

## **Electronic marketing: a survey of customer's perceptions in South-East Nigeria**

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### **Abstract**

Electronic marketing is underutilized at its stand and companies are choosing to go online because their competitors are as well such a study is scarce in developing economy like Nigeria. In this respect, a survey study was conducted to ascertain the extent electronic marketing can effect customer's perceptions. Specifically, this study ascertains the effect of mobile marketing on customer's perceptions in Nigeria; as well determine the effect of internet marketing on customer's perceptions in Nigeria. Survey research design was adopted. Population being infinite, sample size was determined using Cochran's equation of infinite population developed to yield a representative sample for proportions which apportioned between the academic and non-academic marketers. Data obtained from questionnaire administered on the sample population of 135. Data obtained was analyzed using a mean and standard deviation and was tested using t-test statistics tool with aid of SPSS version 20.0 software. The findings show that mobile and internet marketing contributed significantly on customer's perceptions in Nigeria. Hence electronic marketing through mobile or internet means has the ability to reduce cost, deliver products or services at lower prices thereby enhance consumer convenience, with this development, information on a particular product can easily be assessed. It was recommended that based on the widespread use of android phones, it's necessary for various organizations to create content that's accessible and user friendly to online users.

## **National Health Insurance Scheme and Health Care Demand in Cross river state: A case study of**

### **Calabar metropolis**

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### **Abstract**

The objective of the study is to assess the role of national health insurance scheme on health care demand in Calabar Metropolis. The study employed the survey design to assess the role of national health insurance scheme on health care demand. The study consists of one hundred and fifty eight (248) health personnel and management staff randomly drawn from the population. A well-structured questionnaire was used in obtaining the data. In testing the hypotheses, all the calculated chi-square values were greater than the critical chi-square value at the given level of significance and degree of freedom. This results in rejecting the null hypotheses while the alternative hypotheses were retained. From the findings, it has been established that significant relationship exist between health care demands, health care delivery, socio-economic conditions and national health insurance scheme in Cross River State. It is concluded that the government in order to be sustainable in its developmental strive must strengthen its National Health Insurance Scheme to enhance the welfare of the people in the metropolis. The study among others recommended the expansion in the scope of the scheme in order to enhance health care demand in Calabar metropolis in particular and Nigeria in general; the government should promptly respond to the health care demand in Cross River State which is high; increase spending on health care provisions as well as improvement in the socio-economic conditions of the people through private-public partnership in the health sector.

**Personality patterns and achievement motivation as predictors of bullying in second cycle primary schools students of Woldia town, North Wollo , Amhara National Regional State**

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Abdtract

The study attempted to examine forms of bullying behavior and the relationship among personality patterns, achievement motivation and bullying behavior. A correlation design and was conducted on 204 students from three randomly selected primary schools in Woldia District, National Regional State of Amhara, Ethiopia. Based on peer recommendations, these 204 students were listed as bullying offenders with different positions (bullies, assistants, and reinforcers). Data were collected using close-ended questionnaires on the personality, motivation for the achievement and level of bullying of the respondents. Multiple linear regressions were conducted to assess the combined, the independent, and the interactive effect of achievement and personality on bullying. Forms of bullying behavior in the study area were physical-verbal (P+V), physical-relational (P+R), verbal-relational (V+R) and physical-verbal-relational (P+V+R) forms of bullying. Results of multiple linear regression showed that personality and achievement motivation clarified 43.1 percent of the variation in bullying in their relationship taken together.

## **Factors Influencing Innovation Capability of Flour Processing Firms in Southwestern Nigeria**

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### **Abstract**

This study contributes to innovation studies by examining the factors influencing the innovation capability of flour processing firms in Southwestern Nigeria. Five flour processing firms were randomly selected from the listed flour processing firms NSE (Nigeria Stock Exchange) and questionnaire was administered purposively on twelve key informants (KI) employees from each of the selected firms making one hundred and eighty firms (180) in total. Data collected were analyzed with appropriate descriptive and inferential statistics. The result of the study shows that customer satisfaction and cost of production, inconsistent government policy, high price of power supply is high (electricity), lack of access to finance and poor infrastructure were the extracted factors. The result of the study also shows that about 52% (adj.  $R^2=0.519$ ) of variation in innovation capability of flour processing firms in Southwestern Nigeria was explained by the extracted factors. More importantly, the result of study shows that the relationship between the extracted factors and innovation capability is statistically significant ( $F = 37.933$ ;  $p = 0.000$ ). Therefore, the study concluded that the index factors are significantly influencing innovation capability of flour processing firms in Southwestern Nigeria.

## **Students' and lecturers' perceptions of the ideal English Language teacher**

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### **Abstract**

Many students at the secondary and even tertiary levels of education in Nigeria still perform lamentably poor in English both in examinations and even in daily usage. This has queried the quality of teachers of English and their teaching. Many teachers of English have the requisite qualifications and, possibly, experience to teach English in public schools, at least. However, students still perform poorly in English. Therefore, there is a need to examine other qualities, which teachers are expected to have from the perspective of teacher educators, and postsecondary school students. Using the survey research design, data were collected through a semi-structured questionnaire. The student participants were 33 purposively selected secondary school graduates and 24 College of Education lecturers. The lecturers were participants at a UNICEF-sponsored workshop for teacher trainers in Nigeria. They were from five states in South-Western Nigeria. A thematic analysis and frequency counts showed that the most frequent qualities participants expected of teachers of English Language were professional and pedagogical skills, relational skills, communication skills and ethical behavior.

## **Environmental determinants of household food security in Northern Cross river state, Nigeria**

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### **Abstract**

This study examined the rural environmental determinants of food security and in Northern Cross River State, Nigeria. Two research questions were posed for the study. Literature review was carried out based on the variables. A cross sectional descriptive research design was adopted for the study. The purposive sampling technique was used in selecting the respondents for the study. The instrument for data collection were semi- structured questionnaires, focus group discussions and key informant interviews.. The reliability estimate of 0.87 was established using Cronbach Alpha Reliability method. The statistical tool for data analyzing the quantitative data was descriptive analysis of frequency counts, percentages. The result of analysis revealed that Climate Change and deforestation are determinants of household food security in the study area. It was recommended that in order to raise crop yields, some useful traditional methods of farming need to be encouraged and developed among the women farmers, for example, the use of crop rotations and intercropping.

**Effect of optimization service and work motivation with discipline of employees in measuring performance satisfaction on education personnel in UPT of education department in the district of East Kutai - East Kalimantan province**

**Vinei Dhiman & Dr. Anupama Bharti**

**Abstract**

This study aimed to determine the effect of Service Optimization, Work Motivation and Employee Discipline in Measuring Performance Satisfaction Against Education Personnel in UPT and Department of Education in District of East Kutai. This causal study was carried out in eighteen districts and twenty UPTs and one education department in the District of East Kutai. The research method used is a quantitative method with multiple regressions. The sample of this study was 102 respondents from 459 populations. The results of this study concluded that there was a significant positive effect both partially and simultaneously between the variables Optimizing Services, Work Motivation and Employee Discipline in Measuring Performance Satisfaction against Education personnel in UPT and the Education department in District of East Kutai. Based on the results of this study, the researchers concluded that the better a service, the more an educational personnel feels more satisfied at work (1), The higher motivation at work, the more satisfaction will be at work (2), The more disciplined employees are in carrying out the tasks in force, the more satisfaction they will have at work (3), The more optimal the service, the stronger the work motivation, and the more obedient employees carry out work discipline, the more they will increase the satisfaction of performance together with the education staff so that the service will get better as well (4).