

Influence of Internet Advertising Features on Online Shopping Habits Among Undergraduate Students in South-East Nigerian Universities

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Abstract: This study investigated the influence of internet advertising features on online shopping habits among undergraduate students in South-East Nigerian Universities. Internet advertisers are at risk of missing marketing opportunities by relying on insufficient knowledge about advertising features that work. Thus, a comprehensive knowledge of internet advertising features will be beneficial to internet advertisers and online retail stores, hence the need for this study. The major objective of this study was to investigate internet advertising features that influence online shopping habits. Uses and Gratification and Technological Determinism theories were used to explain the study. The survey research design was employed with the questionnaire as the instrument for data collection. The population of the study was registered university undergraduate students in South East Nigerian Universities for the 2017/2018 academic year. A sample size of 500 was selected. Findings from the study revealed that 97 percent of the respondents strongly agreed that internet advertising features of sales promotion “price discount, premiums, discount offers, bonus pack, shop now, apply now and limited offer” motivate them to shop online. Further findings from the study revealed that 58 percent of the respondents strongly agreed that internet advertising features of auto playing video ads with sound was a challenge associated with internet advertising. Other findings from the study revealed that 64.6 percent of the respondents accepted that they derived gratification from internet advertising features of information and entertainment. From the findings of the study, it is recommended that online retail stores and internet advertiser should provide information about prices of products or service being advertised on the internet. Sales promotion are effective internet advertising features and should be incorporated by internet advertisers in their ad campaign.

Keyword: Influence, Internet, Advert-Features, Online-Shopping, Habits.

I. INTRODUCTION

The exchange of goods and services existed in different forms for periods and evolved over time. Amidst it all is advertising, a persuasive non-personal form of communication and promotion paid for by identifiable sponsor and relayed through the mass media to sell a product or service or position a brand to the consumer. Advertising exists as a promotional mix element and has grown to become the most prominent form of marketing communication. The advent of internet technologies brought real change and development to advertising and today we have internet advertising away from

the traditional methods of Television, Radio, Newspaper, and Magazine advertising.

According to “Internet Users in Nigeria” (2017), the data released by the Nigerian Communications Commission (NCC) show the number of internet users in Nigeria’s telecommunications networks increased to 91.6 million in June of 2017. It can be argued that this increase has led to the emergent and growth of online retail stores in Nigeria. There are different online stores in Nigeria like Jumia, Konga, Payport, Slot, Dealdey etc. They offer many products and services over the internet to Nigerians. Consumers now order for services and products from their comfort zones without taking a step; equipped with their mobile phones and computers and a network connection they are few seconds away from virtually any online shop in the world. As a result, the internet has virtually influenced the way we advertise, buy and sell. Nigeria internet users have maximised these opportunities presented by the internet to shop for products online; also, small- and large-scale businesses are also advertising their products on the internet. According to Statista (2018), internet advertising spending in Nigeria from 2016 to 2018 amount to \$107.7 million US dollars and it is expected to grow. Hence, the internet has emerged as an advertising and shopping medium.

In definition, “internet advertising is the delivery of advertising messages and marketing communications through websites” (Okon, Efremon, and Akaninyene, 2016, p. 146). It can be delivered through various electronic platforms including mobile phones, iPads, desktop computers, and laptops etc. As a marketing communication tool, internet advertising takes a multitude of forms, ranging from search adverts to banner and rich media adverts (i.e., ads that incorporate sound, animation and interactive digital video commercials) (Okon, Efremon, and Akaninyene, 2016, p.146).

Online shopping also refers to “shopping behaviour of consumers in an online retail store or a website used for online purchasing purpose” (Monuwe, Dellaert, & Ruyter, 2004, p. 102). Online shopping is a term belonging to the general family of electronic commerce. Electronic commerce, commonly known as e-commerce or e-business consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. A complete online

shopping and e-commerce transaction consists of series of actions, especially: (1) the customer searching for the desired product online (2) making a choice and placing the order online (3) the payment stage (which could be done online or offline) and finally (4) the delivery of the products (Gabriel, Ogbuigwe, & Ahiauzu, 2016, p. 2).

Online retail stores in Nigeria have been successful, to an extent, in offering their products to Nigerians through internet advertisement and in the delivery of their products to the buyers. More than half of Nigerian population is connected to the internet. According to Gabriel, Ogbuigwe, & Ahiauzu (2016), “online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round-the-clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area, decreasing overhead expenses and access to multiple options” (p. 1). The Internet has made online shopping not only a possibility but also a huge success, contributing to economic activities around the globe.

With the increasing features of the internet technology and high exposure rate to consumers (internet users), online retail stores and advertisers stand to gain more if the various features that make internet advertising effective are incorporated in their internet adverts designs and campaign in order to capture the attention of consumers; motivate them to shop online; gratify them in order to keep them shopping in the future and avoid features that scare them away. Okon, Efremfon, and Akaninyene, (2016) asserted that other benefits also abound “(a) build new or reinforce existing brands, and (b) stimulate purchases” (p. 147). Citing Akinkugbe (2006) they stated further that “the success (or effectiveness) of internet advertising has been traditionally measured by the number of clicks attracted by the adverts, or the ratio of the number of clicks over the number of impressions” (p. 147). To stimulate click through, build new or reinforce existing brand and stimulate purchase decision, online retail stores and advertisers must incorporate good digital design features in their internet advert. This will help capture the attention and minds of the consumers, stimulate the consumer to take an action to click or make a purchase decision either online or offline.

Most internet adverts are perceived to lack appeal that motivates consumers to shop online or to check out a product because of poor advertising features. This is based on the researchers’ experience with some internet advertising features. This is as a result of the incorporation of features that consumers detest like deceptive internet adverts link that leads to no product or services, internet adverts that obstruct editorial contact on webpage; internet adverts that obstruct navigation on webpages, and intrusive internet advertising features that the consumer perceives as forced exposure. It will amount to waste of advert resources and web space if internet advert fails to capture the attention or motivate the audience it is designed for. Thus, some of the identified features of internet advert that make internet advert effective as identified by Okon Efremfon, and Akaninyene, (2016) are size of the advert, its content,

format used to expose the ad to the consumers; which include intrusive advert format, behavioural targeted ads, the picture quality of the advert, colour usage, simplicity, attractiveness and general design appearance. Others include internet advertised product price, information, quality, ease of purchase and previous purchase experience of an internet advertised product.

The use of right internet advert features is a success factors for online retail shops and advertiser who wish to draw consumers to their website. The proper use of these techniques can help companies and advertisers draw traffic as well as achieve internet advertising objectives. Features like internet advertised product price visibility, product information and quality have been a major factor in the Nigerian online retail stores success story. These features have been the face of most internet advert features by online retail stores and advertisers. Jumia online retail store, one of the most prominent online stores in Nigeria prouds itself with the same form of advert message “the best prices and quality products you can trust and count on”.

Others proud themselves on “pay on delivery” of your product and good targeting of internet users with advert product that suit their needs. Internet advertising also offers a marketing practice of collecting and compiling records of individual consumer’s online activities, interests, preferences, over time and across websites in order to deliver personalized advertising. This has been adopted by many online retail stores and advertisers in personalising adverts for internet users instead of guessing who they are.

Away from the success, other features of internet advertising may have negative influence on consumers. One of them is intrusive internet advertising features. Based on the researchers experience with internet intrusive adverts, they can be distasteful and can best be described as forced exposure to adverts. These types of ads may distract internet users’ attention from their browsing goals of processing information and “consumers do not like messages that are distracting, disturbing, forced, or interfere with their work. Pop-up ads can be especially intrusive to consumers because they interrupt online tasks” (Smith, 2011, p. 5; Li, Edwards, and Lee 2002).

Therefore, it is necessary to investigate the influence of these internet advertising characteristics or features on internet users’ online shopping habit to enable online retail stores and internet advertisers incorporate them in their internet advertising campaigns to achieve the best advertising objectives and to add to the body of knowledge the factors that influence consumer online shopping habit. The motivation is that internet adverts have sizable effects on product patronage. Therefore, it holds enormous opportunity for online retail stores and advertisers if used appropriately. The aim of this study then is to identify these features of internet adverts, and their influence and efficiency on internet users online shopping habit.

Statement of the Problem

The “internet has made online shopping not only a possibility but also a huge success contributing to economies around the

globe” (Gabriel, Ogbuigwe, & Ahiauzu . 2016, p. 1). Internet advertising features are motivating more consumers who are using the internet to search for information that influence their purchasing decisions. This extends to their opinions about products, services and online shopping habits in online retail stores (Digital brand experience, 2009, p. 2). Thus, a comprehensive knowledge of internet advertising features will benefit online retail stores and internet advertisers in understanding and identifying the influential and motivating features of internet advertising that will increase their sales and help them achieve their advertising goals.

Online retail stores and internet advertisers run the risk of missing marketing opportunities, decline in profits, and waste advert resources by relying on insufficient knowledge in making strategic internet advertising campaign and design decisions. To this end, this study attempts to make a few contributions to the body of knowledge on internet advertising features that influence online shopping habits of consumers.

Hence, the essence of the study to find out the extent of exposure to internet adverts and online retail shops; internet advertising features that motivate online shopping habits; challenges consumers associate with internet advertising features; the gratification undergraduate students get from internet adverts and shopping online and the extent internet advertising features influence online shopping habits among undergraduate students in South East Nigeria Universities.

Objectives of the Study

The general objective of the study was to find out the influence of internet advertising features on online shopping habits of undergraduate students in South East Nigerian universities. The specific objectives of the study were to:

1. Find out the extent of exposure to internet adverts and online retail shops among undergraduate students in South East Nigerian Universities.
2. Find out internet advertising features that motivate online shopping habits among undergraduate students in South East Nigerian Universities.
3. Examine the challenges associated with internet advertising features among undergraduate students in South East Nigerian Universities.
4. Find out the gratifications undergraduate students get from internet advertising features and shopping online.
5. Find out the extent internet advertising features influence online shopping habits among undergraduate students in South-East Nigerian Universities.

Research Questions

Following the research objectives, the researcher derives research questions thus;

1. To what extent are undergraduate students in South East Nigerian Universities exposed to internet adverts and online retail shops?

2. What internet advertising features motivate online shopping habits among undergraduate students in South East Nigerian Universities?
3. What are the challenges undergraduate students in South East Nigerian Universities associate with internet advertising features?
4. What are the gratifications undergraduate students get from shopping online and from internet advertising features?
5. To what extent do internet advertising features influence online shopping habits among undergraduate students in South-East Nigeria Universities?

II. LITERATURE REVIEW

There are many viewpoints regarding what advertising is as there are most people considering the subject. A broad view by Okoro (2013) sees “advertising as a serious business; informs of printed written, spoken or pictorial representation of a person, product, service or movement openly sponsored by the advertiser at his expense for the purpose of influencing sales, votes or endorsements” (p. 3).

“Thus, the famous quote by Awake that advertising provides a public service because it gives information about products” (N. Okoro, *Advanced Advertising*, May 20, 2017). Not only does advertising informs, it sells a product, service or idea; it has the potentials to skilfully engage the mind of the consumer and motivate him to buy a product or patronise a service.

In Nigeria, internet advertising is on the rise; companies like smart phone makers, Total, Coca-Cola, Pepsi, online retail stores and others are advertising big. Online shopping is also on the rise and the online retail shops have recorded huge success. “Online Retail in Nigeria” (2021) contend that the value of the Nigerian online retail sector grew by 35.4% in 2020. The top competitors as listed by “Online Retail in Nigeria” (2021) in terms of service, coverage and popularity includes: Jumia, Konga, Slot, Parktel online, Kara.com.ng, Dealdey, Kaymu, Mystore, Taafoo, Buyright and Payport.

Advertising scholar such as Tassabehji (2003) is of the view that this popularity and acceptance of online stores have been attributed to the many benefits associated with it. Benefits to customers include: a vast array of products to choose from, convenient means of shopping online, fast and effective delivery of banking services, price comparison opportunities, and accessibility to large volumes of product information, amongst others (Tassabehji, 2003). Benefits to businesses also abound and include: opportunities for businesses of different scales and sizes to transact at a reduced cost on a common ground and without geographical boundaries (Barsauskas, Sarapovas, and Cvilikas 2008; Laudon and Laudon, 2009). Online advertising also enables a convenient and quick means to set up a business from the comfort of one’s home with access to large numbers of potential customers (i.e., internet users). These advantages and many more have encouraged both businesses and consumers to adopt the use of e-commerce globally.

Many advert scholars have also investigated diverse aspects of online advertisement and their effect on consumer's online shopping. Rodgers and Thorson (2009) found out that the quality of online reviews have a positive effect on consumers' purchasing intention and purchasing intention increases as the number of reviews increases. In a comparative study on the effects of pragmatic value of online transactional advertising on purchase intention, Kimelfeld & Watt (2011) found a strong impact for practical value of advertising in predicting purchase intention. Moreover, their study revealed effect of web medium in producing promotional acceptance behaviour and increasing purchasing intention of consumers. These scholars found internet advertising to be effective in increasing purchase decision of consumer.

Also, in India, a developing country like Nigeria a study on effects of online advertising on consumers was conducted by Kalia and Mishra, (2016) using survey method among 500 respondents and analysing the data, they found that majority of people do opt for online advertising but prefer ecommerce sites for buying as compared to web portals and company website.

Highlighting the importance of internet advert features Ogunyombo, Oyero, and Azeez, (2017) in their study on influence of social media advertisements on purchase decisions of undergraduates in three Nigerian universities, they looked at what factors are likely to influence young people's exposure to advertisements on social media. They found possible factors such as graphics, display and gratification which determine if the respondents will view social media advertisements. 38.4% of the respondents indicated that the creativity in the advert content is the most attractive factor for them. 25.6% stated that the relevance of the product to them attract them most; 14.9% stated that they would view the advertisements depending on the frequency of display; the entertainment value of the advertisement is the most important for 12.8% of the respondents while the remaining 8.3% sees the size of display on their screen as the main factor that would make them view advertisements. Thus, they inferred that creativity and relevance of the product are factors that would most likely influence viewership of advertisements on social media platforms among young people.

On the extent of the influence of internet advertising on consumer shopping, either online or offline, Nyekwere (2009), assessed the use of social media as advertising vehicles: a study of Facebook and twitter. She found out that consumers patronise products/services advertised on the internet (Facebook and Twitter), with 195 respondents (67.2%) against 95 (32.7%). On the frequency of patronage, her study revealed predominantly that respondents patronize products/services advertised on the web. Also, her respondents made buying decisions based on referrals/recommendation from friends because they trust their friends. Above finding is not in agreement with Ogunyombo et al (2017) whose findings showed that social media advertisements are very visible in terms of high exposure (66.9%) but limited in influencing purchase decision (14.3%) among the respondents. The

findings of these scholars underline that it is a fact that internet advertising influence the consumer buying behaviour. In contrast Adelabu (2015) found that despite the positive view held by students in higher institutions on internet advertisements, majority of them do not automatically respond to the advertising messages and take purchasing decisions as expected by the advertisers. The study related this finding to other factors such as lack of response, distrust of advertisements on social media, the irrelevance of the product or services being advertised and the fear of fraudulent activities. It thus concurred with the findings of other studies that advertising alone cannot induce purchase unless it is combined with other factors.

It must be acknowledged, that some scholars have highlighted the various challenges peculiar to the Nigerian consumer on the internet as reason for the ineffectiveness of online advertising. Owolabi, (2011) focused on customer attitude towards internet advertising and online sales using MTN Nigeria as case study. A survey research design was employed, and questionnaires were administered to selected staff. The study found evidence of relationship between availability of an uninterruptible power supply and effective internet advertising/online sales. Therefore, in country like Nigeria that suffers interrupted power supply, the finding in the study can be inferred to mean that lack of electricity influence internet advertising negatively. Otugo, Uzuegbunam and Obikeze (2015) in their survey on youth's awareness of advertisements on Facebook found mixed reactions. They found that many of the youths had encountered advertisements on Facebook and can name some of the brands they encountered. The study found that the youths might be experiencing what they referred to as "attention challenges" in their consistent use of Facebook. Despite the admittance of 82.9 percent of the respondents that the advertisements were easily noticeable to them, 61 percent still claimed they did not always deliberately view the advertisements on Facebook. Although they agreed that social media advertisements are good, a significant percentage (47.7%) said they are not fans of any brand or company on the social media platform.

Some other researchers studied the online shopping system in Nigeria and found out that aside advertising, other challenges that are peculiar to the Nigeria market may influence the online shopping behaviour of the consumer. Gabriel et al (2016) stated that just as e-commerce is at an early stage in most third world countries, online shopping system in Nigeria is not as advanced as it is in other developed climes. Although the people engage in online banking (e-banking), most people are still not open to the idea of shopping online and prefer to carry out their transactions traditionally, i.e. face-to-face.

Gabriel et al (2016) stated further that such preference may not be unconnected to issues of distrust and poverty. Poverty has a role to play because online shopping does not allow for buy-today, pay-tomorrow, which is a common shopping trend among Nigerians under the offline shopping platform. Similarly, online shopping does not allow for haggling which is an inherent tendency among Nigerians, especially the usual

request for what is popularly referred to as jara (meaning add a little of the purchased item to the gains of the buyer) as part of the sealing of any buying and selling transaction.

In furtherance, Folorunso, Awe, and Gabriel (2006) and Adeyeye (2010) previous studies on e-commerce and online shopping have identified several factors, especially poor internet accessibility as responsible for its slow adoption. Similarly, a study on internet usage by internet crime (2009) in the UK revealed that 82.5% of the total population (62,348,447 people) uses the internet and 29.4% (18,354,000 people) are broadband subscribers.

This ease of access to the internet according to Adeyeye (2010) has been identified as one of the factors encouraging the adoption and growth of e-commerce and online shopping in the UK. In contrast, majority of the Nigerian population do not have access to the Internet. A major study on internet usage in Nigeria reveals that about 16.1% of the total populations (149,229,090 people) are internet users and less than 1% of the populace (i.e. 67,800 people) are broadband internet subscribers (internet crime, 2010). From these percentages, it is evident that only a fraction of the population uses the Internet and even those who access it do so through numerous cybercafés scattered all over urban parts of the country (Adomi, Okiy, and Ruteyan 2003, Gabriel, Ogbuigwe, and Ahiauzu, 2016).

A survey by the Internet Crime Complaint Centre (IC3) ranks Nigeria third in the world with 8.0% of perpetrators of cybercrime living in Nigeria after the US (65.4%) and UK (9.9%). This percentage when compared with the total population of Nigerians (i.e. over 200 million people) poses a considerable threat to the Internet world. Hence, most online vendors are wary when dealing with orders from Nigeria for fear of fraud.

It was also observed that the few online vendors that exist do not have a “structured way of presenting information (product categories) to users and besides, they offered little assistance in helping customers find appropriate products” (Gabriel et al, 2016). This makes it difficult for customers to use their websites for online shopping purposes and this could be the reason why most Nigerian companies with online presence had minimal commercial activities taking place (Ayo, 2006).

Another identified challenge by Gabriel et al (2016) to online shopping in Nigeria is the authenticity of the products displayed on websites. What happens if the products do not meet the customers’ expectations? Most online vendors do not incorporate an adequate and convenient return policy. Customers are most likely to engage in online shopping if they are assured not only of the quality of the products but also that they are able to return the product conveniently and without loss if expectations are not met.

Nigerians now have access to the internet through their various gadgets. Considering the difficulties facing online shopping system in Nigeria, online vendors are devising techniques to encourage and increase customers’ confidence in online

shopping. Popular online vendors like Jumia and Konga have introduced the pay on delivery option where customers make their orders online without having to pay online; payments are made when the customer, receive their goods. This has gone a long way in addressing the trust and security issues associated with buying products online. Also, in a bid to increase trust and encourage online shopping, future trend may experience reduction in and more accurate lead time. Presently, most Nigerian online retailers take about 7 working days to deliver goods purchased online.

Other features that have been highlighted by scholars to influence online advertising negatively results from intrusive adverts. These are the ways adverts are introduced to consumer that makes it uninvited. Morimoto and Macias (2009) point out that perceived intrusion directly influences behaviours towards an ad. Furthermore, responses to advertising stimuli are also moderated by the individual’s affective responses towards the ad. The relevance or interest of an ad to the individual can also moderate the level of perceived intrusiveness. Thus, if an ad is relevant or of interest to a user, the perception of intrusion will be lesser (Wehmeyer, 2007).

Intrusive online adverts result in negative emotional reaction to individual’s perception of online advertising. For example, it can be irritating if a user must close an ad in order to continue viewing the content of the website hosting the ad. This irritation can emerge if the consumer is unable to close an ad and is, therefore, obligated to view the ad (e.g. video, animation) or simply wait for the ad to disappear. Li, Edwards, and Lee, (2002) observed that intrusion emanate from the type of product advertised, the intrusion of the ad and the loss of control perceived by the user. The ad being directed at the wrong audience, manipulative messages, delays caused by ads being place in inappropriate spaces, excessive repetition during a short period of time and forced exposure to the ad.

For a user to sense that an ad is intrusive, he or she must see the ad as interrupting his or her experience or navigation in the medium, i.e., a certain website. Interruption can generate negative attitudes, results of the ensuing psychological reactance. This tends to make the user try to re-establish control over navigation, avoiding the ad and reducing the possibilities of processing the message (Edwards, Li, and Lee, 2002). Thus, based on the psychological reactance theory (Brehm and Brehm 1981), it can be argued that users will try to re-establish their independence when they notice that an ad is disrupting their freedom to navigate a website; their defensive behaviours will lead them to avoid or close the ad that incites this conflict.

Li, Edwards, and Lee, (2002) highlighted this concern further by saying that consumers do not like messages that are distracting, disturbing, forced, or interfering with their work. Pop-up ads can be intrusive to consumers because they interrupt online tasks. And according to McCoy et al., (2007) researchers in cognitive psychology, has it that when people are interrupted from an online task, they react negatively to the need to expend mental effort to process additional information. The interruption also interferes with the person’s attention,

limiting the amount of information that is received and understood. Thus, an intrusive message is contrary to the marketer's goal, since the consumer may not decode the message correctly. Other research has shown consumers become irritated by pop-up ads and thus avoid online advertising all together (Edwards, Li, & Lee, 2002). This negative perception of online advertising as being intrusive can carry over to the online shopping experience of the consumer and even to the brand been advertised and have a negative impact on the marketing goal. Therefore, most consumers avoid fixating on ads either because they lie in the periphery of the visual field or cognitively avoid them. Previous research suggests that the eyes has been subconsciously trained to avoid adverts most times, or non-perception of adverts each time an individual is seeking information away from entertainment and consumer most at times expressed negative attitude towards different tactics of advertising.

Other features that have been highlighted by advertiser to have both positive and negative effect on the consumer is behavioural targeting. Boris (2014) defined behavioural targeting as gathering of private data related to an individual behaviour online which is then used to show advertisements to that individual in accordance with his, or her, web searches and browsing preferences. To achieve this, websites use a variety of tools as efficient as cookies. When a user is browsing a website or using a search engine, a cookie will usually be placed and stored on that user's computer. According to Advertising Bureau, a cookie, which is nothing more than a very small piece of data, shall notify the website which sent it in the first place about the user's previous browsing history when that user visits that website again. Cookies can track whether a user left a page without buying anything, so the advertiser can retarget the user with ads from the site the user visited.

Boris also noted that the cookie enables the website to recognize its repeat visitors. The stored cookie can determine the user's browsing history going back not only months, but in certain instances even years. Thanks to the cookies, the websites can determine user's preferences. More precisely, they acquire knowledge as to their personal interests, hobbies, travel inquiries, business related information, etc. Once they obtain this, the next step is audience segmentation. More precisely, all the data gathered in this manner are divided into segments according to their similar characteristics, and are added to the previously created data segments. This creates the user profile and the advertiser can determine the adverts to offer such user.

Proponents of this behavioural targeting believe that it is beneficial for the user and the online property. They say a more targeted experience will naturally be more interesting to a user and provide an improved visitor experience and advertisers are also able to benefit because users will be more engaged in targeted advertisements. So, when these cookies are installed in a consumer's computer drive, they allow online marketers and third-party advertisers to track consumers' browsing

behaviours across websites, enabling these advertisers to provide personalized advertising based upon their browsing behaviours (FTC, 2009).

However, Komando, (2017) differed from the proponents of behavioural targeting, highlighting its negative side. She stated that "the truth is that personalized ads are the result of a very impersonal process. Interest-based advertising uses information gathered through your browser. Special algorithms analyse your visits over time and across different websites. This helps predict your preferences and shows you ads that are more likely to be of interest to you" (Komando, 2017, para 3). While such data collection may be legal in some countries, that does not mean it is all right. There are plenty of things you might prefer to keep to yourself, such as your income, your sexuality, your political views, websites peculiar to you etc. Although online retailers may use consumer data to tailor their offerings and promotion strategies to individual consumers, this data may also be used outside of the original shopping and advertising context.

Research by Graham-Smith (2017) shows that when consumers are confronted with evidence of behavioural targeting, they classify it as violation of their privacy and that nobody likes being spied on. Privacy concern of the consumer is a factor that influence exposure to online advertising. Png and Hui (2006) defined privacy as connoting "the restriction of the collection or use about a person or a corporation detail" (p. 471). In their analysis of online privacy, Tene, and Polonetsky (2014) makes frequent references to Solove, and Paul (2011), Taxonomy of Privacy. According to this approach, when discussing online privacy, a focus should on aggregation, distortion, exclusion, secondary use, and breach of confidentiality when it comes to online advertising, the emphasis is on collecting personal information and then creating a profile of an individual in order to know what kind of advertisements that person might be interested in.

However, it must be noted that personal information is not only gathered for the purpose of showing ads. This practice enables companies such as Google and Yahoo to improve the quality of their algorithms, and hence the quality of their overall services. Since online privacy issues mostly arise after the gathering of personal information, the list of the activities provided by Tene is very much relevant. Aggregation, according to Solove is a process of collecting personal information and storing them together. By having personal information gathered and stored, is, of course, a privacy problem on its own. But what makes it even bigger problem is the fact that combining information creates synergies. By creating synergies, consumer location, institutions associated with, email address, and name are all captured. Solove describes distortion as "the manipulation of the ways a person is perceived and judged by others, and involves the victim being inaccurately exposed to the public" (Solove, 2006, p.546). With the collection of private information, distortion is something which can occur. For example, if someone is checking the prize of Freezer on Jumia,

that doesn't mean the person wants to buy Freezer, it might just be to know the cost price or to satisfy curiosity.

So, for Jumia to capture the person's data and retarget him/her with Freezer ads is distortive. Exclusion, as defined by Solove, is "the failure to provide individuals with notice and input about their records" (Solove, 2006, p. 521). Therefore, if personal information is being collected and stored without consent, and then further used without any notification to the concerned person, a privacy problem arises. Secondary use refers to a situation in which the gathered information is used for the purpose other than the one which has been specified, either explicitly or implicitly.

Hence, if an online store privacy policy states, or if a user reasonably expects that gathered information will only be used to improve the quality of its search services, but then goes on to use the obtained information for advertising purposes, this might be perceived as a violation of one's privacy, or a dignitary harm emerging from denying people control over the future use of their data. It becomes a breach of confidentiality, if the online store operator revealed to third parties' sensitive information about its users.

Empirical Review

Mathew, Ogedebe and Ogedebe (2013) studied *influence of web advertising on consumer behaviour in Maiduguri metropolis, Nigeria*. The study investigates the influence of web advertising on consumers in Maiduguri Metropolis. 150 questionnaires were distributed randomly to respondents scattered in the two Local Government Areas that made up Maiduguri Metropolis. The study discovered that majority 100 (71.94%) of the respondents said their disposition towards web advertising was positive. Minority 39 (28.06%) of the respondents said that their disposition towards web advertising was negative. 102 (73.38%) of the respondents said their attitude towards web advertising was informative. The study, also find out that majority 42 (30.22%) of the respondents said web advertising influences them to use some of the products and services. A total of 32 (23.0) of the respondents reported that web advertising only influences them to plan for their future purchase. Furthermore, another 22 (15.83%) of the respondents said that web advertising influences them to purchase some of the products and services. The study revealed the challenges encountered while purchasing what consumers see advertised on the web, these include; erratic electricity supply, lack of access to internet, services not provided as advertised, fraud and products were delivered in bad conditions. The study then concluded that the influence of web advertising on consumers over other forms of advertising would continue to increase, because of its' interactive nature, the global platform it presents to companies that advertised on it and the opportunities offered to consumers to purchase goods and services through online.

Okon, Efremfon, and Akaninyene (2016) studied *determinants of online advertising effectiveness in Nigeria: implications for consumer buying behaviour*. The study examines the

determinants of effective online advertisement and how they affect online shopping behaviour in Nigeria. A survey approach was adopted to purposively collect data from 200 consumers that must have at any time visited and shopped at any online shopping malls on the Internet. The core findings revealed that internet surfing skill, ease of website access, advert content, location of advert on the web page, and the quality of advertised products are the major determinants of successful online advertisement. Their findings also reveal that reputation of the website, ease of website access, trustworthiness of the site, number of links on the site hosting the advert, simplicity of locating crucial shopping information leads to online advertisement' success. These factors also influence shoppers buying behaviour. They recommended that there is need to provide adequate information content, affordable internet facilities and secured internet platforms to facilitate online purchase decision.

Looking at all the works cited, the authors paid little attention to internet advertising features and its influence on online shopping habits. And none was carried among students in South-East, Nigeria. This research attempts to fill these gaps by studying internet advert features and its influence on online shopping and situating the study in South-East, Nigeria.

Theoretical Framework

The study was anchored on two theories, the uses and gratification theory and the technological determinism theory. The uses and gratifications theory expound the audiences' preferences and satisfactions derived from medium choice. Uses and gratifications approach in the study of communication was first formally outlined by Katz, Haas and Gurevitch. They suggested that communication research should reverse the traditional question of what the media do to people and ask instead what people do with the media.

The uses and gratifications theory are applicable to the study in that it helps explain how various features of internet advertising can influence consumer online shopping if they are gratified by such advert. This will lead to a decision of patronage or click through. The uses and gratifications theory also help to understand that adverts are not magic bullets and that advertisers do not vertically influence the consumer rather the audience themselves have that ability to react to internet advertising by choosing various features or opportunities therein.

Uses and gratifications theory helps the study in explaining active audience behaviour. The theory points out that since the recipients have enormous influence on the effect process, the focus is shifted from media production and transmission functions to the media consumption function. The audiences have gratifications which they wish to satisfy. The audience have features they look out for in an internet advert that likely appeals to them. It is then left for advertisers and companies to seek out these features and incorporate them in their online advert campaign.

The technological determinism theory was propounded by Marshall McLuhan. The basic idea behind the theory is that changes in the way humans communicate are what shape our existence.

According to Baran (2013) economic and cultural changes are driven by the development of machines; the way people use technology is what gives it significance. Thus, the influence of internet advertising features is mostly determined by the level of power it is given by internet users and consumers who are exposed to it. So, if internet advertising features are indeed appealing and persuasive to internet users (consumers), internet adverts can therefore be said to influence the purchase decision of consumers and a motivating factor for their online shopping.

The technological determinism theory is relevant to the study because it helps give perspectives to the influence of technological innovation (internet advertising) on individual's use of the internet to advertise and to shop. Both theories expand the framework to emphasise that beneath the adoption and usage lies the gratification individuals get.

III. METHODOLOGY

Survey research method was used for this study. A survey is a study of the "characteristics of a sample through questioning that enables a researcher to generalize concerning his population of interest" (Ohaja, 2003, p.43). The descriptive survey attempts to describe or document current conditions or attitudes – that is, to explain what exists now (Wimmer & Dominick, 2011).

Population of the study

The total population for this study was all the undergraduate students registered for the 2017/2018 academic year in all the 20 universities in the South-East zone, 243,035 students. Figures were obtained from academic planning units of these universities. Federal University of Technology Owerri (FUTO)-22,000; Alex Ekwueme Federal University, Ndufu Alike (AE-FUNAI)-5000; Michael Okpara University of Agriculture, Umudike (MOUAU) -27,750; Nnamdi Azikiwe University, Awka (UNIZIK)-22,000; University of Nigeria, Nsukka (UNN)-28,047; Abia State University, Uтуру (ABSU)-18,940; Chuwuemeke Odumegwu Ojukwu University, Uli -18,000; Imo State University 14,500; Caritas University, Enugu-3,500; Godfrey Okoye University, Evangel University -2000; Gregory University, Uтуру-1,500; Hezekiah University, Umudi-900; Madonna University, Okija-5000, Paul University, Awka-800, Renaissance University, Ugbawka-780, Tansian University, Umunya-700 and Enugu State University of Science and Technology ESUT -28,000.

Sample size

This research work has a sample size of 500 respondents. This sum was arrived at using the Australian Bureau of Statistics Calculator as provided by the National Statistics Service (NSS). The confidence level was 95 percent; population size was 243035; confidence interval was 0.04382 and standard error was 0.02236. The calculation is shown below.

Field	Value
Confidence Level	95%
Population Size	243035
Proportion	0.5
Confidence Interval	0.04382
Upper	0.54382
Lower	0.45618
Standard Error	0.02236
Relative Standard Error	4.47
Sample Size	500

Source: www.abs.gov.au/wbsitedbs/D3310114.nsf/home/sample+size+calculator

For this study, the multi-stage sampling technique was adopted.

Sampling technique

The cluster sampling was used to group the universities into 3 groups, federal, state, and private. The reason was to give balance to all the schools private and public, state and federal. So, using cluster sampling the universities in the South-East was grouped into three clusters - Federal, State and Private. The researcher had two research assistants – Mr. Onyejiri Chizuruoke who is a post graduate student at Chukwuemeke Ojukwu University Uli Anambra State and Mrs. Amarachi Okoro who is an NYSC member serving at Abia State University.

Thus, purposively two universities were selected from the clusters. UNN and AE-FUNAI were selected to represent the Federal universities; the reason is that these two schools are located in close proximity to the researcher Enugu and Ebonyi state respectively and Chukwuemeke Odumegwu Ojukwu University Uli (COOU) and Abia State University (ABSU) were selected to represent state universities; reason is that; they are located in close proximity with the two research assistants that assisted in the data collection. Gregory University Uтуру (GUU) and Caritas University Enugu were selected to represent the private universities reason been inferred from the above

based on proximity to the researcher and those that assisted him.

Table 1: Selection of samples (Universities)

Clusters	Universities selected
Federal Universities	University of Nigeria Nsukka (UNN) Alex Ekwueme Federal University, Ndufu Alike (AE-FUNAI)
State Universities	Chukwuemeka Odumegwu Ojukwu University Uli (COOU) Abia State University (ABSU)
Private Universities	Gregory University Uтуру (GUU) Caritas University Enugu

Step 2: The selected schools were stratified into faculties which divided them into sub-groups; reason was to give balance to both pure sciences, social sciences, arts and humanities, and taking simple random sampling by secret balloting a faculty each was selected from each of the six universities. The reason is that it gives all variables the same probability to be selected. In UNN, faculty of Business Administration was selected. In AE- FUNAI, Faculty of Biological sciences was selected. In COOU, faculty of Law was selected. In ABSU, faculty of Environmental Sciences. In GUU University, faculty of Education was selected. In Caritas University, faculty of Engineering was selected.

Table 2: Selection of Faculties

Clusters	Universities selected	Faculties selected
Federal Universities	University of Nigeria Nsukka (UNN) Alex Ekwueme Federal University, Ndufu Alike (AE-FUNAI)	Business Administration Faculty of Biological sciences
State Universities	Chukwuemeka Odumegwu Ojukwu University Uli (COOU) Abia State University (ABSU)	Faculty of Arts Faculty of Environmental Sciences
Private Universities	Gregory University Uтуру (GUU) Caritas University Enugu	Faculty of Education Faculty of Engineering

Stage 3: Lastly, a department each was purposively selected from each faculty in the six selected universities based on population of their students. The reason was to have enough number of students to fill the questionnaire at a time. Therefore, from the figures gathered from the academic planning units of the Universities and in their breakdown of numbers of students in each faculties and department, the following departments were picked based on high population of their students. In UNN, department of Accountancy was selected. In COOU, Department of Business and commercial Law was selected and in GUU, the department of Theatre and Media Studies was selected. In AE-FUNAI, department of microbiology was selected and in ABSU, Department of Geology was selected. In Caritas University, Computer Engineering was selected.

Table 3: Selection of Departments

Items	Universities selected	Faculties selected	Departments selected
Federal Universities	University of Nigeria Nsukka (UNN)	Business Administration	Department of Accountancy
	Alex Ekwueme Federal University, Ndufu Alike (AE-FUNAI)	Faculty of Biological sciences	Department of Microbiology
State Universities	Chukwuemeka Odumegwu Ojukwu University Uli (COOU)	Faculty of Law	Department of Business and Commercial Law
	Abia State University (ABSU)	Faculty of Environmental Sciences	Department of Geology
Private Universities	Gregory University Uтуру (GUU)	Faculty of Arts	Department of Theatre and Media Studies
	Caritas University Enugu	Faculty of Engineering	Department of Computer Engineering

Using proportional stratified sampling method, the questionnaire was distributed among the schools using the formula below:

$$\frac{\text{Selected university population}}{\text{Total population of selected universities}} \times \frac{\text{Sample size}}{1}$$

Reason being that this method allows schools to get questionnaire based on their population.

$$\begin{aligned} \text{UNN} &= 28,047 = \frac{28,047 \times 500}{74,987} = 187 \\ \text{AE-FUNAI} &= 5,000 = \frac{5,000 \times 500}{74,987} = 33 \\ \text{COOU} &= 18,000 = \frac{18,000 \times 500}{74,987} = 120 \\ \text{ABSU} &= 18,940 = \frac{18,940 \times 500}{74,987} = 126 \\ \text{GUU} &= 1,500 = \frac{1,500 \times 500}{74,987} = 11 \\ \text{CARITAS} &= 3,500 = \frac{3,500 \times 500}{74,987} = 23 \\ \hline \text{Total} &= 74,987 \qquad \qquad \qquad \text{Total} = 500 \end{aligned}$$

Table 4: Distribution of Questionnaire

Items	Universities	Questionnaire
Federal Universities	University of Nigeria Nsukka (UNN)	187
	Alex Ekwueme Federal University, Ndufu Alike (AE-FUNAI)	33
State Universities	Chukwuemeka Ojukwu University Uli (COOU)	120
	Abia State University, Ututu (ABSU)	126
Private Universities	Gregory University Uтуру (GUU)	11
	Caritas University Enugu	23
Total		500

Source: Field Survey 2018

In each university, the number of distributed questionnaires from the above table was taken to classrooms of departments

selected and shared only to purposively selected undergraduate students who indicated they are exposed to internet adverts and have shopped for an internet advertised product from an online retail store previously.

Instrument for Data Collection

The instrument for the study was the questionnaire. A questionnaire is a sheet of paper containing questions aimed at getting out required answers from people being interviewed. It should be very elaborate in order to provide answers to all the questions. Questionnaire can be administered using face-to-face administration, phone delivery, mail and internet. For this study, face-to-face administration was adopted because the respondents needed to be individuals who have previous experience of internet adverts and online shopping.

The questionnaire had two sections. The first section contained general demographic information such as university, gender, age, marital status, level of study, where do you live during school year, sex, educational qualification and internet access. The second part contained questions formulated from the research objectives of the study. The respondents were posed questions that demanded Yes or No answers. Also structured format of questionnaire using Likert scale of Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree; others had Very Large Extent, Some Extent and Not at all.

Validity of the Instrument

The opinion of the research supervisor, Prof. J. O Wogu and other experts in this field was sought in trying to improve validity of the instrument. The questionnaire was submitted to the research supervisor. It was edited and returned, and the corrections were effected. Winner and Dominick (2011) advised that opinion of experts should be sought to validate research instruments.

Reliability of the Instrument

With regards to reliability, it is the degree of consistency exhibited when a measurement is repeated under identical condition. Wimmer and Dominick (2011) opine that “a measure is reliable if it consistently gives the same answer” (p.57). The method of measuring reliability adopted for this work is the “Test-Retest Method”. Here, the researcher administered 15 copies of questionnaire to respondents within UNN as form of pre-test to answer the main questions in the research. The researcher made provisions for names and phone number of the respondents in all the 15 questionnaires for further consultations. Within 5 days of administering the first test, the researcher went for re-test and discovered 2 errors from the respondents. To calculate the reliability coefficient, the researcher adopted the Guttman Scale Formula developed by Louis Guttman in 1944 with the formula:

$$\frac{1 - \text{Total errors}}{\text{Total Response}} = \frac{1 - 3}{15} = 0.8$$

Reliability coefficient of questionnaire = 80% (very high).

IV. METHOD OF DATA PRESENTATION AND ANALYSIS

The data was analysed using frequency distribution table, percentages, graphs like bar chat and 5-point Likert scale of SA = Strongly Agree, A = Agree N = Neutral, SD = Strongly Disagree, and D = Disagree.

To get the mean cut off point = $(SA+A+SD+D+N) \div 5$ i.e. $[(5+4+3+2+1+0) \div 5]$, therefore, the mean cut-off point is = 3. Decision yes meant acceptance of the statement, while decision no meant rejection of it. Other 3-point scale included (Very Large Extent + Some Extent + Not at all) $\div 3$ i.e. $[(3+2+1) \div 3]$, therefore, the mean cut-off point is = 2.0.

Presentation of Data

Out of 500 copies of the questionnaire administered, 412 were valid, thus making a response rate of 82.4 percent. The breakdown shows that UNN was administered 187 and 146 was valid (29.2 percent) and ABSU was administered with 126 copies of the questionnaire, 109 was valid (21.8 percent). AE-FUNAI was administered with 33 copies of questionnaires, 33 was valid (6.6 percent). COOU was administered with 120 copies of questionnaires, 92 was valid (18.4 percent). Gregory University was administered with 11 copies of questionnaires, 11 was valid (2.2 percent) Caritas University was administered with 23 questionnaires, 21 was valid representing (4.2 percent).

Table 5: Extent of Seeing Internet Adverts/Commercials on the Internet

Variable	Frequency	Percentage
Very Large Extent	398	96.6
Some Extent	14	3.4
Not at all	0	0
Total	412	100.0

Source: Field Survey 2018

Implication: Internet adverts are highly visible to internet users. The respondents to a very large extent are exposed to internet adverts. Therefore, it can be said there is high exposure rate to internet adverts among the respondents.

Table 6: Extent of Awareness of Online Retail Stores/ their Adverts and Respondent Online Shopping Habits

Variables	Very large extent	Some extent	Not at all	Mean	Decision
Jumia,	412	-	-	3.0	Yes
Konga	412	-	-	3.0	Yes
Slot	395	17	-	2.9	Yes
Dealdey	315	97	-	2.7	Yes
Payport.	397	15	-	2.9	Yes

Source: Field Survey 2018

Implication: The respondents to a very large extent are aware of online retail stores. However, they are more exposed to Jumia and Konga online retail stores. Therefore, the

respondents are exposed to online shopping to a very large extent.

Table 7: Internet Advertising Features that Motivates Online Shopping Habits

S/N	Statements	SA	A	N	D	SD	Mean	Decision
I	Internet advert features of sales promotion e.g. price discount, bonus pack etc. motivates you to shop online	398 (96.6)	10 (2.4)	4 (1.0)	-	-	4.9	Yes
ii	Internet adverts product price information visibility motivates you to shop online.	376 (91.3)	29 (7.0)	5 (1.2)	2 (0.5)	-	4.8	Yes
iii	Internet adverts ease of redirection to online retail store website for purchase do not motivates you to shop online.	1 (0.2)	2 (0.5)	2 (0.5)	120 (29.1)	287 (69.7)	1.3	No
iv	The quality and authenticity of the delivered internet advertised product online motivates you to shop online.	301 (73.1)	107 (26.0)	1 (0.2)	1 (0.2)	2 (0.5)	4.7	Yes
V	Being targeted with internet advertised products that suits your needs and wants motivates you to shop online	256 (62.1)	148 (35.9)	4 (1.0)	3 (0.7)	1 (0.2)	4.5	Yes
vi	Internet adverts product completeness of information do not motivate you to shop online	2 (0.5)	-	3 (0.7)	242 (58.7)	165 (40.0)	1.6	No
vii	Delivery of purchased internet advertised product within stipulated time motivates you to shop online.	309 (75.0)	101 (24.5)	-	1 (0.2)	1 (0.2)	4.7	Yes

Source: Field Survey 2018

Implication: internet advertising features of sales promotion e.g. price discount, premiums, bonus pack, limited offer etc. motivate the respondents to shop online. Internet advert product price information visibility motivates the respondents to shop online. Among others, the quality and authenticity of the delivered internet advertised product ordered online motivates the respondents to shop online. Being targeted with internet

advertised products that suits needs and wants motivates the respondents to shop online. It may be appropriate then to state that consumers online shopping habits are influenced by internet advert features of sales promotion, price and other. Consumers put into considerations internet adverts features when shopping online.

Table 8: Challenges associated with Internet Advertising Features

S/N	Statements	SA	A	N	D	SD	Mean	Decision
I	Internet pop-up ads features on webpages that creates forced exposure to internet adverts	171 (41.5)	139 (33.7)	16 (3.9)	35 (8.5)	51 (12.4)	3.8	Yes
ii	Auto playing video ads with sound that wastes internet data plan	241 (58.5)	109 (26.5)	59 (14.3)	-	3 (0.7)	3.9	Yes
iii	Intrusive internet Ads that block editorial contents on webpage	62 (15.0)	119 (28.9)	144 (35.0)	55 (13.3)	32 (7.8)	3.3	Yes
iv	Intrusive internet ads that obstructs navigation on webpages	153 (37.1)	139 (33.7)	12 (2.9)	61 (14.8)	47 (11.4)	3.7	Yes
v	Deceptive internet adverts links that wastes time of internet users	141 (34.2)	266 (64.6)	4 (1.0)	1 (0.2)	-	4.3	Yes
vi	Frequent repetition of internet adverts	47 (11.4)	96 (23.3)	61 (14.8)	97 (23.5)	111 (26.9)	2.6	No

Source: Field Survey 2018

Implication: Pop-up ads on webpages that create forced exposure to internet adverts discourage online shopping habit. Auto playing video ads with sound waste internet data and discourage online shopping habit. It also evident that intrusive internet Ads that block editorial content on webpage discourage online shopping habit. Intrusive internet advert features like

pop ups, auto playing ad videos and deceptive ad links on webpages discourage online shopping habit and they are associated with negative thoughts as consumers feels its forced, distractive and obstructive to online task. Intrusive internet adverts do not influence online shopping and does not appeal to consumers.

Table 9: Gratification from Internet Advertising Features and Shopping Online

S/N	Statements	SA	A	N	D	SD	Mean	Decision
i	It allows for all time shopping round the clock.	288 (70.0)	124 (30.1)	-	-	-	4.6	Yes
ii	Accessibility to vast range of products to choose from is satisfying.	242 (58.7)	165 (40.0)	3 (0.7)	2 (0.5)	-	4.5	Yes
iii	Ability to compare price of products is satisfying.	299 (72.6)	113 (27.4)	-	-	-	4.7	Yes
iv	Trust in the internet payment methods.	22 (5.3)	66 (16.0)	107 (26.0)	71 (17.2)	146 (35.4)	2.3	No
v	Availability of pay on delivery option.	309 (75.0)	101 (24.5)	-	1 (0.2)	1 (0.2)	4.7	Yes
vi	It is entertaining and provides complete information on products and services.	141 (34.2)	266 (64.6)	4 (1.0)	1 (0.2)	-	4.3	Yes
vii	It saves time and cost of travelling to shop in the market.	173 (42.0)	189 (45.9)	31 (7.5)	14 (3.4)	5 (1.2)	4.2	Yes

Source: Field Survey 2018

Implications: The respondents are satisfied with all-time shopping round the clock. They agree that accessibility to vast range of products to choose from is satisfying. The ability to compare price of products is satisfying to consumers and availability of pay on delivery. It may be appropriate to state that the respondents are gratified by internet advert features and online shopping time and cost saving features; ability to choose from range of prices and products, and entertainment/information available on internet adverts. However, they lack trust in the internet payment methods.

Table 10: Extent Internet Advertising Features Determine Level of Involvement in Online shopping.

Variables	Frequency	Percent
Very High	138	33.5
High	208	50.1
Average	69	16.7
Low	1	0.2
Very low	-	-
Total	412	100

Source: Field Survey 2018

Implication: To a very high extent, internet advertising features influence online shopping habit of internet users. This underscores while internet advertising features must be taken seriously by advert publishers.

V. DISCUSSION OF FINDINGS

The purpose of this study is to investigate the influence of internet advertising features on online shopping habit among undergraduate students in South East Nigerian universities. It is argued in the study that a comprehensive knowledge and understanding of these features and their influence on online shopping habit of internet users will enable online retail stores and internet advertisers incorporate these features in their ads in order to increase sale and achieve the best advertising goals. The reason is that internet advertising features has sizable effects on product and service patronage. Therefore, it holds enormous opportunity for online retail stores and advertisers if

used appropriately. The aim of this study then was to identify extent of exposure to internet adverts and online retail shops; internet advertising feature that motivate consumers to shop online; challenges consumers associate with internet advertising features; gratification consumers drive from online shopping and internet adverts and the extent feature of internet advertising influence consumer online shopping habit.

Answers to Research Question 1: To what extent are undergraduate students in South East Nigerian Universities exposed to internet adverts and online retail shops?

The findings of this study clearly show that there is high exposure to internet adverts among the respondents. There is also high exposure to online retail shops among the respondents. The findings show that the respondents, to a very large extent, are aware of internet adverts/commercials on the internet while none among the respondents indicated not seeing internet adverts. The implication therefore is that the respondents, to a very large extent, are exposed to internet adverts. The finding corresponds with Ogunyombo, et al. (2017), who their findings show that social media (internet) advertisements are very visible in terms of high exposure (66.9%). The demographic findings in this study also corroborate the findings by Aminu (2013), he inferred that increased awareness of E-commerce can be traced to increased internet use among respondents. Also, Chukwubuike et al. (2017) found that "the preponderance of this increase in awareness of internet adverts was found among students who are active users of the internet and who also have access to internet-enabled mobile phones" (p. 27). From the demographic findings of this study, all the respondents indicated they have access to the internet on their devices where they live, underscoring the above assertions.

On the extent of exposure to online shopping and online retail shops among the respondents, the findings from this study show that to a very large extent the respondents are exposed to online retail stores. The study found Jumia and Konga online retail stores to stand out with highest exposure rate among the online stores listed in the study. The implication is that the respondents to a very large extent are exposed to online stores.

However, they are more exposed to Jumia and Konga online retail stores. The findings also show that 412 respondents from the valid questionnaire out of the 500 distributed all said yes that they have shopped in online retail store for internet advertised product. These findings also support the findings by Chukwubikem et al. (2017), in their study which investigated the level of awareness of Unizik undergraduate students on online shopping; they revealed that “a greater percentage of respondents (92.5%) are aware of online shopping” (p. 26). The respondents of this study to a very large extent are exposed to internet adverts and engage in online shopping and are therefore deemed appropriate for this investigation.

It is important to note from this finding, that the internet presents huge business opportunities for online retail stores and internet advertisers because of the share number of people connected to the web. This is as result of the increase in internet usage and exposure among respondents. Online retail stores and internet advertisers have the opportunity of reaching very large number of consumers who may need their product or services. It is evident from all indications that Nigerians are well connected to the internet today. Small and medium scale business are also recommended to take the opportunity and advertise their product online. Barsausk as et al., (2008) gave panoptic view of this; “benefits to businesses also abound and include; opportunities for businesses of different scales and sizes to transact at a reduced cost on a common ground and without geographical boundaries” (p. 71).

Answers to Research Question 2: What internet advertising features motivate online shopping habits among undergraduate students in South East Nigeria universities?

The study finds that overwhelming majority of the respondents agreed that internet advert features of sales promotion e.g. price discount, premiums, shop now! discount offer, limited offer, bonus pack and apply now motivate the respondents to shop online. Also, the finding show that vast majority of the respondents agreed that internet adverts product price information visibility motivate them to shop online. The findings support the assertion of Jiang and Ma (2018) that “the ultimate goal of sales promotions is to stimulate potential customers to action and create an immediate boost in sales volume” (p. 11). It also supports the findings of Agwu et al. (2014) that “customers are more interested in the quality and price of internet products”.

Overwhelming majority of the respondents also rejected the statement that internet adverts ease of redirection to online retail store website for purchase do not motivates them to shop online. Therefore, ease of redirection to online store is found to be an effective motivating factor in online shopping habit of consumers.

Also, overwhelming majority of the respondents agreed that the quality and authenticity of the delivered internet advert product ordered online motivate them to shop online, this finding highlight the challenges and questions observed by Gabriel et al, (2016) that:

a commonly identified challenge to online shopping in Nigeria is the authenticity of the products displayed on websites. What happens if the products do not meet the customers’ expectations? Most online vendors do not incorporate an adequate and convenient return policy. Customers are most likely to engage in online shopping if they are assured not only of the quality of the products but also that they are able to return the product conveniently and without loss if expectations are not met (p. 5).

The findings also show that the respondents agreed that being targeted with internet advertising features of targeting with products that suits need and wants motivate them to shop online. This finding supports what the proponents of behavioural targeting argue that “targeting is beneficial for the user and the online property. A more targeted experience will naturally be more interesting to a user and provide an improved visitor experience” (Cranor, 1999, p.29). Thus, online retail stores and advertisers should not guess the gender, needs, wants of their consumer, and their location rather through behavioural targeting, they should be able to tailor relevant ads to the consumer wants and need, and find consumers who search for their product on the internet. Highlighting the lack of these features and service in the Nigerian online retail store markets, Gabriel et al, (2016) citing Mayer et al. (1995) observed that:

the few online vendors that exist in Nigeria do not have a structured way of presenting information (product categories) to users and besides, they offered little assistance in helping customers find appropriate products. This makes it difficult for customers to use their websites for online shopping purposes and this could be the reason why most Nigerian companies with online presence had minimal commercial activities taking place (p. 4).

Furthermore, the finding show that the respondents rejected the statement that internet advertising features of product completeness of information do not motivate them to shop online. Therefore, feature of completeness of information is found to be effective in motivating consumer online shopping habit. The study also discovers that delivery of purchased internet advertised product within stipulated time motivates consumers to shop online. The findings support the assertion of Gabriel et al, (2016) that “most Nigeria online retailers take about 7 working days to deliver goods purchased online. People will be motivated to engage in online shopping if the option for next day delivery or two-day delivery exists even if at a fee” (p. 5).

The findings above are not in agreement with Ogunyombo et al (2017), whose findings showed that social media advertisements (internet adverts) are very visible but “limited in influencing purchase decision (14.3%)” (p. 252) among their respondents. As it can be clearly seen from this study, the respondents show clear motivations about features that influence their online shopping habit.

Therefore, it may be appropriate to state that consumers put into consideration internet advertising features of sales promotion,

price, authenticity of internet adverts among others when shopping online. This finding will provide online retail stores, small, medium, big business and advertisers with comprehensive knowledge about what features make internet adverts efficient and effective at influencing online shopping decision and find way to incorporate them in their internet advertising campaigns and designs in other to achieve the best internet advertising goals.

The internet offers opportunities for all these features to be incorporated, therefore online retail stores and advertiser must insist that the features listed above are included by their graphic and web designers. Also, to sustain your consumers and keep them shopping subsequently, the product quality they ordered online must be same with the product delivered to them physically.

Answers to Research Question 3: What are the challenges undergraduate students in South East Nigerian Universities associate with internet advertising features?

The finding shows that overwhelming majority of the respondents agreed that internet advertising features of pop-up ads on webpages that create forced exposure to internet adverts is a challenge to them. The finding supports Li et al. (2002) in their observation that:

intrusion emanate from the type of product advertised, the intrusion of the ad and the loss of control perceived by the user. The ad being directed at the wrong audience, manipulative messages, delays caused by ads being place in inappropriate spaces, excessive repetition during a short period of time and forced exposure to the ad (p. 39).

The findings also show that the respondents agreed that internet advertising features of auto playing video ads with sound is a challenge. This can be viewed in relation to high cost of data plans in Nigeria, and the probability that the sound may be a noise or disturbing to the environment is there. Consumers feel auto playing videos they did not authorise is a waste of their data plans and therefore is a challenge with internet advertising features. A vast majority of the respondents also agreed that intrusive internet advertising features that block editorial contents on webpage is a challenge. Pop-up ads on webpage usually block the editorial contents of a webpage. This finding supports the findings of McCoy et al. (2004) that “since users normally have a specific task when viewing a website’s editorial content (written), the interruption caused by the online ad can be seen as even more intrusive than in other conventional communication media” (McCoy et al. 2004, p. 50; Li et al. 2002, p. 38).

Furthermore, the findings show that majority of the respondents agreed that intrusive internet advertising features that obstruct navigation on webpages is also a challenge. Therefore, ads feature that obstruct users’ navigation on webpages is not desirable by consumers and should be avoided by online retail stores. Edward et al. (2002) arrived at the same conclusion that:

for a user to sense that an ad is intrusive, he or she must see the ad as interrupting his or her experience or navigation in the medium, i.e., a certain website. Interruption can generate negative attitudes, results of the ensuing psychological reactance. This tends to make the user try to re-establish control over navigation, avoiding the ad and reducing the possibilities of processing the message (p. 84).

The study also finds that overwhelming majority of the respondents also agreed that internet advertising features of deceptive links that lead to no product or service when clicked are challenges associated with internet advertising features. Adelabu (2015) arrived at same conclusion that “factors such as lack of response, distrust of advertisements on social media, the irrelevance of the product or services being advertised and the fear of fraudulent activities hampers and thwart progress of online shopping in Nigeria” (p. 8). It was also discovered that that majority of the respondents disagreed that internet advertising features of repetition (exposing internet adverts multiple times to same consumers) was not a challenge to them.

The implication of these findings is that intrusive internet advertising features are found to be a challenge to consumer online shopping habit. Therefore, intrusive internet advertising features should be used with a pinch of salt by online retail stores or avoided totally since the respondents view these types of internet advertising features with caution. The associated negative thoughts with these ads features emanate from its forced, distractive, deceptive and obstructive nature to online task. The perceived goal, impediment and associated negative thoughts may lead to low online shopping habit. These findings however are not in line with the proponents of intrusive advert format who argue that the aim of intrusive internet ads features is to ensure mere exposure and awareness to ads without consideration of the consumer negative thought association with the ad or product being intrusive. They argue that it is only when the consumer can recognise a brand or product that is exposed to them intrusively that they can associate it with negative thoughts; so, they proposed intrusive advertising features for introduction of new product or brand to create what they call mere exposure effect or awareness since the product or brand has not yet been recognized by the consumers (Nielsen et al. 2009, p. 6).

Answer to Research Question 4: What are gratifications undergraduate students get from internet advertising features and from shopping online?

The findings show that vast majority of the respondents agreed that they drive satisfaction from all time shopping round the clock. This satisfaction points to the ever presence of internet advert and online retail shops on the internet. They are always there 24 hours a day and 7 days a week for the consumers who have access to the internet and equipped with a device. Also, the findings show that overwhelming majority of the respondents agreed that accessibility to vast range of products to choose from is satisfying. This point to the availability of any type of product irrespective of size, location, and price. They

are all available to the consumer through internet adverts and online retail stores. The finding shows that majority of the respondents also derive gratification from the ability to compare prices of products on the internet. This finding is in support of Gabriel et al, (2016) that “one advantage of internet shopping is that it provides the consumers with detailed information and multiple choices so that they can compare products and prices” (p. 2).

The findings show that majority of the respondent do not trust the internet payment methods. Thus, they do not drive gratification from it. The finding support Ajayi et al. (2008) who his conclusion that lack of a nationally acceptable payment method for online goods and services and the low level of e-Payment infrastructure in the country, serve as a hindrance to public participation in e-commerce. The finding also shows that majority of the respondents find pay on delivery option to be more satisfying. This finding is similar to Gabriel et al’s (2016) observation that “popular online vendors like Jumia and Konga have introduced the pay on delivery option where customers make their orders online without having to pay online; payments are made when the customer receives their goods” (p. 5).

The findings also show that majority of the respondents find internet advertising features and online shopping to be entertaining, provide complete information on products and services and save time and cost of travelling to shop in the market. The findings support the position of uses and gratification theory that consumer is seen as taking the initiative in seeking out a medium and media content which will fulfil the gratification sought (McQuail, 2012). Consumers expect advertising to provide aesthetic, emotional or intellectual rewards. Muridzo (2014) puts it thus “advertising is consumed for at least seven kinds of satisfaction, namely; product information, entertainment, implied warranty, value addition, post-purchase reassurance, vicarious experience and involvement” (p.54).

Answer to Research Question 5: To what extent do internet advertising features influence online shopping habits among undergraduate students in South-East Nigerian Universities?

The findings show that 83.6 percent of the respondents say internet advertising features determine their level of involvement in online shopping to a very high extent. Another 16.7 percent said to an average extent internet adverts determine their level of involvement in online shopping. Internet advertising feature, to a very high extent, influence online shopping habits of consumers. The finding is consistent with Nyekwere (2009) who assessed *the use of social media as advertising vehicles: a study of Facebook and twitter*. She found that consumers patronise products/services advertised on the internet (Facebook and Twitter), with 195 respondents (67.2%) agreeing against 95 (32.7%) who disagreed. The findings also contradicted Ogunyombo et al (2017) whose findings showed that social media advertisements are very visible in terms of high exposure (66.9%) but limited in influencing purchase decision (14.3%) among his respondents.

Also, in dissimilarity with the study is Adelabu (2015) who found that despite the positive view held by students in higher institutions on internet advertisements, majority of them do not automatically respond to the advertising messages and take purchasing decisions as expected by the advertisers.

In summary, internet adverts must be in line with the users’ reasons for using the internet. The uses and gratification theory propose that internet advertising is more likely to be accepted when it is useful for the user. Being useful reduces the probability that any kind of advertising avoidance will occur and produces desired effects on online shopping. Therefore, online retail shops and internet advertisers should ensure that the various features that motivate and influence consumer to shop online and the gratifications they derive is incorporated and sustained in their ad design to enable them achieve their marketing objectives.

VI. CONCLUSION

The study investigated influence of internet advertising features on online shopping habits among undergraduate students in South-East Nigerian Universities. The findings of this study clearly show that there is high exposure to internet adverts among the respondents. There is also high exposure to online retail shops among the respondents. It is appropriate to state that the internet presents huge opportunities for big and small business to take their advertising campaign online. This is as a result of increase in internet usage and high exposure level to internet adverts and online retail shops. Online retail shops and advertiser have the chance of reaching consumer who may need their product or services but not in proximity with them. It is evident from the findings that Nigerians shop online for goods and are well connected to the internet.

The study further finds that overwhelming majority of the respondents accepted that internet advertising features of sales promotion of price discount, premiums, discount offers, bonus pack, shop now, apply now and limited offer motivate them to shop online. Also, internet advertising features of product price information visibility motivated the respondents to shop online. Internet advertising features of ease of redirection to online retail store website for purchase motivated the respondents to shop online to a very large extent. The quality and authenticity of the delivered internet advertised product ordered online also motivated vast majority of the respondents to shop online. Further, internet advertising features of targeting (being targeted with internet advertised products that suits need and want) motivated overwhelming majority of the respondents to shop online. Internet advertising features of product completeness of information and delivery of purchased internet advertised product within stipulated time influenced vast majority of the respondents to shop online. The result shows that consumers considered internet advertising features when shopping online and internet advertising features have a high influence on their online shopping habits. Thus, online retail stores and internet advertisers must strive to include these features in their adverts design and campaigns.

The study also found the following challenges to be associated with internet advertising features; majority of the respondents found internet advertising features of pop-up ads on webpages that create forced exposure to internet adverts to be a challenge. Also, a vast majority of the respondents found internet advertising features of auto playing video ads with sound as challenge with internet advertising features. Intrusive internet advertising features that block editorial contents on webpage; intrusive internet advertising features that obstruct navigation on webpages and internet advertising features of deceptive links that lead to no product or service when clicked were found as challenges with internet advertising features. However, internet advertising feature of repetition (exposing an advert to a consumer multiple times) was not found as a challenge with internet advertising features. The associated negative thoughts found in the study emanated from internet advertising features that are forceful, distractive, deceptive and obstructive. It was concluded that the perceived goal impediment and associated negative thoughts may lead to low online shopping habit and patronage. Thus, online retail stores and internet advert publishers are advised to avoid them.

The following gratifications were found to be derived by the respondents from internet advertising feature and online shopping. Majority of the respondents agreed that internet advertising features and online retail shops allow for all time shopping round the clock; thus, was found to be satisfying to the respondents. Overwhelming majority of the respondents also agreed that accessibility to vast range of products to choose from was satisfying to them. Further, the study found that vast majority of the respondents agreed that ability to compare price of products was satisfying to them. Majority of the respondents found gratification from internet advertising features of information and entertainment and its time and cost saving features. They also found gratification on pay on delivery option and did not trust the internet payment methods. Finally, the study found that internet advertising features, to a very large extent, influence online shopping habit of the respondents.

VII. RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. The internet holds many promises and opportunity for business of any scale to go beyond its geographical location and reach millions of internet users in Nigeria. Small, medium and large-scale businesses should put their products and services on the internet.
2. Online retail stores and internet advertisers are recommended to include sales promotions like discount offer, bonus pack, limited offer, price of product or service being advertised on the internet. Their advert design should have completeness of product or service price information. This should include product specification, make, model and all necessary information.
3. Online retail stores are recommended to deliver products ordered online by consumers to them within

the stipulated time. Also, they should ensure that the same quality of internet advertised products ordered online are of the same quality when being delivered to the consumer. This will build the confidence of the consumers in the online shopping medium and reduce the cases of fraud.

4. Online retail stores and advertisers are recommended to buy into targeted advertising. This will offer them the opportunity to know their consumer gender, age, economic status, browsing history, geographical location and have a comprehensive knowledge about the consumer. In essence, they can be able to tailor advert products that suit the consumers and avoid guessing who their consumers are.
5. Internet advertisers should make online ads more useful by incorporating informative and entertaining features that suit a website an internet user is visiting. The uses and gratification theory proposes that online advertising is more likely to be accepted when it is useful to the internet user. Being useful reduces the probability that any kind of advert avoidance will occur and produce desired effects on online shopping.
6. Internet ads should be designed not to compromise consumers' navigational freedom or impede their online tasks. The consumer should be free to navigate a page without worrying about ads. Online retail stores should avoid using ad pop-up features or auto playing advert videos with sound. It will go a long way in making internet adverts favourable to the consumers, so intrusive internet advert format should be discouraged.
7. Subsequent research on influence of internet advertising features on online shopping should take place in a computer laboratory, where participants could be shown different ad features and their attitude, perception and reaction to the ads and its effectiveness could be recorded and measured simultaneously under a controlled setting.
8. Also, future studies should focus on motivations for the use of specific internet advertising feature in (e.g., journal websites, companies' websites, online retailer stores websites, social media websites) this will increase the knowledge base and understanding of ad feature that are most appropriate in each specific case.

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