



Impact of Marketing Information System on Product Performance in Nigerian Bottling Company Limited

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Abstract. Many organizations fail to realize that the survival of their products in the competitive market is a function of their commitment to building and maintaining reliable marketing information system that is encompassing and embracing. This is because many companies in developing countries are often successful for a short period of time as they launched a new attractive product or an appealing service, but find it difficult to sustain over a longer period of time due to failure to continually gather information about the changes in market situation. Thus, this study examined the impact of marketing information system on product performance in the marketing department. The population of the study is the staff in the marketing department of the firm's plant in kwara, Lagos and Oyo which consist of five hundred and twenty six (526) respondents. Data for the study were collected through administration of questionnaire to a randomly selected sample of 226 staff of Nigerian Bottling Company Plants. The data were analysed and hypotheses tested using regression analysis. The study revealed that marketing information system has significant effect on sales volume and that marketing information system has significant impact on product performance. The study concludes that company with effective and efficient marketing information system will develop competitive products that meet existing and potential buyers' expectation in the market than organisation that do not have well organized and good marketing information system. Therefore, the study recommends that the company should develop and maintain advanced marketing information systems that provide company management with rapid and incredible information about consumers' needs and wants, preferences and behaviour.

1. Introduction

The modern business world terrain is compelling organizations to constantly seek for better marketing options, in appealing to and attracting customers' attention, as a result of major changes in market and economic conditions, coupled with rapid

advancement in technologies. The changing economic conditions and technologies coupled with increased domestic and global competition, changing customer needs and the emergence of new markets require that organizations take logical and vital actions in competing for better share in the market. Organizations must first determine what its existing and potential customer's needs and desires are, and then builds the product that could possibly satisfy them at a profit. Changing consumer preferences also demand that organization that will compete favourably in a competitive market must ensure that its products have better quality and better packaging that could enhance the organization's market advantages.

A product is a set of benefits offered for exchange which can be tangible or intangible. It has been observed that effective product performance is cogently important in generating long-term firm success (Wheelwright & Clark, 1995). To carry out better product planning, implementation, managers need information. Information is not just an input for making better decisions, but also a marketing asset that gives competitive advantage of strategic importance. Perhaps, competitors may be able to copy another company's equipment, products or procedures, but they will find it very difficult to duplicate the company's information and intellectual capital (Kotler, 2010). This is because information is a powerful tool that could make or mar an organization's success strategy overnight.

Marketing information system focuses on the collection, processing and dissemination of information to enable organization to make better decisions. Marketing information includes all facts, estimates, opinions and other information used in marketing decisions, which affects the marketing of goods. The aim of marketing information system is to know and understand the customer so well that the product or services rendered will be key to marketing decisions (Kotler, 2007).

Organizations in Nigeria must continually adapt to an ever-changing business environment. In addition to the everyday aspects of running a business in Nigeria, a company now has to have adequate information of the effect of dollar value on materials, energy, labour and the market. The company must also consider effect of inflation, economic recessions, unemployment and technological changes on product performance.

Marketing information system is essentially a customer-oriented approach to information gathering and handling, because it provides a large amount of customer data and its advantage is in the techniques it uses to apply computer/communications technology to marketing analysis. It equally ensures that everyone in the organization is motivated to deliver high quality and superior value, leading to high levels of customer satisfaction. It also ensures that products are tailored toward particular needs and wants of existing and potential customers. MIS helps organizations to maximize profit by optimizing every stage of product's life from product development to product extensions and its declinement. It integrates product information from design and engineering with sourcing, compliance, suppliers, and supply chains to speed product development, enhance products performance by ensuring quality and mitigate risks. Furthermore, there is a widespread consensus in the marketing literature that using marketing information in decision making is a crucial factor significantly affecting product performance

(Moorman, 1995) and customer value (Malhotra, 2007). Marketing decisions are affected by many internal and external environmental variables, so the marketing decision maker needs a great deal of information related to these variables, to predict their directions and their expected effects on the internal activities of the organization and the market, in order to make the rational marketing decisions in an uncertainty environment facing the marketing administration. Organizations are now viewing information not only as an input for better marketing decisions but also it is considered as an important strategic asset and a marketing tool that could bring the competitive advantage which could be hard to preempt. This study examines the impact of marketing information system on product performance in the Nigerian Bottling Company.

2. Statement of the Problem

Good marketing information system provides accurate information on controllable and non-controllable factors and consumers, which enhances the effectiveness of decisions made by marketing managers. Unfortunately greater number of Nigerian companies which are struggling to survive in the rapidly changing turbulent global business environment at present, have not realized the value of Marketing Information Systems which provides the holistic view of business strategies.

Absence of relevant marketing information system could cause consumers' response to particular marketing programs difficult to predict accurately. Many organizations fail to realize that the survival of their products in the competitive market is a function of their commitment to building and maintaining reliable marketing information system that is all encompassing and all embracing. This is because many companies in developing countries are often successful for a short period of time as they launched a new attractive product or an appealing service, but find it difficult to remain successful over a longer period of time due to failure to continually gather information about the changes in market situation. Thus, this study examined the impact of marketing information system on product performance.

Despite the agreement that marketing research information is a key for business success, there have been few empirical studies that examine the link between marketing information system and product profitability (Ganeshasundaram & Henley, 2007). Thus, the current study examined whether or not adoption of MIS has significant impact on product performance in Nigerian Bottling Company PLC.

3. Research Questions

- (i) What is the effect of marketing information system on sales volume?
- (ii) What is the impact of usage of marketing information system on product performance?

4. Objectives of the Study

The specific objectives are to:

- (i.) determine the effect of marketing information system on sales volume;
- (ii.) examine the impact of usage of marketing information system on product performance.

5. Research Hypotheses

Ho₁: Marketing information system has no effect on sales volume

Ho₂: Usage of marketing information system has no impact on product performance.

6. Literature Review

6.1 Concept of Marketing

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and services of value with others (Kotler & Armstrong, 2004). Marketing involves a diverse set of activities; it is not simply selling, advertising or any single activity, marketing process encompasses many activities necessary to ensure the success of a product. Marketing concept is sometimes referred to as marketing orientation or customer orientation (Kotler & Armstrong, 2010). The concept stated that in order for a firm to survive in the long run and make profit, it must ascertain the genuine needs and wants of specifically defined target markets and then produce products that satisfy customer's requirements. Pelton, Strutton & Lumpkin (2002) posited that marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering of desired satisfactions more effectively and efficiently than competitors do.

According to Yuan (2008), marketing concept view the customer as "king", thus, all the company's activities must focus on the customer, the company makes every effort to best understand the wants and needs of its target market and to create want-satisfying goods that best fulfill the needs of that target market and to do this better than the competition. Kotler & Armstrong (2010) stated that "the marketing concept takes an 'outside-in' perspective. This implies that the marketing concept starts with a well-defined market, focuses on customer needs, and integrates all the marketing activities that affect the customers. In turn, it yields profits by creating lasting relationship with the right customers based on customer value satisfaction.

Meyer & Green (2009) in their own contributions stated that there are three parts to the marketing concept. They are: (i) a customer focus: that marketing concept begins with the premise that the starting point for business decisions is the customer's needs and wants; and those needs and wants are carefully researched and thoroughly analyzed; then, goods and services are identified and/or developed to

satisfy them (ii) a profit goal: by this marketing concept dictates that goods and services made available by a business must be produced and sold at a profit. They claimed that profit objective is integral to the survival and growth of the business. Without it, it was said the business would not be available to serve the needs and wants of customers, and (iii) a total company effort: they gave effective implementation of the marketing concept as requiring involvement of employees from all departments at all levels of the business stressing that training must be provided and employees must be motivated to achieve the common goals of maximum customer satisfaction and profitability. This study view marketing concept as a process of identifying consumer needs, creation and distribution of products (goods and/or service) that can satisfy the needs more than competition. Marketing concept process starts with customers and ends with customers.

6.2 Concept of Marketing Information System

Brien (1997) defined marketing information system as “a structured, interacting complex of persons, machines and procedures designed to generate an orderly flow of pertinent information collected from both intra and extra-firm sources for use as the bases for decision making in specific responsibility areas of marketing management. This definition implies the independent activity associated with the collection of marketing information, both from internal and external sources. It also shows that such information is collected to facilitate decision making in different areas of marketing management.

Kotler & Armstrong (2003) defined marketing information system as “a continuing and interacting structure of people, equipment and procedures designed to gather, sort, analyze, evaluate and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, execution and control”. Kotler & Armestrong (2003) suggest that the organization ‘should design the marketing information system in a way that reconciles what executives would like to have, what executives really need and what is economically feasible to offer, with the information being precisely related to the major decisions which marketing manager have to make-the decisions concerning the product, place, price and promotional aspects of market performance. They also proposed that the system design should be based on a survey of user needs, covering such issues as: types of decisions being taken; types of information needed to make the decisions; types of information presently being supplied regularly; types of information which would be liked but which are not yet supplied; types of special studies being periodically requested; types of information required daily, weekly, monthly, yearly; types of magazines, trade reports required regularly; types of special, topic on which information is thought useful; types of data analysis programs to be made available. Berenson (2001) states that marketing information system involves (i) determining the data needed; (ii) the generation of this information by means of marketing research; distribution cost, analysis, or some other tool and then (iii) processing of these data. A good marketing information system determines the

information needs of the organization and generate and process such information on a continuing basis. It should also provide for its storage, so that it can be used when required (Al-Allak, 2010).

This study views marketing information system as a functional, systematic and interactive structure of people, processes, procedures and plans to generate, measure, select, analyse and communicate continuous flow of information which is useful for marketing management process. It is process of generating and managing market information essential for the relevancy of organization in the market. Market information includes all facts, estimates, opinions and general information used in making marketing decisions, which affects the market position of the organization.

6.3 Components of Marketing Information System

According to Beri (2007), a good marketing information system should determine the information needs of the organization and generate and process such information on continuing bases storage so that it can be used when required. He said that an effective marketing information system have the following components;

- (i) Internal Accounting System
- (ii) Marketing Intelligence System
- (iii) Marketing Research System
- (iv) Marketing Management Science System

The Internal Accounting System maintains data pertaining to orders, sales, inventory levels receivables and payables. It should be able to fulfil the needs of marketing executive, sales representatives, production managers etc.

The marketing intelligence system collects current information on development the macro-environment and task environment its purpose is to keep executive abreast of the changing environment so that they can plan the marketing strategy to get optimum results. Marketing intelligence provides external information about the marketing environment.

Marketing research takes studies on specific marketing problems reports its finding to marketing management. The marketing information system is management science or operations research. It is concerned with building models for better understanding and the prediction and control of marketing processes. Marketing information sources include relevant books, newspapers and trade publications. In addition, marketing managers must talk to consumers, channel partners and suppliers.

6.4 Product Performance

Ulrich & Eppinger (1995) defined product performance based on how well a product is able to provide practical application of the final plan. According to

Osteras, Murthy & Rausand, (2006), product performance components are classified in three categories: i) features designed for products; ii) internal properties; iii) external properties. Measuring product performance is an important part of product evaluation. Successful product performance has three aspects of concept: financial measures, customer satisfaction, time-to-market or product life cycle (Osteras, *et. al.*, 2006). Mohammad et al, (2012) also say that product is the physical appearance of the product, packaging and labeling information, which can also influence whether consumers notice a product in-store, examine it and purchase it. Past researchers have clearly suggested that product influences have a significant impact on product performance (kazem & Heijden, 2006; Kemppainen, Vepsalainen & Tinnila, 2008; Ogunmokun & Esther, 2004; Owomoyela, et al, 2013).

Selnes (1993) concluded that product performance affected brand reputation, image, customer satisfaction and loyalty effectively. Therefore, evaluating and understanding the impact of marketing information system on product performance can be an efficient marketing strategy.

7. Theoretical Framework: Theory of Market Orientation

Theory of market orientation reflects the firm's propensity towards adoption and practices of marketing concept (Baker & Sinkula, 2009). The theory of market orientation states that if a business is to achieve profitability and/or satisfy its objectives, the entire organization must be oriented towards satisfying consumer needs, wants, and aspirations (Kotler & Armstrong, 2008; Blankson & Cheng, 2005). Okpe (2013) argued that market orientation is derived from the application of the marketing concept. The market orientation constructs is widely used as the basis for the development of modern marketing concepts and are often used as subjects of marketing research (Grinstein, 2008). Market orientation describes a firm's orientation toward the promotion and support for the collection, dissemination, and responsiveness to market intelligence to serve customer needs (Kohli & Jaworski 1990). That explanation implies that the basic underlining concept of market orientation is to satisfy the customer needs and requirements for the improvement of business performance.

7.1 Knowledge Based View Theory of Firm

The Knowledge Based View (KBV) of a firm considers knowledge as the most strategically significant resource of the firm. Its proponents argue that because knowledge base resources are usually difficult to imitate and socially complex, heterogeneous knowledge bases and capabilities among firms are major determinant of sustained competitive advantage and superior corporate performance. This knowledge is embedded and carried through multiple entities including organizational culture and identity, policies, routines, documents, systems and employee. Information technology plays an important role in the Knowledge

Based View of the firm, in that information systems can be used to synthesize, enhance and expedite large-scale intra- and inter-firm knowledge management (Alavi & Leidner 2001).

This current study adapt marketing orientation construct in explaining the links between marketing research and product performance. This is because market orientation focus marketing strategies on consumer satisfaction.

8. Empirical Framework

Sultan (2012) examined the role of marketing information system in marketing decision-making in Jordanian shareholding medicines production companies. Two types of data were adopted which include the data gleaned from books, net, studies and previous research, while the second was a field study included the design and distribution of a questionnaire to collect data from managers and staff concerned about the variables of the study. Questionnaires were distributed to (56) of marketing managers and marketing information system staff working in the companies, and (48) was recovered with a percentage of (86%). The unit of analysis was manager and staff. Data were collected from marketing managers and marketing information system staff working in each of the seventh companies. The results of the study show that there is a statistically significant relation between each of the following marketing information system components (internal records, marketing research, marketing intelligence) and decision-making.

Obasan, Ariyo & Soyebo (2012) studied the effect of aggressive marketing and product performance in Nigeria. The study made use of survey research were well structured questionnaires were employed. The obtained data were analyzed using simple percentage, descriptive statistics and regression model. The study revealed that marketing strategies has a significant on product performance with reference to Nigerian industries as most, if not all organizations adopt marketing strategies that affect customers patronage as well as the development of dynamic marketing strategies that reflect current state of customer preference.

Kayode (2010) focused on the nature, role and impact of marketing research as a tool for increased profitability in business enterprise. Primary data were collected through administration of questionnaire. Regression analysis was used to analyzed the data. The findings revealed that marketing research is a veritable tool for increasing the profitability in service organization as well as for increasing customer's satisfaction and customer's patronage of the organization's product. There appear to be a gap in knowledge with particular reference on studies on the impact that marketing information system have on product performance in the Nigerian beverage industry.

9. Methodology

The primary focus of this research as implied by the general objective is to find out the impact of marketing information system on product performance. The study

covers the operations of Nigerian Bottling Company Ltds in South West Region of Nigeria which comprises of six states: Ekiti, Lagos, Ogun, Ondo, Osun, and Oyo. However, data were sourced from Ilorin, Oyo and Lagos Plants. The data used were limited to 2010 to 2015.

Survey method of research design was used in carrying out the study. The population of the study comprises of all the staff in the marketing department of Nigerian Bottling Company Ltd in the Nigerian South West region, but due to the fact that Nigerian Bottling Company Ltd has plant in three out of the six states in the South west region, the researcher makes use of staff from the firm's plants in Kwara, Lagos and Oyo States, with a total of five hundred and twenty (520). Simple random sampling was used in selecting the respondents from the selected region. A sample size of two hundred and twenty six (226) was derived using Taro Yamen's formula. Primary data were sourced through questionnaire administration. The questionnaire was structured to focus on questions related to impact of MIS on product performance. A total of two hundred and twenty six (226) copies of questionnaires were administered to the respondents. Likert rating scale of five points which range from strongly agreed to strongly disagree was constructed to enable the respondents give their opinions to items in the questionnaire. Regression analysis was used as a tool to test the hypotheses formulated for the study.

Model Specifications

$$SAVL = \beta_0 + \beta_1 MKIS + e$$

$$PDPR = \beta_0 + \beta_1 MKIS + e$$

Where:

SAVL= Sales Volume (Dependent variable)

PDPR= Product Performance (Dependent variable)

MKIS= Marketing Information System (Independent variable)

β_0 = Intercept of the model.

β_1 = Estimate of the parameter of the independent variables in the model.

e= Error term.

10. Data Analysis and Discussion of Results

Two hundred and twenty six (226) copies of questionnaires were administered to the respondents, Two hundred and eleven (211) copies representing 93.4% were returned, while 15 copies representing 6.6% of the questionnaires were not returned or not fit for the study (Appendix 2). This implies that majority of the respondents positively responded to the questionnaire making it relevant for the study. The hypotheses were tested using regression analysis.

Test of Hypothesis One

H₀₁: Marketing information system has no effect on sales volume

Regression analysis was used to test whether or not marketing information system has effect on sales volume.

Table 10. 1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.601	.782

a. Predictors: (Constant), Marketing Information System

Source: Author's computation, 2016

From the result in Table 1 above, the co-efficient of the correlation (r) is given as 0.778 (77.8%). This figure indicates that there is a high positive relationship between the identified marketing information system variables and product performance. The R^2 value is 0.605 (60.5%) which indicates that the variability changes in sales volume of the organization could be accounted for by 60.5% marketing information system being used by the company. The adjusted R^2 value of 0.601 (60.1%) shows that actual variation in sales volume of the organisation are attributable to changes in marketing information system as practiced by the organization (independents variables). Thus, the 60.1% is good enough in determining the goodness of fit for the model (regression equation), while the remaining 39.9% is explained by other factors which are not included in the model. The regression equation (model formulated) proved to be very useful for making predictions since the value of R^2 is close to 1.

Table 10.2: ANOVA

ANOVA ^b					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	771.841	1	771.841	320.931	.000 ^a
Residual	502.747	209	2.405		
Total	1274.588	210			

a. Predictors: (Constant), Marketing Information System

b. Dependent Variable: Sales Volume

Source: Author's computation, 2016

The ANOVA table indicates that the calculated P-value is 0.000 (positive) and is less than the tabulated value of 0.05 at 95% level of confidence. This indicates that there is significant relationship between marketing information system and sales

volume as indicated in the regression model. Therefore the, null hypothesis should be rejected while alternative hypothesis should be rejected while the alternative hypothesis which says marketing information system has effect on sales volume should be accepted.

Table 10.3: Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.315	.204		6.436	.000
Marketing Information System	1.080	.096	.778	11.283	.037

a. Dependent Variable: Sales Volume

Source: Author's computation, 2016

Table 10.3 provides information on the effect of independent variables on the dependent variable. The analysis indicates that the calculated p-value is less than the critical value of 0.05, thus, the Null hypothesis (H_0) is rejected while the Alternative hypothesis (H_1) which established that marketing information system has effect on sales volume is accepted.

Test of Hypothesis Two

H₀₂: Usage of marketing information system has no impact on product performance

The regression analysis to test whether or not usage of marketing information system has impact on product performance is presented below:

Table 10.4: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.832	.830	.451

a. Predictors: (Constant), Usage of Marketing Information System

Source: Author's computation, 2016

The table depicts the model summary which shows that the coefficient of correlation (r) is 0.912 (91.2%). This figure indicates that there is a high positive relationship between the usages of marketing information system and product performance. The large value of R indicates that the predicted value (marketing information system) has a strong effect on the observed value (product performance). It as well indicates that any movement or increment in the identified variables also brings about movement in the same direction in product performance.

The R^2 value is 0.832 (83.2%) which indicates that the variability changes in product performance could be accounted for by 83.2% marketing information system being used by the company. The adjusted R^2 value of 0.830 (83.0%) indicates that actual variation in product performance is attributable to changes in marketing information system (independents variable). This is good enough in determining the goodness of fit for the model (regression equation), while the remaining 17.0% is explained by other factors which are not included in the model. The regression equation (model formulated) proved to be very useful for making predictions since the value of R^2 is close to 1.

Table 10.5: ANOVA

ANOVA ^b					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	83.522	1	83.522	104.012	.000 ^a
Residual	167.902	209	.803		
Total	251.424	210			

a. Predictors: (Constant), Usage of Marketing Information System

b. Dependent Variable: Product Performance

Source: Author's computation, 2016

Table 10.5 revealed that the calculated P-value is 0.000 (positive) and is less than the tabulated value of 0.05 at 95% level of confidence. This indicates that there is significant relationship between product performance and marketing information system as indicated in the model. Therefore, the Null hypothesis which states that usage of marketing information system has no impact on product performance is rejected. This called for adoption of alternative hypothesis which establishes that usage of marketing information system has impact on product performance

Table 10.6: Coefficients

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.229	.114		2.004	.048
Usage of Marketing Information System	.965	.048	.912	20.252	.013

a. Dependent Variable: Product Performance

Source: Author's computation, 2016

The table provides information on the effect of independent variable on the dependent variable. The table depicts that the coefficient of independent variable exert significant effects on the dependent variable. The analysis equally indicates that the calculated p-values is less than the critical/tabulated p-values of 0.05, thus, the Null hypothesis (H_0) is rejected while the Alternative hypothesis (H_1) is accepted which states that usage of marketing information system has no impact on product performance.

11. Discussion of Findings

The intensity of global and local competition coupled with the rapidly changing business environment necessitates that companies are more market sensitive in response to ever changing consumers' demands. This study examines the impact of marketing information system on product performance with the objectives of seeking to determine effect that marketing information system has on sales volume and on product performance. The result of the analysis shows that marketing information system is an essential mechanism for sales performance in the organization. This is obvious as the study established that marketing information system has significant effect on sales volume. This implies that the use of a marketing information system could potentially enhance the quality of and demand for the organizations' products, which could further influence product advantage as a mediating mechanism for product performance (Kotler & Keller, 2006).

The study equally found that marketing information system has significant impact on product performance. The analysis indicated that 83.0% of actual variation in product performance of the organization is attributable to changes in marketing information system as being practiced in the organization. This implies that marketing information system is significantly essential to product performance.

This is because marketing information system provides a store of historical customer data, which help to ensure better internal efficiency due to better organized data, thus ultimately leading to more effective strategic improvements in the course of product performance analysis.

12. Conclusion

In the light of the findings generated through statistical analysis, the study inferred that marketing information system have significant effects on product sales and performance. Management may not be able to change customer needs and wants, new competitor initiatives, changing market trends and so on, but it can develop and manage a better information system that can enhance its competitive edge in the target market. Also, the study shows that company with effective and efficient marketing information system will tend to develop competitive products that will meet existing and potential buyers' expectation in the market than organisation that do not have well organized and good marketing information system. This implies that the company should further strengthen their marketing information system so as to improve the chances of better product performance.

13. Recommendations

Relying on the findings, the study proffered the following recommendations for better performance.

The company should develop/ maintain advanced marketing information systems that provide company management with rapid and incredible information about consumers' needs and wants, preferences and behaviour. This will provide the company with a good market advantage over its competitors. This is because effective marketing information system will enable the company to effectively survey the market and to obtain the information it requires to carefully evaluate its opportunities and choose its target markets to maximize profit. Moreover, the marketing information programs must communicate more internally to employees and externally with the customers so that the company can reach the market with a consistent, strong voice projecting the qualities and benefits of its products. This will ensure rapid improvement in sales volume of the company. This because companies that incorporate effective business-to-customers components into their MIS plans stand a better chance of making their products to remaining successful in future years.

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