

# A Study on Information Technology with Reference Marketing Research

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**Abstract:** *The objective behind this study was to distinguish and examine the capability of data innovation in Nigerian promoting research as an establishment for savvy navigation. It was endeavored to feature a portion of the writing survey on data innovation and showcasing research. For this review, an enlightening examination technique was picked. The outcomes show that advertising scientists are significantly helped by data innovation devices like the web, web based promoting research, PC organizations, data innovation parks, and so forth. to direct examinations that give the board applicable, exact, substantial, and exceptional data for cool headed navigation. The administration, organizations, or patrons of any advertising research study ought to give sufficient financing to the specialists to guarantee substantial, significant, and precise outcomes for dependable direction, the respondents ought to be enough educated about the planned reason and utilization of the exploration concentrate on embraced by the promoting analysts, and the scientists ought to be given admittance to the most cutting-edge data innovation apparatuses.*

**Keywords:** Information technology, marketing research

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