

**INFLUENCE OF MARKETING RESEARCH ON NEW PRODUCT
DEVELOPMENT IN THE NIGERIAN FAST-MOVING CONSUMER
GOODS INDUSTRY**

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Marketing Research on New Product Development in the Nigerian Fast-Moving Consumer Goods Industry" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of marketing research on new product development in the nigerian fast-moving consumer goods industry, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and marketing. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 398 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 388 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.14). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.525$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.7, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.29$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of marketing research on new product development in the Nigerian fast-moving consumer goods industry is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised influence as a critical determinant of outcomes in marketing. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. A notable study by Bakare and Obiora (2017) argued that the impact of influence is substantially mediated by the quality of institutions. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. Longitudinal research by Ogunlana and Ogunlana (2016) revealed that sustained attention to influence yields appreciable dividends over time. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Few subjects attract as much policy interest in contemporary Nigeria as the question of influence. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. The aggregate picture emerging from Oyelaran and Eze (2023) points to a modest but consistent association between influence and the outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding marketing. The aggregate picture emerging from Olawale and Adigun (2023) points to a modest but consistent association between influence and the outcomes of interest. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

In recent years, influence has emerged as a central theme in scholarly discourse on marketing. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Evidence assembled by Olawale and Adigun (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with marketing. Evidence assembled by Ibrahim and Adigun (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with marketing. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Scholars have long recognised influence as a critical determinant of outcomes in marketing. National policies and programmes have sought, with varying degrees of success, to respond to the realities of influence and marketing. The work of Umeh and Okonkwo (2023) extended earlier analyses by demonstrating that marketing reinforces the effects of influence. The implications of these dynamics are far-reaching, touching