Customer Attitude Towards Internet Advertising And Online Sales (A Case Study Of Mtn Nigeria)

Usman Owolabi Akeem

Faculty of Management Science,

PMB4000,Ladoke Akintola University, Ogbomoso, Nigeria

Tel: +234 836675099 E-mail-labisky@yahoo.com

ABSTRACT

This research study is focused on customer attitude towards internet advertising and online sales A case study of MTN Nigeria. Relevant literatures were reviewed to have a better understanding of the theoretical frame work of the study. Basically, a survey research designed was employed, and questionnaires   (which were the major research instrument of the study) were administered to selected staff. Thus, a simple rand probability sampling technique was adopted while the response rate was Ninety percent (90%) for the administered questionnaires. The study also used chi square, simple frequency distribution and tables as major statistical tools for data analysis, and test of hypotheses. From the analysis, the following findings were made through the test of hypotheses that; there is relationship between availability of an uninterruptible power supply and effective internet advertising/online sales, there is relationship between perfect knowledge (entry and exit) about market situations concerning internet facilities and exact information on customers' behavior on e-commerce, there is evidence to show that high cost of providing information scientifically through internet adverts affect customer behaviour especially the local communities that are illiterate. The following recommendations were made by the researcher that; a quarter of the respondents consider internet access to be very expensive. Government should therefore intervene in the provision of internet services with the view of lowering its cost and making it more accessible to the majority of Nigerians. Since some of respondents feel they do not have need for online shopping, companies offering products on the web should promote the advantages of online shopping to traditional means of exchange.

Keywords: customer , attitude, internet ,advertising, Nigeria

1.0   Introduction

The Nigerian internet initiative started with the effort of the Nigerian internet group by the late 1994. During this period the only access to the internet was Nigeria. Telecom Ltd (NITEL) leased acts which were then very expensive. The pressure was therefore put on NITED to build the infrastructural backbone to make this service more accessible and relatively cheaper to make the effort and awareness drive worth while.

The internet has come with an evolution that cannot be compared with existing technologies that were before it. Molosi (2001) remarked that the television revolution took 13yearrs to reach 50million viewers and the internet achieved this mark in only 4 years Molosi (2001). There is no doubt that the rate of deployment of new technologies in developing countries is low, especially those of sub-saharan Africa. This is particularly noticeable in the areas of telecommunication and computing infrastructure, has led to increase through ISDN, VSAT and even through their mobile phones. Governments in Africa in their ICT reform programs have made efforts to liberalize the market an privatize the sole carrier Oyeyinka Oyelaran Adeya (2002).

A number of countries have adopted the Global System of Mobile telecommunication (GSM), which has boosted the overall available telephone lines. For instance, in Nigeria, Zimbabwe and Uganda government have been licenced a number of GSM Operators. The impact of the moves have been quite dramatic in number of cases for example the Global System for Mobile communication (GSM) in Nigeria before August 2001 there were just about 500,000 mobile and fixed telephone lines in all. Today, the country has over 36 million mobile lines and a little over one million fixed lines for a population of over 140million, tele-density as at June 2007 stood at 28.42 (Internet Download 2007). The fact the internet is a measure interconnectivity and inter-relation of million of computers all over the world for the basic purpose of information exchange in which each computer so connected maintains its

own position of the internet, have made transaction easy. All the computers are built in an internet operate common language or prototype as standard in order that a free flow communication (between sender and receiver) is enhanced, the difference in hardware or software not with standing.

The benefits in an internet to all disciplines according to Adeola (2006) are in its facilitator of globalization process. Thus, internet is advertising in particular and marketing in general is the gateway effective buying and selling globally, considering the intensive knowledge and opportunity it provides. Internet therefore educates, persuades and guides and advertiser to a effective decisions relative to limited available resources and dispersed customer of a product or services. Igbinosa (2003) effective internet usage in marketing (especially advert) is a necessity to overcoming competition and ultimately arrives at a success. He however, added that internet usage in advertising a product or services should be exercise with caution as a result of variety of risks surrounding networking for it performance and security in data.

Similarly, Mabbare (1999) opined that if benefit are to be derived in internet by customers especially advertising/marketing, training of resources (human) in selected programme in the determination of customer attitude. This is because a broad knowledge of this programme will strategically positioned advertiser to accessing customers data (behaviour in the purchase of good and services) and exchange of information. It will also assists in making advertising and online sales forecasting, buddgeting and other services more interesting, attractive and less cumbersonme. The fact that advertising are forms of sponsored telecommunication activities associated with personal selling, using internet advertising is therefore necessary in stimulating the customer market and guarantee desired sales performance, Okpara (1999).

At this juncture, this study believe that for the aims in effective advertising to be achieve, internet services that are affordable, reliable and accurate should be built to secure the patronage of existing customer and wining potential ones. This is because adequate internet installations are perequisite to adverter/marketers satisfying their customer especially when time, place and products are considered. In specific term, internet on effective on advertising is a working tool without which of objectives may not be achieve especially in quality services delivery for a better customer attitude on purchase.

1.1   Statement of theProblem

Nigeria is a growing economy. With over 140 million people, coupled with the low level of infrastructure like roads and rails, there is great need for the adoptions of a faster and more reliable means of exchange in order to drive commerce.

Despite the numerous advantages in internet advertising and on line sales over other forms commerce, many Nigerians are yet to adopt this technology in their daily buying and selling activities.

A number of factors have been given for this, which include lack of proper record keeping on customer perception and attitude which impedes the determination of the true position of activities of anytime in any place, absence of periodic review of communication system policies and programmes with a view of taking appropriate purchase decision.

Inadequate and inexperience staff (personnel) to use communication system in data processing for effective internet advertising and online sales.

- Unavailability of timely and perfect internet information to the end users (cutstomers of goods and services)
- High cost of providing information scientifically through internet adverts to all the end user (reaching customers in local areas who are illiterates).
- Non-Conformity by organization to internet and technologies guidelines by regulatory authorities.
- Imperfect knowledge (entry and exit) about market situations concerning internet facilties and exact information on customers behaviour on e-commerce.
- Unavailability of an uninterruptible power supply for effective internet advertising and on line sales.

1.2   Objectives of the Study

The internet has emerged as arguably the most visible component of the dynamic developments of information and communication technologies (ICTs). The rate of adoption of the internet exceeds that of all technologies before it. Its uses range from communication and publishing to research. It has impact albeit differentially, every sector from manufacturing and services to commerce Nigeria as a growing required fast and efficient means of exchange to support the commerce within her vast population.

The main objective of this study is to ascertain the nature of Nigeria customer's attitude towards internet advertising and on line sales. Specific objectives are:

- To identify the factors that affects the adoption of the internet as a means of doing business in Nigeria.
- To examine the effect of internet advertising on sales volume in Nigeria
- To investigate whether imperfect knowledge (entry and exit) about market situations concerning internet facilities and exact information on customers behaviour affect e-commerce.

1.3   Operational Definitions

Certain concepts and variables used in the study need be defined for clarity and comprehension. However, those not defined under this chapter will be treated in the course of the study terms for definition includes.

Effectiveness: This involves doing those things necessary to accomplish organizational objectives
Efficiency: It concerned with doing right job in the right way at the right time.
Proficiency: Expertise delivery of services to customers. It could be described as knowledge, skills and behaviour needed for effective performance.
Marketing: The integration of all the customers' related activities within outside an organization aimed at satisfying customers wants.
Information Technology; This is concerned with processing data and related resources into a productive information and use.
Performance: Manner and success in the execution of a work a measure based on the expected result and standards.
Internet and the World Wide Web: The internet is a global communication based on computer network.

2.0 Historic Development of Internet Advertising

Internet marketing has grown quickly since its inception. The e-commerce website, viewed as a marketing toy in the early days of the Internet, became an integrated part of the overall business plan and in some cases grow to a bigger business than the existing offline business. According to one report, the total sales amount generated through affiliate networks in 2006 was $2.16 billion in the United Kingdom alone. The estimates were $1.35 billion in sales in 2005. Affiliate Marketing Networks Buyer's Guide (2006) Marketing Sherpa's research team estimated that, in 2006, affiliates worldwide earned US$6.5billion in bounty and commissions from a variety of sources in retail, personal finance, gaming and gambling, travel, telecom, education, publishing and forms of lead generation other than contextual advertising programs. Anne Holand, (2006).

Currently the most active sectors for affiliate marketing are the adult, gambling, and retail industries. Internet Statistics Compendium 2007, the three sectors expected to experience the greatest growth are the mobile phone, finance, and travel sectors. Internet Statistics Compendium 2007, Soon after these sectors came the entertainment (particularly gaming) and Internet-related services (particularly broadband) sectors. Also several of the affiliate solution providers expect to see increased interest from business to business marketers and advertisers in using affiliate marketing as part of their mix. Internet Statistics Compendium 2007.

2.1   Internet Marketing

According to Wikipedia, Internet can be referred to as online marketing, Internet advertising e-Marketing (or e-Marketing). Thus, it is the marketing of products or services on the Internet. When it applies to be subset of website based ad placement it is commonly referred to as Web advertising (Web advertising), and/or Web Marketing. The internet has brought many unique benefits to marketing including low cost in distributing information and media to a global audience. The interactive nature of internet marketing, both in terms of instant response an in eliciting response, are unique qualities of the medium. Internet marketing ties together creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing methods and strategies encompass a wide range of services such as search optimization (SEM) and pay per click (PPC), display advertising, text-based advertising, behavioural marketing, software-based ads, e-mail marketing, newsletter marketing, customer Relationship Management Marketing afflict marketing, web press releases, interactive advertising, online reputation management (ORM), online marketing research and also Social Media Marketing Methods such as blog marketing, multivariate testing or optimization and viral marketing.

Internet marketing is the process of promoting an organization using online media, typically with the goals of increasing sales and boosting profits. Internet marketing does not simply mean building or promoting a website nor does it mean simply mean building or promoting a website nor does it mean simply putting a banner ad up on another website. Effective internet marketing requires a comprehensives strategy that synergizes a given company'

business model and sales goes with their website function & appearance, focusing on their target market through proper choice of advertising type, media and design.

2.1.1   Internet Marketing Strategies

The first approach to developing Internet Marketing Strategies is to "Brand" your product or services online. In the article "How to Reality Marketing on the internet" published by 'Business innovator Group Resource (BIRG) Magazine' (2002), branding of products/services online starts with registering a domain name even if you are not ready to use the domain name immediately. By this you have reserved your name in the registry of all domain names on the internet.

Names ending with biz, .com, .info, .name, .net, or .org can be registered through many different competing registrars for a one off token fee. In addition, many portals, search engines, and on line Directories offer services for domain name registration. The registrars submit the contact information to a central directory, or registry, which provides other computers on the internet with the information necessary to send you e-mail or to find your Website. Wilson (2006) in his article "Web Marketing Today" identified a number of strategies that can be employed to increase traffic to your E-commerce site. He categorized the strategies in the following sub-headings.

- Search Engine Strategy
- Linking Strategy
- Traditional Strategy
- E-Mail Strategy
- Miscellaneous Strategy
- Paid Advert Strategy.

2.1.2   Search Engine Strategies

The most important and inexpensive strategy is to rank high fro and preferred words on the main search engines in "organic" or "natural" searches (as opposed to paid ads). Search engines send robot "spiders" to index the content on your webpage. To accomplish his need to ensure that the webpage is fine tuned with the following properties.

2.1.3   The Internet and Web Based Market

Web-based Advertisement (Online Advertisement) on the worldwide Web Companies design their websites and web pages and put their advertising contents there so that such advertisement can be read and appreciate by the visitors to the websites. This type of advertisement is very much "real time advertising" as those browsing through the internet has the opportunity of seeing large number of websites with varying "real time advertising" as those borrowing through the internet have the advertorial contents. Due to the interactive nature of the internet "real time advertising" is possible as long as that customer visit the website. Another attraction of web-based adverts is that the customers who make enquires get immediate responses to their enquires (Gbede; 2000)

2.1.4   Internet and air Travel Agencies

Air travel agencies perform several functions ranging from ticket sales to reservation and confirmation of seats, visa collection services as well as package tour. Most of these services can be packaged and sold better on the internet especially through interactive websites. Air tickets can be bought on line directly by customers thus enabling the airlines to avoid paying the travel agents the discount on the tickets sold online.

2.1.5   Web Based Counseling

The internet has become an indispensable tood to consultants. Apart from being able to downloaded data and research results from the internet, consultants can derived immense web advantages that can fasten the task of seeking for and finding the right caliber of staff by carrying out data mining on information accessed from other websites. In the same vein, the consultant can establish an executive search websites which can be visited by prospective employees which will be able to post their CVs to such websites.

2.1.6   Means of Protecting Network

Several methods can be used to protect one's network. According to Gbede, (2000) these protective methods include:

2.1.7   Use of Password

A password is a group of characters supplied by a computer user to gain access to the computer system or to gain to certain files or certain levels of operations of files kept on the computer system. It is a character set that required to be supplied to the computer by being keyed in before the computer will allow access to its files.

2.1.8   Use of Fire walls

A firewall is a hardware/software barrier that checks the information passing between network and a public network (that is the internet). Firewals are usually in form of special computers that prevent crackers from gaining access to private networks.

2.1.9   Use of Monitoring

Other methods of protecting private network from cyber attackers include the use of monitoring. These monitoring programs will warn the user of any Trojan virus or worm inside the computer program. Similar to this another, "Sentinel software" referred to as "integrity checkers" that warns the user of any change in the computer file's integrity or files structure.

2.1.9.1   Scanner Program

Scanner program is a protective program that scans new programs or files to be installed or copied into the computer (for viruses, worm, etc) before such programs/files are installed/copied.

Where the scanner program can clear the virus either from the input device or from the hard drive and repair the devices, such scanner programm are reffered to as "vaccine programs" or anti-virus programs.

Another means of protecting one's network involves the creation of extranets (that is secured internet links with one's suppliers for the exchange of vital and highly sensitive information) as unscrupulous people can tamper with company's communication links with one's supplier altering other details and disrupting information flow.

The extranet can also be protected through the use of smart cards issued to bonafide business partner to access the website. These cards would have been programmed with a code, which can be recognized and verified by the computer, such that only bonafide business partners are allowed access.

Another protection techniques for extranets, that is, secured networks, include biometric security procedures like electronic finger-printing, retina scanning, voice recognition, neural network identification (by using the nervous pattern on the human face), DNA finger printing etc.

2.2   ADVERTISING

Advertising is the most conspicuous of all marketing activities. According to American Marketing Associating 1960, Marketing is any paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsor. In order words, advertising may no necessarily involve marketer or the representative appearing to take delivery of sales or services.

Contributing, Wright et al (1979:)9) argued that advertising is controlled, identifiable information and presentation by means of mass communication media. The key distinguishing features of advertising as opposed to other promotional tools (as personal selling, sales promotion and publicity, could be found in its definitions. (i) Unlike publicity, advertising is paid for. The medium (Television, Radio, Newspaper etc) through which the advertisement is transmitted or in which it is published is paid for (ii) Advertising, unlike the use of salesman, is non-personal in the case that it objective of an advertisement is usually on idea, goods or services although it is also possible to advertise events (as trade fairs, Christian crusade meetings and obituaries and organizations like companies' churches, clubs and political parties). (iv) The contents, timing and direction of an advertisement message controlled by the advertiser. (v) The channel used for transmission of the advertisement message is a mass medium, which could reach many people simultaneously.

2.2.1   Uses of Advertising

The general goals of advertisement are to inform, educate and to persuade. An advertisement may seek to inform buyers of where thy can buy the product or the price at which it is sold. It may be aimed at educating buyers on how to use the product safely and economically. Moreso, its primary concern may be to convice orpersuade the audience to think favourable about the company or to buy its products.

Depending on the primary aim of the advertisement; they could classified into "informative advertising' 'persuasive advertisement' or competitive advertising' but most advertisement often seek to achieve all these goals at the same time.

According to Holtje (1978:9) firms mount specific advertisements for different specific reasons depending on the task at hand but some of these specific uses of advertisements are;

i.   Informing the potential customers about news product being introduced into the market.

ii.   To inform of the price of the product

iii.   To let the customers be aware of where the product can be obtained

iv   Advertisement is used to draw attention of customers to benefit of the product, particularly its hidden qualities as per second billings and coverage.

v.   To as well counter the advertisement of competitors in the same industry

vi.   To correct wrong or negative impressions or rumors about the company or its products or simply foster goodwill.

vii.   Assist middle men to sell their products as well as support the efforts of salesmen by helping them to pre-inform prospects

viii.   It is used to draw attention to changes in product features in order to stimulate customers to buy or try the products.

ix.   Advertisement is used to reassure customers of the product that they are buying

2.2.2   Types of Advertising

Advertising can be classified on different bases. The most common typologies are on basis of media, sponsor, geography audience and the stage in the product life cycle in which the advertising is being done. But, Colley (1961:14) is of the view that classification may be on the basis of what is being advertised and the kind of demand the advertisement is intended to stimulate or create; these classifications can be summaries as follow.

2.2.3   Classification by Media

The advertising medium is the route through which an advertisement is channeled; therefore we can identify two important media, these are print and electronic advertising.

Printing Advertising

It is the advertisement that relies on the printed words and it is further subdivided into 'Newspaper Advertising' in which important or major daily magazine/journal advertising (in which weekly magazine or monthly journals are used to advertise products) examples are Tell, News watch, and evasion including the Nigeria Trade Journal.

Outdoor advertising is an important firm of print advertising through which sign boards, posters and billboards are mounted along major roads to display a particular product or services.

2.2.4   Electronic Advertising

Advertising could also be channeled through the use of electronic media such as the radio, television, home video and cinema. These different forms of electronic advertising are referred to as radio advertising, television advertising and cinema advertising respectively.

2.2.5   Classification by Sponsor

Manufacturer producers advertising are those advertisement sponsored by manufacturers or producers of a product these are common with manufactures and producers of household items as Lever Brother (unilever), Paterson Zochlis (PZ). There exist also 'middlemen advertising' which is the advertisement sponsored by the marketing intermediaries. They are two types of it, 'wholesaler' and 'retailer advertising' this kind of advertisement is prominent among car dealers (as Coscharist, Larne Shittu etc. as well ad supermarkets, other wholesale and retail outlets).

'Cooperative' advertisement is a situation in which advertisement is sponsored by two organizations in the same business stage or level of production process. Example is Joint Sponsorship of an advertisement by cigarette producers. However, 'vertical' cooperative advertising involves joint sponsorship of an advertising campaign by firms at different levels of the production cycle. Example is when a producer and middlemen jointly sponsor a campaign.

.2.2.6   Classification by Gegographical Coverage:

Advertisement Campaigns Are usually aimed at focusing particular Audience or Customers. This May Prompt an Advertisement Covering. Wider or Limited Geographical Area. This type of has two major areas; Local and National Advertising. Local Advertising is a geographically Localized Advertisement By a local newspaper or radio station. The local advertisement is paid for by a local merchant rather than by a national advertisement is paid for by a local merchant rather than by a national advertisement is paid for by a local merchant rather than by a national advertiser as Holtje (1978:9) put it. Similarly National Advertising are the adverts that are placed in a national medium such (NTA) Nigeria Television Authority network programme such as 'New' or in a national newspapers such as Dialy Sum, Punch and The Guardian. Holtje (1978:7) also refers to the term national advertising as advertising done by local retailers to build sales directly.

2.2.7   Classification by Intended Audience

Advertising is often aimed at different target audience depending on the product and primary purpose for which it is being used. Asker and Myera (1975:89) deduced that consumer advertising is aimed at individuals and households who uy for domestic non-business uses. But 'Industrial Advertising' has a its target audience those who buy for resale or for the production of goods and services for sale. However, 'trade and professional' advertising are those advertising aimed at those who buy for resale and those who do not use product themselves but recommend them for use by others. Example is medical practitioners that recommend drugs for patient.

2.2.8   Classification by State in Production Life Cycle

According to Lavidge and Steiner (1961:40) a product passes through many stages during its life span. When a new product is being introduced for the first time into the market, it is through the 'pioneering advertising' pioneering

advertising is used to herald a new product into market, to introduce it to potential users and demonstrate it usefulness.

As competitions develops, each company strives to demonstrate the competeness superiority of its products over others. As this stage of the product life cycle, there is competitive advertising 'competitive advertising' provides mean for fighting competition and for improving the company's market share. The main objective here is to demonstrate the products strengths and its superiority over others.

At the maturity stage, of the life cycle of the product, the basis purpose of advertising is to regain the company's current customers' this is usually the period of retentive advertising. 'Retentive advertising' is used in achieving for regaining customers patronage.

2.3   Advertising Campaign Process

An advertising campaign according to Lavidge and Steiner (1961:51) is a series of advertisement designed to achieve a specific set of advertising goals during a specific period of time. Iroha (1983:9) explained campaign planning process as follows; (i) situation and market analysis, (ii) formulation of advertising objectives, (iii) determination of the advertising budge, (iv) advertising media selection and scheduling, (v) campaign implementation and evaluation.

Situation and marketing analysis is the starting point in planning an advertising campaign in order to thoroughly understand the company's current position. The situation analysis is concerned with the company's current marketing problems, the strengths and weakness of its product. It also concerns the company's resources particularly those at the disposal of marketing unit. Situation analysis deals with the recent sales trends in order to have an insight into the company market problems that will in turn help to determine how much advertising will be needed as well as the focus of the advertisement.

Pride and Ferrel (1980:17) deduced that marketing analysis is very important in taking decision because it helps to have a better focus in identifying and profiling the target market by assessing the market standing of the company's product and those competitors. This is done in order to understand the buying motives and habits of present and potential customers. A profile of the target market will indicate its size and composition in terms of the demographic and socio-economic characteristics of the members. It will as well analyses the market in terms of the psychological and lifestyle characteristics and geographical location consumers. It will emphasis the current usage patterns and the brand awareness, preferences and loyalty amongst current user.

The information needed for the situation and market analysis according to Kotler (1980:11) could come from the internal records of the company or from secondary or outside source (such as trade journals, and government publications). The market analysis involves some primary research such as quantitative and qualitative study of the market. The quantitative study deals with marketing data such as market. The quantitative study deals with marketing data such as market size, sales trends, market share and a breakdown of sales by territories and consumer types. The qualitative aspects involve motivational studies regarding the benefits sought by users. The main purpose of the situation and market analysis is to generate information on decision about the proposed campaign will be rooted.

2.3.1   Formulation Advertising Objects

Cundiff and Still (1971:50) deduced that based on the company's corporate marketing and promotional objectives and the understanding gained from the situation and market analysis, the company's advertising campaign goals or objectives could be determined. Accordingly such objectives will help t direct the company's advertising efforts and to measures the effectiveness of the advertising campaign. Since the ultimate goal of most advertising campaign is to increase sales. Thus, advertising objectives should be specified in terms of intended sales effects.

2.4   Nigerian Internet User Survey

Internet utilization is at it's infancy in Nigeria despite the fat that progress have been recorded in the industry. Infrastructure has remained the bane of not having internet accessible and widespread. This is one of the many challenges that have made internet vendors operate at high costs when providing internet access.

Currently, the Nigerian welcomes the usage of internet. This is hinged on the fact that the population of users grew from 1.61million, in 2003 to 1.77million at the end of 2004. Projections show a little over 2.2million users by the end of 2007. As impressive as the figures suggest, the country's internet user population of about 1.8million and a penetration rate of 1.4% showcase a very low margin in a country with over 10million people. This penetration rate is lower than Africa's penetration rate of 1.5% and is not anywhere neat what obtains globally. Information remains the driving force behind the utilization of the internet in the country. The age groups of (18-24) years ranks highest when compared with other age groups. The sole reason for this development is the personal needs of users. Cyber cafes have turned out to become good access points for users to utilized. This has encouraged the growth of having

access points outside the home and work place, while clearly showing that the demand for internet is high. Future developments in this area points to the fact that accessing the internet will not be exclusively reserved by personal computers but may be adopted on multimedia
 mobile phones and laptops. This would make the internet access completely ubiquitous in nature. Furthermore, it is characterized by preferred access points, which have seen the VSAT in the lead, educational. Level of users, and income patterns.

A compelling factor that is driven by the choices consumers make is determine by the speak of the connection. Though bandwidth speeds may vary and slow down to frustrating levels, it raises questions about faster and cheaper means of accessing the internet. It would most likely be underlined by the quality of service offered.

The daily use of the internet has become a patter that is on the rise. The study gives a fresh insight to this understanding because over 20 percent of internet users access the net daily.

Also, the average time spent by users is about an hour. Though internet subscription prices are high, there are opportunities for other internet and online activities to be exploited. These opportunities are beginning to shift for various purposes. The challenge is to foster new dynamic ways of delivering access to a vast population and equipping them with the right tools of meaningfully engaging and exploit potentials of the internet. This will no doubt enhance the Nigerian economy when various models of online transactions are deployed.

2.5   Determination the Advertising Budget

Once the advertising objectives are defined, the advertising budget is next to be decided upon. A budget is a financial plan this specifies activities to be performed and the amouts to be expand on each. Thus, advertising budge is concerned with the determination of the total amount to be devoted to advertising, such advertising result could be ineffective. This is because advertisings often have to be repeated many times and in many media to achieve a measure of success.

On the other hand, if too much money is devoted to advertising it could encourage wasteful advertising expenditure, which may be out of tune in realizing the objective situation facing the company. The advertising budge is important according to Druker (1937:62) because funds are generally scarce and must be allocated judiciously and fairly. But Marcus (1975:306) deducted that apart from scarcity of funds is the striking of a balance between scarcity of fund and the needs ensure adequate allocation to advertising should be pursuit. This is for the diverse interests involved, thus, advertising budge decision elicits some amount of politicking and lobbying. It is also important because budget planning could make the different between the success and failure of the company and its productions. Too little advertising could cause the company's market share to shrink. The important question of how much should be voted for advertising is solve theoretically by Wright et al (1977:99) argument that firm should continue to increase its advertising expenditure so long as the last unit of advertising expenditure brings in benefits, which are in excess of the expenditure.

However, the marginal analysis approach of advertising budge is unrealistic.

In practice, the methods often used in budget determination according to Agbonifoh et al (1999:397) are:

Affordable Method

This involves devoting the entire amount, the company can afford to advertising. This depends on the company's resources, cash flow expectation and its commitments.

The fixed Percentage-Of-Sales Method

It deals with how a company decides in advance what percentage of sales would be spending on advertising.

The objective and Task Method

It's a method in which advertising budget are related to the objectives of the advertising campaigning and the advertising tasks to be performed. This method starts with specification of the advertising objectives for the plan period and next (in specific tasks)

The Competitor's Expenditure Method

This is a method in which the company takes a cue from its competitor's expenditure on advertising. Here three important options are open to the firm. First the leader of the company may choose to out spend competitor, two alternatives to this is to match competitors expenditure to about the same amount as competitors are spending on advertising. This is referred to as competitive parity method: Third, it is also possible for a firm to choose to spend less than competitors in recognition of its unique qualities such its superior personal selling programme or it is inferior financial position.

Similarly, Boome and Kurtz (1980:138) outlined some factors to be considered in determining advertising budge.

- The relative importance of advertising as opposed to other promotional elements in promoting the sales of the product and more important the role of advertising. The more the advertising outlay will tend to be the more budge allocation to it.
- The stage of the product in its life cycles, e.g a product at the introductory stage is likely to demand grater advertising efforts and cost than that at the growth or maturity stage.
- The nature of the product, e.g a product with hidden qualities will most probably require a heavier advertising budget
- The degree of competition will require higher advertising expenditure.
- The advertising policies, budget and practices in the industry, (for instance; telephone service provider is reputed for intensive advertising determines budgeting cost.
- The resources available to the firm to plan their advertising budget determine its success or failure
- The company's advertising history, determines budget allotment e.g. a company that is used to high expenditure on advertising may be reluctant to cut down very much on advertising for four of loose of prestige reasons.
- The advertising objectives and tasks ahead play important role for fixing budget.

2.6   Testing the Advertisement

Falomo (1983:18) advice that before a company finally mounts the campaign, it is necessary to test the advertisement. The purpose of the test is to identify areas that need to be improved upon. The test can take different forms; it may be shown to a sample of consumers in laboratory situation. The consumers are then required to comment on various aspects of the advertisement. Such comment and suggestions could then indicate the weakness of the advertisement. Alternatively, the advertisement may run in a test market, which is considered representative of the target audience. People who saw it could then be asked their opinions about the different aspects their believer of the appeals, the impact made by the illustration and the effect on their approach. The comment are usually very useful. Although advertisement testing is costly but it is valuable since it help to detect and identify avoidable errors, which could ruin the entire exercise.

2.7   Impact of the Advertising on Telecommunication Industry

According to Kotler (1980:46) advertising is a strategy whereby potential customer is persuaded by convincing that a product or service is capable of satisfying the immediate and future wants. In so doing awareness is created and knowledge acquired through information on the features of a product or service.

More so, advertising improve the brand value of a product or service and creates favourable attitude on customer's choice, taste and habit. However, the ffectivness of advertising is predicated upon message content medium use, product or service perception and policies or regulatory controls of government and her agencies.

It need be emphasized here that the effect of advertising telecommunication industry varies from one firm to another. However, a general opinion is that advertising stimulates sales and purchases.

Advertising has a considerable level improved product or service quality delivery in the telecommunication. It has improved the rate of competitive of all firms in the telecommunication industry. Following from this, could be inferred that advertising provides and protect firms in the telecommunication industry to operate within the confinement of laws. Advertising provides firms with data necessary in considering cost benefit relationship of any activity (potential and existing) they might engage in advertising invariable serves as a measuring tool for firm and product acceptance telecommunication industry.

On the country, a wrongly coded advertising message to consumer of products or services in the telecommunication industry could be a set back to maximizing profits or breakeven. In addition advertising of some services in the telecommunication industry have been accepting low valued services for their scarce resources.

2.8   Consumer Behaviour

Today's business firms must understand group characteristics are they affect consumer behavior. Very few manufacturer have the resources to sell to whole nation like Nigeria. The market is simply too vast for one firm. Even if the firm has the resource, everyone cannot simply desire its products(s). it is advisable and more profitable for a firm to specialize – to appeal to one group or at most a few groups. This is only possible if the firms know the categories of buyers, what interest them and how they can be influenced to buy. These will naturally enable firms to segment the markets.

Consumer behavior studies arm markets with such facts as the basic needs, the psychological needs, motivation, perception, attitudes, personality, learning among others. Many psychologists have examined needs from different dimension. But the most popular is Maslow's Hierrachy of needs. Maslow's need hierarchy is the order in which human needs arise. He believed that when one need is at leas partially satisfied, the need at the next highest level

arises. The needs can be classsifed into primary (needs which are fundamental to human existence) and secondary (needs that can be avoided)

a.   Primary needs includes
I,   The psychotically (hunger, thirst, sleep)
ii.   The safety needs (security, order and stability)
iii.   Secondary needs includes
iv.   The belongingness and love needs (affection and identification.)
v.   The esteem needs (prestige, success and self respect)
vi.   The needs for self-actualization

Maslow (1954:101) explains that the need hierarchy is not rigid as may be implied by previous discussion. He recognizes the fact that while most people feels the needs is about the order indicated; there may be exception in individual cases. This discussion will now be illustrated with the diagram below.

CONSUMER BEHAVIOUR AND SEGMENTATION

Management Nnowulu – Obosi Pacific Publishers,
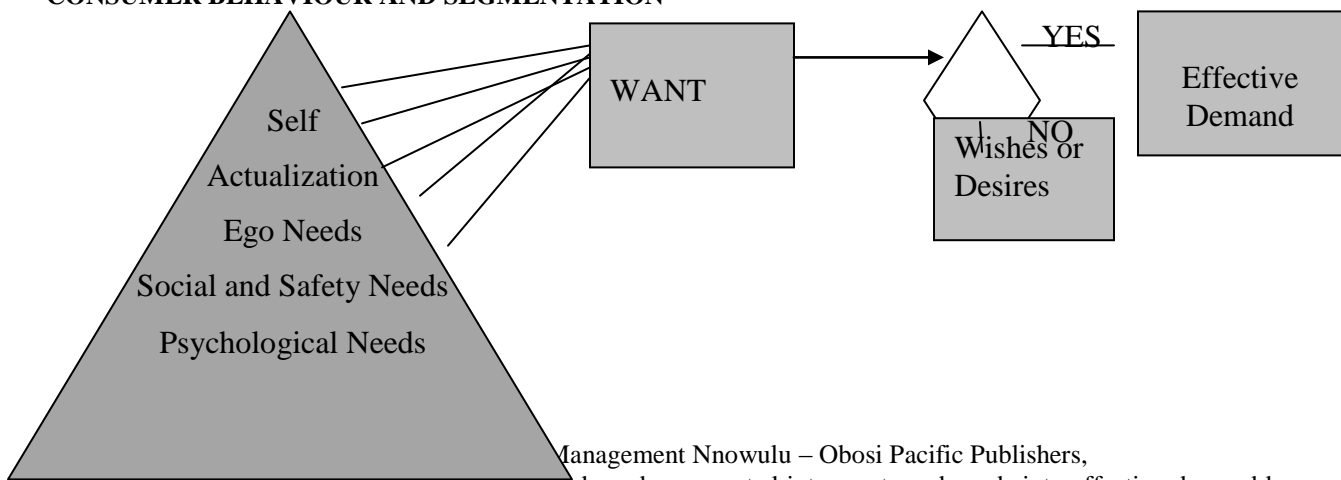
The implication of the diagram above is that needs an be converted into wants and needs into effective demand by the marketer.

Lavidge and Steiner (1961:88) developed one model that identifies the following stages through which advertising seeks to move the audience.

- Awareness of the existence of the product
- Liking for the product
- Preference for the product
- Conviction to act or purpose the product
- Actual purchase of the product

But on his part, Strang (1925:9) developed similar model, which forms the bass for the model, and advertising objective of probably moving prospects from one stage of the process to another, examples of such telecommunication effects that advertising objectives could be

- To ensure that the percentage of target audience that is aware of the existence of the product rises.
- To increase the percentage of these who know the distinct feature of the product to rise from lower percentage of higher percentage in the new few months
- To raise the percentage of the target audience who prefer onebrand to others from few percent within one year.
- To increase the percentage of these who know the distinct features of the product to rise from lower percentage to higher percentage in next few months.
- To raise the percentage of the target audience who prefer one brand to others from few percent to a higher percentage with one year.

In Klipnner (1973:10) ways or mode, the basis for setting advertising objectives apart from sales and telecommunication is to affects specific behavior, which the adverse seeks to influence for instance, to stimulate trial purchase from non-user to attract competitors' customer to retain existing customer to reate brand loyalty amongst

customers and to increase the usage of the produce among current customers. These advertising objectives are fully stated below:

- **Measurability**

The concerns efforts to ensuring that the extent to which objectives have been achieve and be ascertained at some future date.

Target Audience

It consisting identifying the target audience that promotes the focusing advertising efforts.

- **Time Dimension**

The time dimension indicates the period within which the specific goals are to be accomplished.

2.9   Corporate Profile of MTN

MTN, one of Nigeria's leading telecommunication companies has reaffirmed its commitment to playing a role in driving socio-economic growth and development in Nigeria.

The key objectives; when MTN launched their operation in 2001 was to use, telecommunications as a platform to unleash Nigeria's strong potential for development'

'In providing telecommunications services to over 25million active subscribers' he said ' the MTN operation has registered an impact that clearly underscores the wide-ranging economic multiplier nature of investment in telecommunications. The multidimensional impact of our over $5billion investment in our network rollout includes job creation and the empowerment of thousands of small and medium business'

In addition to over 5000 base stations; MTN have put in place a 5,411 kilometer fiber optic transmission backbone, which is the longest private infrastructure of its kind in Africa. The fibre optics 'super highway' is the catalyst for an ICT revolution which will impact the whole of sub-Saharan Africa'

In recognition of customer demand; in the busiest commercial hubs of the country. MTN is also erecting metropolitan 'self healing' fibre rings across major cities like Lagos, Abuja, Port Harcourt, Kano and Ibadan. The effect of the metropolitan network would be dramatic improvement in the quality of service and increase robustness of the network in those areas.

Quality of service; In 2008 the company achieved an average monthly build rate of 120 base stations, a feat that has remained unsurpassed in Nigeria and indeed the rest of Africa. 'MTN will continuously redouble their efforts to ensure that the growing needs of our country, for quality voice and data services are met in a most satisfactory manner'

The company plans to invest over N180 billion on its network rollout in 2009. In 2008m it invest approximately N137 billion representing more than 30% of the CAPEX budget allocation for the entire MTN Group which has a footprint 21 countries in Africa and the Middle East.

The company would continue to make the necessary invest in telecommunications infrastructure as well as in all levels of government through the payment of tax. The importance that the company attaches to timely payment of its taxes in order to discharge is own civic responsibilities and to ensure that government receives the necessary resources to meet their own statutory obligations for the common god.

MTN paid approximately N151Billion in VAT and other levies to various agencies of Government during the period of its pioneer status from 2001-6

3.0   ResearchMethodology

3.1   Area of Study

The research is on the attitude of consumer on internet advertising and online sales. It will cover organization like MTN and charged with the assessing of the costs/benefits relationship of information technology (internet on staff, customers and other stakeholders in the organization. It has staff strength of about 1,000.

3.2   Data and Method of Collection

Primary Data will be those that are collected through interviews or experimentation observation, and questionnaire. Most data in this study to be used for analysis will be sorted primarily. It need be need here that the primary sources of data will be most crucial and relevant source of data specifically, the data regenerated to gain an overview of the research topic and to prove as much as possible, the authenticity and reliability at the study.

Secondary Source of Data on the other hand are previously published materials, which will be related to the subject matter. This will consists of seminars/workshop papers; unpublished work of postgraduates students and related discipline.

3.3   Research Design
For the purpose of this study, the descriptive approach consisting of survey will be employed. According to Asika (2006:106), this approach is very necessary as the researcher will use it for an indebt study about the subject matter.
3.4   Population of the Study
Population is made up of all conceivable elements, subject or observation relating to a particular phenomenon of interest to the study. The population of this study will comprise of individuals and organization. Selected consumers of internet advertised products an services in Lagos metropolis and selected staff of MTN will be involved.
3.5   Sampling Techniques and Sample Size
The sampling procedure will be stratified into the following categories or strata; illiterates, customers of MTN the staff will participate. Quotes for each stratum will be planned according to the size of the group in the total population. Significant characteristics of the total population will be represented adequately in the different strata of the sample population; it is obvious that not all the respondents will give answers to questionnaire. Pilot programme will be used to determine the willingness of the respondents to participate in this study. The effect will be (4) out of every (5) person were willing to respond to the questionnaire. The percentage of workers willing to participate is 4/5 x 100/1 = 80%, while 20% declined. The formula as given by Godwin (1980:230) will be used in determining the sample size at 5% confidence level this is given as;

$$N_s = \frac{Z^2 \text{ X P X Q}}{E^2}$$

Where Z = Constant value $\dfrac{(1.046)^2 \text{ x } 0.80 \text{ x } 0.20}{(0.05)^2}$

$$= \frac{0.17505856}{0.0025}$$

$$= 70$$

The researcher personally administered and collected back the questionnaire from the respondents. Bias was reduced to the barest minimum.
3.6   Instrumentation
The administration of the questionnaire will be through personal contact with the respondents. The major instrument to be use in this study for data collected is the questionnaire. It is also a basis of option assessment. The usage is for easy extraction of information from respondents. Questions that will be contained there in will be intended to find answers to important problems raised in chapter one. The questionnaires will be in two section: A and B. Section A consist of personal data of the respondents. However, Section B will be on the details of the data collection from the field covering the theme of this study.
The questionnaire will be made up of mainly multiple-choice questions. In the multiple-choice questions, the respondents will have specific alternative from which to choose. The researcher intends to isit the respondents for interview. However, it is expected that not all the questionnaire distributed will be responded to an returned. Appendices I and II will be copies of the questionnaire to be used in this study.
4.0   Data Presentation and Analysis
 The hypotheses will be analyzed with the help of chi-square (x^2) is a significant test, which makes use of data in the form of observation frequencies or co-units.

Demographic Features of Respondents
Table 4.1 Sex Distribution of Respondents

Table 4.1 above shows that 45(64.29%) of the respondents are males while 45(64.29%) of the respondents are males while 25(35.71%) of the respondents are males while 25(35.71% are females.

Table 4.2 show that a greater population of the respondents 30(42.86%) and 20(28.57% of the age of 31-40 yrs and 21-30yrs respectively. These are the most active people in any population and usually among the first to adopt new technologies. They represent the students and young professionals. However the remaining respondents 15(21.43%) and 5 (7.15%) were of age 41-50yrs and above 50yrs respectively
Sources: Field survey, 2010
Table4.3:shows marital status
Table 4.3 show that a greater number of the respondents 36(51.43%) and 24 (34.29% were single and married respectively. However, 6(8.57%, 3(4.29%) and 1(1.53%) respondents have their marital status as separated, divorced and widow respectively.

Table 4.4: Academic Qualification of Respondents
 Source: Field Survey 2010.
Table 4.4 reveals that all the respondents are educated with most of them 28 (40.00%) and 23(32.86%) having academic qualifications as OND/NCE and HND/First Degree respectively others have postgraduate degrees 10(14..27%) and professional certificate 9(12.86%)

Table 4.5 Working Experience of Respondents
Source: Field Survey 2010.
Table 4.5 above shows that majority of respondents 28(40.00%), 19(27.14%) and 10(14.29%) were form information Technology, Marketing and Accounts departments of the organization of study (MTN Nigerian). However 8(11.43%) were from other departments than I.T. Marketing and Accounts, while 5(7.14%) respondents were from Human resource department of MTN Nigeria.

Table 4.6Managerial Levels of Respondents
Source field survey 2010
According to table 4.7 above more of the respondents 30(42.86%) were of officers/supervisors class. This is followed by 25(35.71%) respondents that were of other cadres. Lastly were 15(21.43%) respondents belong to manager cadre. The various cadres were interdependent for an efficiency in determining consumer attitude towards internet advertising and online sales in the telecommunication organization especially MTN Nigeria.

Table 4.7 IT/Internet Awareness and Needs of Respondents
Source: Field survey 2010
Analysis of table 4.7 question one shows that majority of the respondents 22(31.43%) and 19(27.14%) strongly agree and agree respectively that computer literate and accessibility are among the factors influencing.
Nigerian consumers' attitude towards internet advertising and online sales, while 8(11.43%) as strongly agree and undecided respectively to the fact that the rapid growth in the acceptance and use of information technology by Nigerian has made for accurate and reliable buying and selling through the internet.
Question three analysis of the table 4.8 shows that 25(35.71%) as the majority and 6(8.57%) as the minority respondents strongly agree and were undecided respectively that irregular power supple and inexperienced system operators are the factors affecting the availability and utilization of internet advertising and online sales.

Analysis of question for table 4.7 shows that 19(27.14%) and 18(25.71% respondents strongly agree and agree respectively that there are cultural, social or economic factors affecting the adoption of the internet as a means of commerce in Nigeria, the minority 8(11.43%) strongly disagree ther are cultural, social or economic factors affecting the adoption of the internet as a means of commerce in Nigeria.
Question five however shows that most of the respondents 21(30.00%) and least of the respondents 9(12.86%) answers were strongly agree and strongly disagree that public enlightenment programmes and trade transaction on information technology makes for easy access and understanding of the interne t as an authentic tool for trade.
 Sources: Field Survey 2010
Table 4.8 shows the nos of the respondents 44(62.86%) have used internet. However, 26(37.14%) respondents are internet illiterate.
Question 7 If your answer to question 6 is YES, What is the source of internet to you?
Please tick a. Cyber Café (b. Home (   ) c. Office (   ) d. Others please
Table 4.9: Internet Use status of Respondents and Sources of Internet.
Source: Field Survey 2010
Table 9shows that 62.86% of the respondents have used the internet at one time or the other. Only 37.14% of the respondents have never used the internet. This means that majority of respondents have access to internet services. However, cyber cafes are the major source of internet to most of the respondents as indicated by 45.71%. this if followed by 21.43% users that account for office use. Home internet use account for about 17.14% and the remaining 15.7% employ other means for internet use. These other means include the home or offices of other people or via their cell phones.
Question 8: Have you ever brought any item off the internet?
Table 4.10: Online Shopping Status of Recommendations

Online Shopping	Absolute	%	Regularity	Absolute	%
YES	20	28.57%	One	9	12.86
			Rarely	47	67.14
NO	50	71.43	Regularly	14	20.00

Total	70	100.00		70	100.00

Source: Field Survey 2010

Table 4.10 Confirms that most consumers who use the internet do not engage in online shopping. This is indicated by 71.43%. However, of the 28.57% who shop online, only 20.00% do so regularly, 12.86% has done so only once, while the majority does so rarely. This reveals that online shooping is not popular among Nigerian consumers.

Question 9: if your answer to question 8 is YES, how regularly? Please tick

Table 4.11: Regularly of Internet Use by Respondents
Sources: Field survey 2010

Table 4.11 reveals that most of the respondents, 44.29% who have access to the internet, use it rarely. Only about 20.00% use the internet daily and those who use it weekly account for 27.14%. this shows that there is low internet use among Nigeria Consumers.

Question 10: Please list the most common items you bought off the internet.

Table 4.12 Items bought off the Internet and Origin of Merchants.
Source: Field Survey 2010

Table 4.12 shows that bookings and reservation are the most common shopping activities of online shoppers in Nigeria, representing 32.86% Books and Tapes account for 22.86% clothing 11.43% and others 12.86%. This reveals that non-tangible goods enjoy the hgiest online patronage by Nigerian consumer.

Question 11: what is the origin of most of the merchants you visit online

Table 4.13 Origin of Internet Merchant
Source: Field Survey 2010

Table 4.13 reveals the origin of internet merchants patronized by consumers. 40.00% of respondents patronize foreign merchants while only 25.71% patronize the Nigerian merchants. This shows that most Nigerian online shoppers prefer foreign merchants to either Nigerian counterpart.

Question 12: what are the major reason you find online shopping attractive? Please tick

Table 4.14 Reasons Respondents engage in online shopping
Source: Field Survey 2010.

Table 4.14 reveals that most consumers consider online shopping convenient 27.14% considers it fast and 27.14% see online shopping as easy to use. Only 15.71% think it is cheap, 10.00% of respondent consider online shopping recommendable

Question 13:: Would you recommend online shopping to your friends?

Table 4.15: Online Shopping of Respondents Friends
Source: Field Survey 2010

Table 4.15 shows that 50.00% of the respondents at two different occasions answerd yes and No respectively on whether they would recommend online shopping to their friends.

Question 14: If your answer to 13 above is No, why?

Table 4.16 Reasons for not Shopping Online By Respondents Friends.

Table 4.16 shows that the major reason respondents friends for not shop online is the fear of internet fraud representing about 2.1.43%. Another major reason is that some feel they do not have any need to shop online while 20.00% claim they lack skill on internet shopping. Only about 5.71% of respondents are not aware they can shop online.

Question 15. What is the source of Internet available to you?

Table 4.17: Internet Use status of Respondents and Source of Internet
Source: Field Survey 2010

Table 4.17 shows that 42.86% of the respondents have used the internet at one time or the other for purchases. 57.14% of the respondents have never used the internet as sources of their purchases. This means that majority of respondents do not make their purchase through internet services. However cybercafés are the major source of internet to most of the respondents as indicated by 45.71%. This is followed by 21.43% and the remaining 15.71% employ other means for internet use. These other means include the home or offices of other people or via their cell phones.

Question 16 if your answer to question 10 above is No. (i.e you have never bought anything off the internet), why? Please tick

Table 4.18: Reason Respondents Do Not Use the Internet
Source: Field Survey, 2010.

Table 4.18 reveals that 57.14% of respondents who do not use the interne t cite lack of internet access and irregular power supply as the most important constraints. They both account for over 55.72%. Irregular power supply alone account for 22.86% and cost of internet access is represented by 20.00%. No respondent claimed non awareness as reason for not using the internet. This means there is great awareness on the use of the internet.

Question 17 would you adopt online shopping if the issues in 16 above are addressed?

Answer from 72.10% that if the above problems as specified in table 4.18(i.e question 6) are addressed they will adopt online shopping. Howeer minority of the respondents 27.90% did not agree of adopting online shoping even when the listed problems are resolved.

Question 18 How long has your company been doing business in Nigeria? Please tick

Table 4:19 Age Distribution of Compound in Nigeria

Source Field Survey 2010

Table 4.19 reveals that most companies in Nigeria have been doing business for 2 years and above. Those that have operated between 2 and 5 years account for 34.29% while companies that are below 2 years are in the minority, they represent 15.71% this further reveals that most of the business in Nigeria are not new.

Question 19: What is the nature of your business?

Table 4.20: Nature of Business that Engage in Online Sales

Source: Field Survey 2010.

Table 4.20 shows that most of the companies that engage in online selling and retailers. They account for 31.43% of the respondents. Distributors represent 22.86% Logistics/Services providers represent 18.57% while manufacturing firms account for 17.14%

Question 20: Do you advertise on the internet?

Table 4.21 Internet Advertising Status of Companies in Nigeria

Source: Field Survey, 2010

Table 4.21 shows that majority of companies operating in Nigeria do not advertise on the internet. This is represented by 70.00% of respondents. This proportion of Nigerian companies that advertise on the web is about 30.00%.

Question 21: to what extent has intent advertising affected growth in your sales volume

Source: Field Survey, 2010

Table 4.22 proves that companies that advertise on the internet or engae in online sales record significant growth in sales volume. Such companies have between 5-20% growth in sales volume. This shows that internet advertising and online sales can drive sales volume.

Test of Hypotheses

This section the project concerns testing the hypotheses earlier stated in chapter one.

Hypothesis One

Ho: There is no relationship between unavailability of an uninterruptible power supply
         and effective internet advertising/online sales.

Hi: There is relationship between unavailability of an uninterruptible power supply and effective internet
         advertising/online sales.

Table 4.23: Contingency Table Showing That There is Relationship Between Unavailability of an Uninterruptible Power Supply and Effective Internet Advertising/Online Sales

Source: Field Survey 2010

Calculation of expected frequencies (E_I)

Formua = (Colum Total)) (Row Total)

　　　　　　　Grand Total

Cell$_i$ E_I = $\frac{15 \times 35}{70}$ = 7.50

Cell$_2$ E_2 = $\frac{30 \times 35}{70}$ = 15.00

Cell$_3$ E_3= $\frac{25 \times 35}{70}$ = 12.50

$Cell_4 E_4 = \dfrac{15 \times 15}{70} = 3.21$

$Cell_5 E_5 = \dfrac{30 \times 15}{70} = 3.21$

$Cell_6 E_6 = \dfrac{25 \times 15}{70} = 5.36$

$Cell_7 E_7 = \dfrac{15 \times 20}{70} = 4.29$

$Cell_8 E_8 = \dfrac{30 \times 20}{70} = 8.57$

$Cell_9 E_9 = \dfrac{25 \times 20}{70} = 7.14$

Table 4.24 Calculation of X^2 For Hypothesis I
Source field survey 2010
Chi-square $(X^2) = \sum \dfrac{(O-E)^2}{E}$

= 24.86
The Critical Value
Degree of freedom (df) in contingency table = (R-1) (C-1)
Where R = Rows and C = Columns   = (3-1) (3-1)
                                            = (2) (2)
                                            = 4
Assume 5% level of significance at 4 degree of freedom
Chi-Square (X^2) result = 9.488
Decision – Since the calculated X^2 (Chi-square) values is greater than the table value; the research accepts the alternative hypothesis by rejecting the null hypothesis.
Conclusion – Based on the above decision, the research concludes that there is relationship between unavailability of an uninterruptable power supply and effective internet advertising/online sales.
Hypothesis two
Ho: There is no relationship between perfect knowledge (entry and exit) about market situations concerning internet facilities and exact information on consumer's behavior on e-commerce.
Hi: There is relationship between perfect knowledge (entry and exit about market situations concerning internet facilities and exact information on consumers' behavior on e-commerce.
Table 4.25 Contingency table Showing that There is Relationship Between Perfect Knowledge (Entry and Exit) About Market Situations Concerning Internet Facilities and Exact Information on Consumers' Behaviour on E-Commerce.
Source Field survey 2010
Formula = $\dfrac{\text{(Column Total) (Row Total)}}{\text{Grand Total}}$

$Cell_1 E_1 = \dfrac{15 \times 35}{70} = 7.50$

$Cell_2 E_2 = \dfrac{30 \times 35}{70} = 15.00$

$Cell_3 E_3 = \dfrac{25 \times 35}{70} = 12.50$

$Cell_4 E_4 = \dfrac{15 \times 15}{70} = 3.21$

$Cell_5 E_5 = \dfrac{30 \times 15}{70} = 6.43$

$Cell_6 E_6 = \dfrac{25 \times 15}{70} = 5.36$

$Cell_7 E_7 = \dfrac{15 \times 20}{70} = 4.29$

$Cell_8 E_8 = \dfrac{30 \times 20}{70} = 8.57$

$Cell_9 E_9 = \dfrac{25 \times 20}{70} = 7.14$

Table 4.26
Source field survey 2010

$\text{Chi-square } (X^2) = \dfrac{\sum (O-E)^2}{E}$

$= 21.77$

Critical Value
Degree of freedom (df) in contingency Table = (R-1) (C-1)
Where R = Rows and C = Columns (3-1) (3-1)

$= (2)(2)$

$= 4$

Assume 5% level of significance at 4 degree of freedom
Chi-square (X^2) RESULT = 9.488
Decision: Since the calculated X2 (chi-square) values is greater than the able value; the research accepts the alternative hypothesis by rejecting the null hypothesis.

Conclusion – Based on the above decision the research concludes that there is relationship between perfect knowledge (entry and exit) about market situations concerning internet facilities and exact information on consumers' behavior on e-commerce.

Hypothesis Three
Ho: There is no evidence to show that high cost of providing information scientifically through internet advert affect consumer behavior especially the local communities that are illiterate.
H1:   There is evidence to show that high cost of providing information scientifically through the internet adverts affect consumer behavior especially the local communities that are illiterate.

Table 4.27 Contingence Table Showing That There is Evidence To show that High Cost of providing Information Scientifically through Inert Adverts Affect Consumer Behaviour Especially the Local Communities That Are Illiterate.
 Source, field survey 2010
Calculated of expected frequencies (E_i)
Formula = $\dfrac{\text{(Column Total) (Row Total)}}{\text{Grand Total}}$

$Cell_i E_I = \dfrac{15 \times 35}{70} = 7.50$

$Cell_2 E_2 = \dfrac{30 \times 35}{70} = 15.00$

$Cell_3 E_3 = \dfrac{25 \times 35}{70} = 12.50$

$Cell_4 E_4 = \dfrac{15 \times 15}{70} = 3.21$

$Cell_5 E_5 = \dfrac{30 \times 15}{70} = 6.43$

$Cell_6 E_6 = \dfrac{25 \times 15}{70} = 5.36$

$Cell_7 E_7 = \dfrac{15 \times 20}{70} = 4.29$

$Cell_8 E_8 = \dfrac{30 \times 20}{70} = 8.57$

$Cell_9 E_9 = \dfrac{25 \times 20}{70} = 7.14$

Source field survey 2010

Chi-square $(X^2) = \sum \dfrac{(O-E)^2}{E}$

$= 29.91$

The Critical Value
Degree of freedom (df) in contingence table = (R-1) (C-1)
Where R = Rows and C = Columns   = (3-1) (3-1)
$= (2) (2)$
4
Assume 5% level of significance at 4 degree of freedom
Chi-square (X^2) result = 9.488
Decision – Since the calculated X2 (chi-square) values is greater than the table value; the research accepts the alternative hypothesis by rejecting the null hypothesis
Conclusion – Based on the above decision, the research concludes that there is evidence to show that high cost of or providing information scientifically through internet adverts affect consumer behavior especially the local communities that are illiterate.

5.0   Summary, Conclusion and Recommendation
5.1   Summary
Nigerian is a growing economy. With population of over 140million people the potentials for commerce are enormous. The country is bedeviled with serious challenges in infrastructure such as roads, rails, and efficient delivery systems. There is therefore great need for the adoption of fast and very reliable means of exchange in order to drive commerce.

E-commerce has been identified as the most important tool to revolutionalize the Nigerian business environment and to boost economic activities. Despite the numerous advantages of internet advertising and online sales over other forms of commerce, many Nigerians are yet to adopt this technology in their daily buying and selling activities.
This study therefore focuses on the disposition of Nigerian consumer towards internet advertising and online sales.

The sources of data were both primary and secondary data. Seventy (70) well structured questionnaires were administered to individuals ad corporate organizations operating in the study area. Thie chi-square(X2) was used to analyze the data generated.
The study established that while internet advertising was desirable to most companies operating in the study area, ak of technical know-how, low level of awareness and preference for traditional advet media are the major constraints to adopting e-commerce. Consumers on the other hand cite lack of internet access, irregular power supply an cost of internet access as the limiting factors to adopting online shopping.
However summary of findings through hypotheses are as follows, that;
- There is relationship between unavailability of an uninterruptible power supply and effective internet advertising/online sales.

- There is relationship between perfect knowledge (entry and exit) about market situations concerning internet facilities and exact information on consumers' behavior
- There is evidence to show that high cost of providing information scientifically through internet adverts affect consumer behavior especially the local communities that are illiterate.

5.2 Conclusion

Internet advertising and online sales have the capacity to change the face of business in Nigeria. Most companies and consumers alike are willing to adopt it as a veritable means of doing business in Nigeria. However the problems of irregular power supply, insufficient trained personnel, low level of awareness and high cost of internet access need be addressed.

References

Adeola, I.K. (2006) "*The Nigerian Entrepreneur and Technological Advance"*
        Management in Nigeria July-September, Volume 42:NO2

Agbonifoh, B.A. (1998, *Marketing Nigeria: Concepts Principles and Decision*, Aba
        Afritower Publisher Ltd

Asika, N. (1990), *Research Methodology in the Behavioral Sciences*, London, Longman
        Limited.

Baron, S., Patterson, A and Harris, K. (2006) Beyond Technology Acceptance:
        Understanding consumer practice, *International Journal of Service Industrial
        Management* Vol. 17, No2

Black, N.J., Lockett A., Ennew, C., Winklhofer, H. and Mckechinnie, S. (2002)
        'Modeling customer choice of distribution channels: and illustration from financial
        services' *International Journal of Bank Marketing*, Vol. 20, No4

Boone, L.E and Kurtz, D.L. (1980), *Contemporary Marketing*, Hines, Illinois, The
        Dryden Press.

Colley, R.H. (1961), Defining Advertising Goals for Measured Results, New York
        Association of National Advertiser Volume 8 No. 4

Colley, R.H. (1961), Defining Advertising Goals for Measured Result New York

        Association of National Advertisers Volume 8 No. 4

Curry, A. and Penman, S. (2004) '*The relative importance of technology in enhancing

        customer relationship in baking – a Scottish perspective Managing Service

        Quality*, vol. 14, No. 4, pp. 331-341

Diniz, E., M. and Adachi, T. (2005) '*Internet banking in Brazil evaluation of

        functionality, reliability and usability'* Electronic Journal of Information System

        Evaluation, Vol. 8 No. 1. Pp.41-50.

Drucker, P. (1973), *Management, Tasks and Responsibilities Practice*, Ne York Harper

        and Row.

Durkin, M. (2004) '*In search of the internet banking customer exploring the use of*

   decision styles' international Journal of Bank Marketing vol. 22, No. 7

Falamo, O. (1983), '*APPN Celebrates A Decade'* Advertising in Nigeria Vol. 3 No. 1

      May-July

Hain, D., Tootell, H. and Alcock, C. (2002) '*Understanding attitudes forward Internet*

   banking' Proceedings of the Seventh Annual Collector Conference of Electronic Commece, Melbourne,
Australia

Hall, B.H. and Khan, B (2003) *'Adoption of new technology' Working Paper EO3-330,*

   economic Department, University of Califonia, Berkeley.

Hill, M. (1999) *'Technology investment in business banking'* Journal of Lending and

   Credit Risk Management, Vol. 81, No. 6, pp.30-35.

Holjte, H.F. (1978), *Theory and Problems of Advertising New York*; McGraw Hill book

      Company.

Igbonsia Y. (2003), "*Effective Internet usage in Organization"* The Guardian, Tuesday,

         April 29

Iroh, E. (1983), '*Expanding Television Network Becomes Truly National'* Advertising in

      Nigeria Vol. 2, No. 4 February.

Kleppner, O. (1973), *Advertising Procedure, Englewood Cliffs*, N.J. Prentice-Hall Inc.

Kotler, P. (1980), *Marketing Mangement Analysis Planning and Control, London;*

   Prentice-Hall International Inc.

Lavidge, R.S. and Steiner, G.A. (1961), *"A model for Predictive Measurement of*

      Advertising Effectiveness" Journal of Marketing October 1961.

Lehmann, D.R., Gupta, S. and Steckel, J.H. (1998) *Marketing Research Massachusetts*

      *Addison-*Wesley.

Lictenstein, S. and Williamson, K. (2006) '*Understanding consumer adoption of Internet*

         Banking; an interpretive study in the Austria banking context' Journal of

      Electronic Commerce Research, Vol. 7, No. 2 pp.50-66.

Marcus, B.H. (1975), *Modern Marketing Random House Inc*. Kogan Pages Ltd.

Maslow, A.H. (1975), *Motivation and Personally, New York;* Haper and Row Publsihers Inc. pp. 12

Moris, H. (1979), Basic Statistics: A Modern Approach, 2nd Edition, New.

Okpara, G.S. (2002), *Contemporary Marketing Tropical and Tropicalised*, Enugu: John

    Jacob's Classic Publisher Limited

Onah J.O. and Thomas, M.J. (1993) *Marketing Management Unowulu-Obosi Pacific*

    Publishers, PP 67

(Ovia, J. (2001), 'Constraints *of Internet Banking'. Paper Presented in Seminar*

    organized by Institute of chartered Accounts of Nigeria (ICAN) a Lagos

    Sheraton &Towers Ikeja in Set. 5, 2001.

Strang, J.F. (1925), *Sales Promotion and Modern Marketing,* New York; McGraw-Hill

Tillman, R. and Kirkpatrick C.A. (1972), *Promotion Persuasive Approach*, Gucinnat,

    Ohio; South-Western Publishing Company.

Turban, E., King, D. Lee, J., and Vieland, D. (2004;19), Electronic Commerce: A

     managerial Perspective, New Jersy: Pearson Prentice

Waite, K. and Harrison, T. (2004) '*Online Banking Information; what we want and what*

    we get' Qualitative Market Research: An International Journal, Vol. 7, No. 15.

Wikipedia the free encyclopedia on the internet http://en.wikipedia.org Wilson F. Ralph

    (2006), Web Marketing Today' June 14. 2006.

Demographic Features of Respondents
Table 4.1 Sex Distribution of Respondents

	Frequency	
Sex	Absolute	%
Male	45	64.29
Female	25	35.71
Total	70	100.0

Source: Field Survey, 2010
Table 4.1 above shows that 45(64.29%) of the respondents are males while 45(64.29%) of the respondents are males while 25(35.71%) of the respondents are males while 25(35.71% are females.

Table 4.2 Age Distribution of Respondent

Age Group	Frequency

	Absolute	%
21-3years	20	28.5.7
31-40 years	30	42.86
41-50 years	15	21.43
Above 50 years	5	7.14
Total	70	100.0

Sources: Field Survey, 2010

	Frequency	
Marital Status	Absolute	%
Single	36	51.43
Married	24	34.29
Divorced	3	4.29
Separated	6	8.57
Widow	1	1.53
Total	70	100

Sources: Field survey, 2010

Table 4.4: Academic Qualification of Respondents

	Frequency	
Educational Level	Absolute	%
OND/NCE	28	40.00
HND/First Degree	23	32.86
Postgraduate Degree	10	14.27
Professional Cert.	9	12.86
Total	70	100.0

Source: Field Survey 2010.

Table 4.5 Working Experience of Respondents

	Frequency	
Departments	Absolute	%
Human resources	5	7.14
Marketing	19	27.14
Accounts	10	14.29
Information Technology	28	40.00
Others	8	11.43
Total	70	100.0

Source: Field Survey 2010.

Table 4.6:Cadres of Respondents

Response variable	Frequency	Percentage
Managers	15	21.43
Officers/Supervisor	30	42.86
Others	25	35.71
Total	70	100

Source field survey 2010

.

Table 4.7 IT/Internet Awareness and Needs of Respondents

S/N		SA	A	U	D	SD	NO	% TOTAL
1.	Computer literate and accessibility are	22(31.43%)	19(27.14%)	8(11.43%)	10(14.29%)	11(15.17%)	70	100

	among the factors influencing Nigerian consumers' attitude towards internet advertising and online sales							
2.	The rapid growth in the acceptance and use of information technology by Nigerians has made for accurate and reliable buying and selling through the internet	24(34.29%)	20(28.57%)	-(0.00%)	14(20.00%)	12(17.14%)	70	100
3.	Irregular power supple and inexperienced system operators are the factors affecting the availability and utilization of internet advertsing and online sales	25(35.71%)	17(24.29%)	6(8.57%)	11(15.71%)	11(15.71%)	70	100
4.	There are culture, social or economic factors affecting the adoption of the internet as means of commerce in Nigeria	19(27.14%)	18(25.71%)	12(17.14%)	13(18.57%)	8(11.43%)	70	100
5.	Public enlightenment programmes and trade transactions on information technology makes for easy access and understanding of the internet as an authentic tool	21(30.00%)	17(24.29%)	10(14.29%)	13(18.57%)	9(12.86%)	70	100

	for trade							

Source: Field survey 2010

Table 4.8:shows number of respondents that have used internet

Responses	Frequency	Percentage(%)
YES	44	62.86
NO	26	37.14
Total	70	100

Sources: Field Survey 2010

Table 4.9: Internet Use status of Respondents and Sources of Internet.

	Absolute	%	Source	Absolute	%
YES	44	62.86	Cyber Café	32	45.71
			Office	15	21.43
NO	26	37.14	Home	12	17.14
			Others	11	15.71
Total	70	100.0		70	100.0

Source: Field Survey 2010

Table 4.10: Online Shopping Status of Recommendations

Online Shopping	Absolute	%	Regularity	Absolute	%
YES	20	28.57%	One	9	12.86
			Rarely	47	67.14
NO	50	71.43	Regularly	14	20.00
Total	70	100.00		70	100.00

Source: Field Survey 2010

Table 4.11: Regularly of Internet Use by Respondents

Regularity	Frequency Absolute	%
Rarely	31	44.29
Weekly	14	20.00
Yearly	19	27.14
Total	70	100.0

Sources: Field survey 2010

Table 4.12 Items bought off the Internet and Origin of Merchants.

Items	Absolute	%
Clothing	8	11.43
Books/Tapes	16	22.86
Bookings/Reservations	23	32.86
Subscription/Registration	14	20.00
Others	9	12.86
Total	70	100.0

Source: Field Survey 2010

Table 4.13 Origin of Internet Merchant

	Frequency	
Origin	Absolute	%
Nigerian	18	25.71%
Foreign	24	34.29
Both	28	40.00
Total	70	100.0

Source: Field Survey 2010

Table 4.14 Reasons Respondents engage in online shopping

Reason	Absolute	%
Saves time	14	20.00
Convenient	19	27.14
Cheap	11	15.71
Easy	19	27.14
Others	7	10.00
Total	70	100.0

Source: Field Survey 2010.

Table 4.15: Online Shopping of Respondents Friends

Online Shopping	Absolute	%
YES	35	50.00
NO	35	50.00
Total	70	100.0

Source: Field Survey 2010

Table 4.16: Reasons for not Shopping Online By Respondents Friends.

	Frequency	
Reasons	Absolute	%
Not aware	4	5.71
No need	13	18.57
Payment mode	9	12.86
Fear of Internet Fraud	15	21.43
Cost	6	8.56
Delivery delays	5	7.14
Lack of technical knowhow	14	20.00
Others	4	5.71
Total	70	100.0

Table 4.17: Internet Use status of Respondents and Source of Internet

	Absolute	%	Source	Absolute	%
YES	30	42.86	Cyber café	32	45.71
			Office	15	21.43
NO	40	57.14	Home	12	17.14
			Others	11	15.71
Total	70	100.0		70	100.0

Source: Field Survey 2010

Table 4.18: Reason Respondents Do Not Use the Internet

	Frequency	
Reasons	Absolute	%
Lack of Awareness	0	0.00
No internet access	23	32.86
Irregular Power supply	16	22.86
Lack of technical Knowhow	9	12.86
Cost of Internet access	14	20.00
Others	8	11.43
Total	225	100.0

Source: Field Survey, 2010.

Table 4:19 Age Distribution of Compound in Nigeria

	Frequency	
Age Class	Absolute	%
Below 2 years	11	15.72
2years-5years	24	34.29

5YEARS -1YERS	19	27.14
Above 10years	16	22.86
Total	70	100.0

Source Field Survey 2010

Table 4.20: Nature of Business that Engage in Online Sales

	Frequency	
Business	Absolute	%
Manufacturing	12	17.14
Retailing	22	31.43
Distributorship	16	22.86
Logistics/Services	7	10.00
Total	70	100.0

Source: Field Survey 2010.

Table 4.21 Internet Advertising Status of Companies in Nigeria

	Frequency	
Internet Advert Status	Absolute	%
YES	21	30.00
NO	49	70.00
Total	70	100.0

Source: Field Survey, 2010

Table4.22: to what extent has intent advertising affected growth in your sales volume

	Frequency	
Percentage Growth	Absolute	%
Below 5%	13	18.57
5-10%	19	27.14
11-15%	15	21.43
16-20%	13	18.57
Above 20%	10	14.29
Total	70	100.0

Source: Field Survey, 2010

Table 4.23: Contingency Table Showing That There is Relationship Between Unavailability of an Uninterruptible Power Supply and Effective Internet Advertising/Online Sales

Responses	Managers	Officers/supervisors	Other	Total
Yes	3(7.50)	22(15.00)	10(12.50)	35
Undecided	1(3.21)	6(6.43)	8(5.36)	15
No	11(4.29)	2(8.57)	7(7.14)	20
Total	15	30	25	70

Source: Field Survey 2010

Table 4.24 Calculation of X^2 For Hypothesis I

Cell	O	E	O-E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
1	3	7.50	-4.50	20.25	2.70
2	22	15.00	7.00	49.00	3.27
3	10	12.50	-2.50	6.25	0.50
4.	1	3.21	-2.21	4.88	1.52
5	6	6.43	-0.43	0.18	0.03

6	8	5.36	-2.64	6.97	1.30
7	11	4.29	6.71	45.02	10.50
8	2	8.57	-6.57	43.16	5.04
9	7	7.14	-0.14	0.02	0.00
Total					24.86

Table 4.25 Contingency table Showing that There is Relationship Between Perfect Knowledge (Entry and Exit) About Market Situations Concerning Internet Facilities and Exact Information on Consumers' Behaviour on E-Commerce.

Responses	Managers	Officers/Supervisors	Others	Total
Yes	5(7.50)	11(15.00)	19(12.50)	35
Undecided	-(3.21)	12(6.43)	3(5.36)	15
No	10(4.29)	7(8.57)	3(7.14)	20
Total	15	30	25	70

Source Field survey 2010

Table 4.26

Cell	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
1	5	7.50	-2.50	6.25	0.83
2	11	15.00	-4.00	16.00	1.07
3	19	12.50	6.50	42.25	0.50
4.	-	3.21	-3.21	10.30	3.21
5	3	6.43	5.57	31.02	4.83
6	3	5.36	-2.36	5.57	1.04
7	10	4.29	-5.71	32.60	7.60
8	7	8.57	-1.57	2.46	0.29
9	3	7.14	-4.14	17.14	2.40
Total					21.77

Source field survey 2010

Table 4.27 Contingence Table Showing That There is Evidence To show that High Cost of providing Information Scientifically through Inert Adverts Affect Consumer Behaviour Especially the Local Communities That Are Illiterate.

Responses	Managers	Officers/Supervisors	Others	Total
Yes	2(7.50)	12(15.00)	21(12.50)	35
Undecided	2(3.21)	9(6.43)	4(5.36)	15
No	11(4.29)	9(8.57)	-(7.14)	20
Total	15	30	25	70

Source, field survey 2010