

## **New Media, Internet and Digital Media: A New Trends in Advertising Industry in Developing Countries (Study of Omel Arts and Advertising Agency)**

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Article DOI: 10.48028/iiprds/ijasepsm.v11.i1.03

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### **Abstract**

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The study investigates the impact of new media, internet, and digital media as a new trend in advertising industry in developing countries. A total of 60 questionnaires were used in collecting data for the study and descriptive methodology was adopted and SPSS and Pearson product moment correlation was used to test the formulated hypotheses. The study's findings showed that, there is significant impact of new media in advertising industry as it ensures return on investment, creativity and innovations in the industry and effective planning and execution of media campaign. Based on the findings of the study concluded that new media, internet and digital media assist the advertising agencies in innovating good quality advertisements ,ensures companies and customers interaction and conveyed messages fast to the specified target audience ,and is wider reach .The study recommended that ,advertising agencies in developing countries should adopt the use of internet advertising ,new and digital media as one of the marketing communication tools in developing countries and policy on creativity and innovations in new digital media and internet advertising using innovative and sophisticated digital technologies .Also ,world Federation of advertisers must ensure collaboration and co-operation of developed and developing countries advertising regulators so as to tap wealth of knowledge and experiences in new digital media practices and usage regarding new media ,internet advertising and digital media.

**Keywords:** *New Media, Advertising Agency, Marketing communication, Developing countries, Consumers*

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### **Background to the Study**

New media, internet and digital media are new trends in the field of advertising and advertising industry globally, as they are interconnected with information and communication technology system. Basically, new media, internet and digital media are customized with features of networking, big data, internet, digital infrastructures, artificial intelligence, neural network technology and interactive tools and other forms of new technologies. The world is inter-connected through the introduction of information and communication technology as a change radiating in all industries in the world, hence, information and messages travel far as the use of monopoly of information are not in control of traditional media house and broadcasters.

It was known that broadcasting was done by a single source organization (broadcaster) who had the power to convey messages to the audience but, presently, its otherwise and contrary as new media, internet and digital media has taken over compared to the traditional broadcasting that had a less room for feedback and criticism. New media give the audience the privilege to have access to social and digital platforms where they can express themselves freely, without any media regulator or government agency and institutions, Bachelorar-beit (2009).

According to Fidler, (1997), new media are new emerging forms of communication media that introduced new forms of communication where messages are conveyed to the general world. New media emergency in the advertising industry ensures effective and efficiency of the media and this brings attention and interest of people in new media usage for advertising. The advent and prevalence of globalization makes new media, internet, and digital media to be relevant as one of the marketing communication tools.

Presently, more advertising campaigns are done through the new and digital media plus the internet and used for all sort of communication activities ranging from political, economic and cultural activities as a means of informing, educating, influencing, persuading and promoting ideas, products, brands or services and as a reminder for creating utility on people's perception.

### **Statement of the Problem**

The 21<sup>st</sup> Century advertising practices requires the adoption of information and communication technologies which are new media, internet and digital media on different platforms and channels.

Today's advertising demands the use of internet and new media as it reaches target audience through the internet as the use of radio, television and newspapers has drastically reduced and this poised the marketing communication to adopt the use of new and digital media including the internet. Also, there has been a paradigm shift of traditional media like television, radio and newspaper to the use of internet and new digital media. The modern and sophisticated media technologies opened opportunities for the advertising practitioners to reach and target more customers through the use of new media channels and platforms as its widen, more interactive and internet driven and make advertisers interact with customers.

### **Objectives of the Study**

The specific objectives of the study are:

1. To assess the significant relationship between new digital media and creativity and innovation in advertising industry.
2. To examine how new digital and internet media ensures effective planning and execution of media campaign.
3. To evaluate how new and digital media shape the way advertising are done.

### **Research Questions**

The following questions are proposed for the study as follows:

1. Is there a significant relationship between new digital media and creativity and innovation in advertising industry?
2. Does new and digital media ensure effective planning and execution of media campaign?
3. Does new and digital media shape the way advertising are done?

### **Research Hypotheses**

The hypotheses formulated for the study are as follows:

**HO1:** There is no significant relationship between New and digital media and creativity and innovation in media industry.

**HO2:** New and digital media does not ensure effective planning and execution of media campaign.

### **Scope of the Study**

The study focused on the impact of new and digital media and internet as a new trend in advertising industry in developing countries.

### **Literature Review**

#### **New Marketing Communication Philosophy and Culture**

Globalization emergency in the world led to new philosophy and culture of marketing communication tools embracing new and digital media including the internet as well the 21<sup>st</sup> century requirements of modern philosophy of communication in more advanced and timely one that convey information speedily where business and communication organizations facing turbulent business environment as a result of growing competition which had led to a vital technological tools that ensures the progress of organization through a modern communication that are either online or offline communication.

The presence of Covid-19 pandemic in late 2019 showcased the relevance of new media ,internet and digital media in the globe as a results of social distance, restriction of movements, expansion of networks and bottlenecks of traditional media ,hence this has now made people and organizations to take importance of new and digital media to be far relevant to the globe reaching the consumers and other stakeholders and businesses as a global media ,Kitchen& proctor ,2015) and this expedites customers to customer and customer to company

relationship ,Rust,(2010). New Communication is presently trending, and it dominate the entire globe via touch-screen laptops, mobile phones and computers with the use of strong internet network, Kitchen and Proctor (2015).

This social media, internet and digital media can be used physically through face-to-face conversations and discussions about the companies and their brands, Kitchen & Proctor, (2015). New and digital media are the solution to the world communication problems as its guide against trade barriers among the countries and this enhances communication and exchange of information globally Grybi (2014).

The evolution of internet in the early 1990s has also created opportunities for organizations to be more virtual as most organizations as adopted this medium as its communicates and interacts more with customers, brands and different organizations. Digital and new media has been used by advertisers to influence the purchasing decisions of the consumers through internet-based interactions and information disseminations on real time basis through a chats, forums, blogs, website and other social and digital platforms.

Advertisers has taken the opportunities of these new digital media and internet to adopt the use of celebrity endorsement to take on a topic relevant to brands on social media through a systematic rewards, self-esteem and social acceptance, Anastaiei and Dospinescu (2018). According to Anastasiei and Dospinescu (2021), new and digital media through internet word of mouth ensures the use of persuasive and credible messages to the consumers as a marketing communication strategy.

Presently, the new trends is that, marketing communication is changing the way advertisement is done compared to the traditional system but present marketing is done via the technology, artificial intelligence, neural network and digital platforms which are multi-channeled communication strategies to communicates to the global consumer through the new digital and internet media platforms.

Rust, (2020), opined that, international marketing communication involves the use of search engine like Google four square, ambient advertising, mobile marketing, new social and digital media, internet of things and guerilla marketing as well as internet advertising. Furthermore, social media is the other of the day as a trend in advertising and marketing industry through sharing of videos, images and marketing content messages to achieve the marketing goals and objectives of organizations on consumers as its arouse and creates emotional feelings between the brands and customer, Grybs (2014).

According to Bacik and Tedorko, (2013), internet advertising and marketing as now been taken by organization as a trend, practice, and cultures-based philosophy. In line with Dejnaka (2017), internet of things is a new dimension in advertising industry as it is used by companies intelligently to gather consumers data about brand and such information are inculcated into the products in a bid to satisfy the needs and wants of the consumers.

There is a tense competition in the marketplace hence, new media, digital and internet media are used as a communication and marketing strategies to meet and exceed the imaginations of consumers through the use of online internet communication, new media and internet based virtual technology (Petru, Havlicek & Tomaskova, 2018). According to Zauskova and Reznickova (2020). social and new digital media includes Facebook, Instagram, YouTube, Tik Tok, Snap chats and many other ones.

### **Internet and New Digital Media and Advertising in Nigeria**

Advertising agency is an advertising organization that promote organization's products and services and they develop advertising plan, create strategy and execute adverts, develop, implement a media plan, handles bills and payment of marketing communication.

According to Anastasiei, (2021), advertising agency are specialized, and professional organizations registered with the government to practice and execute advertising services. the responsibilities of the agency are as follows:

- i. Advertising agency advises and counsel their clients
- ii. Advertising agency receives briefs from their advertiser
- iii. Advertising agency executes advertising messages and campaigns for the clients
- iv. Advertising agency are charged with the responsibility of placing advertisements for clients
- v. Advertising agency measured advertising campaigns in an effective way to appeal to the consumers

### **Advertising Regulator in Nigeria (ARCON)**

Advertising Regulatory council of Nigeria (ARCON), is the only government agency that regulates the conducts of practice for the practitioners and advertising industry in Nigeria marketing communication industry which includes Experiential Marketing, Advertising, Out of Home Media adverts, radio, television as well as new paper adverts and is the umbrella body of Association of Advertising Agencies of Nigeria, Advertisement Association of Nigeria, Outdoor Advertising Association of Nigeria, Media independent practitioners Association of Nigeria, Broadcasting Organizations of Nigeria and Experiential Marketing Association of Nigeria and also the member of world and African Advertising Agency.

### **New Media, Internet and Digital Media**

The history of new media ,internet and digital media can be traced to the high speed of the internet technology devices as its very effective in conveying messages and information and is personalized as its connects the world through two way communication infrastructure in terms of content distribution model that the users used in controlling and maintaining perfect data on what is done hence, its creates a unique media environment linking media providers and media seekers . According to Amobi (2011), new media and digital with internet media interacts with digital and computerized inter-linked information communication technologies like internet. Manuvich (2002) averred that, new media are made from the scratch on computers like digital codes and numerical representation.

### **Characteristics and Attributes of New Media Internet and Digital Media**

Lister, et al (2009), outlined the features of new media, internet and digital media as follows :

- (i) Every new media and digital media are digitalized through computer connections.
- (ii) Every digital and new media are interactive and can be manipulated to suit one's needs.
- (iii) Every new media and digital media are linked with network and text.
- (iv) New media, internet and digital media are multimedia where its messages are on real time.

### **Theoretical Framework of the Study**

The theory relevant to this study is Diffusion of innovation theory, which was carried out as a study by Gabriel Tarde, A French Sociologist who used S shaped diffusion curve for the study. Diffusion is a process that uses mass media and interpersonal communication medium like internet mobile phones and other technological devices as a tool of diffusion and communication. Diffusion is based on the situation which either increases or reduces the tendency of a new idea, products and practice as a culture adopted by people. This theory forecasts media and inter-personal contacts to provide information that will influence and judge people. According to Roger, (1995), Diffusion through innovate technology minimizes the level of uncertainty in the cause-and-effect relationship of people.

Diffusion theory explains how new ideas are spread and accepted practically and it reveals the stages of adoption of new idea, product knowledge, persuasion, decisions, implementation, and confirmation of such new ideas. With this theory, a lot of changes has occurred in the advertising industry and the agencies themselves as search engine marketing, per click marketing and social media marketing are used to convey messages and launch a campaign to influence consumer behavior and their decision making.

### **Empirical Reviews of Study**

Lots of research had been carried out on new and digital media as it contributes significantly to brands promotion, even it's now been used by politicians in their political campaign and passage of information to the populace. Browne (2006), conducted a study on advertising and internet using web survey method to administer questionnaire to the respondents (advertising agencies) and the findings reveals that internet strongly enhanced the promotion of clients products and services as the quality of messages executed by the advertising agencies really influence the behavior and decision making of the consumers.

Also, Previte and Forrest (1998), carried out a study on internet advertising: an assessment of consumer attitude to advertisement on internet. The findings revealed that, 69% of respondents learn about products and service from the internet advertising and 48.9% finds brands to be the feature of internet advertising and 59.9% believe that internet advertising updates them on new product availability and product information.

### **Methodology**

The study used descriptive research design as it requires the impact of new and digital media in advertising industry. The study was limited to the Omel Art Agency. A sample size 60 was

obtained using Taro Yamane.'s statistical formula, hence 60 (100% of the questionnaires were distributed and returned and primary data source was used for the study. Data collection was done through personal visitation to the company using questionnaires designed in Likert scale containing their age, sex, education and length of service. Also, content validity of the questionnaires was done by given to a advertising practitioners. Simple percentages and table were used to represent the collected data while correlation analysis was used to show the relationship between internet and digital media and significant impacts as a new trend in advertising industry.

**Test of Hypotheses**

**Hypothesis 1**

**Ho:** There is no significant relationship between New and digital media and creativity and innovation in media industry.

**Hi:** There is significant relationship between Internet, new and digital media and creativity and innovation in advertising industry.

**Table 1:** Relationship between New and digital media, creativity and innovation

	There is significant relationship between mew digital media and creativity and innovation in advertising industry	New media, internet and digital media influences creativity and innovation in advertising industry.
There is Pearson Correlation Significant Sig. (2-tailed) relationship between N new and digital media and creativity in advertising industry	1 60	.586 .000 60
New media Pearson Correlation influences creativity Sig. (2-tailed). N	.586 .000 60	1 60

\*\* Correlation is significant at the 0.01 level (2-tailed).

It was observed from the hypotheses one tested that, there is a significant relationship between new digital media and creativity and innovation in advertising industry at Pearson correlation value (.586) and the significant value of (.000).

**Hypothesis 2**

**Ho:** New and digital media does not ensure effective planning and execution of media campaign

**Hi:** New and digital media does ensure effective planning and execution of media campaign

**Table 2:** New media and effective planning

	New media does ensure effective planning and execution of media campaign.	New Media does ensure effective planning and media media campaign.
New media does ensure effective planning and execution of media campaign Sig. (2-tailed) N	1 60	.792 .000 60
New Media does ensure effective media planning and execution of media Pearson Sig. (2-tailed) N	.792 .000 60	1 60

\*\* Correlation is significant at the 0.01 level (2-tailed).

The hypothesis tested revealed that, new and digital media does ensure effective planning and execution of media campaign This was observed at (.792) pearson correlation value and significant value (.000).

### Discussion of Findings

The study investigated the New Media, Internet and digital media as a new trends in advertising industry in developing countries The results of the hypothesis one revealed that, there is significant relationship between New and digital media and creativity and innovation in advertising industry at Pearson correlation Value of (.586) and significant value of (.000).Hypothesis two revealed that, New digital media ensures effective planning and execution of media campaign at Pearson Correlation value of (.792) and significant value at(.000)..The study unanimously revealed and agreed that, the new media ,internet and digital media are really a new trends in adverting industry on developing countries bring about creativity and innovations in advertising industry and also ensures effective planning and execution of media campaign.

Findings also, shows that, advertising practitioners understands the term new and digital medias a trends in line with Lister et al , (2009). Fidler, (1997), explain new media as an emerging technology in the form of communication media that combines both computer technology and other digital technologies. This fact also goes with Browne, (2006), that internet advertising is a promotional tool for persuading, influencing, reminding and changing the behaviour and decision making of the consumer. It is also deduced frim the study that the future of advertising in developing countries lies on internet, new and digital media.

### Conclusion

The study examines new media, internet and digital media as a new trend in advertising industry in developing countries. Based on the findings, the study concluded that, new and digital advertising ensures brand and consumer interaction, its leads to profit maximization, it



is widely reach and ensure target customers are covered. It is also deduced that new digital media ensures innovations and creativity in advertising industry and ensures effective planning and execution of media campaign to meet up with the client goals.

### **Recommendations**

The study gives the following recommendations based on the findings as follows:

1. Advertising agency must adopt the use of internet advertising and new digital media as one of the marketing communications tools.in developing countries
2. Advertising regulators in developing countries must adopt as a policy creativity and innovations in advertising through the use of sophisticated and innovative digital devices and platforms.
3. The new information and communication technologies like artificial intelligence, big data neural networks and internet of things and other technologies are the future of advertising globally hence, it should be encouraged to be adopted in developing countries y their regulator.
4. Advertising regulators in different developing countries must collaborate and cooperate with other continents advertising regulators to tap from the wealth of experience on advertising practices with the new media adoption.
5. Advertising regulators in developing countries must organize regularly symposiums, seminars, training and continuous mandatory education for its members and advertising agencies to get acquitted with new skills, education, knowledge and be observant of the new marketing communications used in the global advertising industry.

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