



Adoption and Utilization of Information Technology for Real Estate Marketing in Osogbo, Nigeria

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Abstract: Information Technology (IT) is an agent of change which involves the processing of information by computer. Today, virtually all categories of professional services are now driven on the wheels of modern IT in order to add value to their services. This agent of change has successfully transformed business landscapes and expanded the frontiers of service delivery. This study examines the adoption and utilization of IT for real estate marketing in Osogbo. Primary data were sourced through structured questionnaire, which were administered using total remuneration. Total remuneration is based on the premise that the entire sample frame for the study can be covered i.e. the sample frame is equal to the sample size. 20 questionnaire were administered on the 20 estate surveying and valuation firms in the study area out of which 16 (80%) were returned and good for analysis. The data were analyzed with descriptive and inferential statistics. The study established that IT is not adopted and utilized for marketing of real estate services despite the world has become a global village. The study recommended amongst others that the Nigerian Institution of Estate Surveyors and Valuers (NIESV) in collaboration with the Estate Surveyors and Valuers Registration Board of Nigeria (ESVARBON) through her Mandatory Continuing Professional Development (MCPD) should orientate her member firms on the inherent benefits of IT, and various IT tools that can be deployed in order for their services to cross beyond borders, and meet with best global practice.

Keywords: Information technology, real estate, marketing.

1.0 Introduction

As blood is highly essential for human existence so also the tremendous importance of Information Technology (IT) to civilization and socio-economic development cannot be over-emphasized. IT, as it is fondly called, has brought a new dawn to all facets of human endeavors. The advent of IT has made the world a global village because it has been able to transmute the world into a more homogenous geographical entity with no boundaries (Owasanoye, 2001). In the world all over, information propels growth and development, and posited as a fourth resource in addition to land, labour and capital, which facilitates the processes of gathering, storing, retrieving, handling and utilizing the important resource (Brady, 1991; and Olawore, 1999). It is a common saying that "a person that is not informed is deformed", and in avoidance of deformity, modern-day man has been, and will continually seek for information for his betterment.

Today, virtually all categories of professional services are now driven on the wheels of modern IT so as to progressively leapfrog competitors, proactively respond to the ever-dynamic demands of their respective clientele

and ultimately add value to their bottom line. This agent of change has successfully transformed business landscapes and expanded the frontiers of service delivery (Osador, 2002). For example, education and research institutions; health sector; oil and gas sector etc., are now leveraging on the cutting-edge afforded by modern IT; and according to Owasanoye (2001); and Akomolede (2002), financial institutions utilizes IT for electronic banking; aviation and maritime uses electronic information services for booking and ticketing; stock exchanges have evolved automated trading systems; while estate agents and brokers utilizes the platform of the Internet to market real estate in their portfolio. Real estate as a profession and business has long been in existence and before the advent of IT agents. At that period, real estate practitioners both skilled and un-skilled used crude marketing means/traditional media in the disposal of real estate products. The strategies employed by marketers of real estate products and services are property bulletin; branding; national dailies; postages; property magazines; boards/banners etc., to create awareness on their respective professional competence and marketing of real estate products in their agency/management portfolios.

Despite the huge cost of adoption and utilization of the crude marketing means, advertisements and operations were not cut across frontiers but confined within borders. The advent of IT and its adoption and utilization to real estate practice is expected to make real estate services to cut across frontiers and beyond borders. Globally, advertisement is the soul of real estate business, and the turn-over of a real estate practitioner is a function of his competence, business instructions he had, and marketing strategies employ. Contemporary-day real estate practitioners are devising various IT platforms such as websites; electronic mails; telecommunications; social networks coupled with their competence to leap-frog one another in the saturated real estate market.

According to Stapleton (1994) cited in Udechukwu and Soremekun (2006), the benefits of the application of IT to real estate practice is that problems can easily be identified and performance measured in a more rigorous way. Moreover, information is readily available for regular review by policymakers and more work can be executed within a limited time frame by a single realtor. He further posited that the “application of IT does require a substantial commitment by the existing staff and considerable care is required in the way the concept, the technology and the system are introduced”.

In spite the fact that IT is seen as an economic propeller and a positive agent of change, Adebisi (2003) posited that there is low-level utilization of IT by estate firms in Nigeria. In the study of Udechukwu and Soremekun (2006), it was established that IT is not being significantly deployed in the professional practice of property management by estate surveying firms in Lagos. Those who are not leveraging on modern IT sees it as an unknown technological threat, both complex and expensive, which requires intensive training and re-training, and brings unnecessary complication to professional lives (Adebisi, 2003).

Adebisi (2003) however, gave an advice that “It is important for Surveyors who do not use IT to consider the changes that have taken place over the last few years, the current speed of changes and facilities available to assist Surveyors. It is also advisable for them to have some understanding of the ever more rapid developments that will affect all practitioners in the foreseeable future. They need to consider how IT awareness and use can enhance not just their efficiency and business performance, but also the professional advice they give to Property Company and developer-clients or to tenants”.

Aside the fact that the study of Adebisi (2003); Udechukwu and Soremekun (2006) is dated, their study was conducted in Lagos, Nigeria. However, this study intends to examine the internet utilization, an agent of modern IT, particularly for real estate marketing in Osogbo, a virile urban real estate market in Osun State, Nigeria.

2.0 Urban Real Estate Market Features, Practitioners and Services

In the world all over, the urban real estate market is the most active compared to the rural real estate market. This is evident by the larger concentration of both

professional and non-professional real estate practitioners in the urban areas. Across the globe, professional real estate surveyors/practitioners have their operational firms in major cities because of the economic activities exemplified in those areas. According to Oni (2010), Nigeria major cities become attractive to professional surveyors because of the high net-worth manufacturing, commercial entities, high grade residential precincts, highly productive industrial concerns that have congregated to offer various forms of employments to the inhabitants.

Nigeria’s urban real estate market is a conglomerate of sub-markets which operates in different geographical locations with the principal aim of bringing the grantor and grantee or the assignor and assignee of interest in land or landed property in close contact. Barlowe (1978) posited that the urban real estate market is a conglomerate concept made up of thousands of smaller markets which operate in different areas and deal with different groups of buyers and sellers. This market deals with residential, commercial, industrial and recreational properties. This market can be segregated by location, property types and tenure. The location aspect of the market can be categorized by streets, neighborhood, and accessibility.

Under property types, the market can be categorized into residential, commercial, industrial, recreational etc., while the tenure aspect of the market can be categorized into sales and rental. Thus, this shows that separate markets exist for every class, location and tenure of properties and these involves different groups of buyers, renters and sellers. Adegoke (2003) posited that the market deals with buying and selling of real estate of different types, class, location and tenures, and it also involves more of letting than outright sales. One important feature of the operation of property market, whether rental or sales market, is that new products are seldom brought to the market. Thus, most typical transactions usually involve old properties changing hands. However, occasionally, when the market operation lead to new construction or shifting of property to higher uses, new constructions are introduced to the market. Therefore, unlike most commodity markets, new products are the exception rather than the rule in real estate market.

Globally, the urban real estate market is driven by both professionals and non-professionals. The professionals are licensed or certified to direct and supervises interest in land or landed property with the aim of securing optimum returns (Thoncroft, 1976). In Nigeria context, the law requires a professional i.e. an estate surveyor and valuer to obtain a license before practicing/operating. Therefore, the country specific legal definition of the Estate Surveyor and Valuer is a person duly registered to practice the profession of Estate Surveying and Valuation under the provision of the Decree No. 24 of 1975, which set up the Estate Surveyors and Valuers Registration Board of Nigeria. The various professional services rendered in the real estate market are: asset valuation; real estate investment appraisal; real estate agency/brokerage; real property management; facility management; real estate development and finance; and land administration

3.0 Information Technology (IT) and Real Estate Marketing

Information Technology (IT) involves the processing of information by a computer. Usually this means the use of hardware, software, services, and the supporting infrastructure to manage and deliver information. In the opinion of National Science Foundation (1998), information technology was taken to represent the confluence of telecommunication, video, and computing technology which support a diversity of applications. Moreover, the online Business Dictionary revealed that "IT is a set of tools, processes, and methodologies (such as coding/programming, data communications, data conversion, storage and retrieval, systems analysis and design, system control) and associated equipment employed to collect, process, and present information. In broad terms, IT also includes office automation, multimedia, and telecommunications".

IT has changed our daily personal lives radically over recent years. For instance, the use of mobile phones to make calls and send text messages; the use of websites to book cheap flights; the use of social media to share thoughts and images; and the use of automated teller machines (ATM) and electronic money transfers are all an integral part of our society today. Clearly the business environment has been hugely impacted by these developments and practically every company has had to adapt IT in some form in order to compete effectively.

Marketing, a specific term under review is almost as old as humanity. It is a social and managerial function associated with the process of researching, developing, promoting, selling and distributing a product. Moore (1984) posited that marketing is the process of investigating customers' wants and endeavoring to supply the anticipated requirements profitably. In the opinion of Levinson (2008), marketing evolves when a business has a contact with anyone who is not part of that business.

The purposes of marketing are numerous which include: helping consumers recognize products; choosing between products; notifying the consumer on new additions/products/promotions; and helping a company or organization to sell its products or services to the public.

Within the last century, marketing has intensified from an industry worth millions to one worth billions and fast approaching trillions. Generally, marketing has gone beyond words of mouth to radio, television, internet and other agents of information technology (IT). Particularly, marketing of real estate products (agency) and services globally has gone beyond the distribution of complementary or business cards, distribution of property bulletins, firm-to-firm sourcing, print media advertisements to a more sophisticated marketing media afforded by modern IT. Real estate products are likened to other consumable goods that are tradable in the commodity market. The major difference between the former and the latter is that the former are durable, immovable and tradable in a decentralized market unlike the latter that are movable and tradable in a centralized market place. Despite the decentralization of the market place, internet, an offshoot of modern IT has afforded the clientele to accessing real estate products and services at

the confines of their homes or offices; and has given real estate practitioners the opportunity to advertise and operate across borders and beyond the control of national government. The categories of real estate finished products that are supplied to an open market in proportion to demand and are marketed through the agent of IT are:

- i. Residential: This real estate development is meant for dwelling purpose either by individual or corporate body. This could be in form of blocks of flats, detached houses, duplexes or terrace buildings, tenement buildings etc.
- ii. Industrial: This type of real estate development covers all structures developed for manufacturing and storage purposes. Such developments include: warehouses, and all buildings used for production of goods and materials.
- iii. Commercial: These are improvements made on land for trading or business purposes. This form of real estate development is solely used for commercial activities and these include: shopping complexes, purpose-built office buildings, market stalls etc.
- iv. Recreational: These are improvements made on land for human relaxation and sight-seeing, and it could be owned by individuals or government. Developments that fall in this category include: hotels, recreational parks, golf courses, resort centres etc.
- v. Agricultural: It refers to land and buildings used for the cultivation of crops and rearing of farm animals for industrial and human consumption. Examples are: agricultural lands, farm buildings, poultry houses, cattle ranches, fish ponds, dairy farms etc.
- vi. Institutional: It comprises of development used for the operations and functions of various institutions such as government houses (houses, used for the running of the affairs of the state) churches, mosques and shrines. Also, the properties used for learning, falls under this category of real estate development, such as schools.
- vii. Others: This comprises of other land-based developments that aid the physical, economical and functional efficiency of the above mentioned property development types. Examples are: roads, dams, canals, drainages, bridges, sewers, electrification, water supply scheme, land-based communication and telecommunication equipment etc.

Although, the afore-mentioned are products but what real estate practitioners marketed over them are the subsisting interests which can either be freehold in absolute ownership or leasehold in fixed or determinable period of time. In addition to the above, internet has come to enable real estate practitioners to show-casing their professional competence in asset valuation; real estate development appraisal; real estate development and finance; property and facility management across borders.

4.0 Internet, an Agent of IT for Marketing of Products and Services

The Internet is a computer network made up of thousands of networks worldwide. No one knows exactly how many computers are connected to the Internet. There are organizations which develop technical aspects of this network and set standards for creating applications on it, but no governing body is in control. The Internet backbone, through which Internet traffic flows, is owned by private companies. All computers on the Internet communicate with one another using a standard or protocol called the Transmission Control Protocol/Internet Protocol suite (TCP/IP). Computers on the Internet use client/server architecture. This means that the remote machine (server) provides files and services to the user's local (client) machine. An Internet user has access to a wide variety of services: electronic mail, file transfer, vast information resources, interest group membership, interactive groups, multimedia displays, real-time (live) broadcasting, shopping opportunities, breaking news etc. Today, internet enables manufacturers and service providers to advertise on the IT platforms such as:

- i. Website: a website is a location on the Web owned and controlled by a single person or organisation. It is a set of HTML pages linked to each other. Initially company websites simply reflected their corporate brochures and although this is still the case for some business sites, others are using websites to transact business, allow customers access to their account information, allow suppliers access to company systems, allow purchasers to check quotes across a variety of suppliers and many more applications.
- ii. E-mail: an e-mail stands for electronic mail and it is the most commonly used application on the Internet. It allows users to send text messages across a network, either an internal network or an external one like the Internet. The traditional paper-based mailing list procedures are now being superseded by mail-shots at targeted audiences, which can be transmitted instantly at little cost. This application is used to disseminate business information or to advertise services to target audiences.

- iii. Social Media: this is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Kaplan and Haelein (2012) posited that it is “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Today, clientele are no longer turning to the yellow pages to find the services or products you offer, but does a quick search online. There are lots of social media for business such as: LinkedIn; Twitter; Facebook; Google⁺; CompanyLoop; DoMyStuff; DOOSTANG; Fast Pitch; Konnects; PairUp; Ryze; Spoke; XING; Instragram; Pinterest; Foursquare; YouTube etc

5.0 The Study Area

Osogbo had since been the capital of Osun State following its emergence from the old Oyo State in 1991. It has two Local Governments which are Osogbo and Olorunda and covers an area of about 140 square kilometers, representing 0.015% of Nigeria’s territorial landmass. Geographically, Osogbo is situated on Latitude 9.7°N and on Longitude 4.5°E and climatically lies at height of 500 meters (800 feet) above the sea level, drained by the Osun River and its tributaries. By road, Osogbo is 516 km to Abuja and 234 km to Lagos, the administrative capital and commercial nerve centre of Nigeria respectively. The choice of the study area is based on many factors. Firstly, this aspect of study is grossly under-researched in the study area. Secondly, the study area is the most sophisticated real estate market in Osun State. Thirdly, the larger number of real estate practitioners in the State are concentrated in the study area and lastly, it’s the seat of government with high net-worth of corporate businesses, commercial entities, and active ministries that are dependent on IT infrastructures. Osogbo, being the most sophisticated real estate market in Osun State, inferences drawn are applicable to other real estate markets in the State.

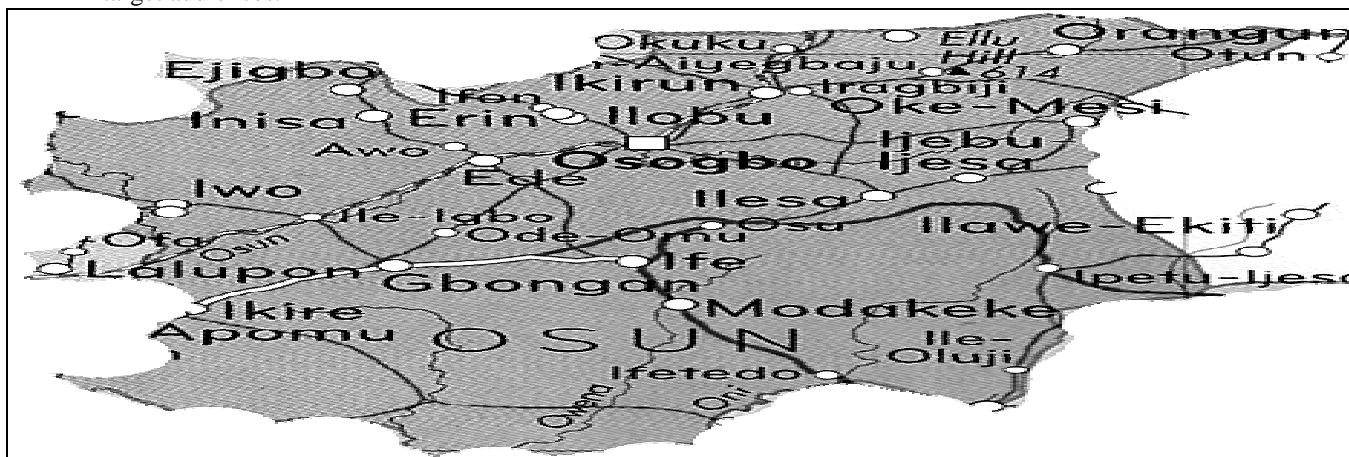


Figure 5.1: Osun State interconnectivity map showing Osogbo and proximate towns and cities Source: zoldml (2014)

6.0 Data Requirement and Analysis

The data required for this study is primary and it was solicited from real estate practitioners with a well structured questionnaire. In Nigeria, real estate activities are carried out by professionals and non-professional firm's .However, the study was limited to professional firms in Osogbo real estate market. The parameter used to determine professional firms in Osogbo real estate market is set out in the Estate Surveyors and Valuers Act; Decree No. 24 of 1975 as any person who has acquired knowledge in the field of Estate Management and who has registered with the Nigerian Institution of Estate Surveyors and Valuers (NIESV) and the Estate Surveyors and Valuers Registration Board of Nigeria (ESVARBON).

The Primary data were sourced through structured questionnaire, which were administered using total

remuneration. Total remuneration is based on the premise that the entire sample frame for the study can be covered i.e. the sample frame is equal to the sample size (see table 1). 20 questionnaire were administered on the 20 Estate Surveying and Valuation firms in the study area out of which 16 (80%) were returned and good for analysis. The questionnaire raised questions on the means of marketing real estate services on a 5-point Likert scale(i.e. most frequently use, frequently use, undecided, rarely use and not use) and (strongly agree, agree, undecided, disagree and strongly disagree).However, a scale value was assigned to each of the responses and a Mean Interval Score (MIS) was employed in ranking the responses in order to determine the most utilized marketing means amongst respondent firms. The significant of the adoption and utilization of IT for the marketing of real estate services was tested with Chi-square.

Table 6.1: Sample frame and sample size

Target Population	Sample Frame	Sample Size	Percentage
Estate Surveying and Valuation firms	20	20	100.0

Table 6.2: Demographics characteristics of respondent firm in the study area

Classification/Range	Frequency	Percentage
Questionnaire		
Returned	16	80.00
Un-returned	4	20.00
Total	20	100.00
Existence		
< 5yrs	3	18.75
6-10yrs	9	56.25
11-15yrs	2	12.50
>16yrs	2	12.50
Total	16	100.00

Table 6.3: Respondents view on PPP and Housing Situations in Nigeria

Classification/Range	Frequency	Percentage
Awareness of modern IT		
Yes	16	100.00
No	0	0.00
Total	16	100.00
Do you have a computer system		
Yes	16	100.00
No	0	0.00
Total	16	100.00

Table 6.4: IT and Real Estate Marketing

Classification	MF	FU	UD	RU	NU	TOTAL	MIS	RANK
How does your firm market their services to the clientele								
Marketing via the firm's website	1	0	0	1	14	16	0.2620	7 th
Marketing via proposal presentation to clientele	3	12	0	0	1	16	0.8000	2 nd
Marketing via NIESV advertisement brochure	2	3	0	7	4	16	0.5000	4 th
On-the-field marketing	12	2	0	2	0	16	0.9000	1 st
Marketing via social media	0	2	0	7	7	16	0.3620	5 th
Signage advertisement/marketing	3	8	0	4	1	16	0.7000	3 rd
Marketing via e-mail services	1	0	0	4	11	16	0.3000	6 th
How is your marketing proposal prepared								
Hand-written	0	3	0	6	7	16	0.3880	2 nd
Type-written with computer	16	0	0	0	0	16	1.0000	1 st
Type-written with manual machine	0	0	0	2	14	16	0.2660	3 rd
Hand delivery by staff	15	1	0	0	0	16	0.9880	1 st
e-mail service	1	0	0	5	10	16	0.3120	4 th
Courier service	1	2	0	7	6	16	0.4120	3 rd
Postal service	0	1	0	7	8	16	0.4500	2 nd

Most Frequently Used (MF); Frequently Used (FU); Undecided (UD); Rarely Used (RU); Not Used (NU)

Table 6.5: Ranking the challenges in adoption and utilization of modern it for real estate marketing

Challenges	SA	A	UD	D	SD	TOTAL	MIS	RANK
High cost of adoption and maintenance	6	6	1	3	0	16	0.7875	4 th
Low level of IT literacy amongst staff	3	4	3	1	5	16	0.5875	6 th
Low level of IT literacy in target market	14	1	1	0	0	16	0.9625	1 st
Deplorable state of IT infrastructure	11	3	1	1	0	16	0.9000	2 nd
Epileptic power supply	9	4	0	2	1	16	0.8125	3 rd
Cybercrime	5	6	3	1	1	16	0.7625	5 th

Table 6.3.1: Ownership of Official Website

Response	O	E	O - E	(O - E)/1/2	(O - E)/1/2 ²	(O - E)/1/2 ²
Yes	2	8	-6	5.5	30.25	3.78
No	14	8	6	5.5	30.25	3.78
Total						X2 = 7.57

Observed (O); Expected (E)

Table 6.3.2: Ownership of E-mail Address

Response	O	E	O - E	$(O - E)/\sqrt{2}$	$(O - E)/\sqrt{2}^2$	$(O - E)/\sqrt{2}^2$
Yes	5	8	-3	2.5	6.25	0.78
No	11	8	3	2.5	6.25	0.78
Total						$\chi^2 = 1.56$

Observed (O); Expected (E)

Table 6.3.3: Internet Connectivity in Respondent Firms

Response	O	E	O - E	$(O - E)/\sqrt{2}$	$(O - E)/\sqrt{2}^2$	$(O - E)/\sqrt{2}^2$
Yes	1	8	-7	6.5	42.25	5.28
No	15	8	7	6.5	42.25	5.28
Total						$\chi^2 = 10.56$

Observed (O); Expected (E)

The researcher administered 20 structured questionnaires to elicit necessary data from the respondent firms. 16 questionnaires were retrieved representing 80% of the total questionnaire administered which constituted a valid response used for analysis in this study. Moreover data gotten from the respondents firms were reliable since over 50% of the respondents firms had been in existence >5yrs. Table 3 shows that the 100% aggregate of the responses are aware of modern Information Technology (IT), a tool that all categories of professional services and business entities are leveraging on to leapfrog competitors. 16 respondents representing 100% aggregate posited that they own and utilize computers in their respective firms.

The study through a structured questionnaire elicited from respondents views on means of marketing their real estate services to the clientele. From table 3, on-the-field marketing was ranked 1st with MIS of 0.9000. Most of the respondents engage on one-on-one contact with their clientele. Marketing via proposal presentation ranked 2nd with MIS of 0.8000. Moreover, signage advertisement/marketing ranked 3rd with MIS of 0.7000.

The respondents use car branding and office signage to market their services to their respective clientele. The least ranked were e-mail and website marketing, which was ranked 6th and 7th with MIS 0.3000 and 0.2620 respectively. For preparation of marketing proposal, the most utilized means of preparation was through computer type-setting, which was ranked 1st with MIS of 1.0000 while hand-written and type-written through manual machine were ranked 2nd and 3rd respectively.

For the delivery of marketing proposal, hand delivery was ranked 1st with MIS of 0.9880. Most of the respondents posited that their marketing proposals are delivered their respective clientele by hand. Delivery via e-mail service was the least ranked. E-mail service was rank 4th with MIS of 0.3120.

Table 4 shows the challenges in the adoption and utilization of modern IT for real estate marketing. The low level of IT literacy in Osogbo property market was ranked 1st with MIS of 0.9625. This indicated that most of property owners and users have no or little knowledge of internet based services. Deplorable state of IT infrastructure was ranked 2nd with MIS of 0.9000. Epileptic power supply was ranked 3rd with MIS of 0.8125. The unstable power supply discourages some of the respondents to adopt and utilize internet based services. Moreover, the high cost of adoption and maintenance of IT was ranked 4th with MIS of 0.7875. Some of the respondents opined that the high cost of

acquisition, installation, web-hosting, training and re-training, and maintenance are what discourages them from adoption and utilization of modern IT.

6.1 Research Hypothesis

H₀: Modern IT is not utilized by professional estate firms in Osogbo for real estate marketing

H₁: Modern IT is utilized by professional estate firms in Osogbo for real estate marketing

6.2 Statistical Hypothesis

H₀: Modern IT is not utilized by at least 50% of the target population

H₁: Modern IT is utilized by at least more than 50% of the target population

6.3 Research Variables

Each of the under-listed research variables was tested with Chi-square at 1% level of significance

(a) Official website

The x2 tables with 1 degree of freedom have a critical value of 6.63 (at the 1% level of significance). The value of x2 is significant since 7.57 is > than the critical value of 6.63. This shows that less than 50% of the respondent firms have an official websites.

The x2 tables with 1 degree of freedom have a critical value of 6.63 (at the 1% level of significance). The value of x2 is insignificant since 1.56 is < than the critical value of 6.63. This shows that approximately 50% of the respondent firms have an official e-mail addresses, but not effective for the marketing of real estate services to their clientele

The x2 tables with 1 degree of freedom have a critical value of 6.63 (at the 1% level of significance). The value of x2 is significant since 10.56 is > than the critical value of 6.63. This shows that less than 50% of the respondent firms have internet connectivity.

In summary, this non-parametric test have absolutely established that modern IT is not significantly adopted and utilized for marketing of real estate services by professional firms of estate surveying and valuation.

7.0 Conclusion and Recommendations

This study absolutely established that IT is not significantly adopted and utilized for the marketing of real estate services amongst professional estate firms in Osogbo in spite of its inherent benefits. Although, all professional firms of estate surveying in Osogbo have computers, but the research has established that the computers are not used for internet marketing. These firms use traditional means for the marketing of their professional services to the clientele

despite the world has become a global village. For a professional Estate Surveyor to compete and carve a niche for himself in the saturated real estate market, he must leverage on the cutting-edge afforded by modern IT.

However, the study recommends that the Nigerian Institution of Estate Surveyors and Valuers (NIESV) in collaboration with the Estate Surveyors and Valuers Registration Board of Nigeria (ESVARBON) through her Mandatory Continuing Professional Development (MCPD) should orientate her member firms on the inherent benefits of IT, and various IT tools that can be deployed in order for their services to cross beyond borders, and meet with best global practice. Moreover, government as a matter of urgency should address the epileptic power situation in the country since IT infrastructure is power dependent. Stability in power supply would attract direct foreign investment on IT infrastructure in the country and would also encourage its deployment in all categories of professional services.

Lastly, government through the National Orientation Agency (NOA) should embark on media orientation on the inherent benefits of IT and why Nigerians should be IT compliant. This will encourage all categories of professional services to leverage on modern IT since their target markets (i.e. populace) are IT compliant.

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