IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON THE MARKETING OF AUTOMOBILE PRODUCTS IN FCT ABUJA

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FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA, NIGER STATE.

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF INDUSTRIAL AND TECHNOLOGY EDUCATION, SCHOOL OF TECHNOLOGY EDUCATION, FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA, NIGER STATE, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF TECHNOLOGY (B. TECH) DEGREE IN INDUSTRIAL AND TECHNOLOGY EDUCATION.

APRIL, 2023

DECLARATION

I, **OKECHUKWU, Evans Chukwuka**, with matriculation number **2016/1/64073TI**, an undergraduate student of the department of Industrial and Technology Education, certify that the work embodied in this project is original and has not been submitted in part or full for any other diploma or degree of this or any other University.

OKECHUKWU, Evans Chukwuka   _____

2016/1/64073TI   Sign and Date

CERTIFICATION

This project has been read and approved as meeting the requirement for the award of B. Tech degree in Industrial and Technology Education, School of Technology Education, Federal University of Technology, Minna.

Mr. B. Ekhalia   _____
Project Supervisor   Signature and Date

Dr. T. M Saba   _____
Head of Department   Signature and Date

Prof. I. Y. Shehu   _____
External Examiner   Signature and Date

DEDICATION

With profound joy and gratitude in my heart, I dedicate this project to God Almighty for His Unshakable and Unbreakable Faithfulness. His Divine and constant guidance in my life has made this project a reality today. Thank God.

ACKNOWLEDGEMENTS

ABSTRACT

This study examined the impact of information communication technology on the marketing of automobile products in FCT Abuja. Three research questions were developed to guide the study and one null hypotheses were tested at 0.05 level of significance. The study employed a survey research design. The study used a four-point scale questionnaire, which contains a total of 32-items, as instrument. The total population of the study was 50 respondents comprising 30 automobile dealers and 20 digital marketers. The result showed It improve dealers to customers direct relationship, It helps automobile dealers to get perception about their business and getting constructive criticism, It help to boost automobile product patronage almost at no cost to Nigerian Businesses. The study recommended among other things, Firms should make Facebook, Twitter and YouTube advertisements to be more appealing, trendy and catchy so that online users will patronize the product.

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CHAPTER ONE

1.0   INTRODUCTION

1.1   Background to the Study

Automobile, which is also called motorcar or car, vehicle which is designed mainly for commuter transportation. Automobile is usually propelled by an internal combustion engine which make use of volatile fuel. According to Chehri and Mouftah (2019) the use of automobile vehicles on our roads plays an important role in the road transportation system. In Nigeria land transportation system is largely used than other modes of transportation, the major vehicles make use of diesel or petrol engine (Chukwu, et al 2015). Automobile in The modern days has a complex technical system and different subsystems with specific designs and functions (He, et al 2022), which consist of numerous numbers of components and parts that have evolved from breakthroughs in existing technology or from new technologies such as electronic computers, high-strength plastics, and new alloys of steel and nonferrous metals. Some subsystems have come about as a result of factors such as air pollution, safety legislation, and competition between manufacturers throughout the world (Turay & Flehantova, 2022). The production of automobile are carried out in the automobile industries.

The Automobile enterprise is made up of a wide variety of companies and agencies whose concerne involved in the design, improvement, manufacturing, advertising, and selling of motor automobiles (Llopis-Albert *et al.,* 2021). Also Sulehri *et al.* (2022) noted that automobile industry is the world's largest industries in terms of revenue (from 16 % such as in France up to 40 % to countries like Slovakia). It is also the industry with the highest spending on research & development per firm. Automobile industry deal with the business of producing and selling self-

powered vehicles, including passenger cars, trucks, farm equipment, and other commercial vehicles. Automobile industries allow consumers to commute long distances for work, shopping, and entertainment, the auto industry has encouraged the development of an extensive road system, made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries, such as the oil and travel businesses. The automobile industry is one of the largest purchasers of many key industrial products, such as steel. The large number of people the industry employs has made it a key contributing factor of economic growth. There are many automobile industry products which also include Tires, Automotive exteriors, Automotive interiors, Engine compartment and Automotive plastics modifiers etc.

Various automobile product are been marketed in the economy. Reddy, et al (2021) observed that management of automobile car dealers have always relied on the traditional advertising strategies to create awareness of their product which always bring low patronage of consumers. In other to improve the sales of automobile products there must be proper marketing of automobile products.

A product, whether it is a tangible good or intangible service must be market determinant in that there must be a demand or market for such good or service. According to Othman, et al (2020) marketing mix is all about the combination elements of marketing and what roles each element plays in promoting the products and services and delivering them to the customers. Marketing is defined as the activities carried out by company to improve buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Marketing of automobile product is an essential tools in improving the sales of automobile products. Many

automobile dealers have the capital to start the automobile product business but lack a strategic marketing abilities to sell the goods and services. It was observed by Reddy, et al (2021) that different automobile car dealers, used the traditional advertising strategies in creating awareness for their stand location, product types and facilities and pay no attention to the huge opportunities offered by various Information Communication Technology opportunities in marketing their products.

Information and Communication Technology (ICT) is define as a products and services such as desktop computers, laptops, handheld devices, wired or wireless Internet, business productivity software such as text editor and spreadsheets, enterprise software, data storage and security and network security (Nandi, 2021). The role of information communication technology cannot be overemphasized because it contributes to economic activities through an increase in aggregate productivity, which will cause an improvement on automobile products. Information technology is the bedrock of small and medium scale enterprise (SME) survival and development in a rapidly changing environment like Nigeria. SMEs play a crucial role in economic activities and development of a nation. According to Ogbuabor *et al.* (2020), ICT is the myriad of stand-alone media, that includes telephone and mobile telephony, radio, television, video, Teletext, voice information systems and fax, as well as computer-mediated networks that links a personal computer to the internet. One of the mode at which marketing can be done through ICT is social media.

The world is in the social era where business communications are rapidly evolving, driven by the growing ubiquity of new digital technologies, such as mobile devices and applications. As such, social media have dramatically altered how people interact with one another and firms. Social media are now indispensable to the survival of marketing operations of automobile products

(Nwokah and Aeenee 2017). Social media have altered the basic rules of interaction, making one way communication old fashioned. People are now able to communicate with their peers all over the world on a weekly basis in the digital space, where a plethora of new tools enable real-time and user communication. At the same time, social media have enabled new communication channels for companies and allow them to reach current and potential customers, distribute their content, promote their product, monitor their brands and reputation as well as improve client retention and acquisition practices. Social media marketing is now used by organizations to take advantage of opportunities that online customers present. These strategies employed in social media marketing allow interaction, linkage and a sense of togetherness among its users (Tsai and Men 2013). Consequent upon customer's interest in online transactions, firms have not found it easy on how to make social media an integral part of their marketing philosophy. Most firms have approached social media as simply an avenue to engage in customer attraction and interaction while others employed it solely for marketing research activities or to seek opinion of customers (Nwokah and Aeenee 2017).

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool (Nwokah and Aeenee 2017). According to Dijkmans, et al (2015), the use of social media has resulted to serious increase in the number of listening platforms that regulate online discussions which showed the opinion of customers via social media. It was observed that different automobile car dealers, used the traditional advertising strategies in creating awareness for their stand location, product types and facilities and pay no attention to the huge opportunities offered by various social media platforms. To some extend these strategies have not been sufficient to attract business success. This constitutes a problem because customers are now searching for information online and no longer relying solely on the

traditional advertising strategies. It is on this note that this study seek to determine the impact of information communication technology on the marketing of automobile products in FCT Abuja.

1.2   Statement of the Problem

It has been observed that management of automobile firms and automobile product dealers have always relied on the traditional advertising strategies to create awareness of their product. During the last Auto trade fair in Port Harcourt, it was observed that different automobile product dealers, used the traditional advertising strategies in creating awareness for their stand location, product types and facilities and paid no attention to the huge opportunities offered by various social media platforms. To some extend these strategies have not been sufficient to attract business success. This constitutes a problem because customers are now searching for information online and no longer relying solely on the traditional advertising strategies. Ziyadin *et al.* (2019) ascertain that social media marketing connect internet and share information between companies and potential customers. It allows convenience, interaction and relationship building with people and product or company. Even though there have been literatures on social media marketing, there seems to be no enough empirical marketing research addressing the relationship between social media marketing and business success of automobile firms and automobile product dealers. In the light of this and also to fill the gap, the study seeks to determine the impact of information communication technology on the marketing of automobile products in FCT Abuja.

1.3   Purpose of the Study

The main purpose of the study is to determine the impact of information communication technology on the marketing of automobile products in FCT Abuja. Specifically the study will determine the following:

1. The impact of ICT towards the enhancement of marketing of automobile products.

2. The various ICT channels through which automobile product can be marketed.

3. The constraints in the use of ICT to enhance marketing of automobile products.

1.4   Significance of the Study

The findings of this study will be of benefit to the automobile dealer, automobile industries, digital marketers and government.

The findings of the study will be of benefit to the automobile dealer as it will enlighten them on better ways of marketing their goods and services and also encourage them to properly utilize the ICT platforms for marketing.

The automobile industries will also benefit from the findings of the study as they will put in place measures to enable their product to be marketable. Also improve on their marketing strategies.

The findings of the study will be of benefit to the digital marketers as it will enable them to know how to market automobile products through the use of social media and also enlightened them on the strategic ways of advertising automobile product on the social media.

The findings of the study will benefit the government by enabling them to make policies to further enhance automobile product marketing. And also put in place funding opportunities for

automobile dealers who may need funding for their business especially with the area of social media marketing.

1.5   Scope of the Study

The study will determine the impact of information communication technology on the marketing of automobile products in FCT Abuja. The scope of the study will cover the impact of ICT on the marketing of automobile products, various ICT platforms in which automobile products can be marketed and the constraint in use of ICT in marketing automobile products. Due to time constraint the extent of utilization ICT in marketing automobile products will not be covered

1.6   Research Questions

1. What are the impact of ICT towards the enhancement of marketing of automobile products?

2. What are the various ICT channels through which automobile product can be marketed?

3. What are the constraints in the use of ICT to enhance marketing of automobile products?

1.7   Hypothesis

The following hypothesis will be formed and be tested at 0.05 level significant.

H_{01}: There is no significant difference in the mean response of Automobile dealers and Digital Marketers on the impact of ICT towards the enhancement of marketing of automobile products.

CHAPTER TWO

2.0   **REVIEW OF RELATED LITERATURE**

The review of related literature of this study is organized under the following subheadings:

2.1   Conceptual Framework

2.1.1   Concept of Advertising

2. 1.2   Concept of Marketing

2. 1.3   ICT in marketing of automobile products

2. 1.4   Social Media marketing

2. 1.5   innovation of automobile marketing mode

2.2   Theoretical framework

2.2.1   Social Exchange Theory

2.2.2   Social Network Analysis (Theory)

2.3   Related Empirical Studies

2.4   Summary of Literature Reviewed

2.1 Conceptual Framework

2.1.1 Concept of Advertising

Advertising is the non-personal communication of information, usually paid for and persuasive in nature about products (goods, services and ideas) by an identified sponsor through various media (Li, 2019). According to Dorkenoo *et al.,* (2015), advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Nasr *et al.* (2017) defined advertising as any written, electronic or printed telephone messages or transmitted medium, including film strips, motion pictures and ideas, published, disseminated, or placed before the public, directly or indirectly, for the purpose of creating an interest or inducing a person to sell a life insurance pursuant to a settlement contract.

Abdullahi (2015), defined advertising as paid, non-personal communication through various mass media by business firms, non-profit organization and individuals who are in some way identified in the message, and who are to inform or persuade members of a particular audience. Edelstein *et al.,* (2017) also defined advertising in its simplest way, as a means of drawing attention to something or non-formal method of informing somebody of something. Agbeja *et*

al., (2015) viewed advertising as a non-personal communication of information usually paid for and identified with sponsor through various media. Jen-Yi (2015) stated that advertising is the structured and composed non personal communication of information usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsor through various media. The advertising practitioners council of Nigeria (APCON) (1998) defined advertising as a form of communication through mass media about product, services or idea paid for by an identified sponsor. Furthermore, Lyu *et al.,* (2022) defined advertising as consisting of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message called advertising is disseminated through one or more media. Some important consideration should be noted in connection with this definition. First there is a significant difference between advertising and advertisement. The advertisement is the message itself, while advertising is a process. It is a programme or a series of activities necessary to prepare the message and get it to the intended consumers.

 Advertisement on the other hand is directed to groups of people not individuals. This is the more reason why it is not personal. Advertisement could be segmented as it could be for youths, adult, married, unmarried, male, female, retailers, wholesalers, rural and urban, educated and uneducated etc, members of a given society. Most advertisement are persuasive so as to win or lure consumers to patronize goods, services or ideas. Often times, it could be to convince people about a particular product that will benefit them, while some aim at providing information about the existence of a particular product, services or ideas and where they can be purchased (Rauschnabel *et al.,* 2015). Another point about advertising is that the public knows who is behind the advertising because the sponsor is openly identified. Also payment is made by the

sponsor to the media that carry the message. The last two considerations differentiate advertising from public relations. No payment is made even though the purpose may be to improve image and increase sales (Qadir *et al.,* 2016).

Al-Msallam (2015) stated that the only purpose of advertising is to sell something- a product, service or an idea. Stated another way, the real goal of advertising is effective communication. The ultimate effect of advertising should be to modify the attitude and/or behaviour of the receiver of the message.

George (2017) enumerated certain specific objectives of advertising which include to increase the number of units of products, to counteract competition from competitors, to increase the number of product uses, to remind customers about products, to maintain brand loyalty, to build a positive business image, to obtain dealer support and secure leads for assistance to salespeople. Faajir, (2015) also stated objectives of advertising as follows; increasing demand to the point where economics of scale are achieved, to build "brand" in competitive mature market, to create product awareness in the minds of the consumers and to increase profitability in a less tangible way by creating good will for the firm as a whole and by raising the moral of workers.

Enitilo *et al.,* (2017) explained that advertising objectives can be classified according to whether their aim is to inform, persuade, remind or reinforce. Informative advertising aim to create brand awareness and knowledge of new products. Persuasive advertising aim to create liking, preference, conviction, and purchase of a product or service. Reminder advertising aim to stimulate repeat purchase of product and services. For example, difference colours of men's packet shirts advertisement in a magazine(s) is intended to remind people to purchase the shirts. Reinforcement advertising aims to convince current purchasers that they made the right choice.

Enitilo *et al.,* (2017) emphased that in developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "five Ms". Mission: what are the advertising objectives? Money; How much can be spent? Message; what message should be sent? Media; what media should be used? Measurement; How should the result be evaluated?

According to Okoye-Chine (2021), advertising directed at business may be classified into four groups: trade advertising, industrial advertising, farm advertising or advertising to professional buyers. According to him, trade advertising is that advertising which is directed at wholesaler and retailers urging them to buy the product for resale to their consumers. Industrial advertising promotes goods that will be used in the operation of a business or will become part of another product. Farm advertising is directed at those engaged in agriculture stress, efficiency, low costs, profitability and similar product attributes. Professional advertising is directed at a member of the profession such as doctor, teacher or architects.

An advertising medium is any means of bringing an advertising message to the public (Osuala *et al.,* 2021). Advertising media includes newspapers, magazines, direct mail, television, radio, e-commerce, billboards, public spaces, outdoor advertising etc. Osuala *et al.* (2021) opined that newspapers are a universal medium. Both rich and poor, old and young, men and women, read newspaper. Because of the wide variety of interests of the readers, the newspapers are best adopted to advertising goods and services that are in more or less general use. Kwon and Lee (2021) explained that newspapers can provide much detailed product information and can effectively communicate users and use imagery. At the same time, the static nature of the visual image in newspapers and magazines makes it difficult to provide dynamic presentations or demonstrations. Daily newspapers are read by roughly three-fourth of the population and tend to

be used a lot for local-especially retailer advertising. The great virtue of newspaper advertising is flexibility. Stores owners can advertise products and carry out sales promotions, national companies can use newspapers for test marketing, small firms can reach their limited customer pool (Osuala *et al.,* 2021). Newspapers are also a good way of distributing coupons, but they are not very intrusive. Many advertisement go unseen or unread even by people who buy the paper. Kaneva and Stanton (2020) stated that magazines are the best forms when high quality printing and colour are needed. He explained that they reach more diversified market as well as a selective audience with minimized time wastage. This suggests that shopping goods can be best displayed on magazines in order to bring out their colour and high quality. Osuala *et al.* (2021) stated that magazines are highly flexible. National magazines like news watch and News times are printed at a number of locations so that both local and regional advertisements are possible.

Etumnu *et al.* (2019) stated that direct mails are those media of direct advertising that are sent through the mails. Osuala *et al.* (2021) explained that marketers use direct mail advertising to reach prospective buyers on an individual basis. According to him, examples of direct mail media include; sales letters, announcements, enclosures, catalogues, calendars and handbills. Radio and televisions are broadcast media. Radio and televisions use airwaves to transmit their messages. Though radio lacks visibility which limits its usefulness in advertising products that are complicated or need demonstration to be fully understood, and therefore need to be seen to be fully appreciated (Osuala *et al.,* 2021). Osuala stated that but then, it has its own advantages which include flexibility and timeliness. It can be listened to or heard by listeners who are driving, walking, working or engaged in any number of other activities.

 Television commercials tend to have a greater impact on the senses than radio or print commercials because they combine sound, sight, movement and colour. Boksem and Smidts

(2015) observed that the vast majority of television advertising ranges in length from few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household product to goods (shopping goods) and services. Joseph (2016) stated that television advertising has certain characteristics, viz: use of songs/jingles and humor. Many television advertisements feature catchy jingles (songs or melodies) or latch-phrases that generate sustained appeal, which may be retained in the minds of television viewers long after the span of advertising campaign. Wikipedia explained that some of these advertising jingles or catch phrases may take on lives of their own, spawning gaps or raffs; that may appear in other form of media, such as comedy movies or television variety shows etc. These long lasting advertising elements may therefore be said to have taken place in the pop culture history or the demography to which they have appeared.

2. 1.2 Concept of Marketing

Marketing is the process associated with promotion for sale goods or services. It is considered a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Marketing is used to create the customer, to keep the customer and to satisfy the customer (Aldaihani & Ali, 2019).

According to American Marketing Association (AMA) as quoted by Aldaihani and Ali (2019) marketing is defined as the activity, set of institutions, and processes for creating,

communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

The Chartered Institute of Marketing in Bilgili and Ozkul, (2015) define marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing practice tended to be seen as a creative industry in the past, which included advertising, distribution and selling.

By considering the above definitions, we can see that marketing is concerned with relationship between customer and enterprises simultaneous with its products. Hence the enterprise should have sufficient information about the market. The use of ICT can facilitate the enterprise with a marketing information system (MKIS) which is an information system that is commonly used by marketing management to analyse and view information pertaining to marketing activities. As the label suggests, an MKIS is a computer-based information system therefore used to input, store, process and output marketing information.

Marketing information leads to marketing communications which can be defined by actions a firm takes to communicate with end-users, consumers and external parties. A simple definition of marketing communication is the means by which suppliers of goods, services, values and/or ideas represent themselves to their target audience with the goal of stimulating dialog leading to better commercial or other relationships (Shelley-Egan *et al.,* 2018).

Marketing performance is a term used to describe the analysis and improvement of the efficiency and effectiveness of marketing. This can be accomplished by focus on the alignment of marketing activities, strategies, and metrics with business goals.

In this study marketing performance refers to the ability of the enterprise to realize the rationale of marketing by creating, keeping and satisfying the customer through communicating (advertising), delivering (distribution), and exchanging values, (selling).

2. 1.3   ICT in marketing of automobile products

Information and Communication Technologies (ICT) is an umbrella term that includes all technologies for the manipulation and communication of information (JP & Chigozie, 2016). The term is sometimes used in preference to Information Technology (IT), particularly in two communities, education and government.

ICTs have been defined in several ways in different literature depending on the observation of the author. According to O'Brien *et al.* (2021) ICT is a set of people; procedures and resources that collect transform and disseminate information in an organization. Also, Tayeh *et al.,* (2015) defined ICT as office computing, accounting and information processing machinery and equipment which include computers, communication equipment, scientific and engineering instruments, photocopiers and related equipment and software and related services. Ogundana *et al.,* (2017) defined ICT as the array of primarily digital technologies designed to collect, organize, store, process and communicate information within and external to an organization and, in our case SMEs.

Categorization of ICT

According to Santoleri (2015) ICT can be categorised into different groupings from the business, or in this case SME, point of view. Depending on the business strategy an SME can choose a specific category as its ICT direction. They categorize ICT into the following groups, whereby

the SME's owner or owner manager needs to understand the value that ICT can add to their business.

General ICT group: This is the basic ICT implementation, which includes e-mail and Internet. The rates of adoption at this level are generally high and do not depend on the size of the business. At this level technology is being introduced into the business in small doses and is not coordinated.

Personal computers (PCs) used for the purpose does not require communication technology. This also includes standalone ICT, (Eze *et al.,* 2021). They emphasise that adopting standalone ICT applications can meet specific needs of the business like financial planning, customer record-keeping and developing marketing material. Many authors, including Morris *et al.* (2017), point out that the use of general ICT, is not productive but can be viewed as an entry point into the new economy, meaning it does not necessarily give competitive advantage but it gives access to being competitive.

Production-integrating ICT group: These are more advanced than the general-user ICTs as these ICTs are either linked to the production processes carried out within the firm or based on inter-firm relationships. They are expensive and require relevant technological skills to carry them out.

According to the levels defined by Fadol *et al.* (2015), they would form part of the strategic plans of a business for achieving business goals and enhancing or changing business processes. The use of ICT infrastructures such as networks, product data management, computer-aided design, electronic funds transfer (EFT); electronic data interchange (EDI); having local area

network (LAN) or wide area network (WAN) connections within business, and e-business, are expected to change the process of knowledge creation, embodiment and reuse.

Market-oriented ICT group: These represent the firm's web presence, displaying the goods and the business information on the World Wide Web (www). Some websites might have e-commerce functionality, such as offering the ability to place orders. This relates to the marketing aspect of the business. The www can be a powerful platform for expanding and reaching new markets. It gives the SME access to 24 hours of trading, borderless market space, and leverage to compete against big companies on the same platform.

Good examples of www SMEs can use are Amazon and eBay websites. The online auction website was founded as Auction Web in San Jose, California, on September 3, 1995. The company expanded product categories beyond collectibles into almost any saleable item; in early 2008, the company had expanded worldwide, counted hundreds of millions of registered users including SMEs, above 15,000 employees and revenues of almost $7.7 billion.

2. 1.4 Social Media marketing

Social media marketing employed social networking sites to promote products and services via the internet. Social media sites are useful for building business networks, and for exchanging ideas. The meaning of social media can be derived from two words that constitute it. Social is the medium to socialize. It implies the interaction of people within a group or community while Media refers to means of communication via publication. Taken together, Fox and Moreland (2015) perceived social media as communication platforms that are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool. According to Dunu and Uzochukwu (2015), social media is describes as the "democratization of information,

transforming people from content readers to content publishers". It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers (Nasir *et al.,* 2018). Perceived social media as "a group of online based applications that build on the ideas and technology of web 2.0 that allows the creation and exchange of user-generated content". Social media is about networking and networking is a way that espouses trust among parties and communities involved. Website that allows its users to share content, opinion and promote interaction and community building can be classified as social media. Pulido *et al.,* (2020) identifies some attributes distinguishing today's social media interaction from other types of social conversations to include:

- One-to-many or many-to-many interactions

- Easy to use

- Accessibility (everyone) high scalable (everyone + everywhere), and functions in real time (everyone + everywhere +everytime).

- Entirely public and transparent.

Social media represent low-cost tools that are employed to combine technology and social interaction with the use of words. These tools are include Twitter, Facebook, My Space, YouTube and other social networking sites collectively referred to as social media (Sundararaj & Rejeesh, 2021). Social Media Marketing is the means of acquiring websites traffic via social sites. In the view of Farook & Abeysekara (2016) social media marketing SMM "is a term which describes the actual acts of using social networks for marketing purpose". Karimi and Naghibi (2015) notes that Social media marketing focus on people not product. He stresses that the product can be presented with qualitative features and promotional tools but what matters is the

comments and appreciations left by the customers. In view of Ashley and Tuten (2015) that content is provided by people and this is the reason why social media marketing is so challenging to marketers. Bilal *et al.* (2021) describes SMM as ways of using social media to convince consumers that one's company, products and/or services are available. According to Whiting and Deshpande, (2016), SMM is viewed as ways of promoting products or services online by attracting customers to discuss and make suggestions about the products or services using the internet. The term social marketing is elucidated by Belz and Binder (2017) as involved with the applicability of marketing philosophies and practice to strengthen social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decision and activities. Social media marketing is not merely about hitting the frontpage of Facebook or any other social news website. It is a strategic methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers and supporters. Social media marketing programs usually anchored on the ability to create content that attract users and encourage them to share it with others. Social media is easily accessible to users with internet access. Online interaction with organizations enables brand awareness and often enhances customer service. Social media serves as a relative low-cost platform for organization to implement marketing campaign.

Social networking websites allow people to communicate with one another and build relationships. When organizational profiles are created, users can interact freely with the product. Hudson *et al.* (2016) noted that these interactions are personal to users owing to previous experiences with social networking site interactions. Networking sites allow users to retweet or share comments made about their products online. Through liking, sharing or retweeting messages and comments about products online, other users connected are able to view the

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message, therefore reaching more people. Social networking sites act as word of mouth because the information about a brand is being put out there and getting repeated, more traffic is brought to the product company. As a result of networking sites, firms can interact and share information with users. This personal interaction can establish a feeling of commitment into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a wider target audience.

Social media applications enable online users in business to interact and share opinion about a product. Each participating customer is part of the marketing department, because other customers read their comments or reviews. The engagement process is then essential to successful social media marketing.

Dimensions of Social Media Marketing

Facebook and Business Success: Facebook is a social site where users create individual or organizational profile which enable them to post comments, or like comments posted by others, share photographs, stream live video, play games, chat live, and links to news including content shared online can be made publicly, or shared only in a chat group or with friends, family as well as single individual. Facebook began in February of 2004 at Harvard University. The Social networking website came into existence by Mark Zuckerbeg along with Edward Saverin. The original idea behind the project was the creation of an online social platform for Harvard students and alumni. However, the concept of an online profile to communicate with friends, gained huge popularity and very quickly spread across other universities and educational institutions eventually becoming available to the non-academic public in September 2006. Social media changed the way of marketing dynamics and made the consumers an active element of

marketing communication. Instead of passively receiving the communicated messages, its empowers people to contribute, share information with expectation of quick accomplishment of this process Nitza and Roman (2016). Facebook is the leading social network utilized by marketers. It provides a marketing and advertising platform Facebook for Business (FBFB) that aims to help with increasing sales, generating leads and raising brand awareness. Facebook is another way to create and foster a community around a product. It provides two-way interaction between the brand and the customers. With its many marketing platform and features, Facebook has proven to be essential and unique for any type of business if you still don't have a Facebook account for your business, it is imperative to start now to experiment how this social networking giant can assist in the attainment of your business goals

Twitter and Business Success: Twitter is a social networking and micro blogging service that enable its users to send and read text-based messages up to one hundred and forty characters, known as "tweets".

Twitter was created in March 21, 2006 and launched in July 15 same year by Jack Dorsey, Noah Class, Evan Williams and Biz Stone. The website increasingly gained worldwide popularity, with over 319 million active users as of 2016, generating millions tweets daily and accommodating 1.6 billion search queries per day. Since the launch of twitter, it has become one among the top 10 most visited websites on the internet, and has been described "as the SMS of the internet" Alsanie, (2015). Twitter enables its users to make short posts about anything, but users are limited to only 140 characters in length, that of single SMS message. The short posts are called "tweets", of the chirping of birds. This appears chronologically on the Twitter profile page. Besides posting, users also follow others on the site to get the latest tweets in the twitter feed. Conversely, if someone follows you, they get your tweets in their feeds. That is to say, the

more followers a user have the greater the potential reach. Twitter enables firms to advertise products on an individual level. Product usefulness can expressed in short messages that followers are likely to read. These messages are shown on user's home pages. Messages can also link to the firm's website, Facebook profile, and other social sites. This link avail the followers more opportunity to spend time interacting with the product online. This interaction can create business connection between product and customer can also lead to advertising opportunities. Twitter is also a great news source for any business. Monitoring what consumers are saying about your product, brand, company or service is a tool not accessible before social media. Also, the ability to monitor what users are saying is vital for building trust among your brand.

YouTube and Business Success: YouTube is an online platform, to watch, share and promote original video content on the web. Khan (2017) observed that YouTube perceives itself as a community where users are inspired, informed, entertained, and educated via watching and sharing of video. YouTube is featured with Google Adwords for video, hosting providing the avenue for business that are interested in reaching current and potential customers with online video promotion. YouTube uses Adobe flash video and HTML5 technology to showcase a wide variety of user-generated content, including movie clips, and music videos, as well as content including video blogging and short original videos. YouTube was founded in February 2005 as a video hosting site founders include Chad Hurley, Steve Chen, and Jawed Karim. They were all early employees of PayPal. Chad Hurley attended Indiana University of Pensylvania and studied design, Steve Chen and Jawed Karim attended University of Illinois at Urbana-Champaign and both studied computer sciences (Andrew, 2013). The company started operation in December of 2005 after it received start up fund from sequoia capital, of mento park, California. Google obtained it for $1.65 billion in stock a year later, in November 2006 the first video shown on

YouTube was launched at about 8:27 pm on Saturday April 23rd, 2005. One of the co-founders Jawed Karim posted a video of his brief visit to San Diego Zoo. Karim talks about elephant's trucks in the video titled "me at zoo".

YouTube was launched in Lagos, Nigeria on 7 December, 2011. According to an online media news, Nigerians are passionate about music, entertainment and many other genres that YouTube offers and that by Launching YouTube locally, will help people to find the most popular videos in Nigeria along with those that are rising in popularity. Content uploaded by Nigerian users will show up as browse pages on the YouTube Nigeria site, creating a virtual space for the national community and giving

Nigeria the opportunity to increase their exposure online. YouTube ads usually in sync with the content of the video asked for; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain video since the content is important. Promotional opportunities such as sponsoring a video is also possible on YouTube, for instance, users searching for online video about cars may be viewing sponsored video from an automotive company in results along with other related videos.

Benefits of social media to business

Statistic of the year 2010 check-up for Global Social Media indicates that the top Fortune Global 100 Companies, Twitter account for 65%, with Facebook 54% fan pages, whereas YouTube has 50% channels, 33% account for corporate blog, while 20% of the top companies use all the four channels to communicate with customers. The average for the top Fortune Global 100 Companies was 4.2 Twitter accounts, with 2.1 Facebook fan pages, whereas corporate blogs is 4.2 and lastly YouTube channels is 1.6. Social media has become away to keep in touch with

other people; especially businesses are using this platform to connect with their consumers with the tools available for business to achieve various goals such as brand management, advertisement and promotion, lead management and image building. Social media allows businesses to connect directly to their consumers in an arena they are comfortable, this medium will shaping their perception about the company products and services and will change the behaviour and decision making of consumers.

Social media and reputation management strategies benefits on marketing strategies include the following according to (Norazha *et al.,* 2022).

- Reduced cost: If social media is implemented rightly, it will help companies in reducing costs of marketing and advertisement. It will save cost, increase customer service and customer satisfaction.

- Increased revenue: Bridging the gap of communication with social consumers can increase revenue. Satisfied consumers can influence others, shaping their opinions and in turn expanding the customer base, driving new business.

- Brand building: Since social forum allow users to discuss about a topic, businesses will benefit by developing a social forum around their business to increase awareness of the brand as well as building the brand value. Strong set of videos can increase perceived value of products and consumers can see what the brand is offering. (Norazha *et al.,* 2022)

- Products feedback: Social media allow companies to easily retrieve products feedback from consumers with the comments left on their products, examples is Amazon customer reviews, companies can instantly find out what its customers thinking about the

products and services the company offers and the company can easily improve their service.

Growing monitoring: Social media will help a company to monitor the progress and the success of their campaign. The like of Youtube always show the amount of people that views, dislikes and likes and also comments are directly underneath the video. On Facebook, all information can be found on the company page about the failure or success of the brand. Moreover, with the social media the customer and company relationship will become more intimate and the relationship can be described as real-time (Norazha *et al.,* 2022).

2. 1.5   innovation of automobile marketing mode

Set up "Consumer-centric" marketing concept: Due to the rapid development of market economy and the deepening reform of economic system, in the domestic automobile market competition is increasingly fierce. In view of the current situation, it is imperative for auto makers to change marketing idea. From the point of long-term development, our country automobile marketing should continuously innovate, and establish a "Consumer-centric" marketing idea, only in this way can it adapt to the needs of the development of modern automobile industry. When consumers buy a car, car sales business faces consumers, corporate profits from car turn to the people, this is the requirement of The Times, and also a new growth point. All the information on the contact point for the consumer should be analysis, digging, forecasts the next step requirement, in order to keep and increase consumer loyalty to the brand. This determines that it must take the interests of consumers as the center and bring more value to consumers the domestic automobile production enterprises no matter adopt what a kind of marketing mode. Only in this way can they win customers, the market and the development.

Consumer-centric is the first premise, the establishment of the innovation of marketing mode also should start from the whole situation, give full consideration to the social resources and related policy, considering interests of car manufacturers, distributors and consumers, achieve mutual benefit and win-win results and maintain the healthy development of the automobile marketing mode

2.2   Theoretical framework

2.2.1   Social Exchange Theory

The origin of social exchange theory could be traced to studies drawn from sociology which typically explores the exchange that exists between people and/or small groups. The model majorly analyses how individuals interacts with one another, develop relationships, bonds and the establishment of communities through exchange of communications with the use of "cost benefit framework and comparison of alternatives". It further states that people participates in behaviour that rewards them and neglects those that appear expensive. Simply put, people's social behaviour is premised on their inherent evaluation of what is spent–received from been part of a particular social exchange.

Some scholars argued that the theory is best and succinctly distilled in the works ofwho wrote.

Social behaviour is an exchange of goods, material goods but also non-ma- terial ones, such as the symbols of approval or prestige. Persons that give much to others try to get much from them. This process of influence tends to work out at equilibrium to balance in the exchange. For a person in an exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behaviour changes less as the difference of the two, profit, tends to a maximum.

Individuals participate in social exchange because of the following reasons:

- The prospect of gaining a famous reputation or exerting greater influence on others.

- Expected reciprocity by other individuals.

- Altruism as well as

- Express reward.

2.2.2 Social Network Analysis (Theory)

Social Network theory sees the conference of people as connected participants and employs mathematical models to examine its developmental structure and evaluation. This theory looks at personal actors in a community as nodes. The pattern of interaction between these participants is described as "ties, edges, links, or connections". These networks can be formed at the individual level, to family level, as well as communities and national levels. The ties could manifest as friendship, financial exchange, frequency of communication as well as the same believe or interest. Combined, they provide an elaborate graph structure mathematical calculation which could be done using the complex graph. Connecting or equating this to online conversation could inform automobile car dealers in the methods of promoting their products through organic word-of-mouth. Recently, results from the use of multidimensional social network analysis to web 2.0 have been highly productive

2.3 Related Empirical Studies

George (2010) carried out research on influence of advertising on the sale of shopping goods in Bayelsa state. The study answered four research questions and tested four hypotheses at 0.05 level of significance. The population of the study consisted of 145 proprietors of shopping goods

in Bayelsa state. The entire population was studied, hence no sample was taken. Structured questionnaire consisting of 40 items was developed and used for data collection. The instrument was face-validated by three experts, two from university of Nigeria Nsukka while the other was from University of Nigeria, Enugu campus. Crombach Alpha method of establishing reliability was used to determine the internal consistency of the instrument and this yielded a reliability coefficient of 0.75. A total of 145 copies of the questionnaire was distributed to respondents by the researcher and two research assistants. The data collected were analyzed using mean score while t- test statistic was used to test the four null hypotheses at 0.05 level of significance .The findings of the study revealed that the use of various advertising media and display of shopping goods in strategic areas in the shop influences consumers to buy. Based on the findings of the study and conclusions drawn, the researcher recommended that proprietors of shopping goods should always carry out proper timing when advertising their products.

Isaac (2015) carried out a study to assess the impact of sales promotion on organisational performance in the auto mobile industry in Ghana. The study was conducted at PHC Motors Ghana's Retail Outlet in Accra, Ghana. The objective of the study was to examine the relationship between sales promotion and organisational performance, to examine the effect of sales promotion in the automobile market, and to identify the challenges hindering sales promotions effectiveness. The study used descriptive research approach and the data was purely quantitative. In order to achieve this objective, thirty (30) respondents were selected using purposive and random sampling techniques. The Data was analysed using SPSS obtained from the field. The research revealed that the impact of sales promotion on organizational performance in PHC is intense. Also, from the management perspective most of the respondents agree that sale promotion provides extra incentives to purchase as well as stimulating resellers demand and

effectiveness. The study devoted to conclude the relationship between sale promotion and the organizational performance, most sales promotion provide extra incentives to purchase as well as stimulating resellers demand and effectiveness. It revealed that effective sales promotion increase sales. The researcher therefore recommended that, management of PHC Motors should embark on more strategic sale promotion in order to increase their market share and profitability.

Galdson (2017) carried out a study on Social Media Marketing and Business Success of Automobile Dealers in Rivers State. This research study was carried out to empirically examine the relationship between social media marketing and business success of automobile car dealers in Rivers State, Nigeria. The study involved one hundred and sixty (160) respondents using questionnaire as the major instrument. After data cleaning one hundred and forty-three (143) copies of questionnaire were used for analysis with statistical tool Spearman Rank Order correlation coefficient with statistical package for social science (SPSS). It was found that there is a significant relationship between Facebook, Twitter and YouTube that significantly influenced sales growth, market share and profitability. The study concluded that Facebook, Twitter and YouTube significantly influence sales growth, market share and profitability of automobile car dealers in Rivers State. The study recommends amongst others that: Firms should make Facebook, Twitter and YouTube advertisement more catchy, appealing and trendy in order for online customers to patronize their products. The study suggested that more empirical research should be carried out on other social media platforms such as MySpace, LinkedIn, Friendster, Kyte and Istagram. This study further suggests that additional studies should be carried out in other states of the country so that we can compare the outcome with the present study.

Murat (2017) carried out a study to examine the impact of information and communication technology on the performance of small and medium scale enterprises (SMEs) SMEs in Abuja. Over the years, there have been existent of information technology in Abuja and so many large firms adopted it in their business operation but unfortunately, the small and medium scale enterprises in Abuja do fully adopt information technology. The study used descriptive survey designed and employed the use of a questionnaire administered to the respondents who are the owners of SMEs. The population of the study was 26000 (SEMDAN, 2013) and this was reduced to 393 (as required sample size) using Taro Yamane formula. The study adopted simple random sampling technique to administer the questionnaire. E-view software statistical software package and multiple regressions were used to analyse the data. The finding revealed that there was a significant relationship between information technology and performance of SMEs in Abuja. This implies that there was a positive significant relationship between information technology services and performance of SMEs and also there was a significant relationship between information technology user skills and performance of SMEs in Abuja. It was concluded that from the findings there is a significant relationship between information technology infrastructure and performance of SMEs in Abuja. The study recommended that SMEs firm should continually use information and communication technology in terms of the services, infrastructure and user skills since it contributes significantly to the performance of SMEs in terms of increase in sales, increases in patronage, market share and output. The SMEs firms that are not applying the concept of information and communication technology should do so to improve their performance now that every activity of the business are communicated or transacted toward online.

2.4   Summary of Literature Reviewed

The literature review is discussed under the following subheading: Concept of Advertising, Concept of Marketing, ICT in marketing of automobile products, Social Media marketing, innovation of automobile marketing mode.

It was deduced from the study that Marketing is the process associated with promotion for sale goods or services. It is considered a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. Also When consumers buy a car, car sales business faces consumers, corporate profits from car turn to the people, this is the requirement of the Times, and also a new growth point. All the information on the contact point for the consumer should be analysis, digging, forecasts the next step requirement, in order to keep and increase consumer loyalty to the brand.

CHAPTER THREE

3.0   **METHODOLOGY**

3.1   Design of the Study

The study adopt the descriptive survey research design used to determine the impact of information communication technology on the marketing of automobile products in FCT Abuja. Survey design aimed at collecting data on and describing in a systematic manner, the characteristics features or facts about a given population.

3.2   Area of the study

The study was carried out in Abuja metropolis.

3.3   Population for the Study

The population for the study consists of 50 respondents comprising 30 automobile dealers and 20 digital marketers.

3.4   Sample and Sampling Technique

There was no sampling since the population was small and manageable.

3.5   Instrument for Data Collection

The researcher designed a structured questionnaire as an instrument that was used in collecting data for the study. The questionnaire was made up of four sections (A, B, C, and D). Section 'A' contains items on personal information of the respondents. Section 'B' seeks impact of ICT towards the enhancement of marketing of automobile products. Section 'C' find out the various ICT channels through which automobile product can be marketed. While Section 'D' find out constraints in the use of ICT to enhance marketing of automobile products. The questionnaire items were based on four points scale types. Items for section 'B', 'C' and 'D' contain four responses category each. The response categories for section 'B', 'C' and 'D' are strongly Agree (SA), Agree (A), Disagree (D) and strongly disagree (SD). These response categories will be assign numerical values of 4, 3, 2 and 1 respectively. Respondents were require checking ($\sqrt{}$) against the response category that best satisfies their opinion.

3.6   Validation of instrument

The instrument was validated by three lecturers in the department of Industrial and Technology Education, Federal University of Technology, Minna and contributions on the appropriateness of the instrument will be considered in the production of the final copy of the research instrument.

3.7   Reliability of instrument

In order to determine the reliability of the research instrument, a pilot test was conducted using fifteen automobile dealers in other locations. During the test, the questionnaires were distributed by the researcher. The questionnaire was filled by the respondents and then returned to the researcher. The data collected will be analyzed using Crombach Alpha

3.8   Administration of instrument

The instrument that was used for the data collection was administered to the respondents by the researcher and three research assistant in the study area.

3.9   Method of data analysis

Data collected was analyzed using mean and standard deviation for the research questions while t-test was used to test the hypothesis at the 0.05 level of significant. A four (4) point rating scale was to analyze the data as shown below.

Strongly Agree   (SA)   =   4points (3.5 – 4.0)

Agree   (A)   =   3points (2.5 - 3.49)

Disagree   (D)   =   2points (1.5 – 2.49)

Strongly Disagree   (SD)   =   1point (1.0 – 1.49)

Therefore, the mean value of the 4 point scale is:

$$\bar{X} = \frac{4+3+2+1}{4} \qquad = \qquad \frac{10}{4} = \quad 2.5$$

3.10   Decision Rule

The cutoff point of the mean score of 2.50 will be chosen as the agreed or disagreed point. This will be interpreted relatively according to the rating point scale adopted for this study. Therefore,

an item with response below 2.49 and below was regard or consider as disagreed while an item with response at 2.5 and above was regarded or considered as agreed.

CHAPTER FOUR

4.0   **PRESENTATION AND ANALYSIS OF DATA**

4.1   **Research Question 1**

What are the impact of ICT towards the enhancement of marketing of automobile products?

Table 4.1: Mean responses of the Automobile dealers and Digital Marketers on the the impact of ICT towards the enhancement of marketing of automobile products.

		N₁= 30	N₂=20	
S/N	ITEMS	$\bar{X}$	SD	Remark
1	ICT has improved the way automobile products a	2.52	.863	Agreed

		$\bar{X}$	SD	
	carry out marketing activities			
2	It help automobile dealers to get instant feedback from our customers	3.06	.767	Agreed
3	It improve dealers to customers direct relationship	2.68	1.019	Agreed
4	It helps automobile dealers to get perception about their business and getting constructive criticism	2.74	.853	Agreed
5	It help to boost automobile product patronage almost at no cost to Nigerian Businesses	2.88	.918	Agreed
6	It helps in business outreach with ease and saves time	2.78	.910	Agreed
7	It increases the awareness of the mass on the automobile product	2.78	.954	Agreed
8	It help improving sales of automobile product	2.82	.983	Agreed
9	It improve business searching ranking	2.88	.799	Agreed
10	It gives easy accessibility to customers	2.86	.948	Agreed

N=50

$\bar{X}$= mean of the respondents

N₁= Automobile dealer

N₂= Digital Market

SD = standard deviation of the respondents

Table 4.1 showed that both the Automobile dealers and Digital Marketers agreed on all items from 1 to 10. This is because none of the mean response was below 2.50 which was the beach mark of agreed on the 4-points response options. The standard deviation score ranged between 0.767 and 1.019. This showed that the responses of the Automobile dealers and Digital Marketers on the items were not divergent.

4.2   Research Question 2

What are the various ICT channels through which automobile product can be marketed?

Table 4.2: mean response of the Automobile dealers and Digital Marketers on the ICT channels through which automobile product can be marketed.

                                                        N₁= 30   N₂=20

S/N	ITEMS	$\bar{X}$	SD	Remark
1	Twitter	2.92	1.047	Agreed
2	Facebook	2.90	.931	Agreed
3	My Space	2.96	1.009	Agreed
4	YouTube	2.86	1.010	Agreed
5	LinkedIn	3.04	.856	Agreed
6	Instagram	2.90	.953	Agreed
7	Vimeo	2.84	.934	Agreed
8	StackOverflow	2.96	.856	Agreed
9	Quora	2.74	.986	Agreed
10	HubSpot	2.92	.944	Agreed
11	Salesforce Marketing	2.86	.990	Agreed
12	WhatsApp	2.84	.997	Agreed

N=50

$\bar{X}$= mean of the respondents

N_1= Automobile dealer

N_2= Digital Market

SD = standard deviation of the respondents

Table 4.2 showed that both the Automobile dealers and Digital Marketers agreed on all items. This was because none of the mean response was below 2.50 which was the bench mark of agreed on the 4-point response options. The standard deviation score ranged between 0.856 and 1.047. This showed that the responses of the Automobile dealers and Digital Marketers on the items were not divergent.

4.3   Research Question 3

What are the constraints in the use of ICT to enhance marketing of automobile products?

Table 4.3: mean responses of the Automobile dealers and Digital Marketers on the constraints in the use of ICT to enhance marketing of automobile products.

		$N_1= 30$	$N_2=20$	
S/N	ITEMS	$\bar{X}$	SD	Remark
1	Lack of awareness of use of ICT as a marketing tools for automobile products	3.24	.822	Agreed
2	Poor attitude of automobile dealers towards the use of ICT as a marketing tools for automobile products	3.38	.635	Agreed
3	Lack of ICT facilities for marketing of automobile products	3.38	.697	Agreed
4	Many automobile dealers lack the knowledge of digital marketing	3.72	.497	Agreed
5	Lack of digital marketing personnel	3.40	.571	Agreed
6	Negative Environmental attributes towards use of ICT as a marketing tools for automobile products	3.42	.642	Agreed
7	Pressure from customers who do not have the knowledge of digital marketing	3.34	.626	Agreed
8	lack of necessary internal skills	3.40	.639	Agreed
9	High Costs of implementation	3.30	.544	Agreed
10	Uncertain about return on investment	3.54	.542	Agreed

N=50

$\bar{X}$= mean of the respondents

N_1= Automobile dealer

N_2= Digital Market

SD = standard deviation of the respondents

Table 4.3 showed that both the Automobile dealers and Digital Marketers agreed on all items from 1 to 10. This was because none of the mean response was below 2.50 which was the bench mark of agreed on the 4-point response options. The standard deviation score ranged between

0.497 and 0.822. This showed that the responses of the Automobile dealers and Digital Marketers on the items were not divergent.

4.4   Hypothesis 1

There is no significant difference in the mean response of Automobile dealers and Digital Marketers on the impact of ICT towards the enhancement of marketing of automobile products

Table 4.4 T-test on impact of ICT towards the enhancement of marketing of automobile products.

<div align="right">

$N_1 = 30$ AND $N_2 = 20$

</div>

Respondents	N	X	SD	Df	Tcal	P-value	Remark
Automobile dealers	30	2.73	.740	48	4.296	0.000	NS
Digital Marketers	20	3.55	.510				

N=50

$\overline{X}_1$= mean of automobile dealer

$\overline{X}_2$ = mean of digital marketers

N_1 = automobile dealer

N_2= digital marketers

SD_1 = standard deviation of automobile dealer

SD_2 = standard deviation of digital marketers

NS=Not Significant

Table 4.4 showed that there was no significant difference in the responses of Automobile dealers and Digital Marketers on all the items as challenges faced by women in carrying out the building construction skills in building industries; therefore the null hypothesis of no significant difference was upheld at 0.05 level of significance.

Findings of the study

The following are the main findings of the study; they are prepared based on the research questions and hypothesis tested.

1. The finding on the impact of ICT towards the enhancement of marketing of automobile products showed that all the respondents agree on all the items, among all is It help automobile dealers to get instant feedback from our customers, It improve dealers to customers direct relationship.

2. The finding on the various ICT channels through which automobile product can be marketed showed that all the respondents agree on all the items, among all is Twitter, Facebook, My Space.

3. The findings on constraints in the use of ICT to enhance marketing of automobile products shows that showed that all the respondents agree on all the items, among all Lack of awareness of use of ICT as a marketing tools for automobile products, Poor attitude of automobile dealers towards the use of ICT as a marketing tools for automobile products.

4. There was no significant difference in the responses of Automobile dealers and Digital Marketers on the impact of ICT towards the enhancement of marketing of automobile products.

Discussion of findings.

The result from table 4.1 shows the findings on the impact of ICT towards the enhancement of marketing of automobile products. The findings of the study among others revealed ICT has improved the way automobile products a carry out marketing activities, It help automobile dealers to get instant feedback from our customers, It improve dealers to customers direct relationship, It helps automobile dealers to get perception about their business and getting

constructive criticism, It help to boost automobile product patronage almost at no cost to Nigerian Businesses, It helps in business outreach with ease and saves time, It increases the awareness of the mass on the automobile product, It help improving sales of automobile product, It improve business searching ranking, It gives easy accessibility to customers. The findings of the study is inline with Lou and Yuan (2019) argued that only in a few cases is influence gained through social media, the experts suggest that usually the subset of pre-existing media is the influence gained through social media,

The result of the hypothesis on the impact of ICT towards the enhancement of marketing of automobile products shows that there was no significant difference in the responses of Automobile dealers and Digital Marketers on the impact of ICT towards the enhancement of marketing of automobile products.

Table 4.2 shows the result of the findings on the various ICT channels through which automobile product can be marketed. The findings of the study among others revealed Twitter, Facebook, My Space, YouTube, LinkedIn, Instagram, Vimeo, StackOverflow, Quora, HubSpot, Salesforce Marketing, WhatsApp. The findings of the study is inline with Rasmussen, (2018) who noted that Million unique users visit YouTube each month, with billions videos viewed each day, with this type of engagement potential, leading brands are committing considerable resources to build and expand their profiles on the social media channel

The result from table 4.3 reveal the findings on constraints in the use of ICT to enhance marketing of automobile products. The findings of the study revealed that Lack of awareness of use of ICT as a marketing tools for automobile products, Poor attitude of automobile dealers towards the use of ICT as a marketing tools for automobile products, Lack of ICT facilities for

marketing of automobile products, Many automobile dealers lack the knowledge of digital marketing, Lack of digital marketing personnel, Negative Environmental attributes towards use of ICT as a marketing tools for automobile products, Pressure from customers who do not have the knowledge of digital marketing, lack of necessary internal skills, High Costs of implementation, Uncertain about return on investment. The findings of the study is inline with Haaland and van Den Bosch (2015) who noted that lack of knowledge about both the strategic use of ICT and ICT as a concept. Understanding ICT was a challenge for them, and emphasized the lack of IT skills as a problem.

CHAPTER FIVE

5.0   SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1   Summary of the Study

The main focus of this research study was to find out the impact of information communication technology on the marketing of automobile products in FCT Abuja.

Chapter one of the study discussed the background of the study, the statement of problem, purpose, significance, scope and the research questions were all stated and discussed for the conduct of this research.

The review of related literature looked into The Concept of Advertising, Concept of Marketing, ICT in marketing of automobile products, Social Media marketing, innovation of automobile marketing mode. Various views of different authors concerning the topic were harmonized in a comprehensive literature review and empirical studies.

A survey approach was used to developed instrument for the study; the respondents identified as the population of the study were the Automobile dealers and Digital Marketers. The entire respondents were used. A number of 50 questionnaires were administered. The instrument used was analysed using frequency count, and mean scores. The research questions were discussed base on the findings from the responses and results of the instrument used.

Implication of the study and conclusions were also drawn from the findings discussed. Recommendations and suggestions for further study were formulated and stated according to the findings of the study.

5.2   Implication of the Study

The findings of the study had implications for government, automobile dealers, digital marketers and the consumers. From the outcome of the study, it implies that if the identified areas where put in place it will give automobile product more access into the economic and give automobile product better sales.

5.3   Contribution to knowledge

The study will enhance the knowledge of automobile product dealers in the use of ICT as a means to advertise their product. Also the study will improve the flexibility of automobile dealer to embrace new approaches to sales of products in this era.

5.4   Conclusion

Based on the findings of the study, the following conclusions were drawn: The use of social media marketing tools as a strategy to improve business success of automobile car dealers in Rivers State should be recognized by automobile dealers since both theoretical and empirical evidence has proven that the dimensions of social media marketing positively correlate with business success. Theoretically, automobile car dealers should recognize that the social media marketing platforms can help increase or reduce their level of business viability, customer attraction and sales volume.

5.5   Recommendations

Based on the findings of the study, the following recommendations were made:

1. Firms should make Facebook, Twitter and YouTube advertisements to be more appealing, trendy and catchy so that online users will patronize the product.

2. Digital marketers should give all the details that are needed for easy patronage of the products.

3. Applications should be made accessible from the cell phones especially the advertisements. The advertising agencies should adopt Facebook, twitter and YouTube as a platform for advertising their clients' products as it has been proven from this study as being effective in selling the advertised products

5.6   Suggestion for Further Study

The following are suggested for further studies:

1. Impact of information communication technology on the marketing of automobile products in other location.

2. Training needs of automobile dealer in digital marketing of automobile products.

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QUESTIONNAIRE

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SCHOOL OF SCIENCE AND TECHNOLOGY EDUCATION

DEPARTMENT OF INDUSTRIAL AND TECHNOLOGY EDUCATION

A QUESTIONNAIRE ON IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON THE MARKETING OF AUTOMOBILE PRODUCTS IN FCT ABUJA

INTRODUCTION: Please kindly complete this questionnaire by ticking the column that best present your perception about the topic. The questionnaire is for research purpose and your view will be confidentially and strictly treated in response to the purpose of the research work.

SECTION A

PERSONAL DATA

Automobile dealers: ☐

Digital Marketers: ☐

Note: A four (4) point scale is used to indicate your opinion, tick the options which best describe your agreement as shown below:

Strongly Agree   (SA)   =   4points

Agree   (A)   =   3points

Disagree   (D)   =   2points

Strongly Disagree   (SD)   =   1points

Section B: What are the impact of ICT towards the enhancement of marketing of automobile products?

S/N	Items	Scales			
		SA	A	D	SD
1	ICT has improved the way automobile products a carry out marketing activities				
2	It help automobile dealers to get instant feedback from our customers				
3	It improve dealers to customers direct relationship				
4	It helps automobile dealers to get perception about their business and getting constructive criticism				
5	It help to boost automobile product patronage almost at no cost to Nigerian Businesses				
6	It helps in business outreach with ease and saves time				
7	It increases the awareness of the mass on the automobile product				
8	It help improving sales of automobile				

S/N							
	product						
9	It improve business searching ranking						
10	It gives easy accessibility to customers						

Section C: What are the various ICT channels through which automobile product can be marketed?

S/N	Items	Scales			
		SA	A	D	SD
1	Twitter				
2	Facebook				
3	My Space				
4	YouTube				
5	LinkedIn				
6	Instagram				
7	Vimeo				
8	StackOverflow				
9	Quora				
10	HubSpot				
11	Salesforce Marketing				
12	WhatsApp				

Section D: What are the constraints in the use of ICT to enhance marketing of automobile products?

S/N	Skill Items	Scale

		SA	A	D	SD
1	Lack of awareness of use of ICT as a marketing tools for automobile products				
2	Poor attitude of automobile dealers towards the use of ICT as a marketing tools for automobile products				
3	Lack of ICT facilities for marketing of automobile products				
4	Many automobile dealers lack the knowledge of digital marketing				
5	Lack of digital marketing personnel				
6	Negative Environmental attributes towards use of ICT as a marketing tools for automobile products				
7	Pressure from customers who do not have the knowledge of digital marketing				
8	lack of necessary internal skills				
9	High Costs of implementation				
10	Uncertain about return on investment				