due to changing costs and priorities, companies must adopt effective marketing research strategies to remain relevant and increase profitability. Authors [1] opined that marketing research provides valuable insights, enabling businesses to develop useful products, enhance brand placement, and increase customer satisfaction. Notwithstanding, many companies in developing economies, such as Nigeria, often fail to integrate marketing research into their policy-making tactics, which is

associated with unproductive product strategies, a decrease in market share, and inadequate product longevity.

Different scholars have emphasised the significance of marketing research in organisational performance. Authors [2] define marketing research as the business task that identifies customer needs and wants, verifies which prospective markets a company can best serve, and designs suitable products, services, and programs to meet the needs of those markets. Author [3], as cited in author [4], emphasises that organisational product performance depends mainly on well-formulated policies and marketing research strategies in light of its changing environment. Similarly, author [5] noted that establishments in developing countries face difficulties in conducting effective marketing research due to several factors, including financial constraints, a lack of skilled personnel, and inadequate data collection methods. Despite these studies, a gap remains in empirical Research on how marketing research consistently impacts product performance within Nigeria's food and beverage industry. While previous Research focuses on marketing strategies at a large scale, it neglects the precise analysis of the upfront effects of marketing research on product performance, acceptance, demand, and durability.

This study aims to fill the gap by examining the impact of marketing research on product performance, using Ranona Limited as a case study. The study examines whether companies that vigorously engage in marketing research are exposed to higher product demand, increased market share, and higher consumer acceptance, juxtaposed to those that do not. Focusing on the food and beverage industry in Nigeria, this study offers insights into how marketing research can enhance product performance and drive business growth. The research outcome will enable businesses to refine their marketing strategies and improve their competitiveness in the industry. A quantitative research approach was employed in this study, utilising a systematic questionnaire to collect primary data from employees of Ranona Limited. The Research combined both primary and secondary data sources. Primary data were collected through surveys, while secondary data were sourced from textbooks, journals, and company records. The chi-square statistical method was employed to analyse the data and assess the significance of the relationship between marketing research and product performance. By applying this approach, the study provides empirical evidence on the role of marketing research in enhancing product success and offers practical recommendations for businesses operating in competitive markets.

## METHOD

This study employed a survey research design, well-suited for collecting primary data on respondents' perceptions of marketing research and its impact on product performance. The survey design was carefully selected due to its ability to elicit data from a large number of respondents in a relatively short period, facilitating the analysis of trends and connections between variables [6].

The study aimed to answer the following research questions:

1) Does the organisation follow its marketing research policies?

2) Is there a relationship between marketing research and product performance?

3) Does marketing research lead to increased product demand?

4) Does marketing research improve organisational performance?

5) Does marketing research enhance the company's market share?

The researcher formulated the hypotheses from the research questions:

Hypothesis 1:

$H_0$: That marketing research does not enhance a company's market share.

$H_1$: That marketing research enhances a company's market share.

Hypothesis 2:

$H_0$: That marketing research does not improve organisational performance.

$H_1$: That marketing research improves organisational performance.

*Population and Sampling Procedure.* The population for this Research comprised employees of Ranona Limited, a major stakeholder in Nigeria's food and beverage industry. The total population of employees in the organisation is about 300; 120 were selected as the sample size using simple random sampling. This method ensured that

every employee had an equal chance of being selected, reducing bias and improving the representativeness of the sample [7].

*Data Collection Methods.* Data for the Research were gathered using primary and secondary sources:

1) Primary Data: The technique used to collect data primarily from respondents' structured questionnaires, uniquely structured and systematically designed to evaluate respondents' views on marketing research and product performance. The point scale comprises 'Yes', 'No', and 'Undecided' measures, which were used as closed-ended questions.

2) Secondary Data: Further information was extracted from textbooks, published and unpublished journals, company reports, and former studies related to marketing research and product performance. These sources provided a basic understanding and backed the study's theoretical framework [1, 2].

*Data Analysis Techniques.* The researchers analysed the collected data using descriptive statistical methods. They used frequency tables and percentages to summarise respondents' demographic characteristics and responses. They applied the chi-square ($\chi^2$) statistical method to test the hypotheses, as it is suitable for examining relationships between categorical variables. Marketing research has a significant impact on product performance within the organisation, as determined by chi-square analysis [5, 8].

## RESULTS AND DISCUSSION

The study analysed data collected from 100 respondents out of 120 questionnaires at Ranona Limited. The researchers presented the collected data using frequency tables and then employed a chi-square test for proper analysis.

Table 1 – Sex Classification of the Respondents

| Gender | Frequency | % |
|---|---|---|
| Male | 77 | 77 |
| Female | 23 | 23 |
| Total | 100 | 100 |

The table below indicates that 77 respondents are male, while 23 respondents are female, representing 77% and 23% of the total, respectively.

Table 2 – Marital Status of the respondents

| Marital Status | Frequency | % |
|---|---|---|
| Married | 80 | 80 |
| Single | 20 | 20 |
| Total | 100 | 100 |

The analysis above shows that 80 respondents are married, while 20 respondents are single, representing 80% and 20% of the total, respectively. However, the researchers concluded that the majority of the respondents are married.

Table 3 – Educational Qualifications of the Respondents

| Educational Qualifications | Frequency | % |
|---|---|---|
| SSCE/GCE | 2 | 2 |
| BSC/HND | 39 | 39 |
| Msc/MBA | 11 | 11 |
| PhD | 8 | 8 |
| Others/ Professionals | 40 | 40 |
| TOTAL | 100 | 100 |

The table above indicates that eight respondents held a PhD as their educational qualification, 11 respondents held an MSc/MBA, 39 respondents held a BSc/HND qualification, and 40 respondents held other professional qualifications. In comparison, two respondents had an SSCE/GCE, representing 2%, 39%, 11%, 8%, and 40% of the respondents, respectively.

Table 4 – Official Statuses of the Respondents

| Status | Frequency | % |
|---|---|---|
| Management Staff | 7 | 7 |
| Senior Staff | 53 | 53 |
| Junior Staff | 40 | 40 |
| Total | 100 | 100 |

The table above indicates that seven respondents are management staff, 53 respondents occupy senior staff positions, and 40 respondents are junior staff, representing 7%, 53%, and 40% of the total, respectively. However, the researchers concluded that the majority of the respondents are senior staff.

Table 5 – Length of Service of the Respondents

| Year | Frequency | % |
|---|---|---|
| 1-5 years | 28 | 28 |
| 6-10 years | 67 | 67 |
| 11 Years And Above | 5 | 5 |
| Total | 100 | 100 |

The table above indicates that 67 respondents have been working with the organisation for between 6 and 10 years, 28 respondents have been in the organisation for between 1 and 5 years, while five respondents have been in service for over 11 years, representing 28%, 67%, and 5% of the respondents, respectively.

Table 6 −Does your organisation follow its market research policies?

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 90 | 90 |
| No | 2 | 6 | 6 |
| Undecided | 1 | 4 | 4 |
| Total | | 100 | 100 |

The analysis above indicates that 90 respondents answered 'yes', six respondents answered 'no', and four respondents were undecided, representing 90%, 6%, and 4% of the respondents, respectively.

Thus, the researchers concluded that the organisation follows its market research policies.

Table 7 − There is a relationship between market research and product improvement

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 85 | 85 |
| No | 2 | 10 | 10 |
| Undecided | 1 | 5 | 5 |
| Total | | 100 | 100 |

The analysis above reveals that 85 respondents answered 'yes', 10 respondents answered 'no', while five respondents were undecided, representing 85%, 10%, and 5%, respectively.

Thus, the researchers concluded that there is a positive relationship between market research and product improvement.

Table 8 − Does Marketing research lead to an increase in product demand?

| Responses | Code | Frequency | Percentage |
|---|---|---|---|
| Yes | 3 | 75 | 75% |
| No | 2 | 20 | 20% |
| Undecided | 1 | 5 | 5% |
| Total | | 100 | 100% |

The analysis above reveals that 75 respondents answered 'yes', 20 respondents answered 'no',

and five respondents were undecided, representing 75%, 20%, and 5%, respectively. Thus, this shows that marketing research leads to an increase in product demand.

Table 9 − Marketing research performance is favourable to my organisation

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 82 | 82 |
| No | 2 | 15 | 15 |
| Undecided | 1 | 3 | 3 |
| Total | | 100 | 100 |

The analysis above reveals that 82 respondents answered 'yes', 15 respondents answered 'no', while three respondents were undecided, representing 82%, 15%, and 3%, respectively. Thus, this indicates that marketing research performance is favourable to my organisation.

Table 10 − Marketing research enhances an organisation's market share

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 85 | 85 |
| No | 2 | 10 | 10 |
| Undecided | 1 | 5 | 5 |
| Total | | 100 | 100 |

The analysis above reveals that 85 respondents answered 'yes', 10 respondents answered 'no', while five respondents were undecided, representing 85%, 10%, and 5%, respectively.

Table 11 − Marketing research improves organisational performance

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 81 | 81 |
| No | 2 | 11 | 11 |
| Undecided | 1 | 8 | 8 |
| Total | | 100 | 100 |

The analysis above shows that 81 respondents answered 'yes', 11 respondents answered 'no', and eight respondents were undecided, representing 81%, 11%, and 8% of the respondents, respectively.

Table 12 – Marketing research enhances organisational growth

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 55 | 55 |
| No | 2 | 35 | 35 |
| Undecided | 1 | 10 | 13 |
| Total | | 100 | 100 |

The analysis above reveals that 55 respondents answered 'yes', 35 respondents answered 'no', and 10 respondents were undecided, representing 55%, 35%, and 10% of the respondents, respectively.

Table 13 – Marketing research promotes the company's image

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 85 | 85 |
| No | 2 | 10 | 10 |
| Undecided | 1 | 5 | 5 |
| Total | | 100 | 100 |

The analysis above reveals that 85 respondents answered 'yes', 10 respondents answered 'no', and five respondents were undecided, representing 85%, 10%, and 5%, respectively.

Table 14 – My organisation produces a variety of products

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 55 | 55 |
| No | 2 | 36 | 36 |
| Undecided | 1 | 9 | 9 |
| Total | | 100 | 100 |

The analysis above shows that 55 respondents answered 'yes', 36 respondents answered 'no', and nine respondents were undecided, representing 55%, 36%, and 9% of the respondents, respectively.

Table 15 – Marketing research increases an organisation's productivity

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 86 | 86 |
| No | 2 | 9 | 9 |
| Undecided | 1 | 5 | 5 |
| Total | | 100 | 100 |

The analysis above reveals that 86 respondents answered 'yes', nine respondents answered 'no', and five respondents were undecided, representing 86%, 9%, and 5%, respectively.

Table 16 – Marketing research is a powerful tool for marketing goods and services

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 72 | 72 |
| No | 2 | 25 | 25 |
| Undecided | 1 | 3 | 3 |
| Total | | 100 | 100 |

The analysis above shows that 72 respondents answered 'yes', 25 respondents answered 'no', while three respondents were undecided, representing 72%, 25%, and 3%, respectively.

Table 17 – Marketing research increases sales turnover

| Responses | Code | Frequency | % |
|---|---|---|---|
| Yes | 3 | 90 | 90 |
| No | 2 | 6 | 6 |
| Undecided | 1 | 4 | 4 |
| Total | | 100 | 100 |

The analysis above shows that 90 respondents answered 'yes', six respondents answered 'no', and four respondents were undecided, representing 90%, 6%, and 4% of the respondents, respectively.

*Hypothesis One*

Table 18 – Shall be used in testing the hypothesis

| Responses | Oi | Ei | O-E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|---|---|---|---|
| Yes | 85 | 33.3 | 51.7 | 2673 | 80.3 |
| No | 10 | 33.3 | -23.3 | 543 | 16,3 |
| Undecided | 5 | 33.3 | -28.3 | 801 | 24.1 |
| Total | 100 | | | | 120.7 |

Decision: Since the calculated value of $X^2$ equals 120.7, which is greater than the table value 5.991 at the level of 0.05 significance, then reject the null hypothesis and accept the alternative hypothesis that states that marketing research enhances the company's market share.

*Hypothesis Two*

Table 19 – Shall be used in testing the hypothesis

| Responses | Oi | Ei | O-E | (O -E)2 | (O -E)2/E |
|---|---|---|---|---|---|
| Yes | 81 | 33.3 | 47.7 | 2275 | 68.3 |
| No | 11 | 33.3 | -22.3 | 497 | 14.9 |
| Undecided | 8 | 33.3 | -25.3 | 640 | 19.2 |
| Total | 100 | | | | 102.4 |

Decision: Since the calculated value of $X^2$ is equal to 102.4, which is greater than the table value 5.991 at the level of 0.05 significance, then reject the null hypothesis and accept the alternative that states that marketing research improves organisational performance.

The findings align with previous studies that emphasise the importance of marketing research in achieving business success. Authors [2, 9] argue that marketing research enables organisations to tailor their products to meet consumer wants, as affirmed by 81% of respondents who reported its impact on product performance.

Furthermore, the results support the author's assertion [3] that marketing research facilitates enhanced strategic decision-making and business growth. The substantial connection between marketing research and organisational performance ($\chi^2 = 67$) backs this claim. The findings also support the authors' proposition [5, 10] that businesses in developing economies struggle with implementing marketing research due to financial constraints, yet those that effectively utilise it, like Ranona Limited, gain significant market share development and improve product demand.

## CONCLUTIONS

Enhanced Investment in Marketing Research – More allocations should be assigned to marketing research, as this will increase consumer satisfaction and improve market positioning.

2) Adopting Data-Driven Approaches – Implementing evidence-based marketing decisions is crucial for maintaining a competitive advantage.

3) Researchers should extend new studies beyond Lagos State to cover other industries in Nigeria.

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