

**THE IMPACT OF INTERNET ADVERTISEMENT ON
CONSUMER BEHAVIOUR
(A CASE STUDY OF KWARA STATE POLYTECHNIC)**

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CERTIFICATION

This is to certify that this project work was carried out by the **NOULEMEGBE HELEN** with the matric number **ND/23/MAC/FT/0073**. As part of her requirement for the award of National Diploma (ND) in Mass Communication, of the Department of Mass Communication, Institute of Information and Communication Technology (IICT), Ilorin metropolis, Ilorin.

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DEDICATION

This research project is dedicated to the Almighty God, the most High that bestows upon us in His infinite mercy, the freedom of life and sustain us throughout the course of my programme at the Ilorin metropolis and to our beloved parents and supervisor, who has stood by our side at all times.

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ABSTRACT

This research was conducted to find out the impact of internet advertisement on consumer behavior in Ilorin, Kwara state. A cluster sampling survey method was adopted in conducting this research. Two hundred (200) questionnaires were applied for data collection tables and graph was used with percent for data analysis to arrive at conclusion on the research findings. The study found out that the impact of internet advertisement is growing higher and also influencing the purchasing behavior which ends up stimulating sales and transactions trends on product or brand choice. Therefore Nigerian advertisers can take advantage of internet advertising for their product and brand in the emerging internet market. This study also finds out that Internet Advertisement has really made people embrace on-line Advertisement for purchasing of their products and services.

TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Abstract	v
Table of contents	vi
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Objectives of the study	2
1.4 Research questions	3
1.5 Research hypothesis	3
1.6 Significance of the study	4
1.7 Scope and limitations of the study	4
1.8 Definitions of terms	5
CHAPTER TWO: LITERATURE REVIEW	6
2.1 Theoretical framework	6
2.2 Conceptual framework	8
2.3 Empirical review	11
CHAPTER THREE: METHODOLOGY	13
3.1 Research design	13
3.2 Research method	13
3.3 Population of the study	13
3.4 Sample size	14

3.5	Sampling procedure	14
3.6	Data collection instrument	15
3.7	Data analysis techniques	15
3.8	Reliability and validity of instrument	15
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION		16
4.1	Introduction	16
4.2	Bio Data	16
4.3	Analysis of research items	18
4.4	Analysis of research question	29
4.5	Discussion of findings	31
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS		
5.1	Summary	32
5.2	Conclusion	32
5.3	Recommendations	33
	References	34
	Appendix	36

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The internet has dramatically transformed the landscape of marketing and advertising, providing businesses with innovative platforms to reach consumers more efficiently and interactively. Internet advertising, as a vital component of digital marketing, enables companies to deliver targeted, personalized, and engaging messages to consumers, influencing their awareness, perceptions, and purchasing decisions (Sama, 2019; Ahmed, 2017). Unlike traditional advertising channels, internet advertising leverages multimedia, interactivity, and real-time analytics to optimize marketing outcomes (Husnain, 2023).

In Nigeria, the adoption of internet advertising is on the rise, particularly among youths and students who are active users of digital platforms. Kwara State Polytechnic, with its diverse and vibrant student population, presents a unique environment to study the effects of internet advertising on consumer behavior. Students in this institution are regularly exposed to various forms of online advertisements through social media, websites, emails, and search engines, which play a significant role in shaping their product awareness, preferences, and buying patterns (Zari, 2021; Naser et al., 2015).

The interactive nature of internet advertisements allows for two-way communication between brands and consumers, fostering greater involvement and potentially enhancing brand loyalty (Husnain, 2023; Khandare & Suryawanshi, 2021). However, the degree and manner in which internet advertising influences consumer behavior can be affected by factors such as demographics, content quality, and consumer attitudes toward digital marketing.

Understanding these dynamics is crucial for marketers, advertisers, and policymakers seeking to optimize digital marketing strategies in Nigeria's evolving internet economy. This study aims to provide empirical insights into how internet advertising impacts consumer behavior among students of Kwara State Polytechnic.

1.2 STATEMENT OF THE PROBLEM

Despite the growing prevalence of internet advertising in Nigeria, there is limited empirical evidence on its actual impact on consumer behavior, especially in academic settings like Kwara State Polytechnic. While students are increasingly exposed to online advertisements, the extent to which these ads influence their awareness, attitudes, and purchasing decisions remains unclear.

The lack of comprehensive research on this subject creates a knowledge gap for marketers and advertisers who wish to target this demographic effectively. Moreover, the rapid evolution of digital marketing strategies and changing consumer preferences further complicate efforts to understand and harness the power of internet advertising (Khandare & Suryawanshi, 2021; IJRAR, 2019).

This study seeks to address these gaps by examining the influence of internet advertising on the awareness, attitudes, purchase intentions, and behavioral patterns of students at Kwara State Polytechnic.

1.3 OBJECTIVES OF THE STUDY

The main objective of this study is to examine the impact of internet advertisement on consumer behavior among students of Kwara State Polytechnic. The specific objectives are to:

1. Assess the impact of internet advertisement on consumer awareness and interest among students at Kwara State Polytechnic.
2. Evaluate the attitudes of students towards internet advertising.
3. Determine the influence of internet advertisement on students' purchase decisions.
4. Analyze the trends and patterns of consumer behavior influenced by internet advertising in Kwara State Polytechnic.

1.4 RESEARCH QUESTIONS

To guide the study, the following research questions are posed:

1. What is the impact of internet advertisement on consumer awareness and interest among students of Kwara State Polytechnic?
2. What are the attitudes of students towards internet advertising?
3. How does internet advertisement influence the purchase decisions of students at Kwara State Polytechnic?
4. What are the trends and patterns of consumer behavior influenced by internet advertisement among the students?

1.5 RESEARCH HYPOTHESES

The following hypotheses will be tested:

Hypothesis 1:

- **H0:** Internet advertisement has no significant impact on consumer awareness and interest among students of Kwara State Polytechnic.
- **H1:** Internet advertisement has a significant impact on consumer awareness and interest among students of Kwara State Polytechnic.

Hypothesis 2:

- **H0:** There is no significant positive attitude of students towards internet advertising.
- **H1:** There is a significant positive attitude of students towards internet advertising.

Hypothesis 3:

- **H0:** Internet advertisement does not significantly influence the purchase decisions of students.
- **H1:** Internet advertisement significantly influences the purchase decisions of students.

Hypothesis 4:

- **H0:** There are no significant trends or patterns in consumer behavior influenced by internet advertisement among students.

- **H1:** There are significant trends and patterns in consumer behavior influenced by internet advertisement among students.

1.6 SIGNIFICANCE OF THE STUDY

This study is significant because it provides empirical evidence on the influence of internet advertising on consumer behavior within the context of Kwara State Polytechnic. The findings will help marketers and advertisers develop more effective strategies for engaging young consumers through digital platforms. It will also assist policymakers and educational institutions in understanding how internet advertising shapes consumer habits, thereby guiding the development of relevant regulations and educational programs on digital literacy. Additionally, the study contributes to academic literature by addressing a critical gap in understanding the impact of internet advertising in emerging markets (Husnain, 2023; Khandare & Suryawanshi, 2021).

1.7 SCOPE AND LIMITATIONS OF THE STUDY

This study focuses on the impact of internet advertisement on consumer behavior among students of Kwara State Polytechnic, Ilorin. It examines how online advertisements affect awareness, attitudes, purchase decisions, and behavioral trends within this population. The research is limited to internet advertising and does not extensively cover other forms of digital marketing such as influencer marketing or mobile app marketing.

Limitations include potential biases in self-reported data, limited generalizability beyond the polytechnic environment, and constraints related to sample size and data collection methods. Moreover, the rapidly changing digital marketing landscape may affect the long-term relevance of the findings (IJRAR, 2019; Khandare & Suryawanshi, 2021).

1.8 DEFINITION OF TERMS

1. **Internet Advertisement:** Promotional messages delivered via the internet through various formats such as banners, videos, pop-ups, and social media ads.
2. **Consumer Behavior:** The study of how individuals select, purchase, use, and dispose of goods and services to satisfy their needs and desires.
3. **Awareness:** The extent to which consumers recognize or recall a brand or product.
4. **Attitude:** A consumer's overall evaluation and feelings towards a product or advertisement.
5. **Purchase Decision:** The process by which a consumer decides to buy a product or service.
6. **Digital Marketing:** Marketing efforts that use the internet or electronic devices to promote products.
7. **Online Shopping:** Purchasing goods or services over the internet.
8. **Engagement:** The level of consumer interaction with an advertisement.
9. **Recall:** The ability of consumers to remember an advertisement or brand after exposure.
10. **Consumer Gratification:** The satisfaction or benefits consumers derive from advertisements.
11. **Interactive Advertising:** Ads that require consumer participation, enhancing involvement.
12. **Brand Loyalty:** Consumers' consistent preference for one brand over others.
13. **Digital Literacy:** The ability to effectively use digital tools and platforms.
14. **Purchase Intention:** The likelihood that a consumer will buy a product after exposure to advertising.

CHAPTER TWO

LITERATURE REVIEW

2.1 THEORETICAL FRAMEWORK

In studying the impact of internet advertising on consumer behavior, it is essential to understand the theories that explain why and how consumers interact with digital media. Two prominent theories that provide valuable insights into this interaction are the Uses and Gratification Theory (UGT) and Media Dependency Theory (MDT). These theories help explain both the motivations behind consumer engagement with internet ads and the contextual factors that influence the effectiveness of such advertising.

2.1.1 Uses and Gratification Theory (UGT)

The Uses and Gratification Theory (UGT) is one of the most widely applied frameworks in media studies to explain why people actively seek out specific media content. Unlike earlier models that viewed audiences as passive receivers of messages, UGT sees individuals as active agents who use media to satisfy particular needs and desires (Sabharwal, 2024). This theory is especially relevant in the digital age, where consumers have access to a vast array of content and platforms and can choose what to engage with based on their personal motivations.

According to UGT, consumers turn to internet advertising for several key reasons: to obtain information, to be entertained, to connect socially, and to reinforce their personal identity. For example, a consumer interested in buying a product might engage with ads that provide detailed, accurate, and relevant information to help make an informed decision (Wu, Wang, & Li, 2019). On the other hand, someone looking for entertainment might prefer ads that are visually appealing, humorous, or interactive, providing a pleasant distraction from everyday life (The International Journal of Business & Management, 2021). Social media platforms further enhance these gratifications by allowing users to share, comment, and interact with advertisements, fulfilling social needs such as belonging and self-expression (Sabharwal, 2024).

Research has shown that these motivations strongly influence how consumers engage with online ads. For instance, Wu et al. (2019) found that ads that successfully combine informativeness and

entertainment tend to encourage users to take action, such as clicking through or making a purchase. Moreover, interactive ads that allow consumers to participate actively tend to be more persuasive and memorable (ScienceDirect, 2022).

However, UGT is not without limitations. It assumes that consumers are always aware of their motives and make rational choices regarding media use, which may not always be the case, especially as people often multitask or consume media habitually (Sabharwal, 2024). Additionally, UGT tends to overlook the influence of broader cultural and social contexts that shape media consumption habits (ScienceDirect, 2022). Despite these challenges, UGT remains a valuable tool for understanding consumer behavior in the context of internet advertising and for designing ads that meet the diverse needs of audiences.

2.1.2 Media Dependency Theory (MDT)

While UGT focuses on individual motivations, Media Dependency Theory (MDT) offers a complementary perspective by examining how much consumers rely on media to fulfill their needs, especially in uncertain or rapidly changing environments. MDT suggests that the more dependent people are on a particular medium—like the internet—the more influence that medium has on their attitudes and behaviors (Ball-Rokeach & DeFleur, 1976; Lee & Choi, 2019). This theory is particularly relevant today, as the internet has become a primary source of information, communication, and entertainment for many, especially young adults and students. Recent studies indicate that during times of crisis or uncertainty, such as the COVID-19 pandemic, people's dependency on digital media increases as they seek reliable information and emotional support (Sabharwal, 2024). This heightened dependency makes internet advertising more effective because ads appear in spaces where consumers are already highly engaged and attentive (The International Journal of Business & Management, 2021). For example, students who rely heavily on online platforms for academic work and social interaction are more likely to be influenced by advertisements they encounter on these platforms (ScienceDirect, 2022).

MDT also emphasizes that the impact of media is not only about the content but also about how much consumers need and depend on that media to make sense of their environment. However,

the theory assumes a somewhat passive audience and does not fully consider individual differences such as media literacy or skepticism, which can affect how consumers respond to advertising (Lee & Choi, 2019). Despite this, MDT remains useful in explaining why internet advertising can be particularly persuasive in contexts where consumers are highly dependent on digital media.

Together, UGT and MDT provide a comprehensive understanding of internet advertising's impact on consumer behavior. UGT explains the active, goal-driven reasons why consumers engage with media, while MDT highlights the situational and contextual factors that amplify media's influence. This combined approach is especially useful for analyzing the behavior of students at Kwara State Polytechnic, who are both active media users and highly dependent on digital platforms for many aspects of their daily lives.

2.3 CONCEPTUAL FRAMEWORK

The conceptual framework for this study integrates advertiser-controlled factors, consumer-controlled factors, and contextual influences to explain how internet advertising affects consumer behavior, acting as a map that brings coherence to empirical inquiry and guides the structure of research in this area (Li-Ming & Wai, 2013). These components interact dynamically to produce outcomes such as awareness, attitudes, purchase intentions, and actual buying behavior (Kotler & Armstrong, 2012).

2.3.1 Advertiser-Controlled Factors

Advertiser-controlled factors refer to the design and delivery elements that marketers manage to influence consumers. These include the content, format, placement, personalization, and interactivity of advertisements. The content of an ad can be informational, emotional, or entertaining, and is crafted to appeal to the specific needs and preferences of the target audience (Okolo et al., 2017). For instance, informational content provides consumers with details about products or services, which can satisfy their curiosity and need for knowledge (Schiffman & Kanuk, 2010). Emotional and entertaining content, on the other hand, aims to create positive feelings and memorable experiences, which can enhance brand recall and favorability (Rettie,

Robinson & Jenner, 2003). The format of internet ads varies widely, from static banners to interactive videos and sponsored social media posts, with each format offering different levels of consumer engagement (Rodgers & Thorson, 2000). Placement determines where and when ads appear, which affects visibility and the likelihood of consumer interaction (Li-Ming & Wai, 2013). Personalization leverages consumer data to tailor ads, increasing their relevance and effectiveness by aligning with individual interests and behaviors (Sikó, 2023). Interactivity allows consumers to engage directly with ads, fostering deeper involvement and emotional connection, which can lead to more favorable attitudes and higher purchase intentions (Pavlou & Stewart, 2000). Improved advertising design and delivery are crucial for influencing consumer behavior at all stages of the marketing process, from awareness to purchase and post-purchase actions (Okolo et al., 2017; Parvathi & Dev, 2022).

2.3.2 Consumer-Controlled Factors

Consumers bring their own characteristics and perceptions to the interaction with internet advertisements. These include motives and needs—such as seeking information, entertainment, or social connection—attitudes toward advertising, digital literacy, privacy concerns, and prior experiences with brands or ads (Rodgers & Thorson, 2000). For example, a consumer with high digital literacy may critically evaluate ads and selectively engage with those perceived as trustworthy or relevant, whereas a consumer with privacy concerns may avoid or ignore personalized ads (Rettie, Robinson & Jenner, 2003). Attitudes toward advertising can be positive, neutral, or negative, and are shaped by previous experiences, cultural background, and the perceived credibility of the advertiser (Grimsley, 2015). Motives for engaging with ads may include curiosity, desire for entertainment, or the need for social validation, all of which mediate how consumers perceive, process, and respond to online advertisements (Stafford & Stafford, 1998). Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience, and emotional OPTIONS to advertising stimuli can significantly influence consumer behavior (Schiffman & Kanuk, 2010).

2.3.3 Contextual and Technological Influences

The broader digital environment shapes both advertiser strategies and consumer OPTIONS. Social media platforms, for example, create interactive ecosystems where social interaction and commercial messaging are intertwined, allowing consumers to communicate with brands and other users in real time (Ioanas & Stoica, 2014). Mobile technology increases ad exposure and facilitates immediate purchases, as consumers can access advertisements and complete transactions from virtually anywhere (Kotler & Armstrong, 2012). Advances in artificial intelligence and big data analytics enable precise targeting and dynamic content delivery, allowing marketers to adapt messages based on real-time consumer behavior and preferences (Zhang, 2025). Cultural and societal norms also influence how consumers perceive and accept internet advertising, with local values shaping attitudes toward ad content, style, and frequency (Okolo et al., 2017). The interplay of these contextual and technological factors creates a dynamic environment in which both advertisers and consumers continuously adapt their strategies and OPTIONS (Li-Ming & Wai, 2013).

2.3.4 Consumer Behavior Outcomes

The interaction of advertiser-controlled factors, consumer-controlled factors, and contextual influences leads to a range of consumer behavior outcomes. These include brand awareness, attitudes toward ads and brands, purchase intentions, actual purchase behavior, and post-purchase actions such as satisfaction and loyalty (Kotler & Armstrong, 2012). For example, exposure to well-designed and relevant internet ads can enhance brand recognition and recall, while positive attitudes toward ads can increase the likelihood of purchase (Mendelson & Bolls, 2002). Repeated advertising messages serve as reminders, reinforcing consumer preferences and encouraging brand loyalty over time (Schiffman & Kanuk, 2010). Effective internet advertising aligns with consumer motives, leverages personalization and interactivity, and operates within a supportive technological and social context to positively influence these outcomes (Sikó, 2023).

2.4 EMPIRICAL REVIEW

Empirical studies on internet advertising reveal its multifaceted influence on consumer behavior, ranging from creating awareness to shaping attitudes and driving purchase decisions. A study conducted among university students in Delhi by the International Journal of Research and Analytical Reviews (2019) focused on the role of internet advertising in expanding brand awareness. The research found that digital ads effectively reach a broad and diverse young audience, significantly increasing their familiarity with various products and services. Students frequently encountered online advertisements during their daily internet use, which enhanced their recognition of advertised brands. However, the study also noted a perceived limitation in the reliability of internet ads compared to traditional media like television, suggesting that while internet advertising excels at generating initial exposure, it may require complementary strategies to build deeper consumer trust and credibility. This highlights the strength of internet advertising as a tool for awareness creation but also points to the need for integrated marketing communications to reinforce consumer confidence.

In terms of shaping consumer attitudes and preferences, Husnain's (2021) research among college students in Changsha, China, provides critical insights. Using a combination of surveys, interviews, and focus groups, the study demonstrated a strong positive relationship between exposure to online advertisements and the development of favorable consumer attitudes. The effectiveness of internet ads was closely linked to their creative composition, memorability, and emotional appeal, such as the use of celebrity endorsements or storytelling elements. Students reported that ads which engaged them emotionally and were easy to recall influenced their preferences toward the advertised products. This finding underscores the importance of content quality and emotional resonance in online advertising, suggesting that beyond mere exposure, the way ads connect with consumers' feelings and values plays a crucial role in shaping brand perception and loyalty.

Regarding the direct impact on purchase behavior, Ajayi (2021) examined how online advertising influences the buying decisions of students at Federal Polytechnic Ede, Nigeria.

Employing regression analysis, the study revealed a significant positive effect of online ad exposure on actual consumer purchases. Specifically, the findings indicated that a 1% increase in online advertising exposure corresponded to a 45.6% increase in buying behavior among students. This substantial effect illustrates the persuasive power of targeted internet advertising in converting consumer interest into real transactions. Ajayi emphasized that for online ads to effectively drive purchases, they must be tailored to align with the attitudes and beliefs of the target audience, reinforcing the necessity of audience research and message customization in digital marketing strategies. This study highlights the critical role of internet advertising not only in influencing consumer perceptions but also in motivating concrete buying actions.

Together, these studies illustrate the comprehensive role of internet advertising in shaping consumer behavior. Internet ads serve as powerful tools for increasing brand awareness, influencing consumer attitudes through engaging and emotionally appealing content, and ultimately driving purchase decisions when strategically targeted. The evidence underscores the importance of integrating creative content design, audience understanding, and strategic placement to maximize the effectiveness of internet advertising, especially among digitally savvy populations such as students.

CHAPTER THREE

METHODOLOGY

3.1 RESEARCH DESIGN

Babbie [2001:80] defines research design as the process of “specifying exactly who and what to be studied, when, how, and what purpose” According to selltiz, morton and stuart [1982:50] research design is seen as “the arrangement of conditions for collection and analysis of data in a manner that aims at combine relevance to the research purpose with economy in procedure with economy in procedure”.

In relation to the above definitions, this study is a descriptive design because it is concerned with determining the rate at which internet advertisement influences consumer’s behavior in Ilorin cit, capital of Kwara state, north central Nigeria.

3.2 RESEARCH METHOD

The motive of this study is to establish a correlation between the impact of internet advertisement and consumer response to internet advertisement in Ilorin metropolis. Undeniable, the best method of studying attitudes, behavior and motive remains the survey research method hence why it was adopted for this research.

Survey method, the oldest research method, as define by Kerlinger is the process of collecting data from a population or a sample drawn from a population or a sample drawn from a population with the purpose of investing relative incidences, occurrence or inter relationship among the variables of a natural phenomenal

3.3 POPULATION OF THE STUDY

The universe of this study is internet users who are exposed to internet advertisement in Ilorin, the capital of Kwara State. The population was made up of internet users disregarding the national and international background and gender.

3.4 SAMPLE SIZE

The two hundred (200) internet users was use to form the sample size of the study. The three hundred respondents were selected from the three local government of Ilorin (Ilorin West, Ilorin South and Ilorin East). They were been selected so as to have representative sample from the entire population.

3.5 SAMPLING PROCEDURE

Kwara State was chosen as the sample area for this research study and the city of Ilorin in particular. With the use of cluster sampling technique, the universe of Ilorin was segmented into three Zones to cover the three local government area in Ilorin; Ilorin West, Ilorin South and Ilorin East.

Accordingly, four areas was purposively selected from each of the three local governments, based on the population, perceived intelligent quotient of the respondents needed for the study.

The four selected areas are:

- **Ilorin West:** Oloje, Baboko, Adewole and Surelere
- **Ilorin East:** Maraba, Zanga and Kwara State Polytechnic Ipata
- **Ilorin South:** Balogun Fulani, Opo Malu, Taiwo Isale/ Niger Road, Tanke.

Thereafter, five cyber café were conveniently selected by the researcher from the four areas already identified.

According to Osuala [2005:134] cluster are often geographical areas such as local government, wards or institution. It becomes the appropriate method for this study because of the prohibitive high cost of travelling throughout the country state to carry out the research.

Also, a clustered sample reduce precision and increase the standard error [the difference between the result obtained from a sample and result which would have been obtained from the population] because element within a cluster tend to be alike [osuala, 2005:135]

3.6 DATA COLLECTION INSTRUMENT

Since this study employed survey design, questionnaires were used to collect data. In order to ensure that relevant items were included in the questionnaires, extensive and relevant literature were consulted before the instrument for data collection was constructed. The questionnaires was divided into two-part –part A contains items intended to collect data on demographic characteristics of the respondents, While part B and C contain items designed to obtain data on the research topic

3.7 DATA ANALYSIS TECHNIQUES

The data obtained from the distributed questionnaires were retrieved and analyzed, and were shown by using simple percentage and cross tabulation table method of data presentation. Furthermore, statistical analysis was adopted for the simplification of data gathered during field work to ease better understanding of the study.

Issa [2004] gives further explanation on data analysis that “the last segment of chapter three is developed to explain how the researcher intends present, analyze and interpret the data that will accrue for the administration of the instrument on the respondents, that is, when data has been collected, how he intend to set out and analyze the collected data

3.8 RELIABILITY AND VALIDITY OF INSTRUMENT

In order to ensure that relevant item were included in the questionnaires, extensive and relevant literature were consulted before instrument for data collection was constructed; this is in order to ensure content validity of the questionnaires. A constructed questionnaire was given to experts in the field to go through and criticize. This is imperative in order to make sure that the data collection instrument had face validity.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter deals with the presentation, analysis and interpretation of the problem under investment. A total of Zero copies of the questionnaire were distributed by the researcher to the respondent at the cyber café out of these, all questionnaire were retrieved at the spot. Therefore, the analysis in the study is based on 200 questionnaires which were retrieved at the spot of distribution.

4.2 BIO-DATA

TABLE 1: AGE DISTRIBUTION OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE (%)
Under 16 – 20 years	47	23.5%
21- 30	134	67.0%
31 – 40	13	6.5%
Above 40 years	6	3.0%
Total	200	100.0%

From the above table 23.5% of the respondents fill between the ages of 20years, 67% of the respondents fill between the ages of 21 – 30years, 6.5% of the respondents fill between the ages of 31 – 40years while 3% is between the age of 40years and above. Form the above table it shows that ages 21 – 30 make use of the internet more.

TABLE 2: SEX DISTRIBUTION OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE (%)
Male	110	55.0%
Female	90	45.0%
Total	200	100.0%

The above table also indicates that 45% of the female visit the cyber café while 55% of male visited the cyber café. This shows that the number of male respondents that make use of the internet is higher than the number of female respondents.

TABLE 3: EDUCATIONAL BACKGROUND DISTRIBUTION OF THE RESPONDENTS

OPTIONS	FREQUENTLY	PERCENTAGE (%)
School Certificate	44	22.0%
ND or NCE	47	23.5%
HND Or B.sc Or B.A	97	48.5%
PGD, MSC or PHD	12	6.0%
TOTAL	200	100.0%

This table above shows that 22% of the respondent have school certificate, 23.5% of the respondents have National Diploma (ND) or National Certificate Examination (NCE), and 48.5% of the respondents have either Higher National Diploma (HND) or Bachelor of Science Degrees (B.sc) or Bachelor of Art (B.A), while 6% of the respondents have PGD, MSC, or PHD. This implies that majority of the internet users are Higher National Diploma or Bachelor Degree, or Bachelor of Art holders.

TABLE 4: MARITAL STATUS DISTRIBUTION OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE (%)
Single	181	90.5%
Married	13	6.5%
Divorced	6	3.0%
TOTAL	200	100.0%

As depicted from the above table, 90.5% of the respondents are single, 6.5% of the respondents are married while 3.0% of the respondents has divorced.

4.3 ANALYSIS OF RESEARCH ITEMS

TABLE 1: DO YOU KNOW WHAT AN ADVERTISEMENT IS?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Yes	136	68%
No	68	32%
TOTAL	200	100.0%

The above table shows the response of the respondents on if they know what an advertisement is. 68% of the respondents knows what an advertisement is and 32% of the respondents does not know what an advertisements is.

TABLE 2: WHAT TYPE OF ADVERTISEMENT ARE YOU USUALLY EXPOSED TO?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Radio	37	18.5%
Television	60	33%
Billboard	0	0%
Magazine	50	25%
Newspaper	47	23.5%
Online	0%	0%
TOTAL	200	100.0%

The tables above shows what type of advertisement are the respondents usually exposed to. 18.5% of the respondent are response to Radio for their advertisement, 33% of the respondents are usually exposed to Television for their advertisement, 25% of the respondents are usually exposed to Magazine as a means of advertisement, while 23.5 of the respondents are exposed to Newspaper as their type of advertisement which they are exposed to. It has been clearly that the largest number of people is usually exposed to Newspaper as their type of advertisement.

TABLE 3: WHICH OF THEM DO YOU PREFER MOST?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Radio	37	18.5%
Television	66	33%
Billboard	0	0%
Magazine	50	25%
Newspaper	47	23.5%
Online	0	0
TOTAL	200	100.0%

The table above shows which type of this medium do you prefer. 18.5% prefers Radio, 33% prefer Television 25% prefer Magazine while largest number of respondents prefer Newspaper.

TABLE 4: HAVE YOU SEEN AN ADVERTISEMENT

OPTIONS	FREQUENCY	PERCENTAGE (%)
Yes	187	93.5%
No	13	6.5%
TOTAL	200	100.0%

The table above shows that 93.5% of the respondents have seen an advertisement on the internet while 6.5% of the respondents have not seen an advertisement on the internet. This indicates that the highest number of the respondent (93.5%) have seen advertisement made on the internet.

TABLE 5: YOU HAVE BEEN ATTRACTED BY AN ONLINE ADVERTISEMENT.

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	100	50%
Agree	44	22%
Neutral	0%	0%
Disagree	50	25%
Strongly disagree	6	3%
TOTAL	200	100.0%

The table above shows if respondents have been attracted by online advertisement 50% of the respondents strongly agree that it has attracted them, 22% of the respondent that online advertisement has attracted them. 25% respondent disagree it does not attract them, 3% respondent strongly disagree while some of the respondents did not even know it neither attract them.

TABLE 6: HOW FREQUENT DO YOU USE THE INTERNET?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Very often	99	49.5%
Often	82	41.0%
Don't know	4	2.0%
Seldom	14	7.0%
Very seldom	1	0.5%
TOTAL	200	100%

Table 6 reveals that 49.5% of the respondents use the internet very often, 41% of the respondents seldom use the internet while 0.5% of the respondents make use of the internet very seldom. This implies that 0.5% of the respondent make use of the internet frequent.

TABLE 7: WHAT TYPE OF ADVERT DO YOU ACCESS ON THE INTERNET?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Job Advert	49	24.5%
Admission Advert	49	24.5%
Government Agencies	10	5.0%
Internet Advert	52	26.0%
Internet Market Advert	20	10.0%
Internet Transaction Advert	20	10.0%
TOTAL	200	100.0%

From the above table 24.5% of the respondents accessed job advert on the net, also 24.5% of the respondents accessed admission advert, 5% of the respondent access government agencies, 26% of the respondent go for internet advert, 10% access the internet market advert while 10% of the respondent make use of the internet transaction adverts.

TABLE 8: ADVERTISING IS MORE INFLUENTIAL ON CONSUMERS THROUGH WHICH OF THESE MEDIUM.

OPTIONS	FREQUENCY	PERCENTAGE (%)
Television	117	58.5%
Radio	28	14.0%
Newspapers	12	6.0%
Internet	43	21.5%
TOTAL	200	100.0%

The table indicates that 58.5% of the respondents are influenced by advert placed on television, 14% of respondents were influenced advert placed on radio, 6% of the respondents were influenced by the advert placed on the newspaper while 21% of the respondents are influenced by the advert placed on the internet. This table shows that (58.5%) television advertising is more influential than any of the media mention in the above table.

TABLE 9: WHICH OF THIS INTERNET TECHNOLOGY DO YOU THINK IS THE MOST CONVENIENT FOR INTERNET ADVERTISEMENT

OPTIONS	FREQUENCY	PERCENTAGE (%)
E-Mail	33	16.5%
World Wide Web(www)	109	54.5%
Social media	26	13.0%
Search engine	32	16.0%
TOTAL	200	100.0%

Form the above, 16.5% of the respondent be have that e-mail is the most convenient internet technology for internet advertisement, 54.5% believe the WWW is the most convenient, 13% of the respondent believe that chart room is most convenient technology while 16% of the respondent believe that search engines is the most convenient technology for internet advertisement.

TABLE 10: INTERNET ADVERTISEMENT IS BETTER AND PREFERABLE TO OTHER FORM OF ADVERTISING

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	45	22.5%
Agree	69	34.5%
Neutral	30	18.0%
Disagree	45	22.5%
Strongly disagree	5	2.5%
TOTAL	200	100.0%

The above table shows that 22.5% of the respondents strongly agreed that internet advertisement is better and preferable to other forms of advertisements, 34.5% of the respondents agreed that internet advertisement is better and preferable to other forms of advertisement, 18% of the respondent choose undecided, 22.5% of the respondent disagree that the internet advertising is not better and preferable to other forms of advertisement while 2.5% of the

respondent strongly disagree to the motion. This implies internet advertising is preferable and better than other forms of advertising, since 22.5% and 34.5% agree to this assertion and by adding it together it gives 57%. Since 57% of the respondent agrees that the internet is preferable to other forms of advertising therefore the internet is a viable medium for global advertising.

TABLE 11: INTERNET ADVERTISEMENT PROVIDES BROAD OPPORTUNITY FOR DIRECT CONTACT FOR CONSUMERS

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	42	21.5%
Agree	92	46.0%
Neutral	21	10.0%
Disagree	35	17.5%
Strongly disagree	10	5.0%
TOTAL	200	100.0%

The above table shows whether internet advertisement provides broad opportunity for direct contact of the consumers. It indicates that 46% agree with the view that it provides broad opportunity for direct contact with consumers, 21% strongly agree, 17.5% disagree, 10.5% were undecided while 5% strongly disagree. This shows that the view of the respondents was in line with the view that the internet provides broad opportunity for direct contact with consumers as majority strongly agree(46%) and agree(21%) with view. Thus this gives 67% of the total respondents studied.

TABLE 12: INTERNET IS A HIGHLY RELIABLE AND EFFECTIVE MEDIUM FOR ADVERTISING

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	45	22.5%
Agree	82	41.0%
Neutral	37	18.5%
Disagree	33	16.5%
Strongly disagree	3	1.5%
TOTAL	200	100.0%

From the above table, 22.5% of the respondents strongly agreed that internet is a reliable and effective medium for global advertising. 41% of the respondents agreed, while 18.5% of the respondents were undecided and 16.5% of the respondents strongly disagreed that the internet is a highly reliable and effective medium for global advertising, highest number of respondents strongly agree and agree which give us 63.5% of the total respondents studied. Therefore, the internet is highly reliable and effective medium for global advertising.

TABLE 13: YOU ALWAYS CONSIDER INTERNET AS THE MOST SUITABLE WAY OF MAKING CHOICE

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	28	14.0%
Agree	70	35.0%
Neutral	49	24.5%
Disagree	49	24.5%
Strongly disagree	4	2.0%
TOTAL	200	100.0%

From the above table, 14% of the respondents strongly agree that internet advertisement is the most suitable way of making choice, 35% of the respondent also agreed, 24.5% of the respondent were undecided, 24.5% of the respondents disagreed, while 2% of the respondents

strongly disagreed that the most suitable way of making choice is internet advertisement. Furthermore, it could be seen that number of respondents who strongly agreed and agreed are 14% and 35% respectively. Put together this, it will give 49% of the respondents who agreed that internet advertisement is the most suitable way of making choice. So it can be inferred that 49% of the respondents consider internet advertisement as the most suitable way of making choice.

TABLE 14: NIGERIAN ADVERTISEMENT INDUSTRY WILL GAIN MORE IF THEY ADVERTISE ON THE INTERNET.

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	50	25.0%
Agree	80	43.0%
Neutral	29	14.5%
Disagree	20	13.0%
Strongly disagree	9	4.5%
TOTAL	200	100.0%

In the objective of the research to find out if the Nigerian advertising industry will gain more with internet advertising. The table above indicates that 25% strongly agreed that Nigerian advertising industry will gain more if they advertise on the internet, 43% agreed, 14.5% were neutral, 13% disagreed and 4.5% strongly disagreed. This shows that majority of the respondents that strongly agree and agreed (25% and 43%) are in line with the view that the internet will make the Nigerian industry gain more.

TABLE 15: YOU OFTEN GET TO KNOW ABOUT NEW PRODUCT THROUGH THE INTERNET ADVERTISEMENT

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	50	25.0%
Agree	100	50.0%
Neutral	0	0%
Disagree	30	15.0%
Strongly disagree	20	10.0%
TOTAL	200	100.0%

The table above shows how often respondent get to know about new product through the internet advertisement. 50% of the respondent knows new product through internet advertisement, 25% of the respondent strongly agree that they know new product through internet advertisement, 15% of the respondent disagree strongly disagree that they know about new product through the internet advertisement. It has been stated clearly that the highest number of respondents agree (50%) that they get to know about new product through internet advertisement.

TABLE 16: YOU ARE EXPOSED TO ONLINE MEDIA THAN OTHER MEDIA.

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	84	42.0%
Agree	50	25.0%
Neutral	19	9.5%
Disagree	20	13.0%
Strongly disagree	21	10.5%
TOTAL	200	100.0%

Table 16 shows how respondent are exposed to online media than other media. 42% of the respondent strongly agree to online media than other media, 25% agree to online media than other media, 9.5% are neutrally exposed to online media than other media, while 13% disagree

and 10.5% strongly disagree. This indicates that large number of the respondent are exposed to online media than other media.

TABLE 17: YOU PREFER TO BUY GOODS THAT YOU SEE OR HEAR ON ADVERTISEMENT

OPTIONS	FREQUENCY	PERCENTAGE (%)
Strongly agree	30	15.0%
Agree	70	35.0%
Neutral	43	21.5%
Disagree	17	8.5%
Strongly disagree	40	20.0%
TOTAL	200	100.0%

From the table above, 15% of the respondent strongly agree on buying goods on advertisement, 35% of the respondents agree and 21.5% does not even prefer to buy goods on advertisement, 8.5% of the respondent disagree while 20% of the respondent strongly disagree on buying goods on advertisement rather than on the counter.

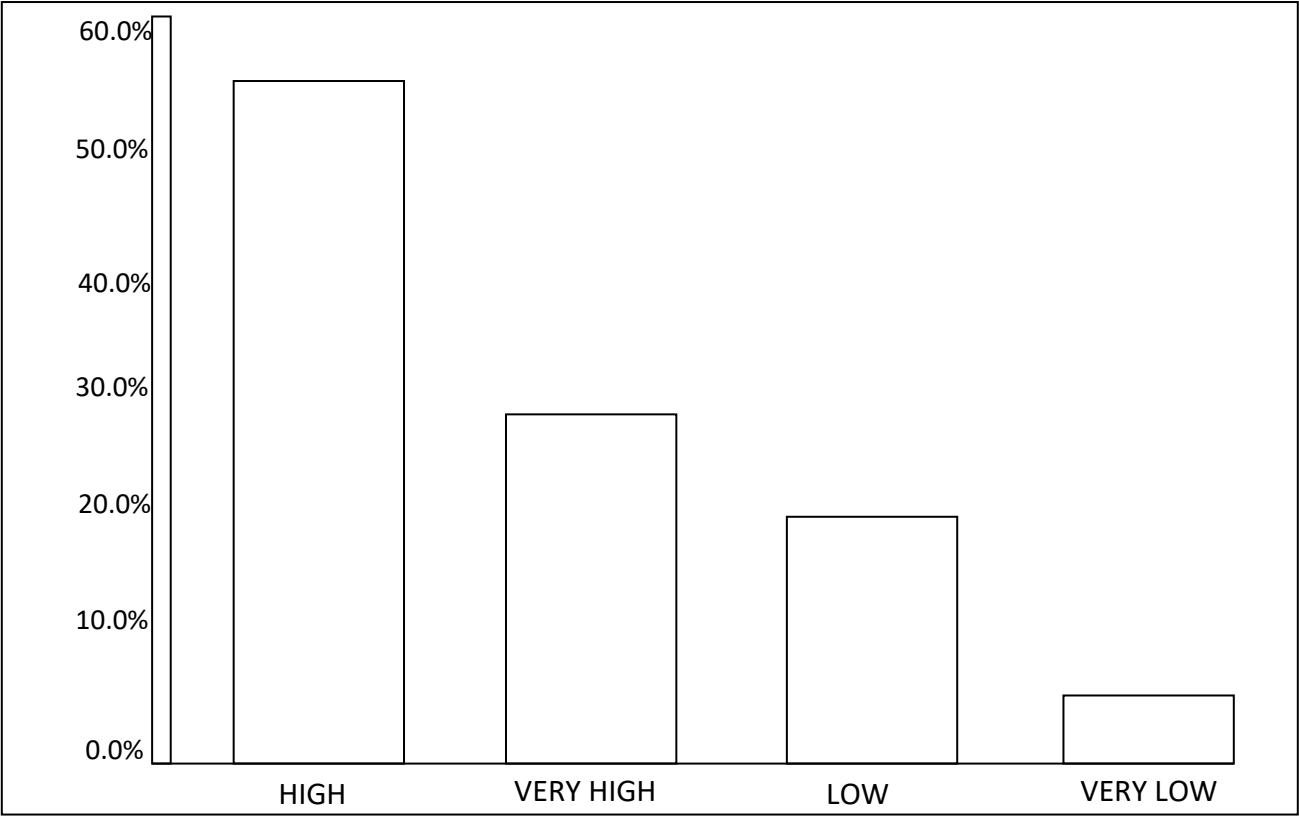
TABLE 18: WHAT IS YOUR LEVEL OF AWARENESS TOWARDS INTERNET ADVERTISEMENT?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Very High	58	29.0%
High	107	53.5%
Low	32	16.0%
Very Low	3	1.5%
TOTAL	200	100%

The analysis of respondents' attitudes towards buying goods through advertisements reveals that out of 200 participants, 15% (30 respondents) strongly agree and 35% (70 respondents) agree to purchasing goods via advertisement, totaling 50% who are positively inclined. Meanwhile, 21.5% (43 respondents) do not prefer buying goods through

advertisements, and 8.5% (17 respondents) disagree with this purchasing method. Additionally, 20% (40 respondents) strongly disagree with buying goods advertised rather than purchasing directly at the counter. This distribution indicates that while half of the respondents are receptive to advertisement-driven purchases, a significant 50% remain hesitant or opposed, highlighting mixed consumer attitudes toward this buying behavior.

FIG.1: RESPONDENT LEVEL OF AWARENESS TOWARDS INTERNET ADVERTISEMENT



The above table and graph shows that, 29% of the respondents level of the awareness toward internet advertisement is very high, 53.55 of the respondent choose high, 16% of the respondent choose low to this question, while 1.5% of the respondents level of awareness towards internet advertisement. From the above analysis, it had been show that the number of

respondent who choose very high and high are 29% and 53%. So it has been confirmed that 82.5% of the respondent level of awareness towards internet advertisement.

Therefore, respondent level of awareness towards internet advertisement is high.

In conducting this research, respondent were asked so many question on the impact of internet advertisement on consumer behaviour. And additional question were included to 18 questions to know what can be done to make internet advertisement more effective. So many answers from different respondent from different department so saved that to make internet advertisement more effective, fraud must be stopped and available site, while some said the website server must be good always and advertising on the internet, more details must be given with a good directions and it must not be a fake product that will be advertise on the internet.

And with all this, I think internet advertisement will be more effective if all this answer is put to use.

4.3 ANALYSIS OF RESEARCH QUESTION

RESEARCH QUESTION ONE: What is the impact of internet advertisement on consumer behaviour in Ilorin, Kwara State?

In order to know the impact, respondents were asked if they have seen any advertisement on the internet, do you know what an advertisement is? How frequent do you use the internet? It has stated clearly in the question 1 that the largest number of respondent (68%) knows what an advertisement is, and 93.5 also have seen an advert on the internet in question 4. In question 6 it has also been seen that 90.5 of the respondent often use the internet.

RESEARCH QUESTION TWO: What is the attitude of consumer in Kwara State Polytechnic Ilorin towards internet advertisement?

In answering this question, respondent were asked; if the opportunity is here in Nigeria will the prefer buying goods from the internet market rather than buying from the counter or regular market, respondent were asked to show their preference for internet advertisement is better and preferable to other form of advertisement, and if they agree and disagree on the internet been a highly reliable and effective medium for advertisement.

It conducting all these question it has been stated clearly in question 14, respondent strongly agree and agree (25% and 43%) that internet will make the negative industry gain more. 54% of the respondent also agreed that the internet is preferable to other forms of advertising. Therefore the internet is a viable medium for global advertising.

RESEARCH QUESTION THREE: What is the gratification derived by consumer in Kwara State Polytechnic from internet advertising?

Question 11 and 16 provide answer to this question on respondent were asked if internet advertisement provides broad opportunity for direct contact for consumers, you are exposed to online media that other media. In question 11, it views that largest number of respondent (67%) were in line that internet provide a broad opportunity for direct contact for consumer, and it has been stated clearly in question 16 that large number of respondents (42%) are exposed to online media than other media.

RESEARCH QUESTION FOUR: What is the trend of influence of internet advertisement on consumer in Kwara State polytechnic Ilorin?

To know the trend of influence of internet advertisement on consumer, question like has any advertisement on the internet attracted you to buy the product and serviced advertised? Which of this internet technology do you think is the most convenient for internet advertisement? What type of advert do they access on the internet: if they consider internet advertisement as the most suitable way of making choice.

During all these research question 14 indicate that the advertisement made on the internet attract majority of the respondents to buy product that is been advertise on the internet, an also 54% of the respondents believe that the world wide web (www) is the most convenient internet technology for internet advertisement and it is clearly stated that 41% of the respondents acceded internet materials for advertisement. Respondents of 49% also agree that internet advertisement is the most suitable way of making choice.

4.4 DISCUSSION OF FINDINGS

This study has been able to recent the following finding

1. That the internet is a viable and better medium for global advertising
2. That the (age 21 – 30) make use of the internet frequently bachelor degree holders and higher national diploma holders make use of the internet frequently, and that of male make use of the internet frequently that their female counterpart.
3. The research finds out that the majority of the audience visit the internet often and they visit the net anytime
4. That a lot of people have high level of awareness toward internet advertising
5. People attach high level of importance to internet advertising
6. The public are attracted to the adverts placed on the internet to the extent of buying the product and services advertised
7. The type of adverts the public access mostly is the internet material followed by jobs and admission advert
8. People consider international or global internet advertising as the most suitable way of making choice.
9. That a lot of people use the internet frequently and therefore can notice any advertisement made on the internet.

That Nigerian advertiser will gain more if they advertise their product or services via the internet because the world is now a global village. People from other countries will be able to see their product wherever they are.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

This research study was conducted to know the impact of internet advertisement on consumer behavior. In order to achieve the objective of this study, two hundred (200) questionnaires were administered to internet users who are exposed to internet advertising in Ilorin, the capital of Kwara State. The population was made up of internet users using the cyber café. Cluster sampling techniques was used in selecting samples for the study. The research was divided into five chapters namely; introduction, literature review, research methodology, data analysis, and summary, findings and recommendation.

This research study provided to research problem in chapter one. The problem formed the basis for the research question as indicated earlier. The use and gratification theory and the media dependency theory were used to explain the impact of internet advertisement on consumer behaviour. The method or research design used for this study in survey method in which questionnaires were administered to various respondents at the café and were retrieved on the spot. The analysis of data collected during the course of this research work was obtained through questionnaire that was analyzed and interpreted.

5.3 CONCLUSION

Various findings from the study point out that the level of awareness and influence of the internet advertising is very high and they are attracted a buy most of the goods being placed on the internet. Internet is a highly effective and viable mediums for global advertising is the most convenient internet technology therefore, Nigerian advertisers should advertise Nigerian product or service on the internet so as to attract internet users here in Nigeria and other countries around the world.

5.3 RECOMMENDATION

Based on the finding of this study, I recommended that Nigerian advertiser utilize internet advertising as it will not only give them a global presence, besides the impacts are very high and it is a highly reliable and effective medium for the delivery of advertising objectives.

Also is Nigeria advertisers make use of the internet as a viable medium, it will open Nigerian product to other nations of the world, as the world is now a global market.

I also recommended that internet advertisement should be done in such a way that will internet users.

SUGGESTION FOR FURTHER STUDY

Other researchers that would want to carry out research study on the impact of internet advertisement on consumer behaviour can give it a wider scope, preferable the research should make use of a larger sample so as to have a wide representative.

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QUESTIONNAIRE

Kwara State Polytechnic, Ilorin.

Institute of Information and Communication Technology (IICT)

Mass Communication Department.

Dear Respondent,

This questionnaire is designed to raise relevant information on the "*The Impact Of Internet Advertisement on Consumer Behaviour (A Case Study of Kwara State Polytechnic)*". Your response is needed.

All information supplied shall be used mainly for academic and education purpose only.

Thanks.

Instruction: Please tick () as applicable to you.

SECTION A

1. Age: Under 16 – 20 years () 21 – 30 years () 31 – 40 years () Above 40 years ()
2. Sex: Male () Female ()
3. Educational background: School Certificate () OND or NCE () HND or B.Sc or B.A () PGD, MSC or PHD ()
4. Marital status: Single () Married () Divorced ()

SECTION B

5. What type of advertisement are you usually exposed to? Radio () Television () Billboard () Magazine () Newspaper () Online ()
6. Which of them do you prefer most? Radio () Television () Billboard () Magazine () Newspaper () Online ()
7. Have you seen an advertisement on the internet? Yes () No ()

8. You have been attracted by an online advertisement. Strongly agree () Agree ()
Neutral () Disagree () Strongly disagree ()
9. How frequent do you use the internet? Very often () Often () Don't know ()
Seldom () Very seldom ()
10. Advertising is more influential on consumers through which of this medium?
Television () Radio () Newspapers () Internet ()
11. Which of this internet technology do you think is the most convenient for internet advertisement? E-Mail () World Wide Web (www) () Social media () Search engine ()
12. Internet advertisement is better and preferable to other form of advertising. Strongly agree () Agree () Neutral () Disagree () Strongly disagree ()
13. Internet advertisement provides broad opportunity for direct contact for consumers.
Strongly agree () Agree () Neutral () Disagree () Strongly disagree ()
14. Internet is a highly reliable and effective medium for advertising. Strongly agree ()
Agree () Neutral () Disagree () Strongly disagree ()
15. You always consider internet as the most suitable way of making choice.
Strongly agree () Agree () Neutral () Disagree () Strongly disagree ()
16. Nigerian advertisement industry will gain more if they advertise on the internet. Strongly agree () Agree () Neutral () Disagree () Strongly disagree ()
17. You often get to know about new product through the internet advertisement. Strongly agree () Agree () Neutral () Disagree () Strongly disagree ()
18. You prefer to buy goods that you see or hear on advertisement. Strongly agree ()
Agree () Neutral () Disagree () Strongly disagree ()
19. What is your level of awareness towards internet advertisement? Very High () High ()
Low () Very Low ()