

AN ANALYSIS OF COMPUTER SYSTEM AND ITS PERIPHERAL ADVERTISEMENTS IN NIGERIA NEWSPAPERS

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Abstract

Eighty four (84) copies of the Guardian Newspaper were examine for computer system and its peripherals advertisement. Seven hundred and thirty eight (738) advertisements were placed for a period of twenty eight (28) weeks, which implies an average of (26) advertisements per week. Out of one hundred and twenty computer enterprises that advertised, (29.1 7%) of them advertised complete full multimedia and internet ready system. The papers contained a combination of informative and persuasive types of advertisement in the proportion of 3:7. The most persuasive advertisement product came from Branded Computer System; it accounts for 90%, > of the total proportion of advertisement. The computer and peripherals advertisement in the paper is relatively cheap (N2.25vcolumn). It is also, audience oriented, avoidable and essentially persuasive. **Keywords:** Guardian Newspapers, Computer System. Peripheral, Informative. Persuasive and Advertisement.

Introduction

Selling involves the trading of good and services for money or business income. The profit and loss statement emphasizes the importance of sale in the business. It begins with sales, then subtracts all costs associated with those sales, and finally identifies how much profit is obtained. Product availability and distribution, and the way in which the legal environment requires the business ■ of function both have their effects. Many of the expenses of running a business are incurred just by the very existence of the business. These overhead expenses occur regardless of how much revenue is generated. If (lie selling effort does not generate enough sales to cover overhead as well as the expenses associated directly with sales, the business will go bankrupt as state in (Downey and Erickson. 1987).

One of the most important selling efforts is advertising. According to (Jefkins. 1984). it is the cheapest and most effective wav and making known gootls in order, to sell. Advertising is a powerful communication force and is a vital marketing tool helping to sell goods, services, images, and ideas through channels of information and persuasive (Connor. 1981).

It is true that most advertising provide information about the tangible, objective characteristics of products or services offered for sale, facts that aid durability, points of purchase, and price are characteristics of classified advertising, trade publication and catalog. However, most advertisement appeared to be primarily persuasive messages that are highly subjective, emotive, or even subscribes conscious in their contents (Connor, 1981). Most advertising through the mass media (particularly the electronics media) is predominantly persuasive. Other mass media advertisement contains more equal mixture of information and persuasive elements. Newspaper, billboards and magazine are often of this type (Scherer, 1990). Also, some form of sale promotion are largely persuasive (Coupons. Sweekspakes. and Incentives) whereas others are partly informative (free samples and sales demonstration). The proportion of information contained in advertising varies not only by medium but also by type of product.

Some products have been associated with historically intense and uninformative advertising items relating to personal care (razor, soap and deodorants) are susceptible to advertisement emphasizing the product ability to reduce feeling of personal insecurity .

The information content of advertising is at the heart of discussion on the

social and economy value of advertising (Dixit and Norman. 1978). With purely factual of informative advertising, the effects of advertising are uniformly welfare-enhancing (Kotowitz and Mathevvson. 1979b), consumer search cost would be significantly lower with informative mass advertising than with searches involving individual trial consumption or testing as observed in (Resnik and Bruce. 1977).

Empirical evidence that exist on the informative content of advertising in ITS. indicates a very level television advertising (Comanor and Thomas. 1974). Resnik and Bruce (1977) examined

Stulit, F. L; Vkkehor, L. A. and L 'zoh, ,/.

378 randomly selected television commercial cues. Only 45 percent of the commercials for grocery products contained even one informational cue; the rest were devoid of informative content it is from their own discussion that advertising content has effects on welfare maximization, and is related to the type of product advertised at the same time it is media specific.

The objective of this study is to determine: the type of computer enterprises that are advertised in Nigeria newspapers, the product advertised, the advertising content, and the product that is most persuasively advertised.

Methodology

In the study we gathered from Nigerian daily Newspapers that normally advertised computer system and its peripherals on weekly basis. In the courses of survey. We discovered that only the "Business and Ordinary Guardian Newspapers" of Tuesday editions of every week that normally advertised computer system and its peripherals. Although, there are other advertisement for computer system and its peripherals. On other days of the week in the said Guardian. But it is very "infinitesimal" in number. However, for this paper the researchers only' considered all the "Business and Ordinary Guardian Newspapers" of (Tuesday editions) that carried computer system and its peripherals advertisement from *January 7, 2004 to July 29, 2004*. This makes a total of 84 Newspapers. The content were examined to identify whether the advertisement are persuasive or informative.

Results and Discussion

The list of computer enterprises that advertised and the number of times they advertised are presented in Table 1. The total numbers of computer system and their peripherals advertised in the business and ordinary guardian newspapers for a period of 28 weeks is 738. which gives an average of 26 advertisements per week.

Table 1.1: Names of Computer Enterprises, Numbers of Times for Advertisement and Addresses or Phone Numbers

S/No	Names of Enterprises	No. of Advertisements	Addresses
1.	Heritage Systems	5	08023046274
2	Rac & T. Microchips	6	08033526231
3.	Emitec Communication	11	No 18 Otigba Str.
4.	Dcbis Computers	4	01-4715620
5.	(iafunk Nigeria Ltd.	6	01-773424
6.	Computeb Nigeria Ltd.	8	08023070918
7.	BAFS & Ff S Technology	3	08033055225
8.	Creative Digits Consult	4	08032133193
9.	Green Arrow Computers	1	01-7738455
10.	Hitech Informative Compt.	3	08037218645
11.	Polar Technology	6	08023138879
12.	Shalom Computers	4	08023117986
13.	Lmolan Computers	9	08037193283
14.	Alasco Computers	2	No. 12 Isolo Str.
15.	Pc. - Zone	4	No. 36 Ayeni Str.
16.	Dot Consult	5	08042100290
17.	Angel Computers	3	08023410240
18.	United Info Technology	5	01-7748050
19.	Pentium Plus Ltd.	5	01-4939098
20.	First Hardware	1	08033060992
21.	Shorto Resources Ltd.	7	08023151293
22.	Allied Digits Ltd.	1	08033014765
23.	Compu Sac Nig. Ltd.	1	08033523501
24.	Total Office Solutions	1	1)8055222893
25.	(iombass Consult	1	08023308153

26.	Clarbern Computers	1	08023431374
27.	Greenhorns Computers	8	01-8045329
28.	Divinely Linked Computers	5	08.023200428
29.	Ironpage Business	1	08033012257
30.	Arsel Computer Ltd.	1	01-2673247
31.	Quadat Computer Ltd.	8	01-26732247
32.	Achoy Technologies	3	08023008342
33.	Microcity Computers	1	01-4527167
34.	Direction Pc Ltd.	6	0803775543
35.	Follyfox Investment	1	01-4520323
36.	OTS Systems	4	0803322792
37.	Tread Stone Ltd.	4	08033220405
38.	Rico Computers Ltd.	3	08037222002
39.	Vineyard Computers	7	08023050042
40.	Quest CompuServe Ltd.	8	08037208554
41.	Florin Computer Ltd.	14	08033258010
42.	Industrial Technoserve Ltd.	1	01-7758856
43.	Xplore Ltd.	6	08023070308
44.	West Side Computers	1	08033029150
45.	Brand Technologies	1	08023105145
46.	Crystal Link	8	08033022652
47.	Jeovita	1	08023136401
48.	Day Net	1	08023136401
49.	Pace Tiding Ltd.	9	01-7740192
50.	Top Class Computer Ltd.	1	080371764125
51.	Chess Computer Ltd.	3	08033044584
52.	Universal Computers	3	08023161109
53.	Chuks Pee Ltd.	5	08033057010
54.	Damatex	13	08022913469
55.	Slot Computers	38	08034967207
56.	Unique Computers	1	01-6345272
57.	Tomsal Computers	4	01-7357261
58.	Lantel	3	01-5624973
59.	Datatoch	4	0802321597
60.	Genus	8	08034562921
61.	Milech Nigeria Ltd.	2	01-4396752
62.	Philonon	2	01-3492657
63.	Digicom	Q	08044117936
64.	Compu-Parl	4	08023456241
65.	KPSS World	1	08043729683
66.	Ultimate CPU	5	01-8623451
67.	Oxford System	1	08024694385
68.	Zeal Computers	8	08033136658
69.	Roanet Computers	1	080232906307
70.	Ciaslac Computers	6	08023100478
71.	Ideal Consult	2	08023282527
72.	Alex Annex Computer	2	014702554
73.	Triple Sea Ltd.	2	080233356312
74.	IBRO Systems	3	08022234345
75.	Olive Computers	1	08033070177
76.	Machines Ltd.	1	08023195217
	Technology Dept.	1	08033297850
	(O)ITice Automated	Q	08033313058

An Analysis of Computer System and Its Peripheral Advertisements in Nigerian Newspapers

79.	Gosman Computers	1	08032442864
80.	Mecurry Dealers	1	08022232739
81.	Digicash	1	08023125420
82.	Xeon-Technology Ltd.	4	08033066047
83.	Kentex Computers	7	08033117992
84.	Playback Ltd.	4	08023145051
85.	Vines International Ltd.	6	017449844
86.	Sysdata Ltd.	4	01-583417
87.	Boltc.x S\ stem Ltd.	6	08023445090
88.	Rolling l ech & Comm.	4	08042139590
89.	Mojoy Computers	3	08034-10445
90.	Microdevices	5	08033134099
91.	Starley Computers	3	01-4932808
92.	Dopltin OTS Computers	2	08033226275
93.	Capitol Computers	1	08023138773
94.	Muyeng Computers	3	01-6349787
95.	Lecturers Tech.	3	08023135678
96.	Independent	3	08023291914
97.	Youghui International	1	08033055398
98.	Alasco Computers	1	08023068838
99.	Debo Computers	2	08023068838
100.	Whiz Limited	1	08033252992 .
101.	Link World	4	08033007226
102.	Systematic	D	08023128055
103.	Trnsvctro Consul!	4	01-2634009
104.	Tri-T Computers	7	0802300017
105.	Benchmark	J	01-2630991
106.	Kmankris	2	08033079764
107.	Glamour Computers	2	08033271441
108.	Gamarald Nig. Ltd.	3	01-5833459
109.	Matrix Computers	1	08033505042
110.	Dabmol Nig. Ltd.	1	08023135678
111.	Coratech	1	01-8762915
112.	Deomack Computers	9	08033046740
113.	Memory Link Ltd.	8	08033795394
114.	Mima Data System Ltd.	8	08023002806
115.	Balog Technologies I.td.	10	08033285570
116.	Florin Computers Ltd.	27	08033758010
117.	IT World Ltd.	8	08033314302
118.	Goldwin Computers	1	08023016843
119.	Quartro Computers	2	01-2673246
120.	Zib Computers	2	08033033956

Source: Computed from Guardian Newspaper. .1 nmints. 2001 to July. 2004,

From Table 1, the advertised computer enterprises are Galimk Nigeria Limited, which advertised throughout the period under consideration with 56 adverts.

Out of 120 computer enterprises that advertised 35 of them (29.17%) advertised Full Multimedia Complete New System, 20 of them (16.67%) advertised Branded System i.e. fairly used computer, 18 of them (15.00%) advertised different types of Printers, 16 of them (13.33%) advertised Scanners, 15 of them (12.50%) advertised Laptops, Notebooks etc, 13 of them (10.83%) advertised Uninterrupted Power Supply (UPS) and the rest 3 of them (2.50%) advertised other items or equipments.

This is presented in Table 2 below:

Table 2: Type of Computer System and Other Devices Advertised in the Guardian Newspapers

S/No.	Types	Proportion	Percentage (%)
1.	Complete System Full Multimedia	35	29.17
2.	Branded System	20	16.67
3.	Printers	18	15.00
4.	Scanners	16	13.33
5.	Laptops	15	12.50
6.	UPS	13	10.83
7.	Others	3	2.50

Source: Computed from Guardian Newspaper. January. 2004 to July, 2004.

The reason for these wide ranges of advertisement may be due to relative low-price charged N2.2s5.00 by the guardian newspapers per advertisement per column in a box. The reason for the large volume of computer system products on the Business Guardian rather than ordinary guardian may be to improve the market value of their products since most business men or women may think that they can get what they want from the business guardian. The second highest proportion of computer system advertised may be due to the fact that the paper target-audience are the educated people and the skill labour. This is important because priorities are now placed on *Computer Literacy* (CT) and *Information Technology* (IT) whose background is awareness on Computing and Technology (Falaki. 2002).

Table 3: Types of Computer System Advertisement in the Guardian Newspapers

Types	Proportion	Percentage (%)
Persuasive	79	65.80
Informative	41	34.20
	120	100

Source: Computer from Guardian Newspapers. January. 2004 to July. 2004.

Table 3 classified the enterprises according to their advertising content. It showed that sixty-six percent (66%) of the advert is persuasive; while thirty-four percent (34%) is informative. The 66% persuasive is higher than 10% percent calculated for agricultural industry as observed in (Alabi and Egunjobi, 2001). The reason may be as a result of higher demand placed on the computer system unlike agricultural products where people were only informed and is a matter of choice. Whereas for computer system emphasis or priority is placed on Literacy and IT which is presently in vogue.

Example of Persuasive Advertisement is given by Deomark Enterprises, in Ikeja. Lagos, which placed advertisement with the contents stated as follows “Discount of 15% is available for Computer System Sales” with free windows installation compact disc (CD), a teach yourself CD, internet ready. Hurry up now and grab your copy, as few systems are available for sales at moderate prices. Our customers are treated with utmost priority. Bulk buyers will be privileged to have two free packs of diskette. This advertisement exaggerated most of the message, this is emotive, subjective and essentially unverified. Advertising is highly cruised, induced in a measure tw this type of advertising excesses and abuses (Alabi and Egunjobi, 2001).

Gafunk Nigeria Ltd., in Lagos presents an example of *Infnnmilive cu/veriiscmenl*. any advert of this nature only presents an illustrative types of equipment advertised and as such no element of persuasion is shown in the contents of the guardian newspaper used for the advertisement unlike that of persuasive described above, for Deomark Enterprises, in Ikeja. Lagos. The informative advertisement is presented in the figure 1 below.

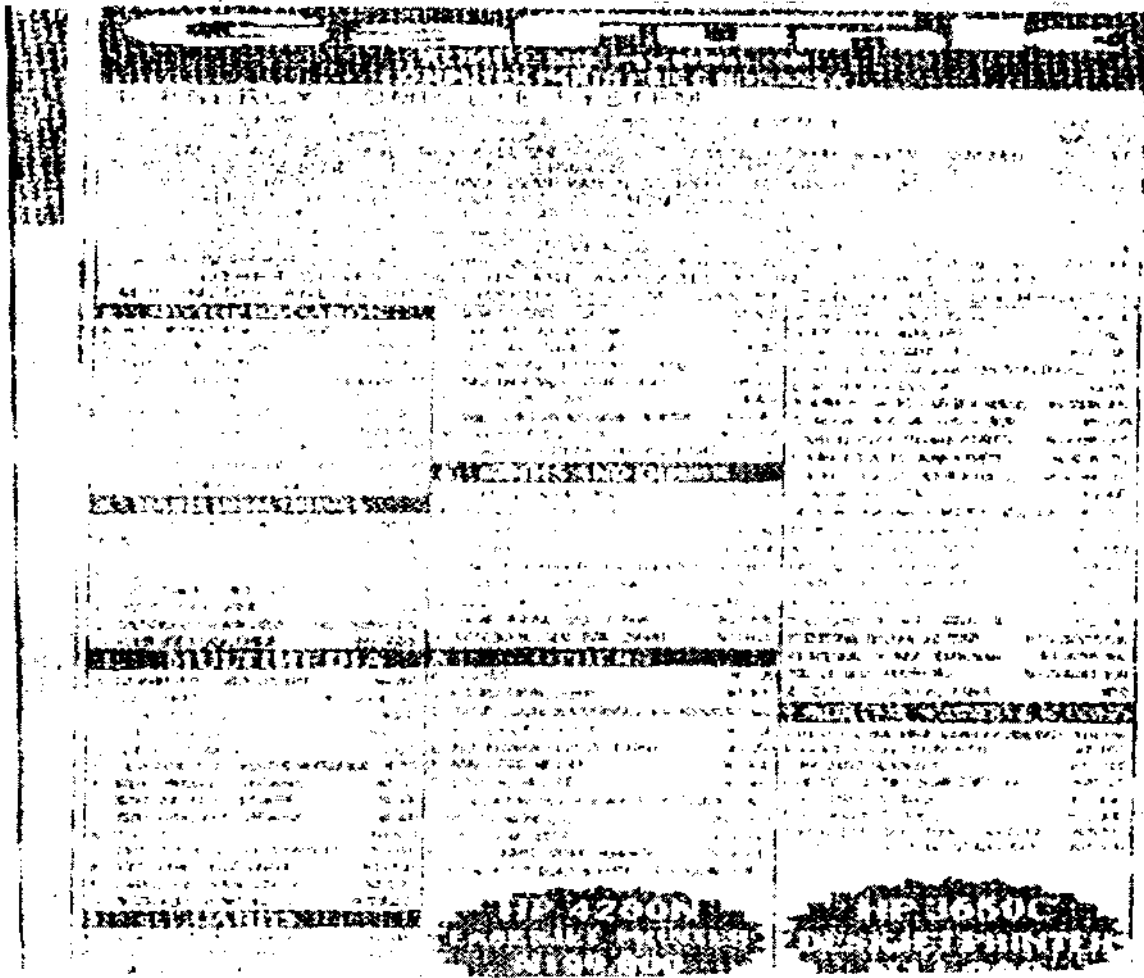


Fig. 1: Show the Content of an Informative Advertisement Source: Guardian Newspaper Gafunk Enterprises.

The largest proportion of informative advertisement is from Printers, it accounts to (28%) percent of its total proportion of advertisement as shown in Table 4. The reason for this may be due to the fact that an output device is very important whenever you acquire a computer system it does not necessarily mean that printer should be purchased immediately you procure a system, but anybody that have a computer system be it Branded or New, would definitely want to purchase a Printer in no distant time irrespective of the type printers. But from our observation, majority do request for DeskJet Printer due to its cheapness for personal use or at times for business, which of course, is neither economical nor profitable. Hence, most users prefer it because it is cost effective.

Table 4: Types of Advertisement According to Enterprises

Full Multimedia Complete System	Informative	Persuasive	Total
Proportion	09	26	35
%	25.7	74.80	100
	Informative	Persuasive	Total
Branded System Proportion	02	18	20
%	10.0	90.00	100

An Analysis of Computer System and Its Peripheral Advertisements in Nigeria Newspapers

Printers	Informative	Persuasive	Total
Proportion	13	72.20	18
	27.8		100
Scanners	Informative	Persuasive	Total
Proportion	16	0	16
	100	0	100
Laptops	Informative	Persuasive	Total
Proportion	3	12	15
%	20.0	80.00	100
UPS	Informative	Persuasive	Total
Proportion	0	13	13
%	0	100	100
(filters	In formal iv e	Persuasive	Total
Proportion		0	3
	100	0	100

Recommendations

The study recommends that most computer system buyers should endeavour to study, frequently advertised enterprises in guardian newspapers as this may guide them for cheaper computer system and peripherals to enable them make a better choice in terms of price variety. Also, it must not necessarily follow that the most persuasive advert, placed on the newspaper by any of the aforementioned enterprises, would result in a best offer in terms of the quality of computer system and peripherals advertisement.

Conclusion

This study shows that the most advertised Computer enterprise is Gafunk Nigeria Limited, which specialized in Computer System Sales and Assembly, Networking and Vast Installation. In all, complete Full Multimedia System Internet ready from the bulk of the product advertised. Within the period of 28 weeks, there are some products that are advertised. .

The Computer System and other Peripheral devices that is a mixture of hardware and software advertisement in the newspaper was a combination persuasive and informative content with a ratio of 7: v It means that the beneficiaries of the advertisement are well persuaded to have Complete System, hence the maximization of (CI.) and (IT) awareness. Most of the informative advertisement was from Printers, w Inch is necessary. once people procure or acquire a Computer System w hether new or old.

It is obvious that Computer System and Peripheral achievements in “the Guardian Newspaper” both Ordinary and Business has relatively promoted sales, increase the number of users and awareness of Computer System as it promotes better performance in the Computer System as it promotes better performance in the Computer Industries, licence the advertisement is relatively cheap, audience-oriented, accessible and essentially persuasive.

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An Analysis of Computer System and Its Peripheral Advertisements in Nigeria Newspapers

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