

**APPLYING THE TECHNOLOGY ACCEPTANCE MODEL TO
ANALYSE ONLINE ADVERTISING: EMPIRICAL EVIDENCE OF
MODERATORS OF USAGE AMONG NIGERIA-BASED SMALL
BUSINESSES**

¹Nnanyelugo Okoro (Ph.D), ²Umezien Dakoru Epepe (Ph.D)

¹Department of Mass Communication, University of Nigeria, Nsukka;
²Department of Communication Studies,
National Institute for Nigerian Languages, P.M.B. 7078 Aba,
Abia State, Nigeria

ABSTRACT

This paper empirically analysed the usage of online advertising of Nigeria-based small businesses using Facebook and Google. Framed around the Technology Acceptance Model, the paper sought to identify moderators of online advertising within the Nigerian small business sector. The study adopted the survey research design. Multistage sampling technique involving stratification, simple random and purposive selection aided the selection of 279 small business operator respondents in six capital cities (Owerri, Uyo, Ikeja, Markurdi, Jalingo, and Kano), one from each geopolitical zone. The instrument of data collection was questionnaire. Data were analysed using the statistical package for social sciences (SPSS) version 20.0. The study found that awareness, education, technological resources and perceived benefits positively moderated online advertising usage. However, external pressure showed a significant but weak relationship to online advertising usage. The paper recommends that small business operators should invest in online advertising training of staff to benefit maximally in the Internet economy.

Keywords: Online Advertising, Small Businesses, Technology Acceptance Model, Facebook Advertising, Google AdWords, Nigeria.

INTRODUCTION

Online advertising has transformed advertising practices and has continued to grow since it started in 1994 (Kaye & Medoff, 2001 as cited in Evans, 2009). In 2013, for instance, the Internet surpassed newspapers, and radio to become the second largest advertising medium, only behind television (ZenithOptimedia, as cited in Johnson, 2013). Many reasons for using the Internet for advertising have been suggested (Evans 2009, p. 43; Papacharissi & Rubin,

2000; Rodgers & Thorson, 2000; Stafford & Stafford, 2000; Tan 2001). One reason is that it offers flexible and affordable advertising solutions to a wider audience and businesses of all sizes are increasingly using it to drive advertising objectives (Luqman & Abdullah, 2011, p. 2). In particular, one sector that stands to benefit from online advertising is small businesses because they are presumably more financially constrained (Duncombe & Heeks, 2001; Szabó & Kéri, n.d.) to advertise on more rigid and expensive traditional channels. In addition, similar significantly high statistics across the globe, suggest that small businesses are a major catalyst for economic growth (Carpenter, 2001; Dholakia & Kshetri, 2004; Goldstuck, 2012; Heenetigala & Armstrong, n.d.; Little, Ogujuiba, Ohuche & Adenuga, 2004; Poon & Swatman, 1995). This makes small businesses usage of online advertising in Nigeria an area worth researching.

Although the subject of using the Internet for business activities has generated research interest, extant Nigerian studies have covered general e-commerce usage of small and medium sized enterprises (Adeyinka & Tella, 2008; Apulu & Latham, 2009; Folorunsho, Gabriel, Sushil & Jeff 2006; White, Afolayan & Plant, 2014). To the researchers' knowledge, none so far has used the Technology Acceptance Model to provide empirical evidence on moderators of online advertising, especially on Facebook and Google, within the Nigerian small business sector. Similarly, in spite of the fact that several studies have identified a number of generic moderating factors that moderate usage of e-commerce for business (Adekunle & Tella, 2008; Apulu & Latham, 2009; Goldstuck, 2012; Jagoda, 2010), it would seem inappropriate to assume that those factors would induce similar patterns in usage of online advertising within the small business sector in Nigeria. These gaps in literature informed this study. Therefore, this paper tried to apply the TAM to ascertain moderating variables of online advertising usage among Nigeria-based small businesses, using Facebook Advertising and Google AdWords. The aim is to provide empirical evidence from which future studies and relevant policies may draw from. The following research questions and hypotheses were formulated to guide the study:

Research Questions

Research Question 1: What are the internal moderating factors that affect online advertising adoption of Nigeria-based small businesses?

Research Question 2: What are the external moderating factors that affect online advertising adoption of Nigeria-based small businesses?

Research Question 3: What are the perceived benefits that affect online advertising adoption of Nigeria-based small businesses?

Research Hypotheses

Research Hypothesis (Ho₁): The level of usage of online advertising is not affected by online advertising awareness of Nigeria-based small businesses operators.

Research Hypothesis 2 (Ho₂): The level of usage of online advertising (Facebook Advertising and Google AdWords) is not affected by level of education of Nigeria-based small businesses operators.

LITERATURE REVIEW

Online Advertising: An Evolving Landscape

According to an MMS 2009 report (as cited in Asato, 2010), the total advertising spend in Nigeria for 2009 was over \$400 million, with digital media accruing less than 1% of this spend. However, he argued that this figure was significantly below what was obtained in countries where online advertising has been significantly adopted. Arguably, online advertising has been made more popular on sites such as Facebook and Google (Efrati, 2012). For instance, Deloitte (as cited in Kennedy (2012) submits that the growth of Facebook in recent years had added approximately €397.2m to the Irish economy and generated 4,500 jobs, 800 of which are small businesses. Similarly, ever since Google Incorporated launched Google AdWords in 2002, it has developed a computerised solution that has proved economic for many small websites such as blogs (Google, 2008; Hudson, Hunter, Liu, & Murphy, 2008).

Clearly, conducting business on the Internet brought with it an increased volume of empirical studies and literature. Ngai (2003, p.27) approximated that between 1987 and 2000, 270 journal articles were written on the use of the Internet in marketing, and 14 of those articles representing 9.9% of subjects and 5.2% of all subjects were on advertising. Since then, a number of other researchers have studied different aspects of online advertising. For instance, Bond (2010) identified that advertising research has focused on the effectiveness of advertising media on Facebook (ACNielsen & Facebook, 2010), motivations, perceived interactivity and advertising outcomes (Ko, Cho & Roberts, 2005; Zeng, Huang & Dou, 2009), gender differences and interactivity (McMahan, Hovland & McMillan, 2009), consumer attitudes towards interactive advertising (Ming-Sung Cheng, Blankson, Shih-Tse Wang & Shui-Lien Chen, 2009) and the relationship between online engagement and advertising effectiveness (Calder, Malthouse & Schaedel, 2009). In addition, studies on e-commerce adoption of SMEs with regional focus became popular in the last decade. These include: Australia (MacGregor & Vrazalic, 2005, 2006; van Beveren & Thomson, 2002),

New Zealand (Chen & McQueen, 2008), Italy (Lucchetti & Sterlacchini, 2004), The Netherlands (Walczush, van Braven & Lundgren 2000), North American (Lawson-Body & O'Keefe, 2006) including the United States of America (Offstein & Childers, 2008), United Kingdom (Simpson & Docherty, 2004) and Spain (Molla, Heeks & Balcells, 2006). Canadian studies on e-commerce adoption by SMEs were previously limited to manufacturing (Hadaya & Pellerin, 2008) and retail (Wieslaw & Jones, 2003). Furthermore, studies have demonstrated that a number of internal and external moderators influence small businesses' e-commerce and online advertising adoption.

Internal moderators

Sukpanich and Chen (1999) in applying the theory of reasoned action to develop a scale of attitudes to internet advertising found that three constructs affect internet advertising attitudes. These include: awareness, preference, intention, or motive (see also Tarafdar & Vaidya 2006). Similarly, Rettie et al. (2003) evaluated attitudes to Internet advertising and confirmed how length of time, frequency of usage and volume of use of the Internet relate to extent of Internet experience. They also found that perceived benefit had a strong, significant relation to ICT adoption (see also Mohamed, Marthandan & Daud, 2008;; Apulu & Latham, 2009; Braun 2003b; Hung, 2003; Mounsey, 2002; Rogers & Sheldon, 1999). Several other studies have suggested that technological resources enhance SMEs and it is an important factor for successful internet adoption especially as a strong backing of e-commerce usage (ApuLu & Latham, 2009; Arendt, 2008; Del Aguila-Obra & Padilla-Melendez, 2006; Kuan & Chau, 2001; Mohamed et al., 2008). Studies have found that SMEs perceive that doing business on the Internet will generate desired returns in terms of profit (Afolabi et al. 2012, p. 194; Clayton & Crisiscuolo 2002, p. 32; Mohamed et al., 2008; Rettie et al., 2003; Wu, Mahajan & Balasubramaniam, 2003).

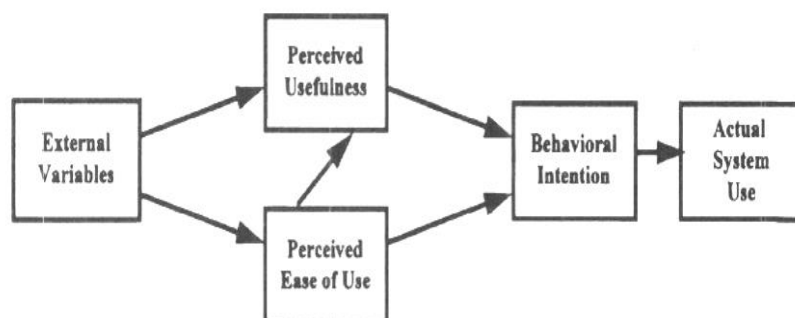
External Variables

Fuller and Jenkins (1995) found that the information richness of the environment in which a firm operates, the necessity to collaborate, compete and the business cultures present in communicating electronically, influence Internet use (see Apulu & Latham, 2009; Elliott & Boshoff, 2009; McGowan & Durkin, 2002). Environmental factors, competitive pressures and customer pressure can influence the adoption of internet marketing (Afolabi et al., 2012; Apulu & Latham, 2009, p. 66; Mohamed et al., 2008). However, Rettie et al. (2003) found that external pressure has a positive but insignificant relationship with ICT adoption intentions of Malaysian SMEs. Contrastingly, Lander and Westhall (1997) found that environmental competition does not determine internet marketing usage (see Afolabi et al., 2012; Olatokun & Kebonye, 2010).

Theoretical Framework

The Technology Acceptance Model (TAM) developed by Davis, Bagozzi & Warshaw (1989) guided this study. The TAM posits that perceived usefulness and perceived ease of use have a direct effect on attitudes towards using a new technology and that acceptance of a new technology is moderated by internal and external factors (Davis et al.1989). According to Vedantham (2011, p.14), over 2,000 studies have used various versions of the TAM to explain acceptance of a new technology. For instance, Ngai, Poon and Chan (2007) found that while technical support has a direct effect on the perceived ease of use and perceived usefulness, it had a strong indirect effect on attitude. Christian (2001) found a relationship between the adoption of ICT and perceived use. However, in spite of the extensive use of the TAM, there is paucity of research on moderating factors that affect small businesses acceptance of online advertising within the Nigerian context. This study applied the TAM, using its fundamental concepts as established by Davies et al. (1989)-perceived ease of use as demonstrated by education and perceived usefulness as demonstrated by awareness.

Figure i: Hypothetical Framework for TAM



Source: Adapted from Venkatesh and Davis (1996, p. 453)

METHODOLOGY

The paper adopted survey research design. The study population of small businesses was defined by the number of employees in a firm (1-25). This delineation is the most commonly used in management research (Ghobadian & Gallea, 1996; Terziovski et. al., 1997). In considering the sample size for the survey, the (Krejcie and Morgan, 1970) sample size formula was used to determine a sample size of 279 of small businesses, after which stratification and simple random sampling techniques were used to select participants in six Nigerian capital cities, one from each geopolitical zone. The instrument used to generate primary data was survey questionnaire, which employed a five-point Likert scaled question menu (ranging from one, strongly disagree to five strongly agree), multiple choice rating questions, open-ended and single answer questions, respectively. The questionnaire was sent

out in August and September, 2014. Out of these, 211 (75.6%) usable sample was returned. The researchers ensured validity through face and content validation by two experts in Mass Communication, and one in Statistics. Cronbach's alpha coefficient of 0.726 indicated strong reliability of instrument.

RESULTS

Data were analysed using the statistical package for social sciences (SPSS) version 20.0. Scale variables (Likert scale) were analysed using means and standard deviation. The model for overall data set was significant (mean =2.5 and above, Chi-square test of independence and T-test statistic = $p < 0.05$).

Demographics of Respondents

Descriptive statistics shows that more than half (75.9%) of total respondents have post secondary qualification, 20.4% have secondary education qualification, with only 3.8% having primary education qualification. This suggests that majority of respondents are well educated. The implication of this is that a positive relationship is anticipated between education level and usage of online advertising. A major reason for this position is that the level of understanding and interpretation of intricate internet transactions may increase, as individuals advance in education. In addition, 7.1% have used the Internet for less than one year, 8.5% have used for between 1-less than 3 years, 20.9% have used for 3-less than 5 years, 13.7% have used for 5-7 years, while 25.6% have used the Internet for over 7 years. This implies that majority (60.2%) have used the internet for over 3 years, strongly suggesting a likelihood of accepting to usage of online advertising.

Results show that almost half (47.9%) of respondents did not use paid online advertising on a monthly basis, while 27.7% of respondents spend above ₦ 10,000 on paid online advertising monthly. Although majority of small businesses seem to advertise more on Facebook, only 1.4% spend above ₦9, 000 monthly on Facebook, while a relatively higher percentage 18% spend above ₦9, 000 monthly on Google AdWords. Studies have shown that businesses who invest more time or money are likely to achieve more in terms of brand awareness and return on investment, if investment matches strategy (Eriksen et al. n.d.; Goldstuck, 2012; Ha & McCann, 2008; Kireyev, Pauwels, & Gupta, 2013; Rettie et al. 2003; Robinson et al. 2007). That being the case, anticipated relationship between demographics and moderating variables are further explored in tested hypotheses in this paper.

Analysis of Research Questions

Research Question 1: What are the internal moderating factors that affect online advertising adoption of Nigeria-based small businesses?

Table i: Internal Moderators

Item	N	Mean	Std. Deviation
We have a consultant who does online advertising for our organisation	211	2.97	1.25
We have the in-house competence to do online advertising	211	3.19	1.20
We have a business Website/blog/social media page for our business	211	3.26	1.23
We have a personal computer for office use	211	3.47	1.17
We have internet access on our office computer	211	3.26	1.27
Valid N (listwise)	211		

Source: Field Survey (2014)

As displayed in Table i, all five constructs that tested internal moderators scored significantly above the mean cut-off point of 2.5. In order of significance, personal computer (mean =3.47), internet access (mean =3.26) and website/blog/social media page (mean = 3.26), in-house competence (mean =3.19), and use of consultant (mean =2.97) significantly moderated online advertising usage. This indicates that respondents have the resources to embark on online advertising. The urban survey sample may help explain this trend. These results are partly consistent with the study of Christian (2001), which found that Australian SMTEs have the necessary infrastructure and computer literate staff to handle internet usage (see Dun & Bradstreet, 2000 as cited in Dholakia & Kshetri, 2004). Goldstuck (2012) found that about 63% of South African small businesses have a website, and this resource positively correlates to profitability.

Many studies have also found technological competence and resource (ApuLu & Latham, 2009; Mohamed et al. 2008), in-house competence (Fink, 1998) and technological support (Ngai et al. 2007) to directly moderate e-commerce adoption. In line with the TAM, these resources presumably have a direct effect on perceived ease of use and perceived usefulness. However, study findings deviate from those of Ba, Whinston and Zhang (2000), who argued that in the digital products industry, the share of small firms is rapidly shrinking due to inadequate resources. Clearly, result show that technological resources (human and capital) internally moderated online advertising usage of Nigeria-based small businesses in this study.

Research Question 2: What are the external moderating factors that affect online advertising adoption of Nigeria-based small businesses?

Table ii: Moderating Effects of External Influences

Item	N	Mean	Std. Deviation
We do online advertising because most of our customers are online	211	2.86	0.93
We do online advertising because of our competitors		2.94	0.96
We advert online because of influence of our affiliates and partners		2.63	0.85
Valid N (listwise)	211		

Source: Field Survey (2014)

Results in Table ii indicate that all three statements that tested external moderators (customer, competition, and affiliates/partners) showed mean scores that exceeded the 2.5 cut-off point. In order of significance, findings show that competitors’ influence (mean =2.94, standard deviation =.96), customers’ online presence (mean = 2.86, standard deviation =.93) and influence of affiliates and partners (mean = 2.63, standard deviation =.85) externally moderated online advertising adoption of Nigeria-based small businesses. Although constructs on external moderators were positive, they were not as significant as anticipated. This is consistent with several past studies, which found that external pressure has a positive, but insignificant relationship with ICT adoption intentions (Afolabi et al., 2012; Alam et al., 2007). However, result is inconsistent with a Malaysian study that found negative relationship between external pressure and small businesses ICT adoption (Rettie et al., 2003).

Research Question 3: What are the perceived benefits that affect online advertising adoption of Nigeria-based small businesses?

Table iii: Moderating Effects of Perceived benefits

Item	N	Mean	Std. Deviation
Perceived increased profitability	211	3.96	0.99
Perceived increased sales		4.02	0.92
Perceived increased visibility		3.99	0.93
Perceived increased flexibility		3.89	0.95
Valid N (listwise)	211		

Source: Field Survey (2014)

All four constructs that tested the constructs of perceived benefits in Table iii exceeded the 2.5 cut-off. Low standard deviations depicting low variability of responses, suggests that the result was not due to chance. In order of mean score significance, perceived increased sales (4.02), perceived increased visibility (3.99), perceived increased profitability (3.96) and perceived increased flexibility moderated online advertising usage in terms of perceived

benefit. Findings are in consonance with studies that showed links between internet use and perceived benefits (Afolabi et al. 2012; Lim, 2006). This confirms basic TAM assumptions that there is a relationship between perceived usefulness and actual usage of a new technology.

Test of Research Hypotheses

Ho₁: The level of usage of online advertising is not affected by online advertising awareness of Nigeria-based small businesses operators.

Table iv: Level of Awareness versus Usage
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.045 ^a	16	.000
Likelihood Ratio	57.003	16	.000
Linear-by-Linear Association	11.874	1	.001
N of Valid Cases	211		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .23.

Table iv shows a cross-tabulation of the statements: ‘We are aware of the different advertising options available online * We use Google AdWords and Facebook Advertising for our business’. The Pearson Chi-Square test revealed a significantly positive trend since the significant value ($p < 0.000$) is less than 0.05 level of significance. This rejects the null hypothesis and accepts the alternative. Results suggest that awareness positively moderates usage preference online advertising platforms such as Facebook Advertising and Google AdWords. Result is consistent with findings of Tarafdar and Vaidya (2006). Regarding findings relevance to the TAM, awareness may have directly moderated usage, while indirectly moderating perceived usefulness.

Ho₂: The level of usage of online advertising (Facebook Advertising and Google AdWords) is not affected by level of education of Nigeria-based small businesses operators.

Table v: Level of Education versus Usage

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.045 ^a	16	.000
Likelihood Ratio	57.003	16	.000
Linear-by-Linear Association	11.874	1	.001
N of Valid Cases	211		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .23.

Table v depicts result of the Chi-Square test of independence of cross tabulation of a major construct from usage and a demographic variable (education). Results show that the significant value ($p < 0.001$) of the Chi-Square test is less than 0.05 level of significance. This automatically rejects the null hypothesis and accepts the alternative. Therefore, the level of usage of online advertising (i.e., Facebook Advertising and Google AdWords) is significantly affected by level of education of Nigeria-based small business operators. As earlier described in demographics majority of the respondents have post-secondary education, which possibly aided their understanding of the intricacies of online advertising. This positive interaction between usage and education is perhaps attributable to the fact that respondents were located in capital cities, and would presumably have a higher literacy rate, than those in rural areas. This position is consistent with that of Newman (2000) who found a positive relationship between education to ecommerce adoption. It however contradicts Adekunle and Tella (2008) who posit that almost 50% of the entire population of small businesses are not formally educated.

Discussions of Findings

Owing to the general nature of the TAM, there was a strong need to identify moderators of usage that may be peculiar to Nigeria-based small businesses. Specifically, the Chi-Square test of independence analysis used in this study found education (significant at 0.05) level to have a direct effect on usage. Awareness (significant at 0.05) may have a direct effect on perceived usefulness. Chibelushi and Costello (2009) posit that lack of awareness could hinder SMEs from understanding the potential advantages of associated with new technologies that could enhance their efficiency (see Tarafdar and Vaidya 2006). Similarly, all five constructs that tested the moderating effect of resources owned by small businesses scored significantly above the mean cut-off point of 2.5. The results clearly suggest that respondents have the resources to embark on online advertising. In fact, an appreciable number of respondents obviously use the Internet for extensive hours and that can help explain perceived ease of use as it concerns their acceptance of online advertising.

Furthermore, the application of TAM found external moderators (customer influence, affiliates/partners and competitors influence), internal moderators (technological resources, managerial support) and perceived benefits (perceived profitability, sales, visibility and flexibility) to be significant mean values of above 2.5 cut-off point. All constructs that tested direct moderating effect on usage found support as mean scores above 2.5 depicts. While external moderators (competitors' influence customers' online presence and affiliates/partners) were found to have a positive moderating effect on usage, they ranked least in order of importance. Particularly, the analysis showed that majority of small businesses in Kano, Makrudi, and Jalingo, disagreed or strongly disagreed that external pressures moderated their usage of online advertising, while the reverse was mostly the case in the southern cities. This may imply that small businesses in the southern cities are more likely to be pressured externally to adopt online advertising for their businesses than their northern counterparts.

CONCLUSION

This paper applied the TAM to analyse online advertising among Nigeria-based small businesses using Facebook and Google. An understanding of moderating factors that influence online advertising usage is crucial to small businesses' adoption of the technology and subsequent active participation in the Internet economy. The study found that awareness, education, resources, and perceived benefits positively relates to online advertising usage. However, external pressure showed a significant but weak relationship to online advertising usage. This is different from previous studies, which found an insignificant relationship between external pressure and ecommerce usage (Rettie et al. 2003). Findings are more similar to those of Afolabi et al. (2012) who found a strong relationship between perceived benefits and usage but a weak relationship between external pressure and usage.

Implications of the Study

Online advertising scholarship has been dominant with western evidence, as empirical evidence in Nigeria is still in its infancy. The gap in empirical studies in developing countries such as Nigeria, inspired this study. By applying the TAM, the study has provided further evidence of the appropriateness of applying TAM to measure the acceptance of online advertising among small businesses in small business sector. By focusing on Facebook Advertising and Google AdWords, and confirming the usefulness of the TAM within the Nigerian small businesses sector, the study provided an expansion to new media scholarship. Findings are therefore relevant for several lines of research in new media, advertising as well as development communications studies.

Limitations of the Study

A major limitation was unavailability of comprehensive data of small businesses. According to Okot-uma (as cited in Kunda and Brooks, 2000), the non-existence of reliable background statistical information and inadequate capital to finance ICT have been identified as some factors affecting small business and ICT adoption research. In addition, since the sampled cities were spread across the country, the questionnaire administration was tedious. Again, the restriction of the survey to capital cities may limit generalisation of findings.

RECOMMENDATIONS

- (1) Since education was positively related to usage, small business owners need to invest in functional online advertising training for members of staff to benefit maximally from online advertising campaigns.
- (2) Small businesses should understand that forming strategic external alliances has been widely reported to have a positive impact on firms. Collaborating more with external alliances and partners should be a major consideration in the overall online advertising strategy of small businesses.

REFERENCES

- [1] Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: a replication. *MIS Quarterly*, 16 (2), 227–247.
- [2] Adekunle, P. A., & Tella, A. (2008). Nigeria SMEs participation in electronic economy: Problems and the way forward. *Journal of Internet Banking and Commerce*, 12 (3), 1-13.
- [3] Afolabi, B., Matikiti, R., & Smith, W. (2012). An empirical evidence on the usage of Internet marketing in the hospitality sector in an emerging economy and its relationship to profitability. *International Review of Social Sciences and Humanities*, 4(1)181-197.
- [4] Alam, S.S., & Noor, M.K.M. (2009). ICT adoption in small and medium enterprises: an empirical evidence of service sectors in Malaysia. *International Journal of Business and Management*, 4 (2), 112-125.
- [5] Apulu, I., & Latham, A. (2009). Information and communication technology adoption challenges for Nigerian SMEs. *TMC Academic Journal*, 4(2), 64-80.

- [6] Asoto, A.(2010). Online Advertising in Nigeria: overview of trends, challenges & benefits. Retrieved from <http://asotoadeola.com/2010/12/online-advertising-in-nigeria-overview- of-trends-challenges-benefits/>
- [7] Bond, C. (2010). Engagement with social media and outcomes for brands: A conceptual framework. *ANZMAC*: Monash University.
- [8] Chen, J., & McQueen, R. J. (2008). Factors affecting e-commerce stages of growth in small Chinese firms in New Zealand. *Journal of Global Information Management*, 16 (1), 26-60.
- [9] Choi, S., Stahl, D. O., & Whinston, A. (1997). *The economics of electronic commerce: The essential economics of doing business in the electronic marketplace*. Indianapolis, IN: MacMillan.
- [10] Christian, R. (2001). Developing an online access strategy: Issues facing small to medium sized tourism and hospitality enterprises. *Journal of Vacation Marketing* (7), 170-178. doi: 10.1177/135676670100700206.
- [11] Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Science*, 35, 982-1003.
- [12] Dholakia, R.R., & Kshetri, N. (2004). Factors impacting the adoption of the internet among SMEs. *Small Business Economics*, 23(4), 311-322.
- [13] Elliott, R., & Boshoff, C. (2009). The marketing of tourism services using the internet: A resource-based view. *South African Journal of Business Management*, 40 (3), 35-50.
- [14] Emmanouilides C., & Hammond, K. (2000). Internet usage: Predictors of active users and frequency of use. *Journal of Interactive Marketing*, 14 (2), 17-32.
- [15] Eriksen, K., Hemmingsen, C., & Kuada, J. (n.d.). Online marketing: new models of advertising? Aalborg University.
- [16] Evans, D.S. (2009). The online advertising industry: economics, evolution, and privacy. *Journal of Economic Perspectives*, 23 (3), 37-60.
- [17] Ghobadian, A., & Gallea, D.N. (1996). Total quality management in SMEs. *Omega*,

24(1), 83-106.

- [18] Goldstuck, A.(2012). Internet matters: the quiet engine of the South African economy. Retrieved from www.worldwideworx.com.
- [19] Ha, L., & McCann, K. (2008). An integrated model of advertising clutter in offline and online media. *International Journal of Advertising*, 27 (4), 569–592.
- [20] Heenetigala, K., & Armstrong, A. (n.d). The use of internet reporting for small business. *Journal of Business Systems, Governance & Ethics*, 4(4).
- [21] Hoffman, D., & Novak, T.P. (1996). Marketing in hypermedia computer mediated Environments. *Journal of Marketing*, (60), 50-68.
- [22] Jagoda, K. (2010). The use of electronic commerce by SMEs. *Entrepreneurial Practice Review*, 1 (3), 36-47.
- [23] Johnson, B. (2013, December 8). 10 things you should know about the global ad market. *Advertising Age*. Retrieved from http://adage.com/article/global-news/10-things-global-ad-market/245572/?utm_source=Webbiquity.com
- [24] McGowan, P., & Durkin, M. (2002). Towards an understanding of internet adoption at the marketing/entrepreneurship interface. *Journal of Marketing Management*, 18(3/40), 361-377.
- [25] Ngai, E.W.T. (2003). Internet marketing research (1987-2000): a literature review and classification. *European Journal of Marketing*, 37(1/2) 24-49.
- [26] Ngai, E.W.T., Poon, J.K.L., & Chan, Y.H.C. (2007). Empirical examination of the adoption of WebCT using TAM. *Computers & Education* 48, 250–267.
- [27] Offstein, E.H., & Childers, J.S. (2008). Small business e-commerce adoption through qualitative lens: theory and observations. *Journal of Small Business Strategy*, 19 (1), 32-50.
- [28] Poon, S., & Swatman, P.M.C. (1999). A longitudinal study of expectations in small business Internet Commerce. *International Journal of Electronic Commerce*, 3(3), 21-33.

[29] Rettie, R., Robinson, H., & Jenner, B. (2003). Does internet advertising alienate users? Kingston Business School: Kingston University. Occasional Paper Series No 52.

[30] Rodgers, S., & Thorson, E. (2000).The interactive advertising model: How users perceive and process online ads. *Journal of Interactive Advertising*, 1 (1), 42-61.

APPENDIX

Questionnaire

Section A- Demographic Information/Online Advertising Moderators

Instruction to respondents: Please fill in the appropriate answers where necessary and tick (✓) the option that best describes you below.

- (1.) Name (optional).....
- (2.) Age: (a) 21-30 (b) 31-40 (c) 41-50 (d) 51 and above
- (3.) Gender: (a) Male (b) Female
- (4.) Highest Academic Qualification (a) primary (b) secondary
(c) OND/NCE (d) HND/BSc (e) Postgraduate
(f) no formal education (g) others
- (5.) How long have this business existed? (a) less than 5 year (b) above 5 years
- (6.) What type of business do you run?:.....
- (7.) How many people work for your organisation?
(a) 1-5 staff (b) 6-10 staff (c) 11-15 staff
(d) 16-25
- (8.) For how long have you been using the Internet?
(a) Less than 1 year (b) 1-less than 3 years (c) 3-5 years
(d) 5-7 years (e) Above 7 years (f) never used internet
- (9.) How much time do you spend on the Internet daily?
(a) Less than 1 hour (b) 1-3 hours (c) 3-5 hours
(d) 5-7 hours Above 7 years
- (10.) How frequently do you advertise on Facebook Advertising?
(a) Weekly (b) Monthly (c) Bi-monthly (d) Quarterly

(e) Every six months (f) Annually (g) Never

(11.) How frequently do you advertise on Google AdWords?

(a) Weekly (b) Monthly (c) Bi-monthly (d) Quarterly

(e) every six months (f) Annually (g) Never

Section B- online advertising trend

Please indicate your opinion about the following statements by ticking ONE of the options in order to rate your agreement according to the scales below.

	Statement/Perception	S	D	U	A	SA
Code						
A	Internal Moderators					
A1	Operational					
a.	We have the resources to do online advertising.					
b.	Our management supports online advertising.					
c.	Our type of business does not require advertising.					
d.	We have a personal computer for office use.					
e.	We have Internet access on our office computer.					
f.	We go to the cybercafé to do jobs that require internet access.					
g.	We have a business website/blog/social media page for our business.					
A2	Skills					
a.	We have in- house competence to do online advertising(internet/computer skills).					
b.	We have a consultant who does online advertising for our organisation.					
A3	Online Advertising Awareness					
a.	We are aware of the different advertising options available online.					
b.	We use Google AdWords and Facebook advertising equally for our business.					
A4	Moderators Perceived Benefits					
a.	Online advertising will increase our business profitability.					
b.	Online advertising will increase our business sales.					
c.	I can adjust my online advertising effort to suit my needs and budget.					
d.	Online advertising will increase our business visibility.					
B	External Moderators					
B1	Trend					
a.	We advertise online because of influence from our affiliates and partners.					

b.	We do online advertising because of our competitors.					
c.	We use online advertising because most of our customers are online.					

* SD= Strongly Disagree, D= Disagree, U=Undecided, A=Agree,
SD= Strongly Agree