



Marketing Research for Excellence

Olanrewaju S. Ibidunni



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Olanrewaju S. Ibidunni



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Dedication

This book is dedicated to
Prof. Nnamdi Asika, an eminent
Professor of Management and Marketing,
Babcock University. Apart from
tutoring me through the three programmes
of undergraduate to doctoral levels,
the Lord used him to impart into my life
practical marketing research knowledge.
He is indeed a father, and I remain grateful.

Marketing Research for Excellence

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Foreword

THE knowledge of marketing, its principles, strategies, and consumer behaviour is certainly incomplete without a sound background in marketing research. I am convinced through my many years of experience in teaching and research in Nigeria and abroad that the inability of marketing managers and practitioners to perform their functions creditably can be attributed to their inefficiency in the knowledge of marketing research, its theories and practice. In other words, I strongly believe that there is a strong correlation between a marketing practitioner's level of knowledge of marketing research and his level of performance in the general marketing functions. And this relationship is direct and positive.

Marketing research provides organizational players the necessary tools for articulating and initiating sound marketing strategies in a highly competitive marketing environment, locally and internationally. I perceive marketing research as the most important area of the generic marketing functions. That the subject of Marketing is replete with a large number of publications in the specialized area of Marketing Research testifies to its uniqueness; hence, this publication.

Marketing Research for Excellence is a welcome and timely addition to marketing literature. In this book, the author, Dr. Samson Ibidunni, has demonstrated a clear knowledge of the subject. The peculiarity of this publication is the inclusion of the "state-of-the-art" techniques of the subject

which are being used in the practice of Marketing Research profession both in Nigeria and globally. They are presented in this book in a simple and clear English language. Dr. Ibidunni is a thoroughbred practitioner in the Marketing profession, having practised Marketing at the sale, and research levels for a period of 20 years before transiting to the academia. His professional experience in this field of Marketing was enhanced by his Ph.D. courses in Marketing and Marketing Research methodologies under my tutelage in Covenant University. The knowledge he gathered in these courses further sharpened his knowledge and skills in the subject and the profession of Marketing Research. Thus, his professional antecedents have qualified him as an expert in this field of research and therefore he is eminently qualified to write this book, *Marketing Research for Excellence*.

The book is an excellent publication for students, and practitioners of marketing particularly for students of management sciences in universities, polytechnics as well as students of professional bodies and researchers, in business and related studies.



Nnamdi Asika

Professor of Management and Marketing,
Babcock University, Ilisan-Remo,
Ogun State.

Preface

THROUGH the opportunity God gave me from 1993 to 1997 to work as Market Research Manager at International Data Management Services Limited (IDMSL), a division of the Tower Aluminium Group, in the course of my marketing career, I was able to appreciate the gateway status of marketing research among other programmes of marketing and its significance in the life of business organizations, be they service or manufacturing. Since I joined the academia in 1999, I have taught marketing research with passion. Some local textbooks available hardly differentiate between marketing research and research methodology. For this reason and to appropriately place the knowledge, I decided to write this book.

Marketing Research for Excellence is a sixteen-chapter textbook written to satisfy the yearning of both academics and professionals/practitioners. While it is written in simple language, the chapters follow logically and sequentially, making it easy for all concerned to understand and follow. Students at undergraduate and postgraduate levels in Nigerian universities will find the book extremely useful as it covers the entire marketing research course outlines specified by the National Universities Commission (NUC). National Diploma II (ND II) students of Business Administration and Marketing in Nigerian polytechnics and colleges of technology will benefit immensely too from using the book just as it is relevant also to professional institutes because it takes their syllabus into consideration. The book also takes

into account the interest of professionals as it envisages future developments in terms of demands by industries.

At the end of each chapter are revision questions. These questions are guides to assist students particularly, to refresh their memory and to acquaint them with how questions are structured in marketing research examinations.

Acknowledgements

OUT of my eighteen years cognate experience in marketing practice generally in both multinational and indigenous companies, five were spent on marketing research studies. I consider it desirable therefore to put on paper some acquired knowledge on this important aspect of marketing for the benefit of students and other stakeholders.

In trying to accomplish this, my thanks go first to Almighty God who gave me the ability. I also owe a debt of gratitude to Dr Chris A. Bolu, Managing Director, International Data Management Services Limited (IDMSL), Ikeja, who brought me on board and took me through the rudiments and technicalities of marketing research, giving me, to boot, the required computer training. Prof. Nnamdi Asika who, apart from accepting to write the foreword for this book, without a hint of the fact that it is being dedicated to him, encouraged and supported my market research studies by proffering useful suggestions and solutions anytime I called for his assistance.

I heartily appreciate Prof. Sunday Oyewole Otokiti of Covenant University, who inspired and encouraged me to put the manuscript together. May the Lord continue to uplift him. I thank Dr. O. J. K. Ogundele of Lagos State University, Department of Business Administration and Management Technology, Ojo, in 2003 picked me up as a relatively fresh academic and encouraged me to go into journal and book writing. This academic orientation greatly assisted in concluding my Ph.D. research studies in Marketing. Mr Tosin

Atewologun, former Managing Director of Famad Nigeria Limited in conjunction with Abat Marketing Academy, chose to involve me in product marketing research studies organized by United Nations Conference on Trade and Development (UNCTAD) on behalf of the Republic of Senegal in 2003. It was a great and highly rewarding research exercise which also enhanced my knowledge of French language.

Lastly, I thank my amiable wife, Deaconess M. M. Ibidunni, who continued to support me in prayers and the perusal of typed manuscripts, Dayopo Ibidunni, Ayodotun Ibidunni, and Dolapo Ibidunni, our sons and daughter, who solely typed the manuscript; and Deji Ibidunni, who single-handedly ensured the security of the laptop and table-top computer systems by supplying and feeding the appropriate anti-virus devices into them. God bless you all.

Olarenwaju S. Ibidunni, Ph.D. (Marketing), FNIMN.

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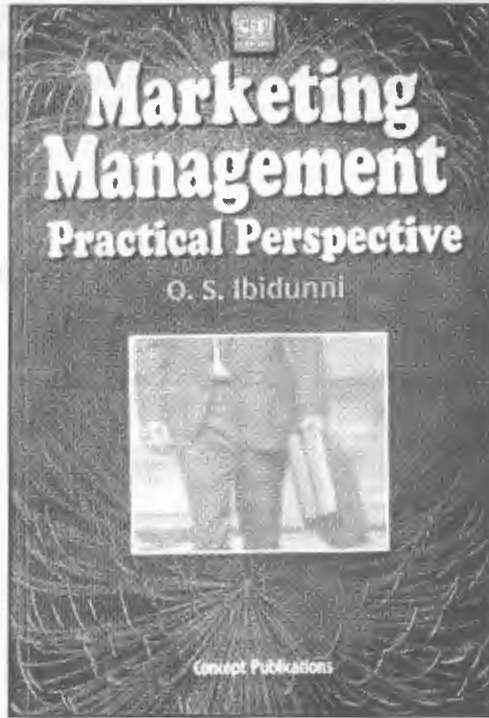
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