IMPACT OF MARKETING RESEARCH ON THE HOSPITALITY INDUSTRY IN EDO STATE, NIGERIA

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Abstract

Marketing research is the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services. This research article focuses on marketing research relevance in the hospitality industry in Nigeria. This study was designed to examine marketing research emphases on hospitality industry in Nigeria. The study used survey design with sample of hotels within Edo Senatorial District. The study used primary data with the aid of questionnaire, which were analysed using tables and simple percentages (%) while chi-square analysis was used to test the hypotheses. The findings of this study reveal that there is a positive relationship between marketing research and the growth of hospitality in Edo State. This study therefore recommends that constant information with respect of new trends in the hotel sub-sector of the hospitality industry be sought via marketing research.

Keywords*:* Goods and services, Hospitality industry, Marketing research, Nigeria.

Introduction

Market research is a key factor in sustaining competitiveness and gaining edge over other firms within the same industry. It provides significant information to detect and analyse the market need and want, market dimensions and competition. Market-research methods include both qualitative procedures like focus groups, thorough interviews, and ethnography as well as quantitative methods like consumer surveys and analysis of secondary data generated from the research. It equally encompasses community and opinion research, which has to do with methodical pulling together and clarification of information on persons or organisations with the aid of statistical and analytical tools and applying social sciences to advance perception or support decision making.

This research paper examines marketing research and the growth of hospitality business in Nigeria. Entrepreneurs in todays' world must adjust to an ever-changing dynamic business environment. In addition, to daily activities a business is exposed to, they still have to consider other elements in the macro business environment such as materials, power shortages, price increases, economic downturns, unemployment, and technological fluctuations. A lucrative company must also retort to the market with its products and publicity (Scott & Albaum, 2010).

Hospitality business in Nigeria is very vast and quite lucrative as advocated

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by most people in the business. However, despite its lucrativeness not much emphasis has been placed in the area of marketing research in the hospitality sector, which have the capacity of making the nation become a tourist centre and generate foreign exchange. Therefore, this research is aimed at investigating marketing research and the growth of hospitality industry in Nigeria. However, considering the vastness of the country and the inability to cover every nook and cranny of the nation as well as other limitations peculiar to carrying out a research of this nature. The researcher decides to focus on marketing research and the growth of hospitality in Edo State, Nigeria. Hospitality industry in Edo State again is vast and is quite an enormous task for anyone to cover to time and financial limitation, these research choses to focus on hotels within Edo Central Senatorial district.

The main objectives of this study are to determine whether marketing research promote the growth of hospitality in Edo State. To do this, the specific objectives include to:

  i. examine the extent to which marketing research can promote the growth of hospitality sector in Edo State

  ii. ascertain the challenges militating against the growth of marketing research in hospitality sector in Edo State.

  iii. evaluate marketing research effect on the quality of customer service in the hospitality industry?

To be able to do this, this paper will refute or accept the following hypothesis stated in a null form.

  i. Ho1: marketing research has no influence in promoting the growth of hospitality sector in Edo State.

  ii. Ho2: Marketing research has no significance relationship to providing a solution to the challenges militating against hospitality sector in Edo State.

  iii. Ho3: Marketing research has no significant relationship to improving customer's services in the hospitality industry.

Literature Review
The Nigerian Hospitality Industry

The Nigeria Hospitality industry is a wide industry encompassing numerous accommodating services such as restaurants, hotels, bars, cruise lines and host of other businesses related to the ones enumerated above. Generally, it is a multi-billion-dollar industry with numerous contributions. In Nigeria, hospitality development could be commonly visible in hotel and restaurants sub-sector of the industry (king, 2009). The hospitality industry is flourishing with modification in range, quality and classifications still there is stillroom for greater expansion due to the dynamic nature of the sector. The industry encounters diverse challenges like unpredictability in power supply, insecurity, adverse international exposure and the consequences of the overall issues militating against the growth of hospitality in Nigeria. Over a decade ago, enormous amount of growth has taken place in the industry which has culminate into rise of fast food restaurant chains, hotels and Nightlife covering a wide range of styles, presentations and quality. The hospitality

sector, which is classified by the Nigeria Bureau Statistics as the accommodation and food services segment, is regarded as one of Nigeria's vivacious industries. However, the industry has equally experienced declined patronage due to recession. The national accounts from the NBS reveal that the hospitality sector increase by 0.2% in Q3 2017, in relation to the shrinkage of -4.9% in the resultant period of 2016 (Modupe, 2018).

Concept of Marketing Research

Ibidunni (2006) sees marketing research as the methodical collation, recording, analysing and interpretation of data relating to problems of sales and delivery of goods and services. Asika and Osuagwu (1997) defined marketing research as the study of all the problems regarding the movement of goods and services from the manufacturer to the end users with the consciousness of providing pragmatic solutions consistent with established hypothetical principles. Kotler (2006) further views marketing research as an orderly process of analysis, distribution, building of model and seeking for information for better decision making and control in the distribution and marketing of goods and services. Baker 1960 in Oladele & Olaleke (2013) opined that market research is concerned with measurement and analysis of market, whereas marketing research is concerned with all those factors which impinge upon the marketing of goods and services, and so include the study of advertising, distribution channels, competitive products and marketing policies and the whole field of consumers behaviour.

Bradley (2007) opined that marketing research is a "set of processes that provide a relationship between the manufacturers and end users of products to the marketer via information - information necessary to discover 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, analyses the results, and communicates the findings and their implications. Market research is the process of assessing the viability of a new product or service through techniques such as surveys, product testing and focus groups. Market research allows a company to discover who their target market is and what these consumers think about a product or service before it becomes available to the public. Kotler (2001) opined that Marketing Research is the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services. "Marketing research is a systematic problem analysis, model building and fact finding for the purpose of improved decision-making and control in the marketing of goods and services." Marder (1997) see marketing research as the systematic and objective search for and analysis of, information relevant to the identification and solution of any problem in the field of marketing". Charlse (2007) opined that marketing Research is the application of scientific methods in the solution of marketing problems.

The marketing research process constitute six several steps beginning with the problem and terminating with the interpretation of the research findings. These

steps includes identify the problem; determine the research design; outline the sample and method of data collection; collect the data; analyse the data, and, interpret and present the findings (Sarstedt & Mooi, 2014).

The foremost step is to recognise the problem confronting the establishment. Identifying the problem aid, the researcher carry on the process. The researcher may be able to determine procedures that could be used, and the range of information required. Determining the research design ensures that the information gathered is based on the objectives of the study. In the third point, the researcher should decide the type of sources of information needed, the method of data collection, the methodology, the timing and the sampling. Data collection can be divided into two parts based on data collecting sources: primary and secondary sources. The primary sources are the data collected from the original sources while the secondary sources are those collected from articles or reports. This implies spotting legibility of data collated. The final step in the market research process is to draw a conclusion and reveal the research findings (Your Article Library 2015.)

Empirical Review

Oladele and Olaleke, (2013) researched on marketing research: Pathway to optimal market-oriented products. The research surveys the significance of marketing research as a means to developing optimal market-oriented products. The objectives were to establish whether the application of marketing research influences new product adoption process by consumers among others. The paper adopts survey research with two hypotheses stated in null form. Data obtained from the questionnaires distributed were analysed and these were tested with the aid of Regression and correlation test statistics based on the nature of the set hypotheses. Findings revealed that marketing research has significant effect on new products been easily adopted by consumers. The study then made useful policy recommendations, which companies will find beneficial if faithfully implemented.

Udegbe and Olumoko (2017) researched on marketing research emphases in Nigerian small-scale enterprises. The rationale of the research was to examine the practice of marketing research among SME's in Nigeria. The sample constituted 1200 owners of small-scale enterprises in Nigeria. The descriptive statistics like mean, standard deviation, simple percentage and t – test were used as means for analysis. The study found that owners of small-scale enterprises in Nigeria do not engage in marketing research before or during business, nor follow due process of carrying out research.

Onwubiko (2015) examined the impact of marketing research on business management in Nigeria. The study adopted the survey research method by targeting population of 15,600 registered members of the National Institute of Marketing of Nigeria (NIMN), constituting academic marketers, AM (2200), marketing practitioners, MP (9350) and marketing students MS (4050). The study adopted stratified simple random, convenience and judgmental sampling procedures in this research. The sample size of 390 was determined using Yamane (1967) formula. Applying Bowley's proportional allocation formula, the sample size for each category of the respondents was estimated; AM (55), MP (234) and MS (101). The

study shows the extent of the effects of marketing research at 18.08 percent had non-significant positive impact on business management practice in Nigerian organisations.

Kalu and Okeke (2016) researched on the unethical marketing research practices in Nigeria: Manipulations in marketing reports. The aim of the research was to examine the implications of manipulated research report on the business operations effectiveness and efficiency. The study recommended that research group instructors should educate their students and research associates about the ethical responsibilities of authors of scientific publications and to ensure that, when they are given the responsibility for submitting a paper, they are fully aware of the potential consequences, to themselves and to their co-authors of violations in these ethical guidelines.

Methodology

This aspect describes the research design, population and sampling technique of the study. It also describes sources of data, method of data analysis and limitation of methodology. This study, which is on "marketing research and the growth of hospitality in Nigeria", used the descriptive survey design. This is in line with Olayiwola (2007), who asserted that descriptive research is concerned with the collection and analysis of data for the purpose of describing, evaluating or comparing current or prevailing practices, events or occurrences. The reason for survey design is that survey method involves the systematic gathering of information from respondents for the purpose of generalising and predicting some aspect of the behaviour of the population of the study.

The population of the study comprises of all hotels sub-sector of the hospitality industry in Edo State, while the sample for this study include all hotels within Esan Senatorial District in Edo State. The total number of functioning hotels within the senatorial district is thirty-seven (37) hotels. It the course of this research each of the 37 hotels within the senatorial district were reached, the focus was on the manager or his/her designate, the hotel receptionist and at least 5 customers of the hotels to elicit information as regard marketing research and the growth of hospitality industry within the state. Therefore, the respondent's is 259. This figure was arrived at by multiplying 7 respondents by 37 hotels in this region. In determining the sample size for a study, Roscoe's thumb rule presented by Sekaran (2003) was used which states that a sample that is larger than 30 and less than 500 are appropriate for most research and the size must be several times larger for multiple regression analysis to be conducted. Hill, Brierley & MacDougall (2003), Dillman (2000) also supported this view when they asserted that a sample of 100 and above is enough to provide good representation of the population or any subjected investigated and present good concise research findings.

It used Questionnaires as instrument for data collection. The questionnaire had 15 questions. Questions 1 to 5 deal on demographic information of the respondents while questions 6 to 15 were structured differently using 5-point Likert scale. Questions 6 - 11 focus on marketing research and its significance to promoting

the growth of hospitality in Edo State while questions 12 to 15 centred on marketing research and the growth of hospitality sector in Nigeria.

Table 1 Survey questions response options and weights

Response Option	Description of Option	Assigned Value/Weight
SA	Strongly Agree	5
A	Agree	4
NS	Not Sure	3
D	Disagree	2
SD	Strongly Disagree	1

The data collected from the questionnaires were coded and analysed using simple percentage and Chi-square with the used of Statistical Package for Social Science (SPSS). Questionnaire for this study were reviewed by seasoned academics in the field of marketing research and hospitality for their valuable suggestions and recommendations. Prior to the questionnaire was administered in the field while at the same time the researcher adopted the Test/Retest Method of testing reliability, the same questionnaire was administered on two different occasions to the same group of persons. The scores obtained from the respondents was analysed using Cronbach Alpha Coe-efficient, hence the value ranges from between 0.8 and above. It was termed reliable based on the aforementioned authority.

Data Presentation, Analysis and Findings

The first set of data related to questionnaire distribution to the respondents. The first set of data relates to the demographic data of the respondents. These are gender, age, educational qualifications, ethnic group, status and number of years in full employment. The second set of data relates to the research questions of this study. The analyses are presented in subsequent sections beginning with analysis of demographic data.

Table 1: Sex of Respondents

Sex	Frequency	Percent	Cumulative Percent
Male	204	59.1	59.1
Female	141	40.9	100.0
Total	345	100.0	

Source: Field survey, 2019

Table 1 shows that out of 345 respondents, 204 or 59.1% are male and 141 or 40.9% are female. It shows that the male is more in number.

Table 2: Educational Qualification of Respondents

Level of Education	Frequency	Percent	Cumulative Percent
SCCE	14	4.1	4.1
OND/NCE	2	.6	4.6
B.Sc/HND	205	59.4	64.1
Masters	85	24.6	88.7
PHD	39	11.3	100.0
Total	345	100.0	

Source: Field survey, 2019

A good number of the respondents possess university degrees, specifically 59.4% have BSc/HND, while 24.6% have master's degree and 11.3% have doctorate degrees. Only 6% have OND/NCE while 4.1% possess SSCE/WAEC certificates.

Table 3: Number of years in Full time Employment

Number of Years in Service	Frequency	Percent	Cumulative Percent
5yrs or less	202	58.6	58.6
6-10yrs	39	11.3	69.9
11-15yrs	15	4.3	74.2
16-20yrs	44	12.8	87.0
21yrs and above	45	13.0	100.0
Total	345	100.0	

Source: Field survey, 2019

Majority of the respondents - 58.6% have been in service for 5 years or less and 13.0% have been in service for 21 years and above. In addition, 12.8% have spent between 16-20 years in service, 11.3% have been in service for about 6-10 years and 4.3% have spent between 11-15 years in service.

Table 4: Status of Respondents

Position	Frequency	Percent	Cumulative Percent
Junior Staff	20	5.8	5.8
Senior Staff	303	87.8	93.6
Management Staff	22	6.4	100.0
Total	345	100.0	

Source: Field survey, 2019

Of the total 345 respondents, 87.8% are senior staff, 6.4% are management staff and 5.8% of the respondents are junior staff.

Table 5: Marketing research affect the growth of hospitality in Edo sate

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	100	29.9	29.9
Agree	130	37.7	37.7
Undecided	12	4	4
Disagree	45	13.0	13.0
Strongly Disagree	58	16.8	16.8
Total	345	100	100

Source: Field Survey, 2019

In table 5 above, the respondents were asked whether marketing research affect the growth of hospitality in sector in Edo Central Senatorial district. 100(29.9%) of the total respondent opined that they strongly agree with the statement, 130(37.7%) asserted that they agree with the statement, 12(4%) were undecided, 45(13.0%) disagreed while the remaining 58(16.8%) strongly disagreed. However, looking at the high percentage of respondent that gave a positive answer to the research question, one will say the marketing research plays a significant role in the growth of hospitality in Edo state.

Table 6: Marketing research helps in gathering data used in hospitality sector

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	92	26.6	26.6
Agree	130	37.7	37.7
Undecided	50	14.5	14.5
Disagree	40	11.6	11.6
Strongly Disagree	33	9.6	9.6
Total	345	100	100

Source: Field Survey, 2019

The research question above was to ascertain the reality of information gathering to the growth of hospitality industry in Edo State. 92(26.6%) respondents strongly agreed, 130(37.7%) agreed while the remaining percentage were either undecided or disagreed with the question.

Table 7: Through marketing research, hoteliers get more customers

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	92	25.7	25.7
Agree	100	29.9	29.9
Undecided	80	23.2	23.2
Disagree	40	11.6	11.6
Strongly Disagree	33	9.6	9.6
Total	345	100	100

Source: Field Survey, 2019

It is commonly said that information is power; the operators of hotel within Esan senatorial district displayed this when they were asked whether marketing research help them to get more customers. 92(25.7%) strongly agreed and 100(29.9%) that marketing research helps them in acquiring more customers because it enables them to know the need of the customers and provide them adequately thereby enabling customers to visit them repeatedly. This was, however, contrary to the views of the remaining respondent

Table 8: Marketing research increase the growth of vacations in hotels within Edo State

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	102	29.6	29.6
Agree	98	28.4	28.4
Undecided	80	23.2	23.2
Disagree	40	11.6	11.6
Strongly Disagree	25	7.2	7.2
Total	345	100	100

Source: Field Survey, 2019

With hotels now having marketing department as well as conduction marketing research, vacation has increased in recent times. The operators of hotels in this area reveal that marketing research has increased the need for people going on vacation to relax and take their mind off from work for some time. 102(29.6%) strongly agree that marketing research has increased the need for vocation in hotels, 98(28.4) respondent agreed, 25(7.2%) strongly disagreed with the above assertion.

Table 9: Marketing research improve the services of hoteliers in the State

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	102	29.6	29.6
Agree	98	28.4	28.9
Undecided	40	11.6	11.6
Disagree	70	20.3	20.3
Strongly Disagree	35	10.1	10.1
Total	345	100	100

Source: Field Survey, 2019

The table 9 revealing the opinion of respondents with respect to marketing research improving the services of hotel operators in Edo Central Senatorial district. 102(29.6%) of the total respondents strongly agree that marketing research help to improve the services of hotel operators within Edo Central Senatorial district. 40(11.6%) of the total respondents were undecided while the remaining 35(10.1%) respondents strongly disagreed with the assertion.

Table 10: Hospitality industry provide a solution to the problem of unemployment

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	102	29.6	29.6
Agree	98	28.4	28.4
Undecided	80	23.2	23.2
Disagree	40	11.6	11.6
Strongly Disagree	25	7.2	7.2
Total	345	100	100

Source: Field Survey, 2019.

The table 10 reveal the opinion of the respondents on the issue of employment creation by the hospitality sector in Edo state. Based on the opinion of the various respondents, it was gathered that the hotel sub-sector of the hospitality industry in Edo State owing to the large number of respondents are helping in employment generation in the state. However, 80(23.2%) of the total respondents were undecided in this regard.

Table 11: Marketing information help hoteliers to reduce cost in carryout their activities

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	102	29.6	29.6
Agree	138	40	40
Undecided	30	8.7	8.7
Disagree	30	8.7	8.7
Strongly Disagree	45	13.0	13.0
Total	345	100	100

Source: Researcher's fieldwork, 2019

Table 11 was meant to elicit information on whether marketing information which the bedrock of marketing research is provide basic information that help hoteliers to reduce cost of operation. From the analysis, again it is clear that marketing information as regard the need of customers in the sector.

Table 12: Does marketing research help in reducing cut throat competition in the hospitality industry in Edo State

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	133	38.6	38.6
Agree	90	26.1	26.1
Undecided	30	8.7	8.7
Disagree	47	13.6	13.6
Strongly Disagree	45	13.0	13.0
Total	100	100	100

Source: Field survey, 2019

Hotel business is characterised by heavy competition, as customers tend to favour those hotels that have state-of the-art facilities. The research question above aimed at knowing if competition exist in the hotel industry. 133(38.6%) strongly agree with the above assertion 90(26.1%) agreed, 30(8.7%) respondents were undecided while the 47(13.6%) and 45(13.0%) respondents were not in support of this assertion.

Table 13: Marketing information help hoteliers to reduce cost in carryout their activities

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	122	35.4	35.4
Agree	94	27.2	27.2
Undecided	34	9.9	9.9
Disagree	50	14.5	14.5
Strongly Disagree	45	13.0	13.0
Total	345	100	100

Source: Field survey, 2019

Marketing research due to its focus on addressing the needs of the customers have a way of redirecting a business focus on those key issues thereby reducing organisation cost. Again, a high percentage of the respondents were in support that their cost has been reduce due to the fact that they channel their resources to key issues of customer satisfaction rather than on issues that are not so pertinent to the customers. The table above shows the percentages of the various respondents.

Table 14: Marketing research improve the nation's economy

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	84	24.3	24.3
Agree	94	27.2	27.2
Undecided	73	21.2	21.2
Disagree	50	14.5	14.5
Strongly Disagree	45	13.0	13.0
Total	345	100	100

Source: Field survey, 2019

Businesses generally helps to improve the economy of any nation. The economy of the state is largely impacted by the growth in hospitality industry in Edo State. 84(24.3%) respondents agreed that marketing research improves the nation's economy, 73(21.2% were undecided, 50(14.5%) disagreed while 45(13.0%) strongly disagreed with the above statement.

Table 15: Do you believe that your customers are delighted with the kind of service you render to them with the aid of marketing research

Response option	Frequency	Percentage	Cumulative Percentage
Strongly Agree	83	24.1	24.1
Agree	108	30.7	30.7
Undecided	66	19.1	19.1
Disagree	50	14.5	14.5
Strongly Disagree	40	11.6	11.6
Total	345	100	100

Source: Field survey, 2019

Customer satisfaction should be the core of any business organisation. 83(24.1%) respondents strongly agreed that their customers to a large extent are satisfied due to the fact that they usually return again. 50(14.5%) respondents were not in agreement while 66(19.1%) respondents were undecided.

Test of Hypothesis I

Table 16: (Ho1) – Marketing research has no significance relationship to promoting the growth of hospitality in Edo State

	Marketing research has no significant relationship to promoting the growth of hospitality in Edo state.
Chi-Square	241.640^a
Df	4
Asymp. Sig.	.000

Researcher's Chi-square output using SPSS version 19

Based on the result from the SPSS chi-square analysis using $P > 0.05$ we therefore reject Ho1 marketing research has no significance relationship to promoting the growth of hospitality in Edo State and accept H_1 Marketing research has significance relationship to promoting the growth of hospitality in Edo State

Test of Hypothesis II

Table 17: (Ho2) – Marketing research has no significance relationship to providing a solution to the challenges militating against hospitality sector in Edo State.

	Marketing research has no significance relationship to providing a solution to the challenges militating against hospitality sector in Edo State.
Chi-Square	17.644^a
Df	4
Asymp. Sig.	0.000

Source: Researcher's Chi-square output using SPSS version 19

Based on the result from the Chi-square analysis using $P > 0.05$ we therefore accept Ho2, which states that Marketing research has no significance relationship to providing a solution to the challenges militating against hospitality sector in Edo State. While we accept H_1, which state that marketing research has significance relationship to providing a solution to the challenges militating against hospitality sector in Edo State.

Test of Hypothesis III

Table 18: (Ho3) – Marketing research has no significant relationship to improving customer's services in the hospitality industry.

	Marketing research has no significant relationship to improving customer's services in the hospitality industry.
Chi-Square Df Asymp. Sig.	16.764[a] 4 0.000

Source: Researcher's Chi-square output using SPSS version 19

Based on the result from the Chi-square analysis using $P > 0.05$ we therefore reject Ho3 and accept H_1: which states that marketing research has significant relationship to improving customers' services in the hospitality industry.

Discussion of Findings

The objective of this study is to examine the impact of marketing research in the hospitality industry in Nigeria. The study based on the tested hypothesis reveal that marketing research plays a vital role in ensuring adequate and timely growth in the hotel sub-sector of the hospitality industry. The findings of this study found marketing research to playing a tremendous role in the hospitality industry by helping to equip hotel entrepreneurs with information that will aid in improve their hotel business. The research reveals that hotel sub-sector of the hospitality industry is the most patronise of other sector of the hospitality industry. In addition, the chi-square statistics reveal that the hypothesis raised were statistically significant at 0.05%. This finding corroborates Kotler (2001) when he opined that marketing research is the systematic gathering, recording, and analysing of data about problems relating to the marketing of goods and services. This is also similar to the findings of Oladele & Olaleke (2013) whose findings revealed that marketing research has significant effect on new products been easily adopted by consumers.

Conclusion and Recommendations

Hospitality management encompasses many different industries and businesses. Hospitality management includes many different businesses, including hotels, restaurants, casinos, resorts, tour agencies and airlines. Modern-day approach to developing marketing research in the hospitality industry presumes the development of all the fundamentals of the 7P's of marketing. Each of the variable of the marketing mix elements when put together can aid the hospitality industry to achieve maximum results. For the marketing system of service delivery, generally, applies the rule that it varies when it comes to services presuming advanced level of contribution of physical interaction between the employees on the front line of service and the consumers and the service presupposing lower level of involvement of communication between the consumer and the company' staffs. In either case, there is an area imperceptible to the consumer (the backstage) and the noticeable area (frontstage).

The objective of this paper was to examine the impact of marketing research on the growth of hospitality industry in Nigeria. The researcher, therefore, make the following recommendations.

i. That hospitality industry be giving an enabling environment to thrive in the state, especially the hotel sub-sector of the economy that can be made possible by government ensuring that taxes paid by this establishment be reduce to enhance their continuity and existence in the state.

ii. Government should grant tax holidays to newly establish hotels, which is the main focus of this paper. By granting tax holiday to hotels in the district, this will give them an opportunity to stabilise after huge amount of money expended.

iii. Fund should be made available in the form of mortgage loans to proposed individual who intend to operate hotels in the state. Lack of adequate funding has been the main problem militating against the growth of industry in Nigeria, so the hospitality industry is not left out in this regard. Mortgage banks should be made to refocus their attention toward giving loans that will be repayable for a long period.

iv. Hotel entrepreneurs should locate their hotels in conspicuous and conducive environment that will make customers feel at home while at the same time providing them comfort.

Suggestions for Further Study

This research examined the impact of marketing research on the growth of hospitality in Nigeria with the researcher focusing on the hotel industry in Edo State. The hospitality industry is quite large, and it covers a wide spectrum of activities like tourism, travelling, airline, catering etc. The researcher therefore suggests that other researcher who may want to research in future should focus on the aforementioned areas

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