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CONTENTS

1. <i>Globalization Challenges: Economy, Politics and Security in Nigeria</i> -Prof. Felix Onabajo	1
2. <i>The Practice of Good Neighbourliness Policy in Nigeria's Foreign Relations: An Assessment</i> -Dr Olatunji Kolapo, Mrs. Jadesola Adesuyi, M. A, mni	19
3. <i>School Ownership Reengineering and spiritual Parenting: Keys to Nigeria's Rebirth</i> -Donald A. Odeleye, PhD	38
4. <i>Information Technology as an Essential Tool for the Development of Journalism in Nigeria</i> -Abiodun Apooyin Ph.D	48
5. <i>Quality Assurance in Teacher Education in Nigeria</i> -Timoth Okemakinde Ph.D	58
6. <i>Entrepreneurship Education in School: Implication on Human Capital Development</i> -Mrs. A. O. Alao	71
7. <i>The Importance of Information and Communication for Organizational effectiveness</i> -Erwat E. A. Ph.D	79
8. <i>Psychological Exploration of Violence and Protest in Nigeria Political History</i> -Dr. Olufemi Akinwumi Akindayo	93
9. <i>Bank Reforms as Panacea to Economic Stability in Nigeria</i> -Prof Adeye	110
10. <i>Step-By-Step: Issues in Book Publishing Sequence in Nigeria</i> -Lambert A. Iheburor, Ph.D	129
11. <i>Strategic Public Relations : A Necessity for Corporate Communication Effectiveness</i> Gbade A. Sanda	144
12. <i>Corporate Advertisements : Status Conferral and Agenda-Setting Capability</i> -Deacon Taiwo Abodun	161
13. <i>Effective Teaching Approaches in Entrepreneurship Education</i> -Dr. Balogun L. A. Tijani Alawe B. A. ● ●	181
14. <i>The Impact of Strategic Human Resource Management on Organizational Success</i> -1Adenaike, F. A. Ph.D, 2Ajayi, Kassim O. Ph.D, 3Olowoye Adebiyi Olufemi	191
15. <i>Microfilming-Effective Documents' Storage In Modern Organizations: Problems and Prospects</i> -L.A. Awobenu (Mrs)	205
16. <i>Influence of Material Management on Profitability of a Company in the food and Beverages Industry in Nigeria</i> -Olateju Ibrahim, Alamutu Salimonu Abigun, Olabode Degun Olawaseun	210
17. <i>The Role of industrial Training funds In the Development of Technical and Vocational Education in College of Education, Ikere-Ekiti, Ekiti State _ Olowe, Modupe Oluwatoyin</i>	223
18. <i>History of U. S. Middle East Policy</i> - Dr. Bimbo Osifeso	229
19. <i>Enhancing Educational Delivery Through Continuous Assessment Tools in Higher Institutions</i> -Anyikwa, E. B. Ph.D Ememe, P. I. Ph. D	238
20. <i>Emotional Intelligence: The Sin Qua Non of Leadership in the 21st Century</i> -Olajumoke Familoni Ph. D.	247
21. <i>Internet Advertising and Services Subscription in Nigeria: A Study of University Under graduates in Lagos State Nigeria</i> - Muyiwa Popoola, Charles Adeyeye	254
22. <i>Privatisation of Nigeria's Oil Refineries: An Assessment of the Oil and Gas Section</i> Associate Prof. (Bar) Adeyemo K. Kaderemi, Adelgbokoyi, FCS, Ph.D	277
23. <i>Maintenance Customers Confidence Through Banks Liquidity</i> - Alabi Olufemi Abidoye, Alabi Olutoyin O	287



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ii

Journal of Development Administration

CONTENTS

1.	Globalization Challenges: Economy, Politics and Security in Nigeria -Prof.Felix Onabajo	1
2.	The Practice of Good Neighbourliness Policy in Nigeria's Foreign Relations: An Assessment: -Dr Olatunji Kolapo, Mrs. Jadesola Adesuyi, M. A,mni	19
3.	School Ownership Reengineering and Spiritual Parenting: Keys to Nigeria's Rebirth -Donald A. Odeleleye , PhD	38
4.	Information Technology as an Essential Tool for the Development of Journalism in Nigeria -Abiodun Apooyin Ph.D	48
5.	Quality Assurance in Teacher Education in Nigeria -Timoth Okemakinde Ph.D	58
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7.	The Importance of Informationand Communication for Organizational effectiveness -Erwat. E. A. Ph.D	79
8.	Psychological Exploration of Violence and Protest in Nigeria Political History -Dr. Olufemi Akinwumi Akintayo	93
9.	Bank Reforms as Panacea to Economic Stability in Nigeria -Charles Adeyeye	110
10.	Step-By-Step: Issues in Book Publishing Sequence in Nigeria -Lambert A. Ihebuzor, Ph.D.	129
11.	Strategic Public Relations: A Necessity for Corporate Communication Effectiveness -Gbade A. Sanda.....	144
12.	Corporate Advertisements: Status Conferral and Agenda-Setting Capability -Deacon Taiwo Abodunrin	161
13.	Effective Teaching Approaches in Entrepreneurship Education -Dr. Balogun L. A., Tijani Alawe B. A.	181
14.	The Impact of Strategic Human Resource Management on Organizational Success - ¹ Adenaike, F. A. Ph.D ² Ajayi, Kassim O. Ph.D ³ Olowoye Adebisi Olufemi	191

15.	Microfilming-Effective Documents' Storage in Modern Organizations: Problems and Prospects -L. A. Awobenu (Mrs)	205
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23.	Maintenance Customers Confidence Through Banks Liquidity -Alabi Olufemi Abidoeye, Alabi Olutoyin O	287

INTERNET ADVERTISING AND SERVICE SUBSCRIPTION IN NIGERIA: A STUDY OF UNIVERSITY UNDERGRADUATES IN LAGOS STATE NIGERIA

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ABSTRACT

This study was carried out to ascertain the effectiveness of the internet as a medium of Advertising. The study was streamlined to establish the relationship between exposure to ETISALAT internet advertisement and subscription for the service of the company. The survey research method of research was adopted and used for the research. Using University Undergraduates in Lagos State Nigeria as a study with a sample size of 200, the study revealed that internet advertisements has led to a rise in subscription for the company's service. Based on the findings of the research, the study hereby concludes that internet advertisement has a positive effect on service subscription. Thus, the study recommends that government should help in providing easier and cheaper ways of accessing the internet, so that more people of various demographic and geographical backgrounds may have access to the internet. Consequently, this will help advertisers put more commercial messages on the internet for their target market to be reached.

INTRODUCTION

Background to the Study

According to Shaw and Gardner (2000:364), as the Internet was transformed in the 80s from a "research only network" to allow commercial activities, organizations realized that the sheer number of users connected to the network and the very low cost of reaching out to them, made the Internet an attractive medium for advertising. Almost all media planners now consider the Internet as a viable advertising vehicle and almost all marketers agree. Whitehill, and Thomas (2008:413) enthuse in agreement with the above assertion, "the internet allows marketers to reach samples of specific consumers to determine a number of product, marketing, or advertising responses. Instead of being confined to a few locales, a marketer can now sample on a global basis. Whitehill, and Thomas (2008:411) had earlier posited that "marketers are

increasingly asking their communication programs to blend old and new communication strategies. They continued, "On the, one hand, television commercials and other traditional media messages are establishing or maintaining brand visibility and positioning. On the other hand, high brand, identity makes contact through e-mail and websites much more effective". In the words of scholars like Belch, and Belch (2007: 486),

some marketers are yet to discover what role the internet will assume in their communications programme," but they themselves also confirmed that the internet and the interactive media are valuable components of the integrated marketing communication programme and like other components, are most effective when used in conjunction with other programme elements. The effectiveness of this medium of communication as an advertising tool needs to be ascertained through empirical research. Thus, this research is focused on studying the effect of the new media on advertising. Specifically, the study pays considerable attention to the effect of ETISALAT's internet advertisement on service subscription.

Profile of Etisalat Nigeria

As gathered from the website of ETSALAT, Emerging Markets Telecommunication Services (EMTS), trading as ETISALAT, is a Nigerian company duly incorporated under the laws of Nigeria in partnership with Mubadala Development Company and ETISALAT of the United Arab Emirates. Incorporated in Nigeria as a private company, it acquired the Unified Access License from the Federal Government in January 2007. The license includes a mobile license and spectrum in the GSM 1800 and 900 MHz bands at a price of \$400million (Four Hundred Million U.S. Dollars). Etisalat acquired a 40% stake in EMTS and is now the operator of the Unified Access License. In Nigeria, Etisalat made the first official call on its network on the 13th of March 2008 in the presence of dignitaries from the Nigerian Communications Commission (NCC) and the Senate of the Federal Republic of Nigeria. The Company's vision is to create a world where people's reach is not limited by matter or distance; a world where people will effortlessly stay in touch with family and friends; a world where businesses of all sizes can reach new markets without the limitations of distance and travel. The mission of Etisalat according to company's website is to extend people's reach through.

Statement of Problem

Browne (2006: 1) notes that "undoubtedly, one of the most significant developments to affect marketing Worldwide in the 21st Century has been the development of the internet. As a communication tool, the internet is emerging as a new challenge to mass media advertising". In the same vein, Shaw and Gardner (2000:65) also comment that, "The Internet is unlike any other traditional media. The two-way communication capability and the information processing power of the connected computers make the Internet an ideal medium for marketers to reach out and build interactive relationships with consumers on a global basis. Ying and Shaoling (2009: 1) also bearing their minds on the use of the internet for marketing and especially advertising purposes note that, "The Internet is ushering in a new age of advertising which has drawn attention from both researchers and professionals. A hot button topic over the last few years has been consumers' beliefs and attitudes toward online advertising. A host of studies (Ducoffe, 1996; Russell, Staffaroni and Fox, 1994) have suggested individual attitude toward online

advertising- (ATO) is an important measure of advertising effectiveness." As a result, this study takes a look at just one aspect as put forward by Ying and Shaoling (2009: 1), which is the impact of the new media on advertising, measuring the individuals' Attitude Towards Online Advertising- (ATO), which according to them is an important measure of advertising effectiveness. The ultimate question that this study is dedicated to finding answers to remains the effectiveness of the Internet as a medium of communication in achieving the objectives of the advertiser or sponsor. What then are the attitudes (favourable or unfavourable) of users of GSM phones, towards ETISALAT's internet advertisements? Do these advertisements disseminated via the Internet compel GSM phone users to subscribe to the ETISALAT's services?

Research Questions

To address the problem of this research, the following questions were formulated:

1. Are GSM service subscribers exposed to the new media, especially the internet?
2. To what extent do the subscribers make use of the internet?
3. Do the subscribers of GSM services know about ETISALAT internet adverts?
4. What effects does the ETIASLAT internet advertisement have on the subscribers?

Hypothesis: The higher the exposure of GSM phones users to ETISALAT's Internet advertisement, the greater the tendency for them to subscribe to the services of ETISALAT.

Scope of the Study

This research pays specific attention to Internet among other channels of communication and particularly advertising, regarded as new media and its various users in Lagos State. The study is focused on Lagos alone. This was because of the great financial and physical fortification required to carry out a study that would cover internet users in every state of the federation that ETISALAT as a service provider covers. The company's headquarters is in Lagos Nigeria. Lagos State is a metropolitan state, and it appears that the state has more internet users than any other states in the country. This suggests that Lagos residents will be more exposed to ETISALAT's Internet advertisements.

Significance of the Study

This study will add to the body of knowledge on the issue of the effectiveness of advertising using the New Media as a channel, most especially internet. The findings from the study will help shed more light on the importance and usefulness of the New Media to Advertising. It is also hoped that the recommendations from this study will be useful to ETISALAT in its future planning of Integrated Marketing Communications. The study will provide information about the effectiveness of the internet advertising; and serve as a rich literature for Mass Communication scholars interested in online advertising scholarship.

INTERNET AS A MEDIUM OF COMMUNICATION

McQuail (2005:39) posits that in respect of the emergence of any new medium, the claim of the Internet and the World Wide Web) to be considered as a medium in its own right on the ground of its now extensive diffusion. Arens, Shaefer and Weigold (2009:358) in their submission on this, states that there are two other distinctions between the internet and the traditional media. "The first is the cost of time and space." He explains that in the traditional media, time on Television and Radio) and Space (in print) are precious and limited resources. In contrast, space on the internet is very vast and inexpensive. Marketing sites generally can store as much information as a company wishes to share. In the explanation of Arens et al the second distinction between the traditional media and the internet concerns the relationship between those who create content and those who consume it, writes Arens et al (2009:359). They explain that traditional media historically were content creators while audiences were content consumers. But the internet from the beginnings, as recorded in this chapter also has been interactive, blurring the line between content creators and content consumers. Still on this issue, McQuail (2005:40) submits thus;

The internet's claim to recognition is based in part on its having a distinctive technology, manner of use, range of content and services, and a distinct image of its own. The internet is not co-owned, controlled or organized by any single body, but it's simply a network of internationally interconnected computers operating according to agreed protocols.

McQuail (2005 :239) notes further that one of the distinctive features of the internet is that it is not regulated specifically at a national level and does not fall neatly into any jurisdictional zone. In their own commentary, Bráman and Roberts (2003) in McQuail (2005:239) state that "much of the burden of what control there is, falls on the shoulders of Internet Service Providers (ISPs), whose rights and obligations are poorly defined".

Internet Advertising

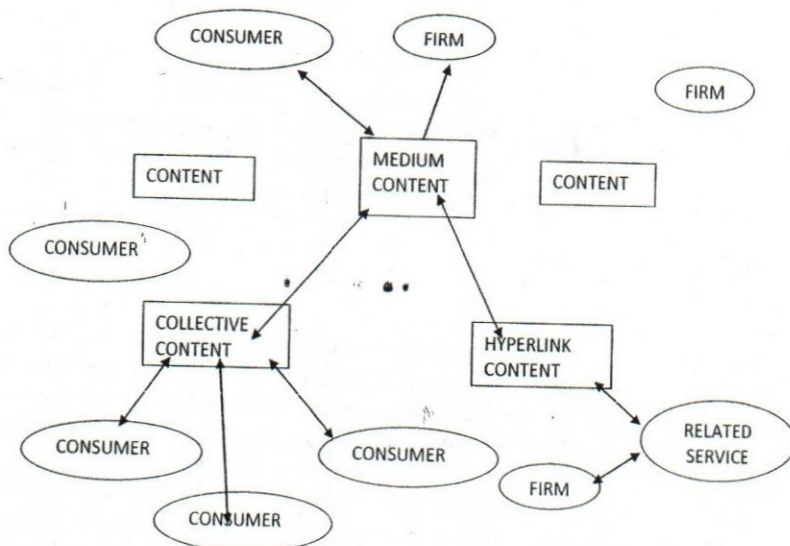
According to Meeske, (2006:269), Internet advertising is the process of passing across of information about goods, services and ideas using the internet and the World Wide Web (WWW) as a medium of communication. According to Shaw and Gardner (2003:3), "as the Internet was transformed in the 1980s from a research only network" to allow commercial activities, organizations realized that the sheer number of users connected to the network and the very low cost of reaching out to them, made the Internet an attractive medium for advertising. Almost all media planners now consider the Internet as a viable advertising vehicle and almost all marketers agree." Shaw and Gardner (2000:3) go further to cite the Internet Advertising Bureau (IAB: 1997) that has earlier submitted the following reasons for considering the Internet in the media plan of the marketer.

1. Television audiences are migrating to the Internet and this trend is expected to continue. A Forrester Research Inc. (<http://www.forrester.com>) report in the summer of 1997 says

that about 78% of PC users took time from television viewing to spend on computers.

2. The Internet is the fastest growing medium in history. The Web reached 50 million users in just four years, while it took the television 13 years and the radio 38 years to reach this milestone.
3. On-line advertisement revenues were expected to reach \$9 billion by 2002.
4. The users of the Internet have the demographics which are a marketer's dream -young, well-educated, and earning high incomes.
5. The current younger generation, which is familiar with Internet technology, will be the future consumer generation, making the Internet an excellent, communication medium.

Hoffman and Novak (1996) in Shaw and Gardner (2000:4) formulate an Internet Communication Model thus:



This model suggests that the internet is a many-to-many communication medium, unlike the one-to-many model of the traditional mass media. The model suggests that the primary relationship is between the consumer and the media on the one hand, and between the firm and the media on the other. Hence, the media become a major factor in determining what the consumer sees and how she sees it. In this model, the media does not just transmit the message from the sender to the receiver, but allows the environments to be created and experienced. Steuer (1992) in Shaw and Gardner (2000:4) also posits that new forms of interactions emerge between

the consumer and the Internet, and between the firm and the internet. Shaw and Gardner (2000:4-5) further explains that from the consumer's perspective, some of the interactions that can take place include the the consumer and the Internet, and between the firm and the internet. Shaw and Gardner (2000:4-5) further explains that from the consumer's perspective, some of the interactions that can take place include the

following:

- a. Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self selected environment of the consumer, the promotion message will be more effective. Internet is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision.
- b. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A shrewd marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs.
- c. Consumer can add "collective content" to the medium through discussion like the virtual communities. These discussion forums are rich sources of feedback about the organization and its products and should be closely monitored by the marketer to identify the needs of the consumers.

Shaw and Gardner (2000:6) expose the traits of the internet that make the medium appear as a channel of advertising to consumers:

The Internet is unlike any other traditional media. The two-way communication capability and the information processing power of the connected computers makes the Internet an ideal medium for marketers to reach out and build interactive relationships with consumers on a global basis:

A number of theoretical postulations address the problem of this study. Baran and Davies (1995: 27) citing Bowers and Courtright (1984: 13) say "a theory is a, set of statements asserting the relationship among classes of variables". McQuail (2005:14) seems to be in agreement with this definition as he posits that a theory is any systematic that can help make sense of a phenomenon, guide action or predict a consequence. Consequently, two theories that seem relevant to this study are identified as: Perception theory and Uses and Gratifications theory.

The perception theory is a product of perception studies and one of the minimally powerful theories of the media is the anchor of this study because it depends on complex of

variables such as psychological disposition to the complex process by which people select, organize and interpret sensory stimulation into meaningful and coherent picture of the world. Bennett, Hoffman and Prakash (1989:3) state that perception involves learning, updating perspectives and interacting with the observed. According to Folarin (2005:88), perception depends on a complex of variables such as psychological disposition, past experiences, cultural expectations and social relationships. Burgoon and Ruffner (1978:104) posit that perception is the process of making sense out of experience. All these in conjunction with language constraints and limited experience factor result in selective perception process, which takes place in a stop-gate fashion. According to Bran and Davies (2009: 146); **Selective Exposure** is people's ability or tendency to expose themselves to or attend to media messages they feel are in accord with their already-held attitudes and interest and the parallel tendency to avoid those that might create dissonance. **Selective Retention** is the process by which people tend to remember best and longest information consistent with their pre-existing attitudes and interests. While Selective Perception IS the mental or psychological recasting of a message so that its meaning is in line with a person's beliefs and attitudes. Based on the problem of this study, it appears that the Internet users' perception of Etisalat's internet advertisement determines if they (the Internet Users) will be compelled to action to subscribe to Etisalat services. According to this theory, audience members usually select the messages that they expose themselves to; select the messages that they intend to retain in their cognitive system; and finally the mental and psychological recasting of such messages (Etisalat's Internet Advertisement), so that the meaning is aligned with the Internet users' beliefs and attitudes.

The uses and gratifications theory perceives the recipient as actively influencing the communication process, since he selectively chooses, attends to, perceives and retains the media messages on the basis of his or her needs and beliefs. According to Katz, Blumler and Gurevitch (1974) in Anaeto (2008:59) the theory is concerned with what the people do with the media, instead of what the media does to the people. The assumption is that the people influence the effects that the media have on them. The theory is concerned with how people use the media to satisfy their needs. It is based on the assumption that the audience is proactive and seeks the media that satisfies their needs; that people choose what they want to see, read or hear and the media compete to satisfy each individuals needs.

In this study, this theory claims that the media do not do things to people; rather people do things with the media. In other words, the influence of the media is limited to what people allow it to be. Compared to TV, Radio and Newspaper where all programmes and publications are decided by the media itself. It is now left for the individual to decide what to read, hear or listen to. But in the case of the internet, there is a wide range of choices, one can choose content, make meaning out of it and act on that meaning. When it comes to the use of internet, "there are different people, one internet and different purposes".

METHODOLOGY

Survey research technique of socio-scientific enquiry was employed for the study because of its effectiveness in measuring attitudes and opinions. As Osuala (2005 :254) points out, "survey research focuses on people, the vital facts of people and their beliefs, opinions, attitudes, and

behaviour". Jacqueline .P. Wisemerr and Marcia .S. Aaron (1970) in Tejumaiye (2003: 86), also opine that "survey research is a method for collecting and analyzing social data via highly structured and often very detailed interviews or questionnaires in order to obtain information from large numbers of respondents presumed to be representatives of a specific. Amongst other methods, it stood as most appropriate for carrying out the study most effectively.

Population of Study

The population of this study consisted of all undergraduates of universities in Lagos State Nigeria who are exposed to internet adverts. Lagos State was chosen first because ETISALAT telecommunication service started its operations there and it is assumed that ETISALAT must have gained more exposure. Popoola (2007:115) also explains that "Lagos serves as the commercial nerve centre of the country, coupled with its varying degrees of diversity in the demographic and psychographic characteristics of its inhabitants.

Sample Size And Sampling Technique

The sample size for this study was Two Hundred (200). Thus, 200 respondents were selected randomly from two universities in Lagos State, Only two higher institutions of learning of this nature were selected and this was because of the constraints of finance, time and other logistics. There are three Universities in Lagos State as of the time of conducting the study, and they are:

- * University of Lagos (UNILAG)
- * Lagos State University (LASU)
- * Caleb University

Two of the above listed universities were selected purposively- The University of Lagos and Caleb University. Both the UNILAG and LASU are public universities but UNILAG was chosen because of its more diverse student enrolment and consequent varying degrees of her studentship ethnic identities and characters. Caleb University was selected because it is a private university. Listed below are the universities with their respective colleges and faculties:

- i. College of Pure and Applied Sciences
- ii. College of Social and Management Sciences
- iii. College of Environmental Sciences and Management

University of Lagos (UNILAG):

- Faculty of Education
- Faculty of Law
- Faculty of Engineering
- Faculty of Environmental Science

Faculty of Arts
Faculty of Business Administration
Faculty of Pharmacy
Faculty of Science
Faculty of Social Sciences
Faculty of Health Sciences

All the three Colleges at Caleb University were selected while seven (7) out of the ten (10) faculties in the University of Lagos, UNILAG, were selected using simple random sampling. The names of the ten faculties were written on small strips of paper, wrapped up and mixed together, and seven (7) faculties were randomly picked. This was done to each of the ten (10) faculties in UNILAG an equal chance of being picked. The names of the seven (7) faculties that were picked are:

UNIVERSITY OF LAGOS

- i. Faculty of Education
- ii. Faculty of law
- iii. Faculty of Engineering
- iv. Faculty of Environmental Science
- v. Faculty of Arts
- vi. Faculty of Business Administration.
- vii. Pharmacy

Consequently, Twenty (20) respondents were sampled in each of the faculties and colleges of the institution that were selected. One Hundred and Forty (140) respondents were sampled at the University of Lagos, and Sixty (60) respondents were sampled at Caleb University. This means that a total of Two Hundred (200) respondents were sampled in both Universities. The sampling of respondents in these institutions was done purposively so as to control unwanted variables and also to ensure that only those knowledgeable enough as regards the research and those who are exposed to these internet adverts were interviewed.

Data Collection Instrument

The research instrument used was the questionnaire. A questionnaire is a method of obtaining information about a defined problem. It is a pre-formulated set of carefully written questions and instructions for the respondents to provide answers to. It is defined to gather data for analysis, the result of which is used to answer. The questionnaire drawn for this study as the test instrument was made up of, open-ended and close-ended questions. Questions were drawn to elicit relevant research data from respondents, first to provide answers to the core research questions, and secondly on their demographic characteristics. The items in the questionnaires were simplified enough for respondents to understand and answer them correctly. With proper framing of questions,

findings are expected to be valid.

Method Of Data Presentation And Analysis

For the purpose of this study, two basic statistical methods were adopted as techniques to analyse data collected.

- Percentage Comparison method
- Chi square test.

Data was coded in simple percentages and presented where necessary on tables. Data obtained through the administration of the questionnaire and Chi-square was used to test the hypothesis. The interpretations of the responses were used to research questions. The analyses are presented in Chapter four of this study.

Presentation And Analysis Of Data

Using the survey method, 200 copies of the questionnaire were purposively administered to only those who expose themselves to ETISALAT's internet advertisements, but only 186 were properly filled and returned. Each of the properly filled and returned questionnaires formed a unit of analysis of this study. Consequent upon this, the mortality rate for this study is calculated thus;

$$(192 / 200) \times 100 = 96\%$$

Presentation and Analysis of Demographic Data

Age Range	Frequency	Percentage (%)
18-25	139	72.4
26-30	45	23.4
30-40	7	3.6
Above 40	1	0.5
Total	192	99.9 = 100

From the data above, it is apparent that majority of the respondents are within the age of 18-25 with 72.4%. Also, 45 respondents making 23.4% are within the range of 26-30, 7 respondents making 3.6% fall within the age range of 30-40, while one respondent is above 40 making 0.5%. The age range with the most number of respondents is 18 to 25 with 139 people, making 72.4%, more than half of the total, while those above the age of 40 are 83, amounting to 29.02%. It is clear from this analysis that not many people above 25 years of age expose themselves to internet advertising.

Educational Qualification	Frequency	Percentage (%)
WASSCE	97	50.5
First Degree	84	43.8
30-40Masters Degree	9	4.7
Above 40PhD	2	1.0
Total	192	99.9 ≈ 100

According to the data above, over half of the respondents have secondary school leaving certificate qualification. Also, 84 respondents, making 43.8% of the total have a first degree certificate, 9 respondents, making 4.7% of the total have a master's degree while 2 respondents, making 1.0% of the total have PhD Degree. This leaves all respondents with at least a secondary school certificate.

Sex Distribution of Respondents

Sex	Frequency	Percentage (%)
Male	81	42.2
Female	111	57.8
Total	192	99.9 ≈ 100

Chi-Square Results: $\chi^2=4.688$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

As represented in the data above, most respondents are females with 111 respondents, making 57.8% the total while the remaining 81 of the total, making 42.2% are males. It is safe to hereby deduct from this simple frequency table that more females than males expose themselves to these internet adverts.

PRESENTATION AND ANALYSES OF RESEARCH DATA

For the purpose of this study, six research questions were formulated. These were further broken down into 15 contingency items to further probe the respondents in providing answers to the formulated research questions. Items 1 and 2 were formulated to provide answers to research question 1; items 3 and 10 were meant to provide answers to research question 2; items 6, 7, 8 and 9 were stated to provide answers to research question 3, items 11, 12 and 13 were meant to provide answers to research question 4, while the last item, 15, was formulated to provide answer to research question 5. Item 13 was used to test the hypothesis stated in the chapter 2 of this work.

Presentation and Analysis of Contingency Questions

Item 1: Do you know about the internet?

Respondents knowledge about the internet.

Response Category	Frequency	Percentage (%)
Yes	185	96.4
No	7	3.6
Total	192	100

Chi-Square Results: $\chi^2 = 165.021$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

From the data above, 185 respondents, making 96.4% of the total are affirmative of the fact that they know about the internet while only 7 respondents, making 3.6% of the total does not know about the internet. This shows that more respondents know about the internet.

In order to check the significance of the observed and expected frequency in the table above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value.

Item 2: Do you make use of the internet?

Respondents' opinion on the use of the internet.

Response Category	Frequency	Percentage
Yes	174	90.6
No	18	9.4
Total	192	100

Chi-Square Results: $\chi^2 = 126.750$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, 174 respondents, amounting to 90.6% of the total make use of the internet; while the remaining 18 respondents, making 9.4% of the total do not make use of the internet. It is also safe to assert here, paralleling the opinions gathered for contingency item 2, with that of age distribution of respondents that more people, between the ages of 18 and 30 make use of the internet.

In order to check the significance of the observed and expected frequency in the table above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value.

Based on the Data above it could said that most of the respondents make use of the internet while only few do not.

Item 3: How often do you make use of the internet?

Respondents' use of the internet?

Response Category	Frequency	Percentage
Very Often	64	33.3
Often	76	39.6
Rarely	38	19.8
Not at all	14	7.3
Total	192	100

Chi-Square Results: $X^2 = 47.833$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

It is apparent from the data above that 64 respondents, amounting to 33.3% of the total, make use of the internet very often; while 76, making 39.6% of the total, often make use of the Internet; 38 respondents, tantamount to 19.8% rarely make use of the internet; while the remaining 14 respondents, equivalent to 7.3% of the total, do not make use of the internet at all. It is therefore safe to state that most respondents between the ages of 18 and 30 make use of the internet either often or very often. This shows that, those that are either very frequent or frequent users of the internet are between the age of 18 and 30; while those above the age of 30 either rarely makes use of the internet or does not make use of the internet at all. The significance of observed and expected frequencies was subjected to statistical test with the use of Chi-Square and it was seen that the observation was found to be significant at 0.05 level.

Item 4: Are you aware of the adverts on the internet?

Respondents' awareness of adverts on the internet.

Response Category	Frequency	Percentage (%)
Yes	168	87.5
No	24	12.5
Total	192	100

Chi-Square Results: $X^2 = 180.000$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to data above, 168 respondents of the interviewed respondents, making 87.5% of the total, are aware of advertisements on the internet; while the remaining 24 respondents, amounting to 12.5% of the total, are not aware of the advertisements on the internet. This means that more people are aware of internet advertisements of different products, services or idea that come in different forms.

In order to check the significance of the observed and expected frequency in the data above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value

advertisements. This means that GSM phone users are attracted to ETISALAT adverts. Also, from the study, 131 respondents, amounting to total of 68.2% of the total are of the affirmative position, that ETISALAT adverts on the internet are informative enough; while the remaining 61 respondents making 31.8% of the total are of a contrary opinion that ETISALAT internet adverts are not informative enough. Finally, on the effect that ETISALAT adverts have on the respondents, 102 respondents, making 53.1 % of the total are of the opinion that ETISALAT adverts on the internet motivates them to be an ETISALAT subscriber; while the remaining 90 respondents, making 46.9% of the total, opinionated that the adverts are not motivating enough to want to make them subscribe to ETISALAT services. Critically viewing these results, it is safe to assert that ETISALAT adverts to large extent have a positive effect on the respondents whose opinions were sampled in this study.

CONCLUSION AND RECOMMENDATIONS

From this study it was discovered that;

- Most people are either very frequent or just frequent users of the internet.
- Most people are exposed to the new media, especially the internet.
- A considerable number of people are aware of ET1SALAT internet advertisements.
- ETISALAT Internet adverts to large extent have positive effects on the internet users.
- Most of the GSM Subscribers have a positive or a good impression about ETISALAT adverts.
- The hypothesis stated; that the higher the exposure of GSM phone users to ETISALAT internet adverts, the greater the tendency for them to subscribe to the services of ETISALAT was accepted.

As obvious as it may seem, that the internet has a positive impact on the advertising industry in that it present to advertisers new ways of reaching their target market, the following recommendations are put forward by the researcher, and if adhered to might improve the potency of internet as a new medium of advertising.

1. The Government should help in providing easier and cheaper ways of accessing the internet, so that more people of various demographic and geographical backgrounds may have access to the internet. Consequentially, this will help advertisers put more commercial messages on the internet for their target market to be reached.
2. There should be internet advertising agencies that would specialize in the business of
3. helping advertisers reach their target market. This will help in providing more jobs to those who are interested and are also professionals and experts in the field of internet communication.

Based on the findings of the research; the impact of ETISALAT internet advertising on service subscription the researchers hereby conclude that Internet Advertisement have a positive effect on service subscription. To a large extent, as it was discovered in this study and in alliance with Ying and Shaoling's submission, that the internet has ushered in a new age of advertising which has drawn attention from both researchers and professionals.

Respondents' opinion of attention paid to ETISALAT internet adverts.

Response Category	Frequency	Percentage (%)
Yes	63	32.8
No	129	67.2
Total	192	100

Chi-Square Results: $X^2 = 22.688$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

The data above shows that most of the respondents do not pay attention to ETISALAT advertisement, as only 63 respondents, making 32.8% of the total population pay attention to ETISALAT's internet advertisement; while 129 respondents, amounting to 67.2% of the total do not pay attention to ETISALAT internet advertisements.

In order to check the significance of the observed and expected frequencies, Chi-Square statistical test was used. The computed value is 22.688 at 1 degree of freedom. This implies that there is significant difference between the observed and expected frequencies because the computed value (22.688) is more than the table value (3.841).

Item 8: Do you attention to these adverts by way of clicking on them

Respondents' opinion of attention paid to ETISALAT adverts by way of clicking on them.

Response Category	Frequency	Percentage (%)
Yes	65	33.9
No	127	66.1
Total	192	100

Chi-Square Results: $X^2 = 20.021$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, 65 respondents, making a total of 33.9% of the total do pay attention to ETISALAT's internet adverts by way of clicking on them; while the remaining 127 respondents, amounting to 66.1 % of the total, do not pay attention to ETISALAT internet advertising by way of clicking on them.

In order to check the significance of the observed and expected frequencies, Chi-Square statistical test was used. The computed value is 20.021 at 1 degree of freedom. This implies that there is significant difference between the observed and expected frequencies because the computed value (20.021) is more than the the table values (3.841).

Response Category	Frequency	Percentage (%)
Very Often	18	9.4
Often	47	24.5
Rarely	72	37.5
Not At All	55	28.6
Total	192	100

Chi-Square Results: $X^2 = 31.792$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

The data of frequency above establishes that 18 respondents, making 9.4% of the total click on ETISALAT's internet advertisements very often; Forty-seven (47) respondents, making 24.5% of the total often click on these adverts; Seventy-two (72), amounting to 37.5% of the total rarely click on these adverts on the internet by ETISALAT; while the remaining 55 respondents, tantamount to 28.6% of the total respondents sampled does not click on these ETISALAT adverts at all.

In order to check the significance of the observed and expected frequency in the data above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value.

This further confirms the number of respondents that actually pay attention to ETISALAT adverts on the internet, in contingency item 7, which was 65. It is therefore safe to state that, those respondents that pay attention to ETISALAT internet adverts, click on the adverts either very frequently or frequent.

Item 10: Where do you access the internet?

Respondents' opinion on where they access the Internet.

Response Category	Frequency	Percentage (%)
Cyber Cafe	69	35.9
Personal Internet Modem	80	41.7
Mobile Phones	34	17.7
ICT Centre in School	9	4.7
Total	192	100

Chi-Square Results: $X^2 = 66.292$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, 69 respondents, amounting to 35.9% of the total access the internet via the Cyber Cafe; 80 of the respondents, making 41.7% of the total access the internet through their own Personal Internet Modems; 34, equivalent to 17.7% of the total access the internet by the use of their mobile phones; while the remaining 9, making 4.7% of the total make use of the Information and Communication Technology (I.C.T.) Centre in their separate institutions in accessing the internet. It is clear that more people in Caleb University and the University of Lagos, access the internet either by paying for time at a Cyber Cafe, or by the use of their own Personal Internet Modem.

In order to check the significance of the observed and expected frequency in the table above, Chi-square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value.

Item 11: Do the ETISALAT adverts attract you?

Respondents' opinion on whether ETISALATs internet adverts attract them.

Response Category	Frequency	Percentage (%)
Yes	109	56.8
No	83	43.2
Total	192	100

Chi-Square Results: $X^2 = 3.521$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

From the above, it is evident that 109 respondents, making 56.8% of the total find ETISALAT's internet advertisements attractive; while the remaining 83 respondents, summing up to 43.2% of the total are not attracted to ETISALAT's internet advertisements. The significance of the observed and expected frequencies was subjected to statistical test using the Chi-Square and it was seen that the observation was found to be significant at 0.05 level.

Item 12: Are these internet adverts informative enough?

Response Category	Frequency	Percentage (%)
Yes	131	68.2
No	61	31.8
Total	192	100

Chi-Square Results: $X^2 = 25.521$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

In agreement with the data above, 131 respondents, amounting to total of 68.2% of the total are of the affirmative position, that ETISALAT adverts on the internet must be informative enough; while the remaining 61 respondents making 31.8% of the total are of an adverse opinion that ETISALAT internet adverts are not informative enough.

To check the significance of the observed and expected frequency in the table above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value is more than the table value.

Item 13: Do these internet adverts motivate you to be an ETISALAT subscriber?

Respondents' opinion on whether ETISALAT internet adverts motivates them to an ETISALAT subscriber.

Response Category	Frequency	Percentage (%)
Yes	102	53.1
No	90	46.9
Total	192	100

Chi-Square Results: $X^2 = .750$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, 102 respondents, making 53.1 % of the total are of the opinion that ETISALAT adverts on the internet motivates them to be an ETISALAT subscriber; while the remaining 90 respondents, making 46.9% of the total, opinionated that the adverts are not motivating enough to want to make them subscribe to ETISALAT services.

In order to check the significance of the observed and expected frequency in the table above, Chi-Square statistical test was used. The observation was found significant at 0.05 level. The computed value is .750 at 1 degree of freedom.

This implies that there is significant difference between: the observed and expected frequencies

because the computed value (.750) is more than the table value (3.841).

Item 14: Do these adverts provide accurate information about the services rendered by ETISALAT?

Respondents' opinion on whether ETISALAT adverts provide accurate information about the services rendered by ETISALAT.

Response Category	Frequency	Percentage (%)
Yes	117	60.9
No	75	39.1
Total	192	100

Chi-Square Results: $X^2 = 9.188$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, 117, making 60.9% of the respondents believe that ETISALAT's internet adverts provide accurate information about the services rendered by ETISALAT; while the remaining 75 respondents, amounting 39.1 % of the total opinionated that these adverts do not provide accurate information about the services rendered by ETISALAT.

In order to check the significance of the observed and expected frequency in the data above, Chi-Square statistical test was used. The observation was found significant at 0.05 level, because the computed value (9.188) is more than the data value (3.841).

HYPOTHESIS

The data generated from item 13 is used to analyse this hypothesis because it deals directly with the subject matter of the hypothesis. The data generated from this item borders on the number of respondents that have been motivated by the adverts to become an ETISALAT subscribers.

H0- Higher exposure of GSM phone users to ETISALAT's internet advertisements does not lead to a greater tendency for them to subscribe to the services of ETISALAT.

H1 - The higher the exposure of GSM phone users to ETISALAT's internet advertisements, the greater the tendency for them to subscribe to the services ETISALAT.

The Chi-square method is used to test these hypotheses. Formula for calculating

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

Where O is observed frequency, and E is expected frequency.

Respondents	Frequency	Percentage
Yes	102	53.1%
No	90	46.9%
Total	192	100%

O	E	O - E	(O - E) ²	$\frac{O - E}{E}$
102	96	6	36	1296
90	96	-6	36	1296

Degree of freedom = (r-1) (c-1) = (2-1) (2-1) = 1 x 1 = 1

Level of significance = 0.05

Decision rule when $X^2 \text{ cal} < X^2 \text{ table}; \text{ accept } H_1$

$X^2 \text{ cal} > X^2 \text{ table}; \text{ accept } H_0$

Since $X^2 \text{ cal}$ is 2592 and $X^2 \text{ table}$ is 3.841, therefore it will be accepted that the higher the exposure of GSM users to ETISALAT'S internet advertisements, the greater the tendency of them to subscribe to the services of ETISALAT.

The hypothesis test indicates from item thirteen that, since a larger percentage of the respondents are motivated by the adverts to become ETISALAT subscriber.

DISCUSSION OF FINDINGS

Research Question 1

As earlier stated contingency items 1 and 2 were formulated to provide answers to research question one, and to further probe respondents to provide more information that will aid in the better analysis and understanding of the responses given. From the data generated for these items it was discovered that a larger percentage (96.4% for respondents who know about the internet and 90.6% for respondents who actually make use of the internet) of the respondents confirm that they are exposed to the New Media, especially the internet. This means that the respondents are actually exposed to the new media, especially the internet.

Research Question 2

Contingency questions 3 and 10 were stated to answer research question 2; and from the opinions of respondents gathered, presented and analysed earlier in this chapter, it is vivid that most of the respondents, in fact over a half of the respondents are either very frequent

users of the internet or frequent users of the Internet. It was discovered that 140 respondents, amounting to a joint sum of 72.9% of the total make use of the Internet either very often or just often.

It was also discovered that the respondents gain access to the internet through various means; mostly either by visiting a Cyber Cafe, or by purchasing a Personal internet Modem and paying a stipulated charge According to the findings. 69 respondents, amounting to 35.9% of the total access the internet via the Cyber Cafe; 80 of the respondents, making 41.7% of the total access the internet through their own Personal Internet Modems; 34, equivalent to 17.7% of the total access the internet by the use of their mobile phones; while the remaining Communication Technology (I.C.T.) Centre in their separate institutions in accessing the internet. It is clear that more people in Caleb University and the University of Lagos, access the internet either by paying for time at a Cyber Cafe, or by the use of their own Personal Internet Modem.

Research Question 3

To answer research question 3, contingency items 6, 7, 8 and 9 were coined. From the findings earlier presented and analysed in this work. Most of the respondents claim not to be aware of ETISALAT Internet adverts. However, it was discovered that 92 respondents amounting to 47.9% are aware of the ETISALAT adverts. This shows that a considerable amount of people are aware of ETISALAT's internet adverts.

It was also discovered that only 63 respondents, making 32.8% only pay attention to these Internet adverts by clicking on them; while the remaining 129, equivalent to 67.2% of the total do not pay attention to these ETISALAT internet adverts. This means that not many people pay attention to ETISALAT internet adverts.

The study also shows that respondents' opinion of the attention paid to these adverts by clicking on them. As earlier reported, 65 respondents, making 33.9% of the total pay attention to ETISALAT internet advertising by way of click on them; while the remaining 127 respondents, amounting to 66.1 % do not pay attention to these adverts by way of clicking on them. Respondents' opinions on how often they click on ETISALAT internet adverts were solicited. 18 respondents, making 9.4% of the total click on ETISALAT's internet advertisements very often; 47 respondents, making 24.5% of the total often click on these adverts; 72, amounting to 37.5% of the total rarely click on these adverts on the internet by ETISALAT; while the remaining 55 respondents, tantamount to 28.6% of the total respondents sampled does not click on these ETISALAT adverts at all. This further confirms the number of respondents that actually pay attention to ETISALAT adverts on the internet, in contingency item 7, which was 65. It is therefore safe to state that, those respondents that pay attention to ETISALAT internet adverts, click on the adverts either very frequently or frequent.

Research Question 4

Items 11, 12 and 13 were formulated to probe respondents on the effects that ETISALAT adverts have on the respondents; and from the data generated, it is found out that a sizeable number of the respondents are attracted to ETISALAT internet adverts. 109 respondents, making 56.8% of the total find ETISALAT's internet advertisements attractive; while the remaining 83 respondents, summing up to 43.2% of the total are not attracted to ETISALAT's internet

ITEM 5: DO YOU PAY ATTENTION TO THESE INTERNET ADVERTS?

Respondents' opinion of attention paid to internet adverts.

Response Category	Frequency	Percentage (%)
Yes	109	56.8
No	83	43.2
Total	192	100

Chi-Square Results: $X^2 = 3.521$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

From the data above, it can be drawn that over half of the respondents sampled, pay attention to internet advertisements of different types. According to the data, 109, equivalent to 56.8% of the total pay attention to these internet adverts; while 83 respondents, amounting to 43.2% of the total do not pay attention to the internet advertisements that they are exposed to. The significance of observed and expected frequencies was subjected to statistical test with the use of Chi-square and it was seen that the observation was found to be significant at 0.05 level.

Item 6: Are you aware of ETISALAT advert on the internet?

Awareness of ETISALAT internet adverts.

Response Category	Frequency	Percentage (%)
Yes	92	47.9
No	100	52.1
Total	192	100

Chi-Square Results: $X^2 = .333$, Degree of Freedom = 1, Table Value = 3.841, Error Margin = 0.05

According to the data above, it is evident that most of the respondents are not aware of ETISALAT advertisements on the internet. As it is shown above, 92 respondents, amounting to 47.9% are aware of ETISALAT advertisements on the internet; while the remaining 100 respondents are not aware of ETISALAT internet adverts.

The significance of observed and expected frequencies was subjected to statistical test with the use of Chi-Square and it was seen that the observation was found to be significant at 0.05 level.

Item 7: Do you pay attention to these ETISALAT internet adverts?

The internet, being a new media technology has been able to carve a niche for itself, though not a traditional media of advertising, but its dynamism has given to professionals' new ways of reaching their target market; and for the purpose of this work, ETISALAT has been able pass information about its various services via the use of the Internet.

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