

CHAPTER ONE INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Internet was originally created because of war; it has its origin in the cold war between Russia and America in the 1960's. It was for the purpose of sustaining communication among US Air force during the war, hence it's been considered as information super-highway. It therefore needed to be accepted among professionals and institutions that internet serves as a telecommunication that connects the globe, Ezigbo (2007). The internet and associated digital technologies have made it easier to access information; to collaborate and work across borders; and to fund and see goods and services Manyika (2014). By this, a world-wide; networks that uses common communications protocol, TCP/IP (Transmission control proto) is installed. The fact that internet is made up of millions of computers linked together around the world makes it possible that information are sent and received across computers in the whole hours of the day. Following from this, businesses and exchange are transferred from owner(s) to buyer(s) in a more reliable, fast and accurate forms.

Aside from that, internet provides the following services; electronic mail, file transfer protocol, use r-net news world wide web, Ugwu (2009:16) opinion is that internet marketing is the hallmarks of benefits derivable from internet. To him, internet marketing otherwise known as online marketing, internet advertising, E-marketing has been tremendous in closing gaps existing between needs, wants and satisfaction in goods and services in organizations. The internet marketing upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable Edeiman (2010). In other words, internet marketing has brought many unique benefits specifically to trade as in low costs in distribution information and media to a

global audience. The interactive nature of internet marketing, both in terms of instant response and in eliciting responses is unique qualities of the medium.

This is the reason for Kleindi (2003) assertion that internet in effective ambiguous marketing is all about connection together creative and technical aspects of internet, including design, development, advertising and sales. Internet marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera. Kotler et al (2014). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant personal and cost-effective manner Barns et al (2011).

Internet marketing methods and strategies emphasis a wide range of services such as search engine marketing (SEM) which can be broken down into search engine optimization (SEO) and pay per click (PPC), display advertising, text based advertising, behavioural marketing, software based ads, e-mail marketing, news letter marketing customer relationship management marketing, affiliate marketing, web press releases, interactive advertising, online reputation management (ORM) online market research such as blog marketing multivariate testing or optimization and viral marketing.

Internet marketing can therefore be taken to mean the process of promoting an organization using online medium typically with the goals of increasing sales and boosting profits. Internet marketing does not simply mean building or promoting a website nor does it mean simply putting a banner up on another website. Effective internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goes with their website function & appearance, focusing on their target market through proper choice of advertising type, media and design

1.2 STATEMENT OF PROBLEM

Nigeria is a growing economy, with over 170million people, the potentials for commerce are enormous. This coupled with the low level of infrastructure like roads and rails, inefficient delivery systems is a great need for the adoption of a fast and very reliable means of exchange in order to drive commerce. Despite the numerous advantages of the internet in marketing in an organization and industry, many Nigerians are yet to adopt this technology in their daily buying and selling activities owing to the following factors;

- 1 Illiteracy and poverty that negatively influence Nigerian consumer's attitude towards internet marketing and online sales.
- 2 Inability of nigerians having access to the internet for the purpose of exchange and transactions.
- 3 Absence or irregular supply of power needed to power down transactions (marketing) through internet for individuals and corporate organizations.
- 4 Problems associated with interception by fraudsters in the use of internet for marketing activities among individual, organization and institutions.

The dependency on internet is not without a reason or purpose, the internet is a tool that can facilitate daily activities effectively and efficiently puspita & rohedi, (2018). Therefore, internet seem to be part of life that cannot be separated from people in terms of marketing in this digital era.

1.2 OBJECTIVES OF THE STUDY

The main objective of this study is to investigate the role of internet in an organization, especially Cadbury Nigeria. The specific objectives are;

- 1 To determine the effect of the customer's of cadbury Nigeria plc towards internet marketing or online sales.

- 2 To identify the environmental factors that affects the adoption of the internet by Cadbury Nigeria Plc as a means of doing business (especially effectiveness in marketing) in Nigeria.
- 3 To examine the effect of internet marketing on sales volume of cadbury's product.
- 4 To ascertain the level of internet accessibility by customers of cadbury product's in terms of buying and selling of goods and services

1.4 RESEARCH QUESTIONS

The following research questions are formed to guide this study;

- 1 What is the effect of the customers of cadbury Nigeria plc towards internet marketing or online sales?
- 2 What are the environmental factors that are affecting the adoption of internet by cadbury Nigeria plc as a means of doing business (especially effectiveness in marketing) in Nigeria?
- 3 Does majority of cadbury product consumers use internet for buying and selling (marketing) activities?
- 4 Is the internet accessibility to customers of cadbury products in terms of buying and selling of goods and services?

1.5 RESEARCH HYPOTHESES

The following research hypotheses formed will be tested in chapter four

Hypothesis One

H₀: there is no significant relationship between the effect of the customers of cadbury Nigeria plc towards internet and effective marketing.

H₀₁: There is significant relationship between the effect of the customers of cadbury Nigeria plc towards internet and effective marketing.

Hypothesis Two

H₀: Environmental factors do not significantly affect the adoption of the internet by cadbury Nigeria plc as a means of doing business (especially in marketing) in Nigeria.

H₀₂: Environmental factors significantly affect the adoption of the internet by Nigeria plc as a means of doing business (especially in marketing) in Nigeria.

Hypothesis Three

H₀: Environmental factor and internet accessibility are not significantly related

H₀₃: Environmental factors and internet accessibility are significantly related

1.6 SIGNIFICANCE FOR THE STUDY

For companies to thrive in difficult times there is need to adopt cheaper but more effective means of making their products and services known and accepted by the consumers. Internet marketing therefore becomes inevitable for consumers/organizations. This study therefore, becomes necessary as it enables consumers/organizations to know how to employ internet marketing and online sales to grow revenue in the Nigerian economy.

In specific terms, the outcome of this research will be beneficial to the government, business organizations, experts in information technology, marketing and academic institutions. To the government, the study will enhance revenue from the importation and use of technologies and its accessories for effective e-commerce. Taxes paid to the government for use of technological devices can be used in developing other sectors of the economy. In addition government regulatory activities on organizational information technology and marketing will help in checking illegal practices. To the marketers and consumers are assisted through this research to learn new skill/capabilities by adjusting to the technological devices in marketing of goods and services. The study will identify the marketers' and consumers areas of strength and weaknesses in the use of

information technology (internet) for marketing goods and services.

To the academic, this study will form basis for studies and sustain an existing reservoir of knowledge. Studies have been done on the penetration and use of the internet in Nigeria, but to the best of the researchers, knowledge, none has been done on the attitude of Nigerian consumers/organization to internet marketing and online sales.

1.7 SCOPE OF THE STUDY

The study is focused on the role of internet in effective organization especially Cadbury Nigeria. It will involve member of staff of Cadbury Nigeria limited. It will emphasis strategies (marketing) aimed at encouraging staff and customers to accepts the use of internet in planning and administration as well as informing the public scientifically about activities in the organization.

1.8 DEFINITION OF TERMS

Certain concepts and variables used in the study need be defined for clarity and comprehension. However, those not defined under this chapter will be treated in the course of the study, terms for definition includes.

Proficiency: Expertise delivery of services to customers. It could be described as knowledge, skills and behavior needed for effective performance.

Marketing: The integration of all the customers' related activities within and outside an organization aimed at satisfying customers wants.

Information technology: This is concerned with processing data and related resources into a productive information and use.

Performance: Manner and success in the execution of a work measure based on the expected result and standards.

Internet and the World Wide Web: The internet is a global communication based on computer network

CHAPTER TWO

LITERATURE REVIEW

The literature review will be undertaken under the following main sections.

Conceptual framework

Theoretical framework

Empirical study

2.1 Conceptual framework

2.1.1 The internet

According to Ashton (2009) internet was originally created because of war; it has its origin in the cold war between Russia and America during the 1960's. Its concern was about the survivability of communications in the United States in the event of nuclear strike. The US Air Force needed to ensure that it could still communicate with its forces. The Army invented the internet so that they could reach their partners in other countries during the war. It was solely designed for communication.

The internet is known as the information super-highway. The telecommunication has now made the world a global village. It helps us communicate faster. The internet has basically become one of the world's greatest inventions.

2.1.2 Benefit of using the internet

There are lots of advantages in the use of the internet. The internet provides these services:

1 E-mail –Electronic Mail

Electronic mail permits the sending and receiving of messages to other users connected to the internet. It enables users to send, forward, and receive messages from people all over the world. E-mail makes participation in electronic conferences and discussions possible.

2 Ftp file transfer protocol

This is a means of sending receiving files and data for one computer to another. Users can download magazines books, music, graphics, and much more.

3 User net News

A number of discussion groups that allow users to post questions and replies, sorted by topic.

It is also known as news.

4 World Wide Web (www)

This enables users to access and contribute text, document, images, video, and sound. The www is accessed using a web browser such as Netscape navigator or Microsoft Internet Explorer: a means of displaying and locating information located on the internet. A web site is a specific place or location where information is sought within the internet network.

Other Services Provided by the Internet Includes:

- 5 E – commerce** (buy and sell electronically)
- 6 E – chat** (gist electronically)
- 7 E – learning** (get a degree online)
- 8 Make electronics friends**
- 9 Date online and hold meetings online** (which could involve teleconferencing).
- 10 Make internet phone calls** that are as cheap as local calls.

The internet permits you to talk to anybody anywhere in the world as long as there is an internet access on both ends. There is a lot to gain from the internet for those who take time to study how it works. As with the post office box so it is with the electronic mail box in which mails are kept safe. Your electronic mail also saves a copy of mails send in the out box folder of your mail box. It is the fastest means of sending letters to anywhere in the world. The best of all is that you can receive it anywhere in the world as long as there is an internet access in that location. You can also

apply for jobs online, write letters to friends, and loved ones without having to fear that they would not get to them. Actually E-mails take about three to nine seconds to get to its destination or recipients. Getting the e-mail address should depend on the amount of space the e-mail service provider would provide as well as the efficiency, time and speed it takes to load one's inbox. The larger the size of one's inbox, the longer time it takes. Some e-mail services providers require that you pay some money before you can open your mailbox while others do not (Porter *et al.*; 2001). The process of transferring information from one computer to another computer through the internet is uploading. For example, whenever one sends e-mail to someone. In other words, the transfer of information from the internet to one's computer is downloading. That is anytime you instruct your computer system to retrieve your mail.

2.2 Internet marketing

According to Wikipedia, Internet marketing can be referred to as online marketing, Internet advertising e-marketing (or e-Marketing) (Chaffey et al, 2009). Thus, it is the marketing of products or services over the Internet. When it applies to the subset of website based ad placement it is commonly referred to as Web advertising (Web advertising), and/or Web Marketing. The internet has brought many unique benefits to marketing including low costs in distributing information and media. To a global audience. The interactive nature of internet marketing response, are unique qualities of the medium. Internet marketing ties together creative and technical aspects of the internet, including design, development, advertising and sales. According to Chaffey et al, (2009) internet marketing methods and strategies encompass a wide range of services such as search engine marketing (SEM) which can be broken down into search optimization (SEM) and pay per click (PPC), display advertising, text-based advertising, behavioral marketing, software-based ads, e-mail marketing, newsletter marketing, customer

Relationship Management Marketing, affiliate marketing, web press releases, interactive advertising, online reputation management (ORM), online marketing research, and also Social Media Marketing Methods such as blog marketing, multivariate testing or optimization and viral marketing.

Internet marketing is the process of promoting an organization using online media, typically with the goals of increasing sales and boosting profits. Internet marketing does not simply mean building or promoting a website nor does it mean simply putting a banner ad up on another website. Effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goes with their website function & appearance, focusing on their target market through proper choice of advertising type, media and design.

2.2.1 BASIC FEATURES OF INTERNET MARKETING

Internet marketing online has come a vital part of modern business. There are a large number of internet marketing companies who offer internet marketing services to both small scale and large scale companies largely and effectively. Internet marketing has a number of benefits that cannot be found in other marketing forms.

Internet marketing has its own positive and negative features. The positive features of internet marketing are:

- 1 Internet marketing allows global marketing facility-Internet a service is not local purpose it allow global accessibility.
- 2 It is less expensive-The cost involved in internet marketing is very less compared to other marketing strategies.
- 2 It makes marketing easier –You can find out both buyers and sellers online.
- 3 Through internet marketing, you can sell your products and services and cash your bills from anywhere.

- 4 It increases the choice of products, services and sellers.
- 5 Vast availability of information.

Unlike other marketing media such as television, radio, newspaper and other printed media, internet marketing is growing rapidly and obtaining recognition. The features of internet marketing also include effective sales promotion activities, complete description about the product, company, price, use, and many more.

2.2.2 The negative features of internet marketing

- 1 We cannot smell the product
- 2 We cannot touch the product
- 3 We cannot operate or open the product.

Some others are lack of technical facilities in rural areas, misuse by people, etc. though there are some negative features, the advantages or the benefits of internet marketing is very high. However just having a website is not enough. Marketing over the net requires special skills and techniques.

2.2.3 Internet marketing strategies

The first approach to developing Internet Marketing Strategies is to “Brand” your product or services online. In the article “How to Reality Marketing on the internet” published by Business Adegbite and Anene (2014) argues that branding of products/services online starts with registering a domain name even if you are not ready to use the domain name immediately. By this you have reserved your name in the registry of all domain names on the internet.

Names ending with biz, .com, .info, .name, .net, or .org can be registered through many different competing registrars for a one off token fee. In addition, many portals, search engines, and on line Directories offer services for domain name registration. The registrars submit the contact information to a central directory, or registry, which provides other computers on the internet with the information necessary to send you e-mail or to find your Website. We have earlier discussed different categories of domain names. Craven and Piercy (2006) opined that “Web Marketing Today” identified a number of strategies that can be employed to increase traffic

to your E-commerce site. He categorized the strategies in the following sub-headings:

- 1 Search Engine Strategy
- 2 Linking Strategy
- 3 Traditional Strategy
- 4 E-Mail Strategy
- 5 Miscellaneous Strategy
- 6 Paid Advertisement

2.2.4 SEARCH ENGINE STRATEGIES:

The most important and inexpensive strategy is to rank high for your preferred words on the main search engines in “organic” or “natural” searches (as opposed to paid ads). Search engines send robot “spiders” to index the content on your webpage. To accomplish this, you need to ensure that the webpage is fine-tuned with the following properties.

2.2.5 Major categories of internet -commerce

Electronic commerce can be divided into four distinct categories.

1 Business-to consumer (b2c)

Business to Consumer commerce, according to Patton, “applies to any business or organization that sells its products or services to consumers over the internet for their own use. In other words, it provides a direct sale between the supplier and the individual consumer (Rayport: & Jaworski, 2002). B2C commerce created much hype when it first took off. The first noticeable success arrived around 1995, where companies like eBay.com and Amazon.com were launched. When the success of these companies took off, many other imitations were born. However, the market turned sour and many of the B2C companies crashed.

2 Business-to-business (b2b)

Business-to-Business involved online transaction between business Example of B2B include online companies that specialize in marketing strategies, advertising, email companies, internet consultants, website development etc. also, as an offshoot of these companies, there are various internet resources such as online magazines, including the E-Commerce Times and BtoBOnline.com.

3 Consumer-to consumer or peer-to peer (c2c/p2p)

Consumer-to Consumer or Peer-to-Peer is defined as exchanges between/among consumers (*Hair et al.; 2002*). These exchanges can involve a third-party involvement, which can facilitate and provide the infrastructure, place and governance for the transaction exchange. Perhaps the most well-known example of this is the online market place like “eBay.com” Here consumers can bid for the sell items of any description, for any price. An example of P2P exchanges are file swapping sites/programs, such as Kazaa and Donkey.

4 Consumer-to-business (c2b)

Consumer-to-Business is when consumers’ percent themselves as a buyer group. Examples of this include **CTB** and **Speak Out.com**. These sites provide consumers with market strategies and businesses also use them to gain insight into consumer wants. These groups may be economically motivating, as with demand aggregators, or socially orientated (Barnes, & Scornavacca, 2004).

2.3 The concept of marketing

Marketing has been variously defined as the language of business and as an art of science of rendering services in the form of exchange of goods to satisfy customers as a profit. Morden (2016) described marketing as the most managerial task within an organization directed at understanding the needs and wants of customers in the market, and of adapting the operations of the organization to deliver the right goods and services more effectively and efficiently than its competitors. Supporting this definition Funkhouser (1984) sees marketing as a philosophy of

business that states that the customers want satisfaction is the economic and social justification for a firm's existence. To this regard, all organizations activities must be devoted to finding out what the customers want and then satisfying those wants, while still making a profits over the long run, it is a total system of business activities designed to plan, price, promote, and distribute want satisfying goods and services to present and potential customers.

2.4 Marketing information system (MKIS)

Marketing information system according to is associated with such letters as MIS. However, in order to remove the conflict of sharing same letters with management information systems, marketers according or decided including letters "K" in their own abbreviation. Thus, marketing information system defined as a structured, interacting complex of persons, machines, and procedure designed to generate an orderly flow of pertinent information collected from both intra and extra-firm sources for use as bases for decision-making in specific responsibility areas of marketing management.

Components of marketing information system according to McCarthy (1978) include; marketing research, marketing intelligence market research internal accounting or reporting system and government affairs. In all marketing intelligence is the most important marketing information system as data source than other sources. Marketing intelligence relates to all information directed to the development in business environment especially on the competition within the particular industry. Government affairs on the other hand cover such vital areas as trends in the legal environment e.g changes in tax laws, pending legislation and lawsuits. Internal accounting provides information on such vital areas as: sales and profitability on each product, customers, region, and salesperson, accounts reusable and payable, inventory reports budgets and promotional allowances.

Marketing information system plays the role of determining future uncertainties in order to be able to take adequate decisions on the unknown, the manager needs of relevant marketing data. Thus without the existence of marketing information systems unit, the marketing department and the entire organizations will be drifting aimlessly.

2.4.1 Marketing of services

In theory products marketing and services, marketing is essentially the same in each case, a marketing programme is built around the parts of the marketing mix. At the same time however, significant differences do exist between product marketing and service marketing. Thus although in practice the two are different marketing approaches. In their opinion Busch and Houston (1985) defined services as an act performed by individual or organization for the benefit of another individual or organization to this effect it is those separately identifiable, essentially intangible activities that provide what satisfaction. And that is not necessarily tied to the sale of product or another service.

It is worthy to note that most services are intangible in form, cannot be seen when moved from the producer of such a services to its consumer is very hard to initially determined. Finally, they cannot be touched as they are being moved along the distributive channels.

There are basically two types of services provided in marketing. They include: equipment based services and people based services. The equipment based services are those services whose production is heavily dependent on the use of automated equipment, they include areas as; vending machines, computer time sharing, etc while people bases services are those services whose production rely heavily on individual although equipment may be used in production of people based services. The person-to-person interaction tends to be more pronounced in people based services than the machines or equipment's that were used during the provision of services under consideration.

2.4.2 Benefits of computer-based marketing system

The benefits of a computerized marketing system are many and desirable for any organization in modern financial environment. It is much more apparent when the computer system is compared with the use of manual benefits according to Tocciet *al.*; (2001) includes.

1. Computer can handle vast quantities of marketing data store them and recall from its store for processing. In big organizations where volumes of sales are large, it provides the best means of analysis

as one computer can execute the task of a number of people.

2. It enables respective jobs or common routines to be standardized and programmed. As a result it enables the attention of managements to be devoted more to policy formulation and eliminates the usual monotony benefits of repetitive jobs on labour.
3. It also allows for standardization of common sub-heads. For instance, expenses incurred for different purpose by management can be classified collectively as marketing management expenses and given a common code.
4. Benefits resources and alternative uses can be evaluated ranked. Cost benefits ratios can be reliably calculated using the computer to guide investment tendencies.
5. The computer possesses on the spot validity checks and accuracy of information can be relied upon. In the manual system, the attention of processing staff could be distracted by the environments like telephone calls discussions etc. In such situations concentration may be lost and errors get overlooked and undetected. The automatic checks built into the computer obviate. This, thereby making its output more dependable.
6. Computer simulations of policy alternatives can be used as aid to choice; they are ideally suited for complex calculations and marketing where rapid feedback enjoys a high premium. The lower and middle level management enjoy this benefit.
7. Models can be developed with the aid of computers for marketing and financial problems in this way it minimizes human intervention and noise to processing. It makes supervision unnecessary, except where operations keep watch for any breakdown or rejection of inputs.
8. Inter-branch and head office communication is facilitated and decision quickly taken, especially if the branch can access the information in the head office. Thus is the case with on-line and real time system. The greatest and most important asset of the computer is its speed.

It can carry out complex calculations of marketing activities and handle volumes of data in minute. Fractions of

time. The speed of the computer is usually measured in terms of milliseconds, micro seconds, nanoseconds and picoseconds representing. Thousand of a second, millions of seconds and millions of a second respectively. This is a big improvement on the usual “man hour” of processes.

2.5 THEORETICAL FRAMEWORK

Two (2) important theories are chosen to guide in the study of the impact of internet facilities on the objectives of a large scale firm. They are Contingency theory and technology acceptance theory which have been used in the past to explain utilization of information technology and user acceptance. Also, contingency theory is used in turbulent environment application of contingency and processes recognize the need for continuous wide range information (Trkman and Mecormark 2009). Proper management of ICT is expected to lead to overall business performance. The task-technologies fit theory and technology acceptance theory will explain overall performance in terms of providing useful information for management when a fit exist between task and technology. This study draws on these three perspectives to examine the impact of internet facilities on objectives of a large scale firm.

2.5.1 Contingency theory

Contingency theory is a peculiar behavioral theory which suggests that there is no best was a corporation is organized, a company is a lead and a decision is made, the best course of action is contingent to or dependent upon the situation at hand in the internal and external environment of the environment of the organization. It is set of the control system in the context of the organization setting in situations where the controls operate (Christopher, Anthony & Michael 2007).

The contingency perception revolves around the notion that there is no worldwide appropriate accounting system prevailing equally to all organizations in all situations (Emmanuel, Otle & merchant, 1990). The theory confronts the contingent nature of the environment, technology organizations structure and management control, Emmanuel, et al, (1990). Therefore, the compatibility of information communication technology would depend on organizational contextual variables.

The contingency theory adopted in information communication control system studies reveals that information communication technology helps managers in achieving some required outcomes and goals. Where this control system is found appropriate it is possible to provide enhanced information to individuals in the organization, improved management decision, and overall performance. Halma & lasts (2002), this satisfy utilizes factors in the internal environment. The internal contingencies include organizational variables like structure and authority which would influence information communication technology system efficiency in ascertaining required overall organizational performance through contingency approach.

2.5.2 Technology acceptance theory perception

The technology acceptance theory (TAT) or technology acceptance model (TAM) analyses the fact for utilization (Davis, 1989, Davis, Bagozi and War Show, 1989, Dishaw et al 199). Actual usage and performance is influenced by users' perceived ease to use and perceived ease of usefulness. TAM suggests that the principal factor that will enhance adoption and utilization of a system is the attitude of an individual in using a particular system, Tonita, Benedict & Ko (2004), Klopping & Mckinne (2004) asserted that necessity may lead a person to use a technology if it improves performance even when the user does not possess positive attitude towards the IT system.

2.6 EMPIRICAL STUDY

2.6.1 Customer use internet for online sales

Online shopping has become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers.

According to Kotler (1974); Bitner (1992); Solomon, Suprenent, Czepiel and Gutman (1985), assurance is important to capture confidentiality, shopping security, complaint resolution, problem solving and warranties. In an online shopping environment, consumers are not associated with a physical location while they are only communicating with a machine and not human being (Ekeldo and Sivakumar, 2004). With the inability of consumers to feel and touch the product in an online context because online retailing lacks the tangible features, it makes it difficult to market those products on the internet. (Lindstrom ,2001). According to Lindstrom, (2001) which was cited by Rajamma, Paswan and Ganesh (2007), it is easier to market the product on traditional stores than the internet because consumers can feel and touch the product, and they can even wear it on the spot. Bricks and mortar is also known as shopping malls because it has a physical location where consumers can visit. Consumer's lifestyle is affected by the role of shopping malls (Terblanche, 1999) because it can act as a community Centre for public and other recreational activities (Ng, 2003). Shopping mall also offers entertainment and provides other utilitarian needs to consumers such as stores, food courts and restaurant, children's amusement Centre, cinemas and relaxation spaces (Terblanche, 1999). Parasuraman (2002) Stated that the motivations for this special issue and propose a conceptual framework pertaining to the issues theme. Using this frameworks, a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet. According to Magee (2003), the growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Ryan (2004) conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.

Internet technology adoption can be considered as a package of innovations (Prescott and Conger, 1995; Daniel et al., 2002). Regarding this innovation, the process of adoption by businesses and the factors that influence the adoption, as an IT, have been studied in the literature. In general terms, the innovation adoption process in firms has the following phases (Rogers, 1983): agenda-setting; matching; redefining/restructuring; clarifying; and. routinizing. These stages can be summarized in two phases, according to Damanpour (1991): (1) initiation; and (2) implementation.

In the first of these – initiation – the firm considers the need to introduce the innovation, it searches for information, training is carried out, resources are proposed, the process is evaluated, and finally the decision to adopt the innovation is made. In the second phase – implementation – first use of the innovation is made, and subsequently organizational routines are modified appropriately. Similarly, Premkumar and Roberts (1999) considered five phases in the adoption process:

- 1 Awareness
- 2 Persuasion
- 3 Decision
- 4 Implementation and
- 5 Confirmation

Cooper and Zmud (1990) argued that the IT adoption process could be divided into six stages: (1) initiation (active or passive search for opportunities); (2) adoption (negotiations for backing IT implementation); (3) adaptation (applying the IT and revising organizational procedures); (4) acceptance (company members are encouraged to use the IT); (5) routinization (the use of the IT becomes standard); and (6) infusion (efficiency is increased as a consequence of the IT use). Concerning the factors influencing adoption, there are many studies classifying them (see Kim and Galliers, 2004). The factors are grouped into different categories: internal or organizational, external and technological factors (Tornatzky and Fleischer, 1990). A summary of the main factors mentioned in the literature that affect innovation adoption in firms is shown in Table I, which includes the main literature about factors affecting innovations and in particular Internet and other IT technology adoption in organizations. Among the external factors relating to IT adoption, and specifically the adoption of the Internet, researchers have found that the following are common: pressure from competitors, customers or suppliers; the role of government (incentives); partners' alliances; technological infrastructure; technology consultants; image of Internet technology; and. users' expectations

2.6.2 Environmental factors that affect adoption of internet

2.6.3 Internet Usage Behavior

Rogers (1995) argued “the adoption of one new idea may trigger the adoption of several others in a cluster which consists of one or more distinguishable elements of technology that are perceived as being interrelated.” Leung and Wei (1998) observed that adoption of new technologies can be best predicted by consumer past adoption of functionally similar technologies. The concept has been called technology cluster, which was used to study consumer adoption of new technologies such as ICQ (Leung, 2001), interactive television and video-on-demand (Leung and Wei, 1998), and electronic commerce activities (Eastin, 2002). Therefore, given the similarities between Internet television and other Internet uses, we thus hypothesized that prior adoption behavior, knowledge about innovations, the adoption of technology cluster product influence consumer adoption behavior of Internet television.

2.6.4 Innovativeness

We include another individual characteristic, innovativeness, in this study because the variable was expected to influence consumers’ beliefs about and adoption intention of Internet television, which is an innovative media application on the Internet. Leung and Wei (1998) also reported that consumer innovativeness is positively related to their adoption decision of various media technologies. Innovative individuals have been also found to be dynamic, communicative, curious, venturesome, and stimulation-seeking. Moreover, Internet users have been often considered to be innovators. Other diffusion studies also confirmed that innovativeness is related to consumer adoption behavior.

2.6.5 Effect of internet marketing and volume

Internet marketing, also known as web marketing, web advertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet Marketing. IM is used as an

abbreviated form for Internet Marketing. Internet offers numerous features (capacity, speed, precision and convenience) that help firms attract a large number of potential customers (Khanh and Kandampully, 2002). Consumers use the Internet for different reasons ranging from only gathering information to purchasing products internet. Buying over the Internet was more fun, safer, and quicker and they were more confident about their ability to buy internet (Goldsmith, 2002). The dramatic increase in internet and the detonation of its usage had facilitated the development of electronic commerce, which was described as the movement of buying and selling, or the trading of products, service and information between and among the organizations and individuals all the way through computer networks including the internet (Laudon and Traver, 2001). When investing in internet/internet marketing, strategic thinking would bring to the best rewards (David Scanlon, 2009).

Amichai-Hamburger (2002) indicated that the behavior of internet users plays a significant role in their internet behavior. Although, purchasing over the internet is still a small portion of Internet usages, most analysts expect it to increase dramatically once consumer feel satisfied and safe about their purchases and protection of their privacy. Establishing and maintaining personalized communication with customers throughout the transaction can be expensive. Such communication channels can be used to gather important customer feedback and to measure customer satisfaction (Khanh and Kandampully, 2002). The advent and development of Internet has created new opportunities for marketing professional to make better current marketing practices (Kalakota et al, 2001; Pires and Aisbet, 2001). Internet for marketing to consumers depends to a large extent on the characteristics of the products and services being marketed (Peterson, et al.,). Moreover, Internet marketing can be a time and cost-saving supplement to marketer overall marketing strategy. Since, Internet marketing is the component of marketing that deals with the planning, pricing, promotion, and distribution of products and services over the internet (Pan-Western E Business Team, 2005). A good Internet marketing strategy clearly communicates a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers. Products that are being marketed over the Internet can be classified into two groups (Legard, 1998).

The first group of products contain items that consumers do not need to see personally before purchasing. These products include computer to compact disc to scanned goods, and can be evaluated using just text, pictures and other digitally communicable information. This group of products is ideally suited to Internet shopping whereby the Internet could serve significant transaction and communication functions(9). Internet accessibility and buying and selling of goods and services(10)

Advances in information and computer technology (ICT) have created new opportunities and challenges for both companies and consumers. With ICT, a growing number of marketers are offering their goods and services directly to consumers online while many consumers are leveraging on this opportunity to purchase online. Internet is a unique technological platform facilitating this direct interface, engagement and relationship between marketers and their customers. A study states that the Internet has transformed socio-economic activities of the consumers around the world and this includes the way they purchase online. In Nigeria, a growing number of retailers are adopting the internet to make sales to their customers [1]. The increased access of many Nigerians to the Internet contributes significantly to this trend [2] [3].

With the introduction of smart phones/mobile devices globally, the capability of the small held devices, has increased considerably. Its functionality has gone beyond the traditional uses: calling, texting, playing games and taking photos. The smart phones are enabling tech-savvy consumers to do many other things and live a smarter life while on the go on a daily basis. One of the trendy ways consumers are living smartly is using their mobile devices, instead of personal computers (PCs), laptops or tablets to search for products, compare products and their prices and ultimately, purchase and pay online. This is known as mobile shopping (henceforth, m-shopping). A study notes that the retail industry is exploiting the advantage of m-technology to enhance m-shopping experiences of their customers. m-shopping enables shoppers to browse and purchase goods over mobile devices [4].

Globally, a rising number of shoppers have adopted smart phones. For example, in 2016, there were 2.1 billion users of smart phones worldwide and this figure was projected to reach 2.5 billion in 2019 [5]. In consistency

with this global trend, more and more Nigerians in all walks of life are adopting smart phones. For example, the number of smart phone users in Nigeria in 2016 was estimated to be 15.5 million [6]. A leading retailer in Nigeria reports that sales of smart phones on its website increased by 394 per cent between 2014 and 2016 [7]. Access to better and cheaper smart phones is responsible for the increased adoption of smart phones in the country [8]. The average price of smart phones on Jumia fell from \$216 (N77, 760 @ N360/\$) in 2014 to \$117 (N42, 120) in 2016 [9] and to \$100 (N36, 000) in 2017 [7].

The rising acceptance of smart phones in Nigeria provides an opportunity to research into the acceptance of this innovative technology for shopping, anchored on the technology acceptance model (TAM) [10]. Though, the number of m-shoppers is increasing in Nigeria, little or no attention has been given to researching their acceptance behaviour. This is because the smart phone phenomenon is relatively new in the country. This paper provides an insight into the acceptance of smart phones for making purchases online in Nigeria and represents a pioneer research effort in this area. This research is significant because it focuses on actual m-shoppers' behaviour and not their behavioural intention (BI) to shop, which many TAM's studies focus on.

The subject of acceptance of a new product is crucial in marketing because they assist the marketers to understand how consumers make their first purchase and subsequently adopt a new product [11]. There are many theories that explain adoption and diffusion of a new technology. One of the most widely used theoretical models in the literature is TAM [10]. Using the two predictors of perceived usefulness (PU) and perceived ease of use (PEOU) of a new technology, the model explains and predicts user BI and usage of a new information system (IS).

CHAPTER THREE RESEARCH METHODOLOGY

3.0. INTRODUCTION

This chapter presents the research methodology of this study under the following sub-headings:

3.1 RESEARCH DESIGN

According to Asika (2016) research design is plan set aside for execution of a research project. It is a guide to every research, directing the researcher on procedures and methods to be adopted towards solving research problems and hypotheses. Research design varies from one circumstance to another depending on the particular problem of study. As a result research design is used for a collection of decisions about how data could be gathered before analysis. In all, whatever decision to be taken must be orderly and scientific for easy understanding. Therefore survey research design was adopted for this study.

3.2 STUDY AREA

The researcher area is on the Role of Internet facilities on large scale organisation, a study of Cadbury Nigeria. It is charged with the assessing of the costs/benefits relationship of information technology (internet) on staff, customers and other stakeholders in the organization. It has staff strength of about one thousand (1000).

3.3 POPULATION OF THE STUDY

The population of this study comprises of Management and staff of Cadbury Nigeria plc. The inclusion criteria would combine member of management and staff of cadbury nigeria who are ready to give their consent to take part in the study and to find answers to the administered questionnaire's. The exclusive are those that didn't give their consent to participate in this study, those that do not make use of computers, those that are on leave during that period of the questionnaire's distribution.

SAMPLE SIZE DETERMINATION

The sample size is two hundred and eighty six (286). It is determined from the population unit using Taro Yama ni's statistical distribution.

Where n = desired sample size Given as $n = N / (Ne^2)$

Where n=desired sample size N= population

e = maximum acceptable margin of error 5% (0.05) I= a theoretical constant 1000

$$1 + 1000 (0.05)^2$$

$$= \frac{1000}{1 + 2.5}$$

$$= \frac{1000}{3.5}$$

$$= 285.7$$

$$= 286$$

n =286. (sample size)

3.5 RESEARCH INSTRUMENT

The major instrument in this study for data collection is the questionnaire. It is also a basis of assessment. The usage is for easy extraction of information from respondents. Questions are contained there in are intended to find answers to important problems raised in chapter one. The questionnaires were in two sections: A and B. Section A consists of personal data of the respondents. However section B comprised of the details of the data collection from the field covering the theme of this study.

The questionnaire contained multiple-choice questions, the repondents were provided specific alternative from which to choose. Descriptive studies were also used in the research in order to generate new facts. This design is specially suited to such studies, since description implies natural observation of the characteristics of the variables of the research, Baridam (2011). As survey involves questioning respondents to find out certain traits and reasons, the researcher found it

appropriate to use questionnaire and interview technique (primary data). Secondary data are the published materials that are related to the topic of study.

They include textbooks, newspaper, magazines, journals, annual reports, seminars/ workshop papers, and unpublished thesis and dissertations.

3.5.1 RELIABILITY OF INSTRUMENT

The researcher subjected the research instrument to pilot study testing. This involved administering the research instrument (questionnaire) on similar respondents under similar condition. Hence, the questionnaire was pre-tested among 50 respondents from other similar organisation.

3.5.2 VALIDITY OF THE INSTRUMENT

For checking the validity of the questionnaire the researcher submitted the questionnaire to the project supervisor and other professionals in the area of study to reference, analyse, contribute, correct and approve for comfortability that collection of appropriate data from the respondents were collected.

3.6. ADMINISTRATION OF INSTRUMENT

The administrations of the questionnaire was done through personal contact with the respondents. The researcher visited the Cadbury Nigeria for interview in the course of this research before getting the respondent to answer to the questionnaire. However, not all the copies of questionnaire distributed were responded to and returned. Appendices I and II are copies of the questionnaire to be used for this study.

3.7 SCORING OF INSTRUMENT

This is the procedure in assigning of numbers (or other symbols) to a property of objects in order to impart some characteristics. Thus, in the study, respondents' responses comprised of figures with percentages attached and results were obtained.

3.8. PROCEDURE FOR DATA ANALYSIS

The researcher used tables and percentages for presentation, scoring and analysis of data. The hypotheses were analyzed with the help of Pearson Product Moment Correlation (PPMC) for test of hypotheses. The statistics will be based on 5% level of significance. The research question were presented in frequency, percentage, mean and standard deviation.

3.9 LIMITATIONS OF THE RESEARCH METHODOLOGY

This concerns constraints encountered on the conduct of this research. This includes; getting all the intended respondents at the same time to answering questionnaire. The methodology processes were limited to the forms as used in the institution of the researcher. In other words it is not all the procedures in the statistical book that were used

CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

4.1 Preamble

This chapter presents a statistical analysis of information gathered in the course of the research. For easy understanding and effective analysis of the responses obtained, this chapter is divided into three heading: Presentation and Analysis of Data; Test of Hypotheses; and Discussion of findings.

Table 2 : Demographic characteristic of the respondents

		Frequency	Percent
<i>Gender</i>	Male	59	40.4
	Female	87	59.6
	Total	146	100.0
<i>Age</i>	21-30yrs	37	25.3
	31-0yrs	71	48.6
	41yrs and above	38	26.0
	Total	146	100.0
<i>Marital status</i>	Single	13	8.9
	Married	133	91.1
	Total	146	100.0
<i>Academic qualification</i>	OND/NCE	13	8.9
	HND/BSC	14	9.6
	Postgraduate	87	59.6
	Professional	32	21.9
	Total	146	100.0
<i>Working experience</i>	1-5yrs	25	17.1
	6-10yrs	33	22.6
	11-15yrs	75	51.4
	21yrs and above	13	8.9
	Total	146	100.0
<i>Department</i>	Human resources	25	17.1
	Marketing	26	17.8
	Accounts	63	43.2
	Information technology	12	8.2
	Others	20	13.7
	Total	146	100.0

<i>Level</i>	<i>in</i>	Junior	33	22.6
<i>Education</i>		Middle	75	51.4
		Senior	38	26.0
		Total	146	100.0

Table 1 revealed that 60% of the respondents are female, while 40% are male. Also, 49% are between 31 years and 40 years old, 26% are 40 years old and above, while 25% are between 21 years and 30 years old. In addition, many of the respondents, 91% are married while 9% are single. The academic qualification of the respondents indicates that 60% had postgraduate, 22% are professional, 10% had HND/BSC while 9% had OND/NCE. More also, 43% are in Accounts department, 18% in Marketing, 17% in Human Resources, 14% in others units while 8% in information technology. Similarly, 51% are middle level, 26% Senior Staff while 23% are junior staff.

Research question 1: What is the effect of cadbury Nigeria plc towards internet marketing or online sales?

Table 2 : Respondents perception of internet marketing

		SD	D	A	SA	Mean	Stdev
1	The effect of cadbury nigeria plc customers towards internet marketing or online sales favourable	13(8.9%)	25(17.1%)	57(39.0%)	51(34.9%)	3.01	0.94
4	Marketing mix variables (price, product, place, promotion, people, process) through internet add value to products in cadbury nigeria plc	12(8.2%)	25(17.1%)	46(31.5%)	63(43.2%)	3.08	
5	Marketing on internet by cadbury nigeria plc guarantees profits.	12(8.2%)	19(13.0%)	77(52.7%)	38(26.0%)	3.14	0.97

Table 2 indicate that most of the respondents agreed that the effect of cadbury nigeria plc towards internet marketing or online sales is favorable (Mean=3.01>2.50), Marketing mix variables (price, product, place, promotion, people, process) through internet add value to products in cadbury nigeria plc (Mean=3.01>2.50)

and that Marketing on internet by organizations guarantees profits. (Mean=3.14>2.50).

Research question 2 : What environmental factors affect the adoption of the internet by cadbury nigeria plc as a means of doing business (especially effectiveness in marketing) in Nigeria?

Table 3 : Environmental factors affect the adoption of the internet marketing

		SD	D	A	SA	Mean	Stdev
1	Environmental factors to a very high extent affects the adoption of the internet by cadbury nigeria plc as a means of doing business	7(4.8%)	13(8.9%)	88(60.3%)	38(26.0%)	3.07	0.74
2	The availability of uninterrupted power supply is strategic for internet marketing among consumers in cadbury nigeria plc.	25(17.1%)	38(26.0%)	58(39.7%)	25(17.1%)	2.98	0.92

Table 3 indicate that many of the respondents agreed that environmental factors to a very high extent affects the adoption of the internet by cadbury nigeria plc as a means of doing business (Mean=3.07>2.50) and that the availability of uninterrupted power supply is strategic for internet marketing among consumers in cadbury nigeria plc (Mean=2.98>2.50).

Research question 3: Does majority of cadbury Nigeria plc use the internet for buying and selling (marketing) activities?

Table 4: The use the internet for buying and selling (marketing) activities

		Strongly Disagree	Disagree	Agree	Strongly Agree	Mean	Standard deviation
1	Majority of cadbury consumers use the internet for buying and selling (marketing) activities.	13(8.9%)	45(30.8%)	63(43.2%)	25(17.1%)	2.78	0.86
2	Shortage of experienced personnel in communication systems and data processing affects effective internet	25(17.1%)	38(36.0%)	64(43.8%)	19(13.0%)	2.70	0.76

marketing and online sales.							
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Evidence from Table 4 revealed that many of the respondents agreed that majority of cadbury nigeria plc customers use the internet for buying and selling (marketing) activities (Mean=2.78>2.50) and that shortage of experienced personnel in communication systems and data processing affects effective internet marketing and online sales (Mean=2.70>2.50)

Research question 4: Can internet marketing on sales volume in cadbury nigeria plc organisations and industries if adopted and practiced, guarantees profit?

Table 5 : Internet marketing on sales volume in Nigerian organizations and industries

		SD	D	A	SA	Mean	Stdev
1	Rapid growth in the acceptance and use of information technology by cadbury nigeria plc was made for accurate and reliable buying and selling through the internet.	12(8.2%)	26(17.8%)	76(52.1%)	32(21.9%)	2.68	0.98
2	Cost of providing information scientifically through the internet affects its adoption as a means of commerce in cadbury nigeria plc	13(8.9%)	25(17.1%)	64(43.8%)	44(30.1%)	2.53	0.92

Table 5 revealed that many of the respondents agreed that rapid growth in the acceptance and use of information technology by cadbury nigeria plc has made for accurate and reliable buying and selling through the internet (Mean=2.68>2,50) and cost of providing information scientifically through the internet affects its adoption as a means of commerce in cadbury nigeria plc (Mean=2.53>2,50)

Research 5: Is the internet accessibility in cadbury nigeria plc in terms of buying and selling of goods and services adequate among customer's of cadbury nigeria plc products

Table 6 : Internet accessibility in Nigeria in terms of buying and selling of goods and services

		SD	D	A	SA	Mean	Stdev
1	Internet accessibility in cadbury Nigeria plc for buyers and sellers of goods and services is adequate as well as it increases sales volume.	13(8.9%)	32(21.9%)	87(59.6%)	14(9.6%)	2.97	0.86

As observed in Table 6, majority of the respondents agreed that internet accessibility in Nigeria for buyers and sellers of goods and services is adequate as well as increases sales volume (Mean=2.97>2.50).

HYPOTHESES

Hypothesis One

H₀₁ : There is no relationship between the effect of cadbury Nigeria plc customerstowards internet and effective marketing.

In order to analyse hypothesis one, the data collected on effect of cadbury Nigeria plc customers towards internet were correlated with effective marketing using Pearson Product Moment Correlation analysis. The results obtained are tabulated below.

Table 7 : Relationship between effect of cadbury nigeria plc customers towards internet and effective marketing.

	N	Mean	Std. Dev.	Pearson Correlation	Sig. (2-tailed)	Remark
Effects of cadbury nigeria plc customers towards internet	146	9.98	0.83	0.628**	0.000	Significant
Effective marketing	146	8.78	0.49			

r -calculated =0.628,df= 144; r-critical= 0. 195 ; r –calculated> r-critical; significant value (p) = 0.000<0.05

The table above reveals the r-calculated of 0.628 is significance at 5% (p<0.05). This implies a positive and significant relationship exists between effects of cadbury nigeria plc customers towards internet and effective marketing. The null hypothesis is therefore rejected.

Hypothesis Two

H₀₂: Environmental factors do not affect the adoption of the internet by cadbury nigeria plc as a means of doing business (especially effectiveness in marketing) in Nigeria.

Table 8: Relationship between environmental factors and adoption of the internet.

	N	Mean	Std. Dev.	Pearson Correlation	Sig. (2-tailed)	Remark
Environmental factors	146	10.34	0.67	0.523**	0.000	Significant
Adoption of the internet	146	9.93	0.59			

r -calculated =0.523,df= 144; r-critical= 0. 195 ; r –calculated> r-critical; significant value (p) = 0.000<0.05
 Evidence from Table 8 indicates the r calculated of 0.523. This implies that there is a positive and significant relationship between environmental factor and adoption of internet. The null hypothesis is therefore rejected.

Hypothesis three

H₀: Environmental factors and internet accessibility are not significantly related

Table 9 : Relationship between environmental factors and internet accessibility

	N	Mean	Std. Dev.	Pearson Correlation	Sig. (2-tailed)	Remark
Environmental factors	146	10.34	0.67	0.665**	0.000	Significant
Internet accessibility	146	8.86	0.23			

r -calculated =0.665,df= 144; r-critical= 0. 195 r –calculated> r-critical; significant value (p) = 0.000<0.05

Evidence from Table 9 indicates the r calculated of 0.665. This implies that there is a positive and significant relationship between environmental factor and internet accessibility. The null hypothesis is therefore rejected.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The study examined the effect of internet facilities on large scale enterprises – a study of cadbury Nigeria plc. Five research questions and three hypotheses were developed to guide for the study. Finding from the analysis revealed that most of the respondents agreed that the effect of cadbury nigeria plc customers towards internet marketing or online sales is favorable, marketing mix variables (price, product, place, promotion, people, process) through internet add value to consumer in cadbury nigeria plc and that Marketing on internet by organizations guarantees profits. Also many of the respondents agreed that environmental factors to a very high extent affects the adoption of the internet by cadbury nigeria as a means of doing business and that the availability of uninterrupted power supply is strategic for internet marketing among consumers and business organizations. In addition, many of the respondents agreed that majority of cadbury nigeria customers use the internet for buying and selling (marketing) activities and that shortage of experienced personnel in communication systems and data processing affects effective internet marketing and online sales.

Furthermore, that rapid growth in the acceptance and use of information technology by Nigerians has made for accurate and reliable buying and selling through the internet and cost of providing information scientifically through the internet affects its adoption as a means of commerce in cadbury nigeria plc. Also, majority of the respondents agreed that internet accessibility in cadbury nigeria plc for buyers and sellers of goods and services is adequate as well as increases sales volume.

The effect of cadbury nigeria customers relative to environmental factor that encourage the adoption of internet marketing or online sales has made exchange in goods and services between buyers and sellers faster, reliable and comprehensive . At this, varied goods and services are promptly ordered and delivered at the right time, to

the right person and at the right place (using marketing mix variable) in an effective marketing. Aside from shortage of experienced personnel in the adoption and use of internet marketing (which usually is made up in an effective manpower training and development), organizations sales and service /goods has continued to experience increases and profits.

5.3 CONCLUSION

In conclusion, the study established that effective internet marketing in cadbury Nigeria plc has the capacity to change the face of business in Nigerian organizations, industries and economy. Most organizations and consumers alike are willing to adopt it as a veritable means of an effective marketing in Nigeria. However, the problems of irregular power supply, insufficient trained personnel, low level of awareness and the high cost of internet access need to be addressed.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are made;

1. Irregular power supply was identified by both corporate firms and consumers as limitations to adopting internet marketing. Government should therefore treat this as a serious marketing problem considering the strategic contribution of power supply in cadbury Nigeria plc. This, when addressed will impact generally in the survival of many ailing organizations and industries in Nigerian economy.
2. Government should ensure that its dealings with corporate firms, especially in the areas of tax remittance, duty payments and contract awards, are consummated through internet marketing.
3. It is perceived by most consumers that internet access to be very expensive; hence government should intervene in the provision of internet services with the view of lowering its cost and making it more accessible to the majority of Nigerians buyers and sellers.

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APPENDIX

Faculty of Business Admin,
Mountain Top University

Dear Respondent,

I am a student of the above named institution conducting a research on “Effect of Internet Facilities on a large scale Organization. A case Study of Cadbury Nigeria

I shall be grateful if you can kindly help me complete this questionnaire. Your views will be held in strict confidence.

Thanks for your co-operation.

Yours Faithfully

.....
Blessing Ilukoyenikan

SECTION A

PERSONAL DATA

Please Tick or fill were appropriate

1. **SEX:** Male [] Female []

2. **AGE:** Less than one year [] 1-10 years [] 11-20 years [] 21-30 years []

3. **MARITAL STATUS:** Single [] Married [] Widow [] Separated []

4. **ACADEMIC QUALIFICATIONS:**
SSCE/O"LEVEL [] OND/NCE [] HND/B.Sc/B.A [] Postgraduate Degree []
Professional Certificate []

5. **WORKING EXPERIENCES:** Less than one year [] 2-10 years [] 11-20 years []
21-30 years [] above 31years []

6. **DEPARTMENTS:** Human Resources Dept. [] Marketing Dept [] Accounts Dept []
Information Tech. Dept [] Others []

7. **RESPONDENT'S CADRE IN VIRGIN NIGERIA:** Top Level Mgt Staff []
Middle Level Mgt Staff [] Low Level Mgt Staff [] Please indicate by

SECTION B

marking “X” in the appropriate box whether Strongly Agree (SA), Agree (A), Disagree (D) Strongly Disagree (SD).

<i>No</i>	QUESTION	SA	A	D	SD
1	The effect of customers of cadbury nigeria plc towards internet marketing or online sales is favorable.				
2	Environmental factors to a very high extent affects the adoption of the internet by cadbury nigeria plc as a means of doing business (i.e effective marketing) in nigeria				
3	Majority of cadbury consumers use the internet for buying and selling (marketing) activities.				
4	Marketing mix variables (price, products, place, promotion, people and process) through internet add value to customers of cadbury nigeria pc				
5	Marketing on internet by cadbury nigeria plc guarantees profits.				
6	Internet accessibility in cadbury nigeria plc for buyers and sellers of goods and services is adequate as well as it increases sales volume.				
7	Shortage of experienced personnel in communication systems and data processing affects effective internet marketing and online sales.				
8	Cost of providing information scientifically through the internet affects its adoption as a means of commerce in Cadbury nigeria plc.				
9	The availability of uninterruptible power supply is strategic for internet marketing among consumers in cadbury nigeria plc				
10	Rapid growth in the acceptance and use of information technology by cadbury nigeria plc was made for accurate and reliable buying and selling through the internet.				

