Influence of New Media on Media Planning and Buying among Advertising Practitioners in Lagos State, Nigeria

NNAANE, Barikui, *Ph.D***.**
Department of Mass Communication,
Akwa Ibom State University, Akwa Ibom State, Nigeria

Abstract

The major objective of this study was to ascertain the influence of the new media on media planning and media buying among advertising practitioners in Lagos State, Nigeria, particularly media independent practitioners. The research design used was survey. Out of the 384 copies of questionnaire administered, 366 representing 95.3% were returned. The sampling techniques were purposive and simple random. One of the key finding of the study was that some digital tools such as Mediatool, Google Analytics for the Web and Google Analytics for mobile were now driving media planning and media buying. The researcher recommended, among others that industry stakeholders and relevant government agencies such as the Advertisers Association of Nigeria (ADVAN), Association of Advertising Agencies of Nigeria (AAAN), Advertising Practitioners Council of Nigeria (APCON), Media Independent Practitioners Association of Nigeria (MIPAN), and Nigerian Communications Commission (NCC) among others, should brainstorm on how digital technologies can be leveraged to drive scientific and precision media planning and media buying.

Keywords: Web 2.0, Google, Advertising practitioners, New Media, Media Planning, Media Buying, AAAN, MIPAN, APCON, NCC.

Introduction

The disruption wrought by digital technologies, the globalisation of the markets as well as the fragmentation of the audience have ushered in a compulsive rethinking of advertising in general and media planning and buying in particular. The Internet, with the attendant Web 2.0 phenomenon such as the social media, the liberalisation of the telecommunications sector in Nigeria and the investments in broadband have redefined the face of digital advertising and marketing in such a manner that was hitherto unimagined. With 120 million Nigerians using mobile phones, an Internet

population of 92 million, a population of 16 million on Facebook and 1.8 million on Twitter, with over 347 million tweets annually (www.Internetworldstats.com, 2017 and Alagbe, 2018), including the various blogs, Instagram, WhatsApp, Snapchat, among others, the job of media planning and buying has now required a drastic strategic rethinking, if advertisers must reach the desired target audience.

However, it will be pertinent to understand what is meant by the terms "new media", "media planning" and "media buying". New media refer to both the hardware and software of modern technologies which are capable of making contents available on-demand through the Internet. Examples are the Internet/World Wide Web, mobile apps, the social media virtual worlds, multimedia, computer animation and interactive computer applications. But within the context of this research, the new media will be defined as the mobile media, online media and the social media.

Sissors and Baron (2010, p.3) describe media planning as consisting "of series of decisions made to answer the question, "What are the best means of delivering advertisements to prospective purchasers of my brand or service"? They note further that a media planner should attempt to answer the following questions: "How many prospects (for purchasing a given brand of product) do I need or can I afford to reach?; in which media should I place ads?; how many times a month should prospects see each ads?; during which months should ads appear?; where should the ads appear?; in which markets and regions; and how much money should be spent in each medium? It follows therefore that a fundamental objective of media planning is to determine the best and optimum means to convey a message to the target audience. A media plan sets out a systematic process that galvanises all the contributing elements in advertising campaign in order to achieve specific advertising and marketing goals (See: Barker 2007; Assael, 2011; Belch and Belch; 2011; Fill, 2013; Katz, 2013; and Egan, 2014).

Media buying on the other hand is the process of negotiating and purchasing media time and space in order to convey an advertising message. For the online media, this involves the kind of placement on the carriers' Website. It follows therefore that media buying takes into consideration a broadcast stations' formats, the rate of pricing, demographic, geographic, and psychographic variables as well as the frequency and reach of the media used. It is pertinent to note that all of these are premised on scientific and data-backed research (See: Sissors and Baron, 2010; Katz, 2013; and Krajcovic, 2015).

Before the 1990s, media buying was one of the functions of the media department of advertising agencies. However, as the revolution in Information and Communication Technologies (ICTs), particularly the Internet was advancing around 1999, *WPP Group* created *MindShare* from the media Departments of its two advertising networks *Ogilvy & Mather* and *J Walter Thompson*, now *JWT*. Furthermore, by 2003, due to globalisation and the wave of consolidation which swept through United States of America and Western Europe, the *WPP Group*, after acquiring *Young & Rubicam* as well as *Tempus*, later consolidated all its media

operations including media planning and media buying through the formation of *GroupM*, which is perhaps the leading media buying company in terms of billings worldwide. Other global players in this segment of advertising include *Omnicom*'s *OMD*; *Publicis*' *Vivaki* and *ZenithOptimedia*; *Interpublic*'s *Mediabrands*; *Dentsu Aegis Network*'s *Aegis Media* and *Havas*' *Havas Media* (www.nielson.com).

In Nigeria, apart from the fact that the major advertising agencies such as *Insight Communications Limited*, *SO&U*, *DDB*, *STB McCann, Rosabel*, and *Centrespread FCB* among others have their media buying arms, there are also independent media buying agencies under the aegis of the Media Independent Practitioners Association of Nigeria (MIPAN), which came into existence in May 1999 with seven members. Today, its membership strength has grown to include: *Adgenda Media Limited; All Seasons MediaCom; Algorithm Media; Capital Media; MediaReach OMD*; and *Media Perspectives Limited*, among others.

However, the audience of the media of mass communication, particularly, target markets of advertising, are becoming less "mass" and more selective. For instance, before the digital revolution, more people tuned to radio and TV stations which were obviously very few in Nigeria, while more people read newspapers and magazines. During this period, the Nigeria Television Authority (NTA) was the most dominant television station; the Federal Radio Corporation of Nigeria (FRCN) was the most dominant radio station; a newspaper- the *Daily Times* was circulating about 400,000 copies in a day. Today all these have changed. What caused the situation to change? Apart from the liberalisation of the broadcast industry which caused private individuals to enter into broadcast business and the poor reading culture in Nigeria, some other factors have contributed to this audience segmentation. For many members of the audience, time has become a scarce commodity, with much of it devoted to commuting, working, and doing business. All of this means less time available for the mass media; and when members of the audience find time for the mass media, they tend to look for contents geared toward their interests.

Furthermore, there are multiplicities of media to choose from today. From just one NTA network, to state-owned broadcast stations (Radio and TV), many private broadcast stations (Radio and TV), some cable and satellites channels like the Cable News Network (CNN), SkyNews Aljazeera, DSTV (which come with many channels); DVDS, movie theatres, YouTube, the Web, as well as newspapers and magazines, (both print and online), members of the audience have become more fragmented. In addition, advertisers are gradually doing less of mass marketing and are now embracing target marketing, spending money to reach those who are most likely to buy their products/services. The ultimate result of this is that the audience for a mass medium is becoming reduced. Moreover, the messages sent by these mass media through the various channels of mass communication are becoming more specialised. Magazines, newspapers, radio, TV and websites are targeting their contents at more defined audience segments, partly to meet the demands of advertisers

and partly because it is more cost-efficient. So, it is becoming more difficult for a single mass medium to reach a large number of audience members (Rodman, 2010; Dominick, 2011; Pavlik & McIntosh, as well as Biagi, 2012).

To this end, the multiplicity of the new media (mobile media, online media and the social media), with the attendant platforms and websites have made the job of media planning and media buying to be not only scientific but also cumbersome. However, media planners and buyers whose services are technology-driven use Google Analytics for tracking and reporting website traffic and also Google Analytics for Mobile Apps, which allow gathering usage data from iOS and Android phones. In addition, some of the online advertising research tools such as Alexa, Nielson Online, Quantcast and SimilarWeb, among others become handy in this instance. This will enable them to know the strategies for planning and buying media, as well as the demographic, geographic and psychographic composition of the online community.

Arising from the above, the focus of this study is to evaluate the influence of the new media on media planning and media buying among advertising practitioners in Lagos State, Nigeria. Lagos was chosen because, undoubtedly, it is the hub of the advertising industry in Nigeria. Although the scope of this study included all advertising practitioners in Lagos State, consideration was given to those involved in media planning and media buying.

Statement of the Problem
In the times past, the business of advertising, particularly the planning and buying of media was usually dictated by the Audit Bureau of Circulation (ABC) of Nigeria, which was a body that tracked the copies of national newspapers sold in a day across the regions in the country. Complementing this was the efforts of Research and Marketing Services, now TNS/RMS, a leading broadcast media rating firm in Nigeria. Furthermore, the media departments of the various advertising agencies in Nigeria then depended on certain media vehicles to leverage their goods and services. In addition, the target market of advertising had very few print and broadcast media choices.

But with the revolution in ICTs, especially the Internet/World Wide Web, the social media and the liberalisation of the telecommunications sector in Nigeria in particular, media planning and buying have become more challenging because of the multiplicity of media that have fragmented the audience a great deal, thereby making reaching the right audience to be demanding, scientific, as well as technology and data-driven. Following the above, how have the new media affected the business of media planning and media buying in the advertising industry in Nigeria? This constitutes the problem of this study.

Objectives of the Study
The broad objective of this study is to evaluate the influence of the new media on

media planning and media buying among advertising practitioners in Lagos State, Nigeria. Specifically, the objectives of this study are to

1. Determine the extent to which advertising practitioners in Lagos State, Nigeria, are exposed to the new media in their media planning and media buying strategies.
2. Ascertain the new media platforms used by the advertising practitioners in their media planning and media buying strategies, and the extent of such usage.
3. Examine how the advertising practitioners perceive the use of the new in media planning and media buying.

RESEARCH QUESTIONS
The following research questions guided the study:
1. To what extent are the advertising practitioners in Lagos State, Nigeria exposed to the new media in their media planning and media buying strategies?
2. What are the new media platforms used by the advertising practitioners in their media planning and media buying strategies, and the extent of such usage?
3. How do the advertising practitioners perceive the use of the new media in media planning and media buying?

Literature Review
Digital technologies have transformed the practice of advertising, particularly media planning and media buying, as advertisers and their agencies spend more time and resources on research in the areas of the mobile media, online media and the social media. The challenge now is for brands to connect with both prospective and actual customers through these digital platforms in real-time and create innovative campaigns that work across the three categories of the digital platforms. It is imperative to note that the real-time conversations brands have with people as they interact with several digital platforms have changed the face of advertising, to the extent that advertising agencies, especially media planners and media buyers are using powerful narratives to tap into people's wishes, yearnings, aspirations and desires, with the technical side of data, digital engineering and analytics.

According to Belch and Belch (2011), there are certain steps in media planning. These are: select the target audience; understand the target audience decision-making; determine the best positioning; develop the communication strategy; and set the media strategy. For Cannon (2001), media selection could be addressed through an evaluation process and the adoption of a sequence of process steps including the allocation of the tasks by the media class, evaluating the media vehicle efficiency, and progressing through the "Frequency Value Planning Process". Cannon argues further this Process has the following detailed steps: develop media

strategy; develop trial media schedule; estimate advertising exposure by vehicle; estimate frequency distribution; estimate advertising response; calculate frequency value; evaluate schedule; and implement the schedule.

Barker (2007) argues that the media planning process must be underpinned by certain principles of Integrated Marketing Communications (IMC) which involves distinguishing between tactical intra-media decision-making and the more strategic inter-media decision-making. Barker notes further that the media planning process should incorporate the following: define the communication objectives; define target audience (database segment, behavioural clusters, demographic and geo-demographics); assess audience media consumption; assess media characteristics (timing, budget and suitability); develop media strategy; plan actual schedule (response data, availability, lifestyle/life-stage/interests and forecast); execute tests and roll out campaign; as well as monitor, analyse, evaluate and refine.

However, with the arrival of the Internet and other digital platforms, media planning now requires critical rethinking and intellectual rigour because some of the dynamics of media planning are changing. For instance, according to (Chang and Thorson, 2004), the new media often combine exposure constructs with interactivity metrics. Therefore, a television campaign could, for instance, drive traffic to search website, thus creating not only its own impact, but also a search instance and a web visit; and this can raise the question as to whether the digital impact could be counted as one of input or output or both.

Furthermore, in a study by Joyce (2016), entitled: "The Future of Omnichannel Media Buying is programmatic", he argues that marketing leaders are embracing omnichannel advertising to create connected experiences that drive results by using programmatic approaches to make data-driven media buying decisions and to transform multichannel media strategies into omnichannel ones. He argues on that the transition from multichannel to omnichannel digital media buying is underpinned by people, processes and technology and that programmatic approaches help to solve certain challenges in digital media buying by creating digital customer identities for better addressability; delivering personalised advertisements in near real-time; automating access to inventory for smarter advertising delivery; and tracking and optimising to specific path-purchase scenarios.

Joyce asserts further that advertisers and marketers must realise that the complexity of omnichannel digital media buying requires deeper collaboration and partnership both internally and externally in order to deliver connected brand experiences and so they (advertisers and marketers) should embrace dynamic budget allocation to respond to real-time customer signals through shifting media investments in response to changes in customer behaviour; develop deeper partnerships with advertising technology providers; partner with publishers to enhance addressable customer identity through the use of publisher data to stick together customer identity for delivering and measuring omnichannel brand

experiences; and working with agencies that do more than just buying advertising space by using agencies that can synergise creative, media, strategy and technology.

In an empirical study by Ridwan, Olalekan and Ganiu (2015), using in-depth interview as a research instrument in eliciting the views of some selected media independent practitioners in Lagos, the authors discovered that in spite of the respondents' awareness of the existence of new media technologies relevant to media planning and media buying, the knowledge level of these new media platforms is still rudimentary. The authors equally discovered that the respondents believed that the new media were the future of media planning and media buying.

However, in spite of the unique nature of the study, using Media Dependency Theory was irrelevant to the study. This theory did not apply to the study given its focus, but the other two theories used Uses and Gratifications Theory and Technological Determinism Theory were to some extent, useful. However, this research will be a modest contribution to the paucity of empirical studies on this subjective-matter, in terms of its quantitative nature. Other scholars who have written on the digital media and media planning and media buying are as follows: Heo and Cho (2009), Lane, King and Reichert (2010), Reynar, Phillips and Heusmann (2010), Fill (2013), Taylor, Kennedy, McDonald, and Larguinat (2013), Egan (2014), and Fulgoni and Lipsman (2014).

Theoretical Framework

This research is anchored on the Technology Acceptance Model (TAM). The theory was developed by Fred Davis and Richard Bagozzi in 1989 as an extension of Ajzen and Fishbein's Theory of Reasoned Action. The theory believes that when users are presented with a new technology, there are some factors that determine the decision on how and when to use such a technology. These factors are: Perceived Usefulness (PU), which means the extent to which a person believes that using a particularly technology would enhance his or her job performance; and Perceived Ease of Use (PEOU), which means the degree to which a person using a new technology believes that using it will be without stress. It follows therefore that in this era of digital technologies, media planners and media buyers will embrace these technologies because they will surely enhance their job performance and also be without hassles as such. In addition, the software and other online tracking tools have simplified their job which entails data-driven, precision and scientific media planning and buying.

Methodology

The study used survey, which according to Ha, Fang, Henize, Park, Stana and Zhang (2015), is one of the most commonly used research designs in mass communication research. Wimmer and Dominick (2011), underscore the fact that the purpose of survey is to collect large quantity of data from a sample of respondents that are generalisable to the population. The population of this study was an estimated 15,000

registered members of the Advertising Practitioners Council of Nigeria (APCON), based on enquiry. The sample size was 384, based on the technique of Fisher and Lee (1986). This formula applies to a relatively large population size and it is illustrated as follows:

$$n = \frac{Z^2 pq}{d^2}$$

Where n = the required sample size, when the target population is more than 10,000.
Z = standard normal deviate at the required confidence level (1.96) at 0.05.
p = the proportion of the target population estimated to have the characteristics being measured when one is not sure, so one takes a middle ground (0.5)
q = 1-p
d = the level of statistical significance.

Therefore $n = \frac{1.96^2 \times 0.05 \times 0.05}{0.05^2}$

This therefore gives a sample size of 384.

Furthermore, the sampling techniques used were purposive and simple random sampling techniques. The instrument for collecting data was questionnaire. Copies of the questionnaire were administered by research assistants in the following advertising agencies and media independents- STB McCann; Prima Garnett; X3M Ideas; Rosabel; Leo Burnett Lagos; Centrespread FCB; MediaReach OMD; Media Perspectives; All Seasons MediaCom; and Capital Media. The techniques of data analysis were frequency tables, simple percentages and charts.

Data Presentation and Analysis
Three hundred and eighty four (384) copies of the questionnaire were administered, while 366 copies, representing 95.3% were returned and used for the analysis. However, the sex, level of education and the number of years of experience in advertising of the respondents are represented in Table 1 below:

Items	Respondent	Percentage
Sex		
Male	279	76.2%
Female	87	23.8%
Total	**366**	**100%**
Education		
HND	25	6.8%
BA/B.Sc	231	63.1%
MA/M.Sc	107	29.2%
PhD	3	0.8%
Total	**366**	**100%**
Years of Experience		
1-5	56	15.3%
6-10	92	25.1%
11-15	154	42.1%
16 and above years	64	17.5
Total	**366**	**100%**

From Table 1 above, in terms of the sex of the respondents, it is obvious that the men are still dominating the advertising industry, and few women are holding strategic positions in the industry. In terms of level of education, although a majority of the respondents have first degrees, a good number of them now have Masters' degrees. This is commendable because in times past, the industry had a lot of Certificate and Diploma holders. While in terms of years of experience, a majority of the respondents have spent between 11 and 15 years. This could be as a result of explosion in the number of advertising agencies and also the professionalisation of media independent agencies.

Research Question 1: To what extent are the advertising Practitioners in Lagos exposed to the new media in their media planning and media buying strategies?
The above research question was meant to determine the extent to which the advertising practitioners were exposed to the new media in terms of media planning and media buying. This was quite imperative because their extent of exposure will go a long way in their utilising these new media for media planning and media buying. Below are the views of the respondents:

Chart 1: Respondents' Extent of Exposure to the New Media in Terms of Media Planning and Media Buying
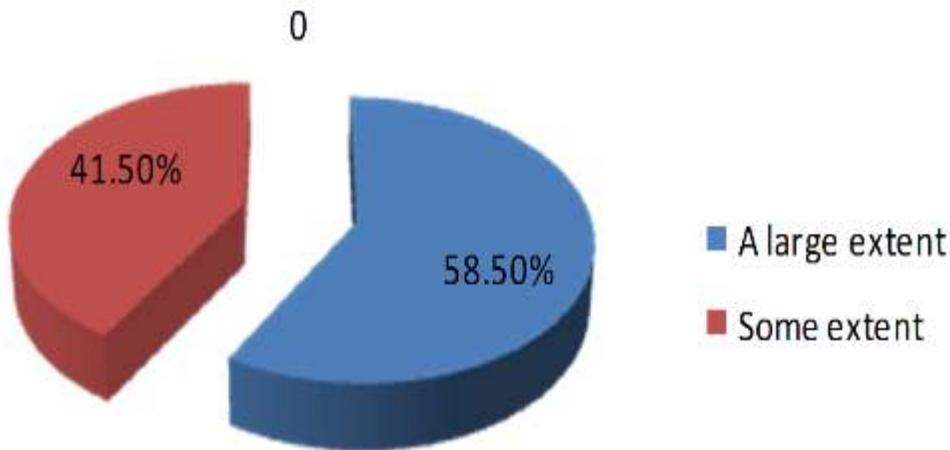

From Chart 1 above, it is glaring that the pervasiveness of the new media has affected the advertising tremendously, especially in terms of media planning and media buying. Demographic and psychographic factors are now being underpinned by the mobile media, online media and the social media.

As a way of throwing more light on the above research question, the respondents were asked the software used in media planning and media buying. This

was because in the times past, the Audit Bureau of Circulation (ABC) and some broadcast stations' rating firms were the sole determinants of media planning and media buying and so the Internet and other digital platforms were yet to drive this segment of advertising practice. Below are the views of the respondents:

Chart 2: Software Used by the Respondents in Media Planning and Media Buying
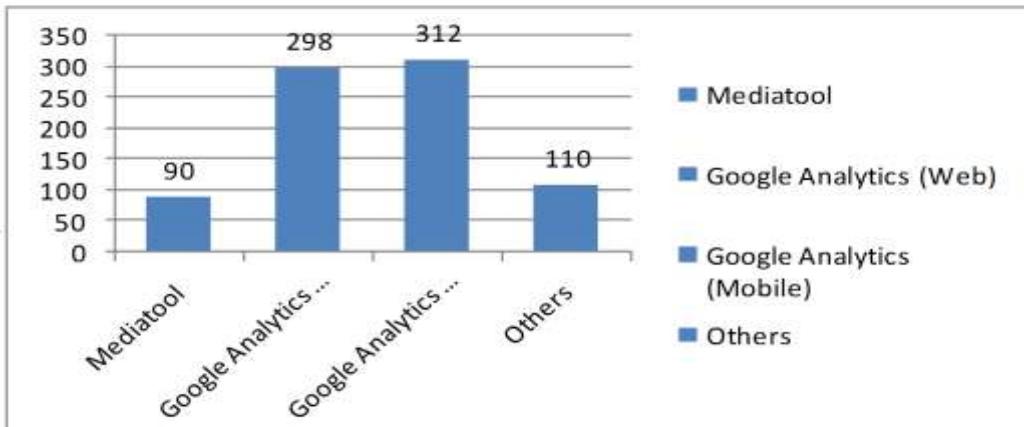
From Chart 2 above, the respondents were asked to choose more than one option if they so desired. So Google Analytics for mobile phones was chosen the highest. With 120 million Nigerians having mobile phones and 92 million having access to the Internet, it underscores the impact of the liberalisation of the telecommunications sector in the country. It follows therefore that advertising agencies and media independents are now using certain software and digital tools to reach the target audience.

Furthermore, still on the above research question, the respondents were asked the level of effectiveness of the new media on media planning and media buying. Below are their views:

Chart 3: Effectiveness of the New Media in Media Planning and Media Buying
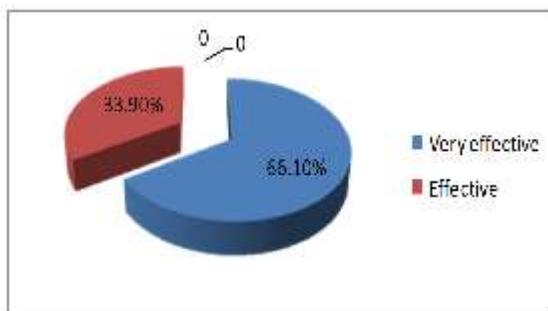
From Chart 3 above, it is apparent that the new media have the capacity to hit the bull's eye in media planning and media buying. This is probably because, unlike the conventional media, it is easier to know when the users of the new media are online because of the tracking software and the other digital tools meant to get such details.

Research Question 2: What are the new media platforms usually used by the advertising practitioners in their media planning and media buying strategies and the extent of such usage?

The above research question was meant to find out the categories of the new media platforms usually used in media planning and media buying. This is because of the segmentation of the new media into mobile media, online media and social media. Below are the views of the respondents:

**Chart 4: The New Media Platforms Used Often by the Respondents in Media Planning and Media Buying**
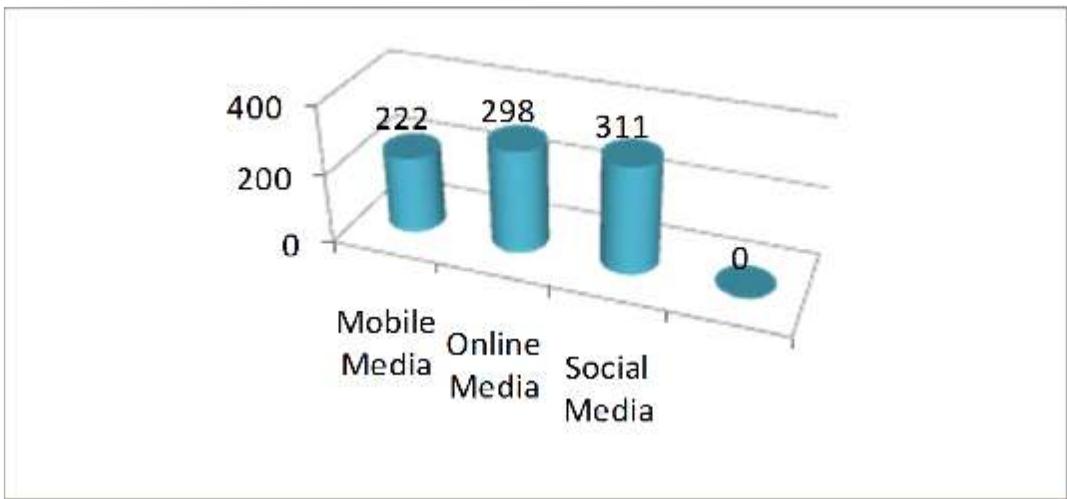
From Chart 4 above, since the respondents were asked to choose more than one option, the social media were chosen the highest. With 16 million Nigerians on Facebook and 1.8 million others on Twitter as well as the huge number on popular Nigerian blogs and Over-the-Top-Platforms like WhatsApp, including the millions of other Nigerians who use the social media with their mobile phones, it is not surprising that the social media now constitute one of the key media for media planning and media buying. In addition, with the aid of Google Analytics for the Web and Google Analytics for Mobile, media planning and media buying on the social media can be data-driven and scientific.

As a follow-up to the above research question and due to the popularity of the
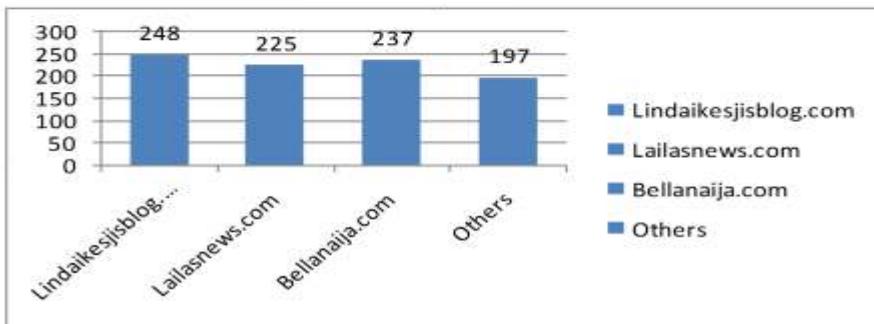
social media in media planning and media buying, the respondents were also asked to choose the specific social media tools used. Below are their views:

Chart 5: Specific Social Media Tools Used often by the Respondents for Media Planning and Media Buying
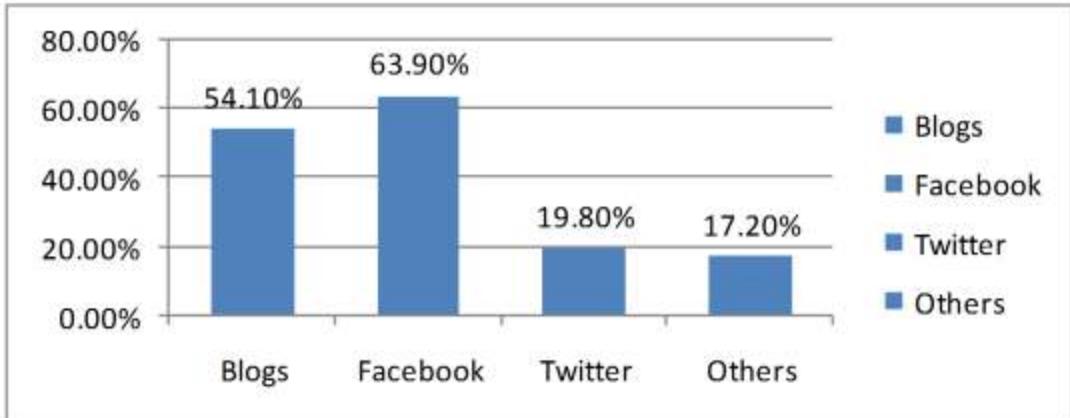
From Chart 5 above, the respondents had the choice of selecting more than one option. As a result Facebook was chosen the highest. With 2.2 billion active users worldwide, out of which 16 million are Nigerians, coupled with its acquisitions of such popular social media platforms such as Instagram, Messenger and WhatsApp, among other, advertisers and media planners and media buyers in particular find the platform very useful in terms of reach and frequency. In addition, Nigerian blogs got the next most favourable rating. This is because some Nigerian blogs are now being recognised as huge drivers of online traffic. As a result of this, the respondents were asked further to mention the specific Nigerian blogs which they often used in media planning and media buying. This was also one question in which they were asked to select more than one choice where applicable. Below are their responses:

Chart 6: Specific Nigerian Blogs Used Often by the Respondents for Media Planning and Media Buying

From Chart 6 above, *lindaikejisblog.com* got the highest selection in terms of the most used Nigerian blog in media planning and media buying. This is not surprising because the blog is perhaps the most popular blog in Nigeria. According to www.alexa.com, *lindaikejisblog.com* has a global ranking of 3,750; Nigerian ranking number 29 of the most visited website in the country; 107,498 daily unique visitors and 837,817 daily page views. Other mentioned blogs are also popular among the Nigerian online community.

Research Question 3: How do the advertising practitioners perceive the use of the new media in media planning and media buying?

The table below is a Likert Scale. A benchmark of 3.0 was specified. It was used to determine the perception of the respondents on the use of the new media in media planning and media buying. This benchmark is arrived at by dividing the total values on the scale by 5 points thus:

$$\frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$$

Therefore, if a statement has a mean value that equals or is greater than 3.0, then it is accepted, if otherwise, it is rejected. To get the mean score for each statement, the scores recorded under Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD) were multiplied by their scale points- 5,4,3,2 and 1, and then divided by the total copies of the questionnaire used - 366. However, "F" stands for "Frequency".

Table 2: Respondents' Perception of Use of the New Media in Media Planning and Media Buying

S/N	ITEMS	SA	A	U	D	SD	Mean Score	Decision
		F	F	F	F	F		
1	The new media have made media planning and media buying to be more scientific.	297	69	-	-	-	4.8	Accepted
2	The new media have helped in strategic media planning media buying in terms of reach and frequency.	253	113	-	-	-	4.7	Accepted
3	The new media have helped media planning and media buying to be more experiential.	277	89	-	-	-	4.8	Accepted
4	The new media have helped media planning and media buying to be driven by customer-centric engagements.	298	68	-	-	-	4.8	Accepted
5	The new media have helped to track the online behaviour of users.	273	93	-	-	-	4.7	Accepted
6	The new media have helped media planning and media buying to be cost-effective compared with the conventional media.	288	78	-	-	-	4.8	Accepted

Discussion of Findings

The dynamic nature of the market, shifting demographic and psychographic variables as well as the disruption occasioned by digital technologies in advertising, especially in media planning and buying formed the *raison d'être* of this research. It is indisputable that new media technologies have affected the way of doing business and as a result, it is no longer business as usual. The market is also becoming more elusive as the preferences of the audience continue to change. In addition, the new media have also engendered the fragmentation of the audience thereby making media planning and media buying to be more tasking and demanding.

From the findings of the study, the extent of exposure of the respondents to the new media in relation to media planning and media buying was high. This tends to justify the findings of Ridwan, Olalekan and Ganiu (2015). When the respondents were asked to choose the software used often by them in media planning and media buying, Google Analytics for the Web and Google Analytics for mobile featured higher than other software. This simply underscores the place of Google as the next biggest technological giant globally after Apple and Microsoft.

Furthermore, the respondents noted that using the new media in media planning and media buying was at the least effective and that they used all the categories of the new media - mobile, online and the social media in their media strategies. This tends to justify the work of Joyce (2016), who asserted that contemporary media planning and buying has gone beyond just buying advertising space to the mastery of digital platforms. However, in the respondents' selection of the categories of the new media used in their media strategies, the social media were rated the highest. And among the social media platforms used frequently in their media strategies, Facebook got the highest rating. As noted earlier, with Facebook's 2.2 billion active users worldwide, were it to be a country, it will surely be the biggest country in the world, outstripping China's current population of over 1.4 billion.

The respondents equally noted that some Nigerian blogs are providing the required reach to their target markets. This is because of the volume of traffic being driven on daily basis by these blogs. The most highly rated among was *lindaikejisblog.com,* unarguably, Nigeria's most visited blog. The sheer number of advertisements that adorn the blog's space, at times covering the whole background of the blog, speaks to it as a veritable medium and vehicle of online advertising in Nigeria. Furthermore, the results from the Likert Scale indicated clearly that the influence of the new media on media planning and media buying was positive and enormous, since all the items were above the benchmark of 3.0. Some of the issues on this Scale tend to justify in a general sense, the work of Egan (2014), Fulgoni and Lipsman (2014), Fill (2013), Taylor, Kennedy, McDonald, and Larguinat (2013), Lane, King and Reichert (2010), Reynar, Phillips and Heusmann (2010), and Heo and Cho (2009).

Conclusion and Recommendations

The major objective of this research was to evaluate the influence of the new media on

media planning and media buying among advertising practitioners in Lagos State, Nigeria. The research was further informed by the revolution engendered by digital technologies in all spheres of human endeavour. It is worthy to note that this digital revolution has left in its wake audience fragmentation and the disruption of business as usual. With the shift in audience demographics and psychographics underpinned by the online culture as well as the reshaping of the face of what hitherto was mass advertising, media planning and media buying driven by the new media are now data-driven and more scientific.

Software and other online research tools are also contributing tremendously in tracking users on the various new media platforms. Arising from the above, the researcher recommends that because of the dynamic nature of the new media, media planners and media buyers should continue to improve on their skills; the Nigerian advertising industry should partner with some software developers in the country in order to bring about local content in the development and deployment of digital tools in country's advertising industry; tertiary institutions teaching advertising courses should incorporate digital advertising, especially in the area of media planning and media buying into their curricula and that industry stakeholders and relevant government agencies such as the Advertisers Association of Nigeria (ADVAN), Association of Advertising Agencies of Nigeria (AAAN), Advertising Practitioners Council of Nigeria (APCON), Media Independent Practitioners Association of Nigeria (MIPAN), and Nigerian Communications Commission (NCC) among others, should brainstorm on how digital technologies can be leveraged to drive scientific and precision media planning and media buying.

References

Alagbe, J. (2018). More Attacks on FG over Social Media Monitoring. *The Punch*, February 3, p. 43.

Assael, H. (2011). "From Silos to Synergy: A Fifty-Year Review of Cross-Media Research Shows Synergy Has to Achieve its Full Potential". *Journal of Advertizing Research*, 51(10), 1-24.

Barker, B. (2007). "Integration: Bringing the Media Plan Together or Making it Work Really Well. IDM Marketing Guide", pp. 5-11. Retrieved from , 2018.

Belch, G. E., & Belch, M. A. (2011). *Advertising and Promotion: An Integrated Marketing Communications Perspective (9th ed)*. New York: McGraw-Hill Inc.

Biagi, S. (2012). *Media/Impact: An Introduction to Mass Media (10th ed.)*. New York: Wadsworth, Cengage Learning.

Cannon, H.M. (2001). Addressing New Media with Conventional Planning. *Journal of Interactive Advertising,* 1(2), 28-42.

Chang, Y., & Thorson, E. (2004). Television and Web Advertising Synergies. *Journal of Advertising,* 33(2), 75-84.

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management*

    Sciences, 35 (1), 982-1003.

Dominick, J. R. (2011). *The Dynamics of Mass Communication: Media in Transition (11th ed.).* New York: McGraw-Hill Inc.

Egan, J. (2014). *Marketing Communications (2nd ed.).* London: Sage Publications Ltd.

Fill, C. (2013). *Marketing Communications: Brands, Experience and Participation (6th ed.).* London: Pearson Education UK.

Fisher, N. I., & Lee, A.J. (1986). Correlation Coefficients for Random Variables on a Unit Sphere or Hypersphere. *Biometrika,* 73(1), 159-164.

Fulgoni, G., & Lipsman, A. (2014). Digital Game-Changer: How Social Media Will Help Usher in the Era of Mobile and Multi-Platform Campaign Effectiveness Measurement. *Journal of Advertising Research*, 54(1), 11-16.

Ha, L., Hu., Fang., Henize, S., Park, S., Stana, A., & Zhang, X. (2015). Use of Survey in Top Mass Communication Journals 2001-2010 and the Total Survey Error Paradigm. *Review of Communication*, 15(1), 335-355.

Heo, J., & Cho, C.H. (2009). A New Approach to Target Segmentation: Media Usage Segmentation in the Multi-Media Environment. *Journal of Targeting Measurement and Analysis for Marketing*, 17(3), 145-155.

Joyce, R. (2016). The Future of Omnichannel Media Buying is Programmatic. http://www.forrester.com. Retrieved January 7, 2018.

Katz, H. (2013). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) (5th ed.).* Oxford: Routledge.

Krajcovic, P. (2015). Strategies in Media Planning. *Communication Today,* 6(2), 1-6

Lane, R.W., King, K., & Reichert, T. (2010). *Kleppner's Advertising Procedure (18th ed.).* New York: Prentice Hall/Pearson.

Pavlik, J. V., & McIntosh, S. (2011). *Converging Media: A New Introduction to Mass Communication (2nd ed.).* Oxford: Oxford University Press.

Reynar, A., Philips, J., & Heusmann, S. (2010). New Technologies Drive CPG Media Mix Optimization. *Journal of Advertising Research,* 50(4), 416-428.

Ridwan, A., Olalekan, A.G., & Ganiu, O. (2015). Influence of New Media on Media buying Among Selected Lagos-Based Advertising Practitioners. *Singaporean Journal of Business Economics and Management Sciences,* 4(4), 53-65.

Rodman, G. (2010). *Mass Media in a Changing World (3rd ed.).* New York: McGraw-Hill Inc.

Sissors, J. Z., & Baron, R. B. (2010). *Advertising Media Planning (7th ed.).* New York: McGraw-Hill Inc.

Taylor, J., Kennedy, R., McDonald, C., & Larguinat, L. (2013). Is the Multi-platform Whole Powerful Than its Separate Parts? Measuring the Sales Effects of Cross-Media Advertising. *Journal of Advertising Research*, 53(2), 200-211.

Wimmer, R. D., & Dominick, J. R. (2011). *Mass Media Research: An Introduction (9th ed.).* New York: Wadsworth Cengage.

www.alexa.com
www.nielson.com
www.Internetworldstats.com