

Demographic Moderators of Online Advertising Usage of Selected Small-Scale Businesses in Nigeria and its Impact on Perceived Profitability

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Abstract

This paper examines demographic moderators of online advertising usage of selected Nigeria-based small businesses in relation to its impact on perceived profitability. The objective is to ascertain the relationship between usage and perception of profitability using employment status, gender, age of respondents, age of business, length of Internet use (in years) and level of education. *This exploratory research anchors* on the E-VALUE model. The study adopted the survey research design and multistage sampling technique to select respondents of small-scale businesses in six state capital cities in Nigeria. The instrument of data collection was questionnaire and the statistical package for social sciences (SPSS) version 20.0, which was used to analyse data. The study found that there is a strong positive linear relationship between education, length of Internet use and perceived profitability of usage. In contrast, there is a negative relationship between age of respondents, employment status, gender, age of business, and perceived profitability of usage. The paper recommends that future studies should seek to measure online advertising usage and actual profitability of small businesses, which is germane to the socio-economic

development of a country like Nigeria.

Keywords: Online advertising, Nigeria, E-VALUE, Small-scale businesses, Perceived profitability