

Summer 6-6-2016

Advertising Trends of Information Products in a Nigerian Newspaper

Opeyemi Ibidun Ibikunle

University of Ibadan, Nigeria, opeyemibikunle@gmail.com

Funmilola Olubunmi Omotayo

University of Ibadan, Nigeria, lolaogunesan@yahoo.com

Follow this and additional works at: <http://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

Ibikunle, Opeyemi Ibidun and Omotayo, Funmilola Olubunmi, "Advertising Trends of Information Products in a Nigerian Newspaper" (2016). *Library Philosophy and Practice (e-journal)*. 1420.
<http://digitalcommons.unl.edu/libphilprac/1420>

Advertising Trends of Information Products in a Nigerian Newspaper

Introduction

The attention being given to information has experienced a quantum leap for some decades now. This is because the role information plays in the society cannot be overestimated. Freiden, Goldsmith, Takacs and Hofacker (1998) noted that the time has come for information to be treated as a unique product in order to maximize the usefulness of information. Therefore, recent decades have witnessed an explosion in the quantity of information products (IPs) produced, which came as a result of advancement in information and communication technologies (ICTs). There is also no doubt that the information age is experiencing a significant growth in the volume and variety of print and electronic media that carry adverts of all types of products and services, and that an increasing proportion of these adverts are IPs. This explosion brought about the need to focus specifically on the marketing and advertising of IPs in order to ensure the products get to the intended users. Thus, the production, selling, transporting and manipulation of IPs have become a huge business for many information industries. IP is defined as any product (either good or service) whose core or primary product is information or knowledge (Rowley (2006). IPs are tangible information goods, which are designed to express, store and/or convey information symbols from a particular source to another source or sources.

One of the tasks of IPs designers is to create awareness for his products; and advertising plays a significant role in creating awareness of the IPs to the users. Through advertising, information about the existence of IPs is brought to the notice of potential buyers. Advertising is described as any paid form of non-personal communication about an organisation or its product to a target audience through a mass/broadcast medium by an identified sponsor (Adekoya, 2011). It should however be noted that, for any promotional activity to be called advertisement, it must be paid for. Thorson and Duffy (2011) defined advertising as paid communication from an identified sponsor using mass media to persuade an audience. Advertising announces the availability and location of products, describes their quality and value, and reaches communities and individuals beyond those with whom the organisation already has a relationship, or with whom direct contact is difficult or expensive (Rowley 2006). Advertising helps in selling new ideas, products and services through the art and strategy of persuasive communication (Dhar, 2011). Advertising calls the attention of consumer to buy product or service, persuade user to buy the product or service, show them the uniqueness of the product, create awareness and brand loyalty to the user and remind user of the existence of the product in the market. Companies spend a large part of their budget to produce and run advertisements (adverts) or promotions to communicate information about their company and products. As Oyekunle and Tiamiyu (2010) noted, successful organisations, whether competitive or not, have found that effective dissemination of information about their existence, products and services is a critical success factor, and advertising has proven to be a vibrant tool for disseminating such information.

In advertising, messages or information about the product or service are transmitted through various advertising media, which could be print or electronic. Before electronic media emerged, print media has served human society very well over the ages for dissemination and exchange of information. Burtenshaw, Mahon and Barfoot (2006) identify some types of advertising media. These are posters, ambient media, newspaper and magazines, television and cinema, radio, direct mail and Internet (online) advertising. Among these media, the newspaper has been one of the oldest advertising media. Oyekunle and Tiamiyu (2010) mentioned that the newspapers have certain beneficial features that make messages placed in them very convenient for consumers in that readers can read at leisure without a real-time mental constraint. Readers also have the opportunity of giving the message or information more scrutiny than the other various advertising media. The newspaper has a permanent nature and wide accessibility which makes messages placed in them very convenient for consumers to use. IPs provided in media like the television and the radio relatively lacks a form of permanence in terms of accessibility and storage of IPs because they often times convey transient auditory and visual messages that are thus likely to target

emotions and would not be easily amenable to careful interpretation and evaluation unless recorded (Dominick, 1998). Babalola (2002) described the newspapers as useful tools for promoting literate communities because of their invaluable functions of informing, educating, entertaining and constructively bringing the activities of the government nearer to the people. Babalola (2002) further state that newspaper has a built-in capacity to motivate readers and that is the reason why it is a common practice in most parts of Nigeria where people congregates around newspapers stands and vendors every morning reading and discussing the contents of the newspapers.

This study seeks to analyse the trends of advertisement of different IPs in a Nigerian advertising medium by analysing the nature of the adverts, as well as the strategies used to convey messages about the IPs to users. This is because a search through literature found that very few studies have been carried out to look at the trends or patterns of adverts of IPs in advertising media, especially the Nigerian newspapers. Two studies, which looked at the trends of IP adverts in some Nigerian newspapers, had some limitations. Oniyide (2010) examined the trends of advertisements of information technology (IT) products in Punch newspapers, and found that the number of advertisement on IT products increased significantly over the years and the quality of the adverts also improved significantly. Oniyide's study was limited to only the Punch newspaper for a period of ten years (1999-2008), and suggested the need to investigate the trends in some other Nigerian newspapers from the period she reviewed, which is the main aim of this study. Oyekunle and Tiamiyu (2010) examined the patterns of IPs advertisements in two Nigerian Newspapers (the Guardian and Tribune newspapers) for just two years (2006 to 2007), and observed that messages communicated through adverts and other formats in the media often reflect development trends and issues in the societies where they are used in which Nigeria is no exception. The study showed that IPs were advertised more in the Guardian than Tribune newspapers. They also found that conduit IPs were much more frequently advertised in the newspapers than content IPs. The study however found that there was relative lack of adverts of video and music on CD/DVD, even though there were thriving markets for these products in the Nigerian market. This study tried to investigate if this trend found by Oyekunle and Tiamiyu (2010), with regards to Guardian newspaper, is sustained beyond the period they covered. The study is also aimed to find out if the adverts of video and music on CD/DVD have improved over the years. Hence, this study analysed the trends of advertisements of IPs in the Nigerian Guardian from 2008 to 2012 to fill the gaps identified by these aforementioned studies, ascertain if there is improvement in the advertisements of IPs from year 2008, in addition to providing an exposition into the other advertising strategies that are being used in the Nigerian newspapers.

Research Objectives

The first objective is to analyse the nature and trends of IPs adverts in the Guardian newspaper from 2008 to 2012. The second objective is to identify the various advert strategies used by the advertisers of the IPs to deliver their messages. Therefore, the study provided answers to the following research questions:

- What types of IPs were advertised in the Guardian from 2008 to 2012?
- Where were the IPs located on the pages of the newspapers?
- What were the sizes of the IPs advertised in the newspapers?
- What types of techniques (advertising appeal) did the advertisers use?
- Which category of IPs (content/conduit) was prominent in the newspapers?
- What is the frequency of IPs advertised during the period?

Literature review

Information Products: Meaning and Types

Information products are objects or events through which information is communicated in information systems, organisations and societies. They are essential means by which organisations express and communicate their values to the outside world and internally. IPs are being defined in terms of both tangible information goods and intangible IS. Tiamiyu described IPs as “techno-physical objects designed

by man to express, store and/or convey communication/information symbols from a particular source to one or more target destinations” (Tiamiyu, 1993, p. 209). Among the examples he gave are books, newspapers, sound recordings, paintings and computer databases or software. Orna (2001, p.302) expressed a similar view. Orna defined IPs as visible products, print on paper or electronic through which information is presented for use. Tiamiyu (1993) noted further that IPs also include, discrete, real-time events or activities designed to express, convey and transfer information. Such IPs are usually referred to as IS. Griffiths (1992) explained that IPs could be recorded messages that convey meaning to both creators and intended users of the messages and that the two essential attributes of such messages are content, i.e. the meaning of the message, and the type and structure of the symbols used for the message.

Typologies of IPs

McLaughlin and Birinyi (1984) suggested a popular approach to classifying IPs. IPs can be classified along two main dimensions: the nature of the information content [whether an IP is tangible (a product) or intangible (a service)], and the technology or medium used by producers for storing or conveying the content (whether the product emphasises the creation of content or serves merely as a conduit for the transfer or delivery of previously created content). Hence, there are two categories of IPs:

- (i) Content IPs: which are physical entities designed to store information until accessed by users which is usually at a later time from when it is produced. Examples are books, journals, and newspapers, pamphlets, software, etc.
- (ii) Conduit IPs: are pieces of equipment or technologies that are used to facilitate the communication, transfer and processing of information. Examples are telecommunication equipment, broadcast equipment, computers, electronics, etc.

Newspaper: Meaning and Classification

A newspaper is a periodical publication containing news of current events, informative articles, diverse features, editorials and advertising. Newspaper is described as a textbook that provides up-to-date information on local, state, national, and world issues. It provides the most current analysis and criticism on executive and legislative decision-making: the latest in music, theatre, television and the fine arts and even columns and comics to make people laugh. Newspapers are among the most accessible texts available to vast majority of people, be it literate or not, young or old, students, workers, elites and peasants - in any community. This is because every category of reader can find something they care about inside the newspaper's pages. The newspapers also serve as catalysts to literacy development.

The Newspaper is considered the most widely-read periodicals that are available and accessible to the vast majority of people of all ages and walks of life in any community. Every category of reader can find some important, current and interesting information in newspapers. Today's newspapers use design elements that make information easily accessible to the reader. For example, important stories are usually placed at the top of a page and have large bold headlines, while graphics appear next to related stories (Igbeka and Ola 2010). The importance of newspaper is numerous. They carry current information and keep the readers informed of events and happenings within and outside their immediate environments, as well as being useful for education, recreation, entertainment and relaxation. The newspaper typically meets four criteria: Publicity (its contents are reasonably accessible to the public), Periodicity (it is published at regular intervals), Currency (its information is up-to-date), and Universality (it covers a range of topics).

Classification of adverts in a newspaper helps readers locate the adverts of their needs. Praveen (2012) classified newspaper adverts into three: Classified adverts, Display adverts and Business directory. Classified adverts are usually small insertions chargeable per word. Classified adverts are sub-divided under the headings like public appointments, tender notices, auction notices, etc. Majority of newspapers has a permanent section for classified adverts. Display adverts usually cover products and are therefore mostly illustrated. They cover all sorts of everyday life products like cosmetics, domestic items, kitchen

ware, electronic goods, etc. Business directory, on the other hand, are innovating new ways to make adverts attractive.

Nigeria Newspaper Industry – An Overview

The Nigerian newspaper industry is a vibrant and arguably dynamic one and this is because the press institution in the country has come a long way since the introduction of the first indigenous newspaper in 1859. Contributions of the print media to social, political and economic development within the country make the sector to be of great significance within the Nigerian society. Since the introduction of the first indigenous newspaper, the Nigerian reading public has been swamped with various newspapers, many of which are privately owned (Babalola (2002). According to Sommerlad (1966), Nigeria has been made to adopt the press as a political tool, for economic development, stimulation of change and for social function.

The Nigerian newspapers can be categorised into two broad groups. The first group comprises of daily newspapers. Examples are the Guardian, Nation, Punch, Nigerian Tribune, Sun, News, Daily Post, Daily Trust, Daily Independent, Premium Times, Vanguard News, This Day, etc. Within this group, some titles are specifically devoted to weekends, mornings or evenings, e.g. the Sunday Punch, Sunday Guardian, AM news, PM news, etc. The second broad group comprises magazines, which are published weekly, bi-weekly or monthly. There are two types of magazines: those that are devoted to serious or investigative journalism like the Tell Magazine, the News, etc., and those that are called soft-sell magazines, which are essentially devoted to entertainment, celebrities, gossip and the like. Notable among these are Ovation, National Encomiums, Hints, Hearts, etc. The main difference between these two broad groups is that while daily newspapers report news on a daily or day-to-day basis, the weekly or monthly magazines report news on weekly or monthly basis.

Impact of advertising

Advertising is one of the most influential tools of communication and there is no doubt that any information delivered through this mode creates an impact. The primary impact that advertising makes in the society is to educate through hard hitting educational messages (Dhar, 2011). Studies have shown that the impact of advertising on the society can be viewed from two perspectives - social and economic impact. Advertising can be used for social cause; public service or social awareness. Advertising mainly focuses on social issues like national integration, family planning, care and concern for aged and disabled, awareness campaigns against smoking, drugs, alcohol and so on. Advertisements do have social responsibility and it will not be wrong to state that people can be successfully made aware of all the concerned and relevant issues through this significant tool of communication. Advertising shapes the attitudes of the individual and the society, and inevitably influences consumer behavior (Jakštien, Susnien and Narbutas, 2008). William, Weigold, and Arens (2008) agreed that the greatest impact on the evolution of advertising has been economic. Some economists have argued that advertising contributes to economic growth by promoting competition, boosting consumption and increasing awareness about products. Advertising also contributes to the economy through the creation of jobs. However, others maintained that advertising does not benefit the economy because it tends to increase prices, encourage non-essential investment and help leading companies retain their market position (Bughin and Spittaels, 2012). Whatever may be the case, the impact of advertising on the marketing of any product can be enormous, as advertising serves as a channel of information dissemination and presumption for the market feedback.

Techniques used in Advertising

To make the audience receive a necessary message and create their interest in adverts, advertisers have to put some driving power into the message, and this driving power is the advertising appeal. Advertising practitioners employ different persuasion tactics, referred to as advertising appeals, to gain attention of the target audience, confers credibility and increase the popularity of products over the others (Apejoye,

2013; Baheti, Jain and Jain, 2012). Initially, advertising was used primarily to create awareness about goods or services, but the line between products differentiation in terms of quality and reliability grows thinner and becomes almost completely blurred as a result of availability of cut edge technology. Advertising appeal refers to packaging products, services, organisations, or individuals in a variety of ways that clearly deliver a certain benefit, stimulation, identification or reason to explain what consumers are thinking about and why they buy products (Kotler, 1991). Advertising appeals arouse the psychological motive of the consumer for buying. Schiffman and Kanuk (2007) define advertising appeal as supplier's application of a psychological motivating power to arouse consumers' desire and action for buying, while sending broadcasting signals to change receivers' concepts of product. Baheti et al. (2012) defined advertising appeal as the degree of drawing consumer's attention and enhancing their desire to increase their product purchase intention. Hence, advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product, and to affect them emotionally about a specific product or service. Kotler (1997) pointed out that advertising appeal is the theme of an advertisement. Every advertising appeal represents an attraction, which provokes consumers' desires, and the right choice of advertising appeal is a critical element in successful advertising.

According to Gayatri (2008), there are different kinds of advertising appeals: sex appeal, humour appeal, fear appeal, music appeal, guilt appeal, and celebrity endorsement. These different emotional appeals form the basis of many advertising messages. Choice of appeal can influence the acceptance of the advertised products or services. In other words, the appropriate appeal at the right time can determine the success of the products sold. For example, humour appeal uses entertainment to both attract attention and provide product and brand information; sex appeal creates a fantasy for the target audience in the presentation of information, while fear appeal portrays the dangers of not using the product or service. Many researches have largely focused on understanding the effects of the different appeals on the consumer's attitude towards advertisement of products. For instance, studies in fear appeal have mainly focused on the effects of fear appeal adverts on consumers' perception towards message and the product or service (Gayatri, 2008). Similarly, studies in humour appeal and sex appeal have focused on exploring the effects of these appeals on consumer attitude towards the advertisement and attitude towards the brand. Sex and humour appeal studies have also focused on the use of these appeals in different media and for different products. The different appeals are viewed as condensed symbols that suggest the core of advertising. The different appeals imply a relationship among the elements in a message as these elements have been organised by the advertiser/communicator.

Tudin and Nawawi (2010) defined humour advertisement as any advertisement the respondent perceived as funny. If an advertisement can make audiences smile, laugh or feel happy, it can thus be considered a humorous advertisement. Humorous advertisements usually include puns, satire, jokes, irony, and slapstick (Kotler, 2010). Humour appeal in advertising can generate smile and laughter from the audience in response to the message. Humour advertisement gives more attention towards entertainment through creativity shown in the advertisement to attract viewers (Olsson and Larsson, 2005). Venkatesh and Senthilkumar (2015) stated that humor conveys information more than other appeals and are best suited for more attention products and cheaper products. Humor increase attention and attract more consumers so it became an effective advertising in any medium of advertising. Humour in advertising attracts a viewer's/listener's attention to the client's product and if done right, it achieves success; and doing it right means not only engaging the prospect, but getting them to remember the product. Humour appeal is often used in print and television media to sell products (Catanescu and Tom, 2001). Humour in advertisement makes the advertising message more entertaining and effective, which translates to happy audience, and happy audience will invariably generate positive vibes towards the advertised product. Studies have established that humour is effective at gaining attention, particularly for new products (Duncan, Nelson, and Frontczak, 1984; Tudin and Nawawi, 2010) and also aids in persuading consumers to switch brands by creating a positive mood that enhances persuasion (Gayatri,

2008), but must be used with caution (Olsson and Larsson, (2005). Chang and Chang (2014) found that humorous advertisements influenced brand awareness and better advertising effects.

Fear is an emotional response to threat that expresses or at least implies, some sort of danger. According to Gayatri (2008), fear appeal is a persuasive message that arouses fear by depicting a personally relevant and significant threat, followed by a description of feasible recommendations for deterring the threat. A fear appeal advert depicts threat and recommends a coping response. This form of message helps change some form of attitude or behaviour as a means of avoiding the threat. Fear appeal consists of three steps: creation of a fearful situation designed to activate a person's sense of risk and vulnerability; depiction of danger as serious enough to warrant attention; and solution is provided as a means of fear reduction. Marketers/ advertisers appeal to their potential targets by suggesting vulnerability to the risk emphasised in the messages. The appeal is often coupled with assurances of "security from the fear" in order to entice potential consumers to pursue the suggested action.

Celebrity endorsement has become one of the most prevalent forms of advertising globally (Banytė, Stonkienė and Piligrimienė, 2011; Egwuonwu, 2014; Gurel-Atay, 2011). It has become a trend and perceived as a winning formula for product marketing and brand building (Mukherjee, 2009). The term celebrity refers to an individual who is known to the public (footballers, athletes, actors/actresses, artistes, musicians, etc.) for his or her achievements in areas other than that of the product class endorsed (Johansson and Sparredal, 2002; Mukherjee, 2009). Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in the society, or expertise in field, to the brand. A celebrity endorser is defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, p.310).

Celebrities draw attention to advertising messages and enhance message recall. Celebrities help in recognition of brand names, create positive attitudes toward the brand and create a personality for the endorsed brand. Moreover, it is believed that celebrities could favourably influence consumers' feelings, attitudes and purchase behaviour. Celebrity endorsement provides a distinct differentiation for a brand. As a result, most advertisers indulge in the use of personalities that enjoy public acceptance and credibility to appear in the adverts and endorse their product, as most believe it can heighten product identification among consumers, facilitate audience recall and influence the purchase intentions of consumers. Adverts featuring a celebrity constitute a proportion of about 20-25 percent of all adverts (Brown, 2006). Government and non-governmental organisations use celebrities in public messages targeted towards influencing attitudes and to promote different kinds of products. Companies spend huge resources on celebrities to endorse their products on sponsored messages on television, radio, newspapers, magazines, and billboards, the internet and mobile phones, in the hope that such an endorsement will induce favourable attitudes towards the brand and ultimately affect sales and profits by increasing consumers' preference for the brand (Apejoye, 2013). Nigerian telecommunication companies (MTN, Glo, Airtel, Etisalat, etc.) and some manufacturing companies (CocaCola, Unilever, Cadbury, Peak Milk, etc.) use celebrities to advertise their products. Nigerian celebrities, especially in the fields of sports and entertainment, appear regularly in adverts endorsing various products. Several examples abound such as Austin Okocha's (footballer) endorsement of Chi Soya Milk, Pepsi Cola's endorsement by Wizkid (entertainer/musician), Peak milk's endorsement by Kanu Nwankwo (footballer), MTN's endorsement by Don Jazzy (entertainer/musician), Globacom's endorsement by Funke Akindele (actress), among others.

Since celebrity endorsement has become one of the most prevalent forms of advertising globally, several studies have examined the effectiveness of celebrity endorsements in advertising. Studies have shown that people are likely to patronise products endorsed by celebrities than those that are not. Friedman and Friedman (1979) showed that celebrities have significant effects on attitudes toward the product and purchase intentions. They also found that celebrities are more effective than expert or typical-consumer endorsers in advertisement recall and brand name recall, regardless of the product type. Kamins

(1989); Kamins, Brand, Hoeke, and Moe (1989) showed that brand attitudes and purchase intentions were affected positively by celebrity appeals.

Methodology

A research design, based on content analysis of the Guardian Newspaper, was used in this study. The Guardian Newspaper, also referred to as *The Guardian*, was established on February 22, 1983. It started as a weekly newspaper and went into daily publication on July 4, 1983. The Guardian was chosen out of the various advertising media because of its permanence, high frequency of publication, wide circulation within and outside the country, and wide accessibility, which make messages placed in them very convenient for readers to access. The newspaper is also known to feature IPs adverts on weekly basis, and is mainly patronised by corporate institutions and professionals. The Guardian offers a variety of categories like news, politics, money watch, business, entertainment, and society. The newspaper has both print and online editions on a daily basis. The newspaper also has weekend editions such as the Saturday and Sunday Guardian. Adverts in the Guardian showcase different formats. These make the newspaper an excellent documentary source for content analysis research.

Content analysis of the advertorial in the Guardian from 2008 to 2012 was carried out using data extraction sheet as the instrument for data collection. The sampling frame for this study comprises of all the Tuesday and Thursday issues of the Guardian published from January 1, 2008 to December 31, 2012 which sums up to five hundred and sixteen (516) issues. Tuesdays and Thursdays issues were chosen purposively because they featured more adverts than other issues. Furthermore, an unstructured interview was conducted with the staff of the Guardian. Table 1 presents the breakdown of issues per year from 2008-2012.

Table 1: Total number of Tuesday and Thursday issues in the Guardian from 2008-2012

YEAR	TUESDAY	THURSDAY	TOTAL
2008	53	52	105
2009	52	52	104
2010	52	50	102
2011	51	51	102
2012	52	51	103
TOTAL	260	256	516

IPs were classified into two main categories, adopted from the classification of McLaughlin and Birinyi (1984) – content and conduit products. Data on each newspaper based on the type of IPs advertised, advert size, advert appeal used, etc. was extracted manually from the featured adverts in the newspapers. A total number of one thousand and ninety-four (1094) adverts were analysed in all the issues that were sampled as shown in Table 2.

Table 2: Total number of adverts in Tuesday and Thursday issues in the Guardian from 2008-2012

YEAR	NUMBER OF ADVERTISEMENTS
2008	212
2009	186
2010	246
2011	238
2012	212
TOTAL	1094

The categories of data extracted are:

- a) **Name of IP:** refers to the name of the IP advertised in the newspapers.
- b) **Types of IP:** refers to whether an IP emphasises the creation of content (content product) or merely serves as a conduit for the transfer or delivery of previously created content (conduit product).
- c) **Size:** implies the space advertisement consumed on the paper. This is further categorised into the following:
 - (i) Full page: adverts that covered only a page of the paper.
 - (ii) Half page: adverts that covered only half of a page of the paper.
 - (iii) Quarter page: adverts that covered quarter of a page of the paper.
 - (iv) Others: this refers to adverts that do not fall under any of the aforementioned sizes.
- d) **Location:** implies where the advert is located within the paper. The categories under this are:
 - (i) Front page: refers to adverts that are placed on the front page of a paper.
 - (ii) Inside front page: refers to adverts that are placed on the inner page of the front page.
 - (iii) Back page: refers to adverts that are on the back page of the paper.
 - (iv) Inside back page: refers to adverts that are placed on the inner page of the back page of the paper.
 - (v) Middle page: refers to adverts that are placed on the middle page of the paper.
 - (vi) Others: refers to any other location where the adverts are placed aside the ones mentioned above.
- e) **Types of advert:** implies whether an advert contain only information, image or both. There are three categories of these:
 - (i) Information only adverts: refers to adverts that are essentially designed to provide accurate information regarding the product or service.
 - (ii) Mostly Image adverts: refers to adverts which are intended to influence attitude through the presentation of carefully, designed pictures, symbols and slogans.
 - (iii) Both: refers to adverts that are both informational and imagery in nature.
- f) **Advertising appeals:** means the techniques the advertisers employed to attract customers through their choice of message tone. The sub-categories under this are: Humour, Fear, Celebrity endorsement, and Others (which refers to the adverts that contain none of these advertising appeals).

The coding followed this procedure: design of a coding sheet by the researcher; commencement of coding on coding sheet, analysis of the adverts in its entirety. Due diligence was taken so as not to record an advertisement twice. Data were analysed using MS-Excel and Statistical Package for Social Science (SPSS). Frequencies, charts and cross tabulation were done to show trends.

Results

Details of the analysis of the data extracted on the trends in advertisements of IPs in the Guardian from 2008 to 2012 are presented in this section. The analyses help in providing answers to the research questions so that the dynamics of the quantity, types, and strategies of IPs that featured in the Guardian newspaper during the period can be characterised.

Research Question 1: What types of IPs were advertised in the newspapers from 2008 to 2012?

The types of IPs advertised in the Guardian for the period vary. Some were mostly image adverts, others contain only information, while majority of the advertised IPs were combination of information and image. Table 3 presents a summary of the frequency distribution of the types of IPs that were advertised in the Guardian during the period.

Table 3: Frequency Distribution of Types of IPs advertised in the Guardian from 2008-2012

	Year	2008	2009	2010	2011	2012	Total
Information only	Frequency	4	8	6	1	-	19
	%	1.9	4.3	2.4	0.4	-	1.7
Mostly Images	Frequency	-	-	-	4	-	4
	%	-	-	-	1.7	-	0.4
Combination of information and images	Frequency	208	178	240	233	212	1071
	%	98.1	95.7	97.6	97.9	100	97.9
Total	Frequency	212	186	246	238	212	1094
	%	19.4	17.0	22.5	21.7	19.4	100

The table shows that IPs that were based on combination of both information and images featured most (97.9%). The highest percentage of “information only” adverts of IPs was recorded in 2009 (4.3%), “Mostly image adverts” featured only in 2011, while majority of the types of IPs advertised that combined both image and information, recorded the highest feature in 2008. It was observed that the trends in the information only adverts were unstable over the years. None of the adverts featured information only in 2012, and none featured either information only or mostly image in 2012. This implies that all advertisers of IPs in 2012 used both image and information for their adverts.

Research Question 2: Where were the IPs advertisements located on the pages of the newspapers?

The study tried to find out whether advertisers of IPs in the Guardian prefer some particular pages of the newspapers to attract the readers and potential buyers of their products. Table 4 shows the trends of the location of the various IPs advertised in the newspapers during the period.

Table 4: Frequency Distribution of Location of IPs advertised from 2008-2012

Location	Year	2008	2009	2010	2011	2012	Total
Front Page	Frequency	-	-	-	-	-	-
	%	-	-	-	-	-	-
Middle Page	Frequency	14	14	14	15	6	63
	%	6.6	7.5	5.7	6.3	2.8	5.8
Back Page	Frequency	-	-	-	-	-	-
	%	-	-	-	-	-	-
Inside Front Page	Frequency	1	4	-	4	-	9
	%	0.5	2.2	-	1.7	-	0.8
Inside Back Page	Frequency	-	-	-	2	-	2
	%	-	-	-	0.8	-	0.2
Other Pages	Frequency	197	168	232	217	206	1020
	%	92.9	90.3	94.3	91.2	97.2	93.2
Total	Frequency	212	186	246	238	212	1094
	%	19.4	17.0	22.5	21.7	19.4	100

The table shows that, for the period surveyed, none of the issues had IPs adverts on the front and back pages of the newspapers. Majority of the adverts 1020 (93.2%) were placed on other pages of the newspapers, which shows that there was no preference for a particular page for placement of adverts on IPs in the newspapers during the period reviewed.

Research Question 3: What were the sizes of the IPs advertised in the newspapers?

Figure 1 shows the frequency distribution of sizes of the advertised IPs for the period of study.

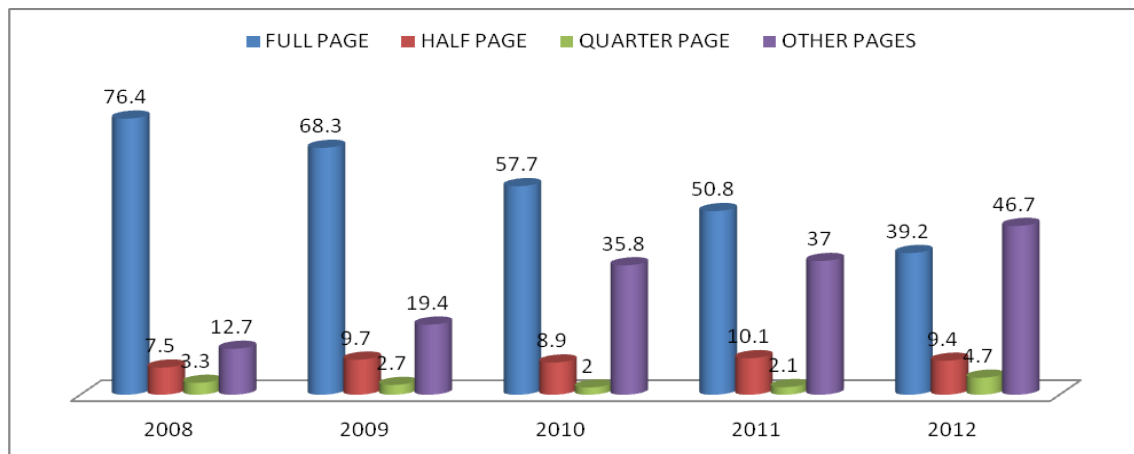


Figure 1: Trends in sizes of advertised IPs from 2008-2012

The figure shows that from 2008 to 2011, majority of the adverts on IPs covered a full page, but in 2012, other sizes of the IPs adverts dominated (46.7). IPs adverts that covered quarter pages (sizes) were the fewest. The trend shows that most of the advertised IPs that covered full page gradually decreased from 76.4 % in 2008 to 39.2% in 2012. Unstable trend was observed for IPs that were advertised in half page and quarter page sizes during the period. IPs adverts that occupied other forms of pages in the newspapers had a steady increase from 12.7% in 2008 to 46.7% in 2012. It can then be deduced from the charts that, while the trend in the adverts of IPs that appeared in the half page and quarter page sizes were relatively unstable during the period of study, a decreasing and increasing trends were relatively recorded for adverts that occupied the full page and other sizes respectively.

Research Question 4: What type of techniques (advertising appeal) did the advertisers use?

Various techniques were employed by IPs advertisers in order to attract customers, sustain their loyalties and patronage, and largely to increase overall profitability. Table 5 presents the frequency distribution of the various techniques used.

Table 5: Frequency Distribution of Advertising Techniques (appeal) used

	Years	2008	2009	2010	2011	2012	Total
	Frequency	196	157	220	196	194	963
Humour	%	92.5	84.4	89.4	82.4	91.5	88.0
Celebrity	Frequency	7	23	3	28	11	72
	%	3.3	12.4	1.2	11.8	5.2	6.6
Fear	Frequency	1	-	1	10	4	16
	%	0.5	-	0.4	4.2	1.9	1.5
Others	Frequency	8	6	22	4	3	43
	%	3.8	3.2	8.9	1.7	1.4	3.9
Total	Frequency	212	186	246	238	212	1094
	%	19.38	17	22.49	21.75	19.38	100

The results reveal that humour advertising technique had the highest percent (88.0%) throughout the period of study even though the trend staggered. This was followed by the use of celebrity appeals (6.6%). Other techniques (e.g. social appeal, rational appeal, product appeal, youth appeal, and bandwagon appeal, etc.) were also used (3.9%). Fear appeal was the least used (1.5%).

Research Question 5: What category of IPs (content/conduit) is prominent in the newspapers?

Figure 2 depict the frequency distribution of category of IPs advertised from 2008 to 2012.

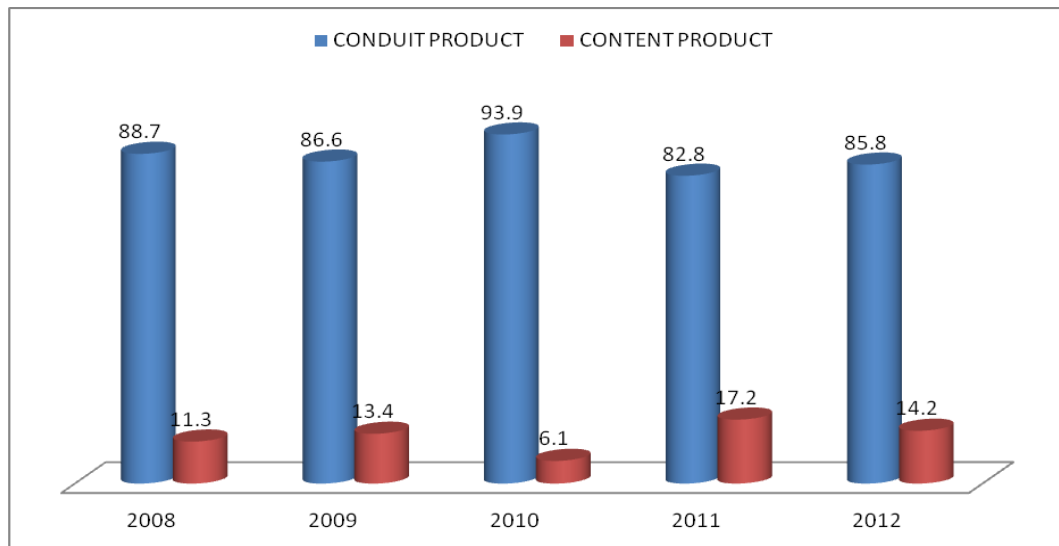


Figure 2: Trends in the categories of IPs advertised from 2008 to 2012

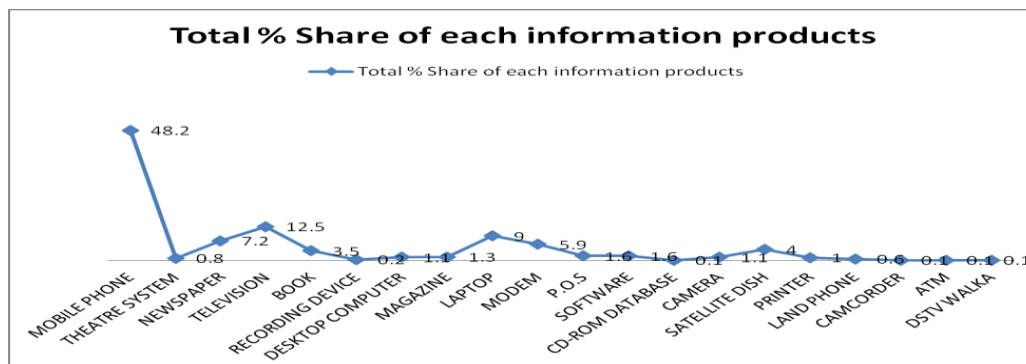
Overall, the adverts of content and conduit IPs in the newspaper did not follow a stable trend for the period. The results reveal that adverts of conduit IPs were more in number than the adverts of content IPs throughout the period of study.

Research Question 6: What is the frequency of IPs advertised during the period?

Table 6 and Figure 3 present the results of the frequency and trends of each advertised IPs from 2008 to 2012.

Table 6: Frequency Distribution of IPs advertised from 2008 to 2012

Information Products	Category	2008		2009		2010		2011		2012		Total	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Total	% share of each IP
Mobile phone	Conduit	115	54.2	72	38.7	95	38.6	127	53.4	118	55.7	527	48.2
Theatre system	Conduit	3	1.4	-	-	5	2.0	-	-	1	0.5	9	0.8
Newspapers	Content	9	4.2	-	-	3	1.2	39	16.4	28	13.2	79	7.2
Television	Conduit	37	17.6	42	22.6	33	13.4	20	8.4	5	2.4	137	12.5
Book	Content	12	5.7	12	6.4	9	3.7	4	1.7	1	0.5	38	3.5
Recording device	Conduit	2	0.9	-	-	-	-	-	-	-	-	2	0.2
Desktop	Conduit	2	0.9	3	1.6	-	-	7	2.9	-	-	12	1.1
Magazine	Content	5	2.4	7	3.8	2	0.8	-	-	-	-	14	1.3
Laptop	Conduit	25	11.8	24	12.9	34	13.8	8	3.4	8	3.7	99	9.0
Modem	Conduit	2	0.9	6	3.2	9	3.7	22	9.2	26	12.2	65	5.9
Point of Sale (POS)	Conduit	-	-	10	5.4	-	-	3	1.3	5	2.4	18	1.6
Software	Content	-	-	7	3.8	8	3.3	1	0.4	1	0.5	17	1.6
CD-ROM	Content	-	-	1	0.5	-	-	-	-	-	-	1	0.1
Camera	Conduit	-	-	2	1.1	2	0.8	-	-	8	3.7	12	1.1
Satellite dish	Conduit	-	-	-	-	41	16.7	3	1.3	-	-	44	4.0
Printer	Conduit	-	-	-	-	3	1.2	1	0.4	6	2.8	10	1.0
Land phone	Conduit	-	-	-	-	2	0.8	2	0.8	3	1.4	7	0.6
Camcorder	Conduit	-	-	-	-	-	-	1	0.4	-	-	1	0.1
ATM	Conduit	-	-	-	-	-	-	-	-	1	0.5	1	0.1
DSTV WALKA	Conduit	-	-	-	-	-	-	-	-	1	0.5	1	0.1
		212	19.4	186	17.0	246	22.5	238	21.7	212	19.4	1094	100

**Figure 3: Trends in IPs advertised from 2008 to 2012**

Mobile phones adverts had the highest percent (48.2%), followed by television adverts (12.5%), laptops (8.04%), newspapers (7.2%), modems (5.9%) and satellite dishes (4.02%). The other content or conduit IPs adverts were very minimal with less than 1.0 % appearance. Figure 3 depicts the trends graphically. Among the conduit IPs, mobile phones came top while interestingly, newspaper adverts had the highest percent among the content IPs. The trends of each of the advertised IPs during the period of study are shown in Figures 4(a) – 4(s) (see Appendix).

In summary, the results of the study found that: (i) majority of the IPs that were advertised were combination of information and image, (ii) majority of the advertised IPs were found or located in various pages (other pages) aside from the front, middle and back pages of the newspapers, (iii) the sizes of the IPs advertised were majorly full page adverts, (iv) majority of advertisers of the IPs used humour advertising technique, (v) the highest IPs adverts were recorded in 2010, and (vi) adverts of conduit IPs were greater in number than content IPs.

Discussion

Interesting issues were observed from the analysis of data on the trends in the advertisement of IPs in the Guardian newspapers in Nigeria from 2008 to 2012. The study found that majority of IPs advertised contained both information and images, and not information alone or images alone. Information only advertising are those that are essentially designed to provide accurate information regarding the product or service while image advertising are intended to influence attitude through the presentation of carefully, designed pictures, symbols and slogans. The combination of these two makes visualisation to be more effectively induced than when only one strategy is used (Sheikh, 1986). The result of this study corresponds with that of Oniyide (2010) who similarly found that majority of advertisement of IT products that appeared in the Punch newspapers between 1999 and 2008 had the combination of information and images dominating other types (78.2%). Similar to the findings of this study, Oyekunle and Tiamiyu (2010) found that 60.9% of the entire adverts in the media they reviewed contained both information and images. This finding could be connected with the fact that adverts with images are usually fashionable but only when they carry vital information. Cognitive researchers agree that compared to text, images are the first thing people see and the last they forget in media, but the right image has the power of a thousand words (Oyekunle and Tiamiyu, 2010). Images and pictures are also believed to capture the attention of readers when the images convey some meaningful information to the audience. Information-only or image-only adverts may not be well understood, but when combined, it conveys meaning to the audience. Some of the audiences that may be confused when an advert is only image based or information based would likely get more clarity by the time the image is combined with some information.

The position or location of an advert in a medium may not really determine the readership or effectiveness of the advert, because a good and creative advert will perform well regardless of where it is located in a newspaper. In other words, a poor advert may not perform well even if it occupies a full page on the front page of a newspaper. Therefore, the quality and message the advert is carrying is of essence. But it is also of essence to know the trends in the placement of IP adverts so as to know the preferences of Nigerian IP advertisers. The study found that most of the advertised IPs were placed in various pages (others) aside from front, middle, inside and the back pages. In other words, advertisers did not give preference to particular pages of the newspapers before placing their adverts. These findings could be as a result of the variance in the cost of placing adverts in various pages of newspapers. The cost of placing an advert on the front page is usually higher than other pages. This was confirmed during the document inspection and interview session conducted in March 2015, with the advert manager of Guardian newspaper at their Mokola office in Ibadan, Nigeria. The researchers found that the prices of adverts were dependent on the location and size. The price list given is as follows: front page and back page [NGN1,200,000 (about US\$6060)], middle page/any other pages [NGN619,500 (about US\$3128)],

adverts on any other page requested by the advertiser attracts an additional 45% of the cost. This could explain why most IPs adverts analysed during the study were on other pages. In terms of the sizes, there are various sizes and costs ranging from 1 by 1 inch [NGN6,300 (about US\$32)], 2 by 2 inches [NGN25,000 (about US\$126)], quarter page coloured [NGN185,000 (about US\$934)], quarter page black and white [NGN 141,000(about US\$712)], half page coloured [NGN350,566 (about US\$1771)] half page black and white [NGN 298,126 (about US\$1506)], full page coloured [NGN619,500 (about US\$3129)], full page black and white (NGN508,725 (about US\$2569), double page coloured (NGN1,200,000 (about US\$6061) and political/bank wrap up coloured [NGN 25,000,000 (about US\$126,263)].

Humour technique (appeal) was found to dominate other advertising techniques that the advertisers employed during the period. Some studies, (e.g. Chang and Chang, 2014; Duncan et al., 1984; Eisend, 2009; Laroche, Vinhal Nepomuceno, Huang, and Richard, 2011; Olsson and Larsson, 2005), have also found that humourous adverts usually form a great part of advertising. Chang and Chang (2014) found humorous advertisements to influence brand awareness. Duncan et al. (1984) found that humor promotes message comprehension, and offer support for information processing. Olsson and Larsson (2005) pointed out that advertising executives preferred humour as being effective at gaining attention, particularly for new products. Naturally, when story lines in most adverts are humourous, people tend to be keen in getting the full gist of the adverts. And this is quite in contrast with when adverts instill fears or sadness into the readers as the psychological instincts in every human being repels against fearful adverts. Humour tends to make people remember the adverts longer compared to non-humorous adverts. Humour also creates a positive feeling about products because when something is funny the product is associated with something good subconsciously. However, humour may be an effective emotion-stirring technique, but must be used carefully so that the technique does not result in a loss of the message the product is carrying (Kover, Goldberg and James, 1995; Olsson and Larsson, 2005).

A key finding of this study is that conduit IPs advertised dominated within the period of study. Interestingly, newspapers were the most advertised content IPs in the newspapers themselves as against books or magazines, while mobile phone was the most advertised among the conduit IPs. This is not far from the fact that the path of technological growth has increased over the years, and conduit IPs are part of the technological drive. Conduit IPs provide the scope and platform for conduit IS which are thriving in Nigeria. For instance, there is the proliferation of ICT artisans in Nigeria who are described as individuals who specialises in the sale, provision of ICT products and services (Omotayo and Babalola, 2016). These artisans are part of the professionals that are contributing to the gross domestic product of Nigeria. Conduit information services that came forth as a result of influx of conduit IPs into Nigeria provide various local value-adding services by service support personnel and by the ubiquitous roadside mobile phone kiosks. Many unemployed youth run shops for the sale and repair of mobile phones and accessories as a major form of self-employment and livelihood. FSDH Research (2013, p.2) reported that “the fastest growing sector in Nigeria is telecommunication”. Oyekunle and Tiamiyu (2010) also explained that the telecommunication market, especially mobile phones and modems, is one of the fastest growing sectors in the world and most especially in Nigeria. This probably explains why majority of the firms advertising these products could afford the high cost of a full page adverts. The observed low volume of adverts of content IPs is an indication that the industrial sectors and markets for content IPs in Nigeria are underdeveloped. Oyekunle and Tiamiyu (2010) pointed out that content IPs, such as books and journals, that contain pre-packaged and customised data, information or knowledge are yet to gain commercial vibrancy in the Nigerian information industry.

Furthermore, this study also observed that the full-page adverts were the majority in terms of the sizes of the IPs advertised. Studies of Oyekunle and Tiamiyu (2010) and Oniyide (2010) support this finding as they found full page adverts dominating other sizes. This may reflects the perception of the advertisers that a full page advert would be more attractive and captivating to the audience. Hence, their choice of going for full page adverts. The study however found that there was still a relative lack of adverts of video and music on CD/DVD, as observed by Oyekunle and Tiamiyu (2010). There was actually no improvement in the advertisement of video and music on CD/DVD from 2007, which was

covered by the two authors, up till 2012 which this study covered. Adverts of CD/DVD only featured once (2009) during the period of study. The explanation for this could be due to the fact that there has been a shift from these devices to MP3 players which are more thriving markets globally. Overall, in line with the findings of Oyekunle (2006), this study found that the Guardian newspapers have a long tradition of featuring IT adverts. Thus, an upward demand for the newspapers is likely to be greater if the newspaper maintains the quality of their issues as well as improve on their circulation. Online editions of the newspaper should also feature IT adverts as we are having a global shift from print to online newspaper.

Conclusion

An analysis of the trends of advertising in various print and electronic media provide potentially very useful means of tracking trends in innovations in the different socio-economic sectors and in the markets for various products. In line with Oyekunle and Tiamiyu (2010), this study has shown that it is possible to gain some understanding of developments in emerging markets for IPs by analysing the contents of adverts of these products in newspapers and other media. This study would be valuable to policy and decision makers as it can help develop appropriate frameworks or policies to promote the development of content IPs in addition to the thriving conduit IPs. This will help strengthen the viability of conduit IPs when they are exploited to create, process, retrieve and disseminate useful data, information and knowledge, which are content in nature. In addition, the outcome of this study can also help advertisers of IPs devise new strategies in advertising their products in the modern competitive environment.

Since the psychological mood of information users may influence their interest in reading newspapers, it is advisable that advertisers of IPs should continue to use humourous and celebrity techniques so that the interest of the users or buyers of the newspapers could be aroused and sustained. Again, with advancement in technology, it is likely that the pace at which advertisers will use print media such as newspapers will wane over the next few years. Thus, it is recommended that advertisers should also employ the use of other media such as Internet and social media to get their product across to the users. It is also recommended that future research should be based on analysing the trends of adverts of IPs in other media (e.g. television, radio, Internet), to know if there will be similar or different findings. Future studies could also embark on measuring the effectiveness of IPs adverts, in print and electronic media, on target audiences.

References

- Adekoya, O. A. (2011). The impact of advertising on sales volume of a product: A case study of Starcomms Plc, Nigeria. Unpublished Masters' Thesis, Department of International Business Global Marketing, HAMK University of Applied Sciences, Valkeakoski, Finland, 1-32.
- Apejoye, A. (2013). Influence of celebrity endorsement of advertisement on students' purchase. *Journal of Mass Communication and Journalism*, 3, 1- 7. doi:10.4172/2165-7192.10000152
- Babalola, E. T. (2002). Newspapers as instruments for building literate communities: the Nigerian experience. *Nordic Journal of African Studies*, 11(3), 403-410.
- Baheti, G., Jain, R. K. and Jain, N. (2012). The Impact of advertising appeals on customer behavior. *International Journal of Research in Commerce and Management*, 3(11), 75-78.
- Banytė, J., Stonkienė, E., and Piligrimienė, Ž. (2011). Selecting celebrities in advertising: The case of Lithuanian sports celebrity in non sport product advertisement. *Economics and Management*, 16(1), 1215-1224.

- Brown, M. (2006). Celebrity power: Can less be more? (Internet Blog). Retrieved from http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_CelebrityPower.pdf
- Bughin, B. and Spittaels, S. (2012). Advertising as an economic-growth engine: The new power of media in the digital age: Brussels: McKinsey and Company.
- Burtenshaw, K., Mahon, N. and Barfoot, C. (2006). *The fundamentals of creative advertising*. Lausanne, Switzerland: AVA Academia.
- Catanescu, C., and Tom, G. (2001). Types of humor in television and magazine advertising. *Review of Business*, 22(1/2), 92-95.
- Chang, W. Y. and Chang, I. Y. (2014). The influences of humorous advertising on brand popularity and advertising effects in the tourism industry. *Sustainability*, 6 (12), 9205-9217. doi:10.3390/su6129205
- Dhar, D. (2011). Advertising and its social responsibility. *Global Media Journal*, (Internet). Retrieved from <http://www.buruniv.ac>
- Dominick, J. R. (1998). *The dynamics of mass communication*. New York: McGraw-Hill, pp. 397-406.
- Duncan, C. P., Nelson, J. E. and Frontczak, N. T. (1984). The effect of humor on advertising comprehension. In T. C. Kinnear (Ed.), *Advances in consumer research*, vol. XI (pp. 432-437). Chicago: Association for Consumer Research.
- Egwuonwu, C. P. (2014). An analysis of public perception of the use of celebrities in billboard advertising in Southern Nigeria. Unpublished Master's Degree Thesis in Mass Communication, University Of Nigeria, Nsukka.
- Eisend, M. (2009). A meta-analysis of humor in advertising. *Journal of the Academy of Marketing Science*, 37(2), 191–203. doi:10.1007/s11747-008-0096-y
- Freiden, J., Goldsmith, R., Takacs, S. and Hofacker C. (1998). Information as a product: not goods, not services. *Marketing Intelligence and Planning*, 16(3), 210-220. doi:10.1108/02634509810217327
- Friedman, H. H. and Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.
- FSDH Research (2013). Nigeria economic outlook: 2013-2017. FSDH Merchant Bank Limited. Retrieved from https://www.fsdhsecurities.com/Documents/Reports/NIGERIA_ECONOMIC_OUTLOOK_2013-2017.aspx
- Gayatri, S. A. (2008). Advertising appeals in magazines: A framing study. Masters' Theses, Faculty of the School of Journalism and Mass Communications, San Jose State University, California, 103p+vii.
- Griffiths, J. M. (1992). The value of information and related systems, products and services. *Annual Review of Information Science and Technology*, 17, 269-284.

- Gurel-Atay, E. (2011). Celebrity endorsements and advertising effectiveness: The importance of value congruence (Doctoral dissertation), Department of Marketing, University of Oregon, Eugene.
- Igbeka, J. U. and Ola, C. O. (2010). Use of newspapers by Nigerian university students: The case of Delta state university, Anwai campus. *Library Philosophy and Practice (e-journal)*. Paper 358. Retrieved from <http://digitalcommons.unl.edu/libphilprac/358>
- Jakštien, S. Susnien, D. and Narbutas, V. (2008). The psychological impact of advertising on the customer behavior. *Communications of the IBIMA*, 3, 50-55.
- Johansson, J. and Sparredal, J. (2002). Celebrity endorsements: A case study of Axa and the Ludmila Engquist incident. Lulea University of Technology, Sweden. Retrieved from <http://www.epubl.ltu.se>
- Kamins, M. A. (1989). Celebrity and non-celebrity advertising in a two-sided context. *Journal of Advertising Research*, 6(7), 34-42.
- Kamins, M. A., Brand, M. J., Hoeke, S. A. and Moe, J. C. (1989). Two-sided versus one-sided celebrity endorsements: The impact on advertising effectiveness and credibility. *Journal of Advertising*, 18 (2), 4-10.
- Kotler, P. (1991). *Marketing management: analysis, planning, implementation and control* (7th Ed.), New Jersey: Prentice-Hall.
- Kotler, P. (1997). *Marketing management: analysis, planning, implementation and control* (9th Ed.), New Jersey: Prentice-Hall.
- Kotler, P. (2010). *Principles of marketing: A South Asian perspective*. New Delhi, India: Pearson.
- Kover, A. J., Goldberg, S. M. and James, W. L. (1995). Creativity vs. effectiveness? An integrating classification for advertising. *Journal of Advertising Research*, 6, 29-38.
- Laroche, M., Nepomuceno, M. V., Huang, L. and Richard, M. O. (2011). What's so funny? The use of humor in magazine advertising in the United States, China, and France. *Journal of Advertising Research*, 51, (2), 404-416. doi: 10.2501/JAR-51-2-404-416
- McCracken, G. T. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16 (3), 310-321. doi: <http://dx.doi.org/10.1086/209217>
- McLaughlin, J. F. and Birinyi, A. E. (1984). Mapping the information business. In B. M. Compaine (Ed.) *Understanding New Media*, Cambridge, MA: Ballinger.
- Mukherjee, D. (2009). Impact of celebrity endorsements on brand image. *Social Science Research Network Electronic Paper Collection*, Retrieved from <http://ssrn.com/abstract=1444814>
- Olsson, V. and Larsson Å. (2005). Humour in advertising. Unpublished B.Sc. project submitted to the department of Business Administration and Social Sciences, Luleå University of Technology, 54p.

- Omotayo, F. O. and Babalola, S. O. (2016). Factors influencing knowledge sharing among information and communication technology artisans in Nigeria. *Journal of Systems and Information Technology*, 18(2).
- Oniyide, A. O. (2010). Trends in the advertisement of information technology products in punch newspapers in Nigeria between 1999-2008. Unpublished Master's Degree Thesis in Information Science, Africa Regional Centre for Information Science, University of Ibadan, Nigeria.
- Orna, L. (2001). Information products revisited. *International Journal of Information Management*, 21(4), 301-316. Retrieved from [http://doi.org/10.1016/S0268-4012\(01\)00025-1](http://doi.org/10.1016/S0268-4012(01)00025-1)
- Oyekunle, R. A. and Tiamiyu M. A. (2010). Patterns of information products advertising in newspaper media in Nigeria. *Africa Journal of Library, Archival and Information Science*, 20(2), 71-81.
- Praveen, K. Y. (2012). What are the main types of advertisements we see in a newspaper? Retrieved from <http://www.preservearticles.com/types-of-newspaper-advertisements.htm>
- Rowley, J. (2006). *Information marketing* (2nd Ed). USA: Ash gate.
- Schiffman, L. G. and Kanuk, L. L. (2007). *Consumer Behavior* (9th Ed). New Jersey: Prentice Hall.
- Sheikh, A. A. (1986). Race as a dimension in children's TV advertising: The need for more research. *Journal of Advertising*, 6(6), 5-10.
- Sommerlad, E. L. (1966). *The press in developing countries*. Sydney, Australia: Sydney University Press.
- Thorson, E. and Duffy, M. (2011). *Advertising age: the principles of advertising and marketing communication*. New York: Cengage Learning.
- Tiamiyu, M. A. (2005). Designing and valuing information products: Concepts and models, In: M.A. Tiamiyu (Ed.) *Information Science: Concepts, Models and Applications* (pp. 65-92). ARCIS Readings in Information Science Series Volume 1, Ibadan, Nigeria: AKT Ventures Ltd.
- Tudin, R. and Nawawi, M. F. B. (2010). Influences of humour advertisement towards consumers' attitude: Case study in Sarawak. In R. A. Rahim, N. L. Abdullah, N. A. Omar, Z. A. Shukor, S. H. M. Idris, N. Hamzah, and C. A. C. Wel, (Eds.), *Economics, Management and Accounting - Regional Development in an Era of Global Innovation Economy*. Paper presented at the Malaysia-Indonesia International Conference, Universiti Kebangsaan Malaysia, 25-26 November (pp. 1431-1440). Selangor, Malaysia: Penerbit UKM.
- Venkatesh, S. and Senthilkumar, N. (2015). Impact of Humor Advertising in Radio and Print Advertising - A Review. *International Journal of Engineering Science and Innovative Technology*, 4 (2), 276-280.
- William, A., Weigold, M. and Arens, C. (2008). *Contemporary advertising*. Boston: McGraw-Hill/Irwin.

Appendix - Trends of each of the advertised IPs in the Guardian Newspaper from 2008-2012

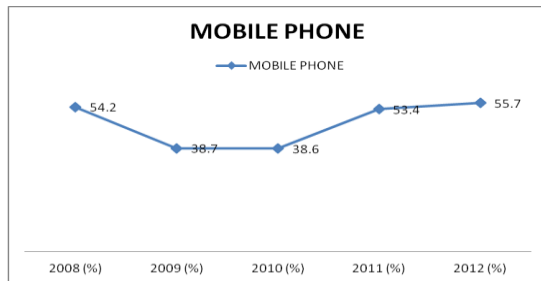


Figure 4(a): Trend of Mobile Phone adverts

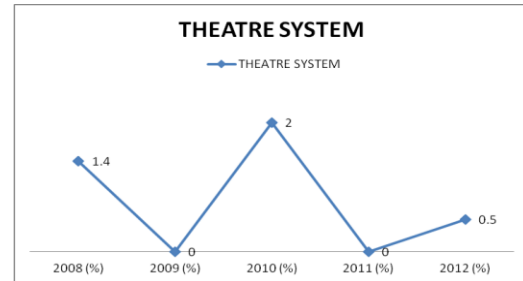


Figure 4 (b): Trend of Theatre System adverts



Figure 4 (c): Trend of Newspaper adverts

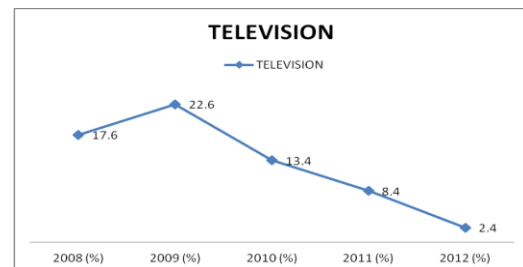


Figure 4 (d): Trend of Television adverts

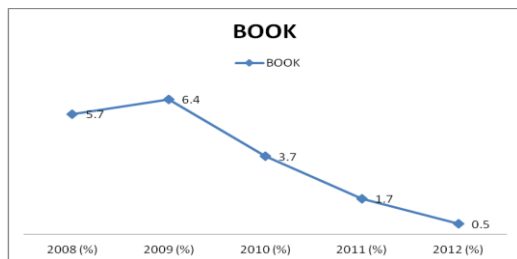


Figure 4 (e): Trend of Book adverts

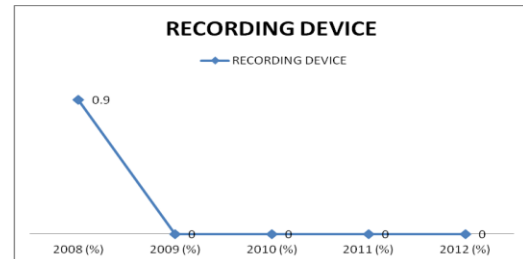


Figure 4 (f): Trend of Recording device adverts

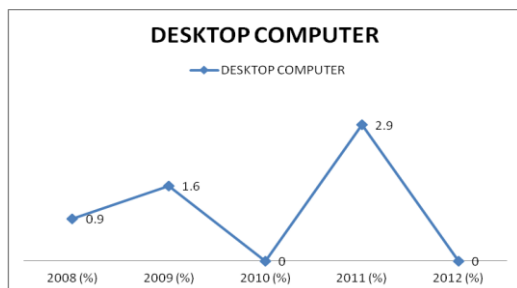


Figure 4 (g): Trend of Desktop Computer adverts

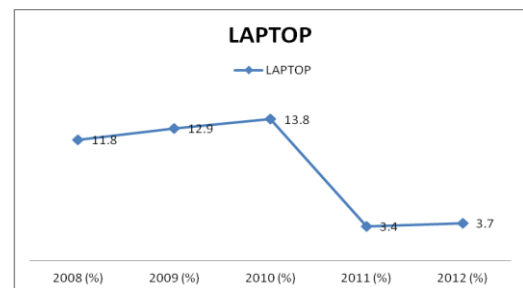


Figure 4 (h): Trend of Laptop adverts

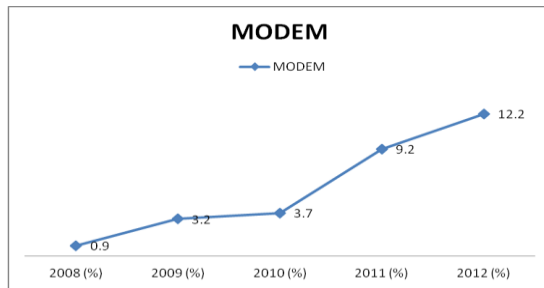


Figure 4 (i): Trend of Modem adverts

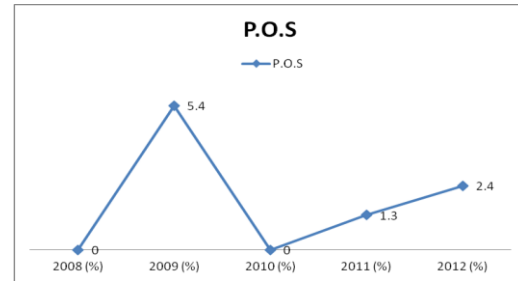


Figure 4 (j): Trend of POS Terminal adverts

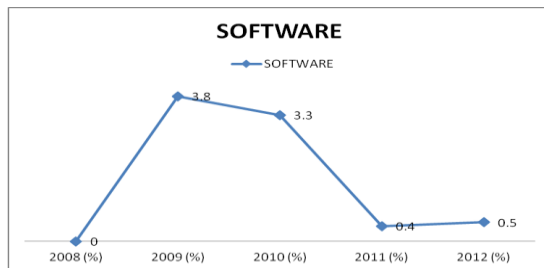


Figure 4 (k): Trend of Software adverts

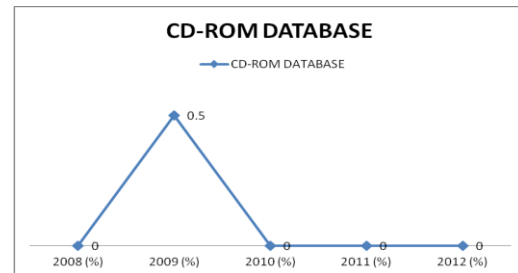


Figure 4 (l): Trend of CD-ROM Database adverts

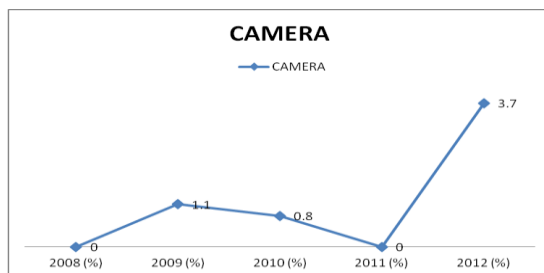


Figure 4 (m): Trend of Camera adverts

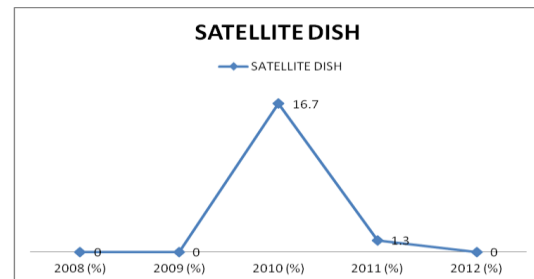


Figure 4 (n): Trend of Satellite Dish adverts

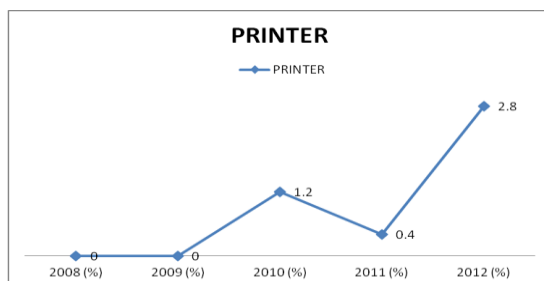


Figure 4 (o): Trend of Printer adverts

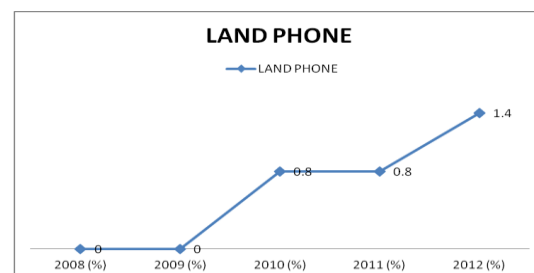


Figure 4 (p): Trend of Land Phone adverts

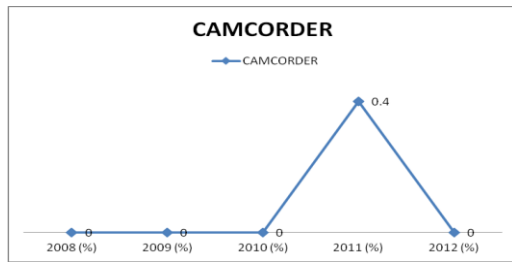


Figure 4 (q): Trend of Camcorder adverts

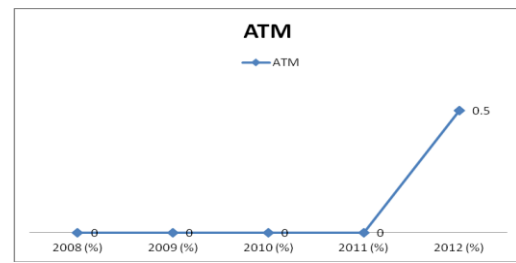


Figure 4 (r): Trend of ATM adverts

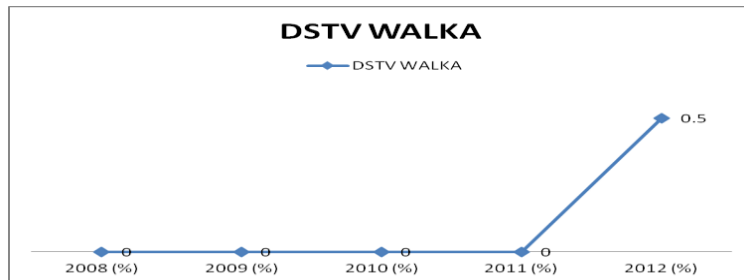


Figure 4 (s): Trend of DSTV Walka adverts