

**INFORMATION SERVICE TO UNDERGRADUATE STUDENTS AND  
ENTREPRENEURSHIP OF CYBER CAFÉ IN UYO METROPOLIS.**

**BY**

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**ABSTRACT**

*The study assessed the information service to undergraduate students and entrepreneurship of cyber café in Uyo metropolis. The population of this study consisted of all the undergraduate students that use information services for either academic or business purposes. The study adopted a correlational research design while stratified random sampling technique was used in selecting the respondents. The instrument for data collection which was tagged “Information Service And Entrepreneurship Of Cyber Café Questionnaire (ISECCQ)” was administered to the respondents and used for the study. The instrument was vetted by the researcher’s supervisor who is an expert in the field before the reliability test was conducted which produced the reliability coefficient of 0.84 proving the instrument to be reliable for the study. Data collected were analyzed using descriptive analysis and Pearson Product Moment Correlation Analysis. From the results of the data analysis, it was observed that internet browsing has contributed immensely to the entrepreneurship of cyber cafes in our society. Online marketing has strong relationship with the entrepreneurship of cyber cafes. One of the recommendations was that students should be exposed extensively to the use of information and communication technology facilities.*

**Keywords: Information service, internet browsing, online marketing, entrepreneurship of cyber cafes.**

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**INTRODUCTION**

Entrepreneurship of cybercafé requires information mail services to enable the business reach millions of consumers or customers or customers who are constantly browsing the internet with their products or services. With internet services, promoting a business can be done a shore-string budget. Wineegrud (1995) asserts that aside from cost-efficiency, one advantage of online advertising is that there are many creative and efficient ways to advertise online. The internet is much more flexible tool than print or even broadcast media. Aside from static aids, small and medium businesses can create active aids with sounds, motions, etc. the entrepreneurs can have links and create interactive advertising features and use electronic mail services to promote aids services or product at any time.

It is also significantly to note that information service is characterized and supported by information storage and retrieval and the storage and retrieving of information promotes and sustains entrepreneurship business development like cybercafé business. A good database

structure and information storage system or device could help the entrepreneurs and the undergraduate students retrieve voluminous and information relevant to their respective activities, particularly, the entrepreneur can retrieve the past record of clients, contacts and internal business record for productive service delivery (Robert, 2005).

Electronic information service system has offered positive changes to capacity building in the society. The immersed benefits have been witnessed in educational sector, specifically provision of academic information and communication to the students. It has definitely fostered the development of electronic library, which enhances information retrieval and usage by students and business investors. According to Wineegrud (1995), a mail service electronic library and information service must accomplish all services of traditional libraries and also exploit the well-known advantages of electronic storage, searching and communication. The explosion of information with effective utilization of information services well help in building a nation.

### **Statement of the Problem**

Cursory examination of the utilization of various information services available to undergraduate students and entrepreneurs who are indulged in small scale business like cybercafé revealed their weakness in taking advantage of these viable information services. The weakness is also characterized by the fact that they have no effective utilization to these information services. Information services like online marketing, internet browsing, information storage and retrieval have not been actively utilized.

Moreso, the cost of procuring and maintaining this information service machine/equipment is high. An entrepreneur who has insufficient fund to venture into the provision of information service business would be limited by investment capital to acquire these equipment. Also, it is observed that most of the undergraduate students and entrepreneurs are lacking in technical or computer skill, since all these information service strategies requires practical knowledge of computer and internet. Thus, it would be difficult for them to make use of these information services effectively. Though some of the students and entrepreneur make use of electronic mail services and internet browsing, but they still have limited knowledge to effectively utilize them to improve upon their business and information provision to student. It is on these notes that the question is raised; will information service improve the information need of the undergraduate students and the entrepreneurship of cyber café?

### **Objectives of the Study**

The main objective of this study is to ascertain the information service to undergraduate students and entrepreneurship of cyber café in Uyo metropolis, while the specific objectives are as follows:

1. To examine the relationship between internet browsing and entrepreneurship of cyber cafes.
2. To ascertain the relationship between online marketing and entrepreneurship of cyber cafes.

### **Research Questions**

The following research questions will be answered:

- 1 What is the relationship between internet browsing and entrepreneurship of cyber cafes?

2 To what extent does online marketing relate with entrepreneurship of cyber cafes?

### **Research Hypotheses**

The following hypotheses will be tested: -

- 1 There is no significant relationship between internet browsing and entrepreneurship of cyber cafes.
- 2 There is no significant relationship between online marketing and entrepreneurship of cyber cafes.

### **LITERATURE REVIEW**

#### **Internet Browsing and Entrepreneurship of Cybercafé**

One of the dominant activities carried out on the internet is internet browsing. Boss (2007) describes internet as a public where all manner of services are carried out, it has areas designed for information search. The internet, according to Curtin (1998) is an information super highway that has created a world in which every one is connected electronically. This has some implications for the twenty-first century business enterprises. The case of internet has informed way business are transacted generally and has also introduced new businesses, skills sets essential for business success within electronic age.

The internet browsing has contributed to the development of education and acquisition of more knowledge by the students. Unlike several years back when people were not browsing the internet to get or download information, today being the information age, students and business can utilize the resources and services of the internet to obtain any information they require. Statistics states that over 5 millions people browse the internet every day all over the world, and the number keeps on increasing every day. More people especially, the high college and graduate students browse the internet every hour to get information for their term paper, seminar, project and testes writing. It has now become common for secondary school students and even the primary/ nursery pupils to browse the internet. Some schools have now been connected to internet for the student to have access to lesson information, picture in catalogue format that enable them learn creatively and down load these pictures to study at their spare time (Bellenste 2003),

The internet has made it possible for people, students and business owners to communicate all over the world with one another effectively and inexpensively. The browsing of internet is fast and convenient, becoming a necessity as many individuals now use the internet for communication and searching for information through electronic mail, chatting and retrieval of news, shopping, paying bills, banking, listen to music, watching movies, playing games, studying abroad via online, get foreign school scholarship, mailing telephone call via the world wide web (www). Several organizations transfer office files from one office, distant to another. Druker (2012) asserts that if statistics has shown that over five million people browse the internet every day, it therefore means that entrepreneurship of cybercafé is a lucrative or profitable business that gives high productivity in returns.

Browsing the internet involves searching for information or carrying out some services with some websites. Websites are public offices on the internet that stores the web pages. Web pages are electronic information that are controlled and maintained by the owner of the site. It is the websites that enable the individual to browse and download pictures, music etc. A lot of people have turned the internet into their place of employment or work. Individuals and students browse the internet to carry out or perform some services like data entry, market survey, and maintenance of website for the owners, do digital money exchange, information marketing, sales of product or services. Thus, browsing the internet is breeder as more and more services and products are being launched into the internet every day. The only drawback that scares some individuals away is the heading nature and cybercafé thieves. Many people use the internet to rob and hack people's privacy and money on the internet. Security strategies have been set in place to prevent or protect these internet crimes (Aaron and Susan, 2005).

### **Online Marketing and Entrepreneurship of Cyber Café**

Online marketing is very present for small-scale businesses like cyber café. It allows their presence to be known by millions of people or customers who have interest on their products or services. Turpin and Falk (2006) described online market or internet market, web marketing as activities that involve the use of internet to advertise a service or product. It is a form of promotion that uses the internet and World Wide Web to deliver marketing messages to attract customers. Examples of online marketing include contextual ads on search engine result pages, banner ads blogs, rich media ads, social network advertising, interstitial ads, online classified advertising, and advertising networks and e-mail marketing including e-mail (electronic mail) spam. Many of these types of ads are delivered by an ad server.

The development and growth of internet has titillated a lot of individuals and businesses to have their abstract business office in the internet in a form of website to enable them sell some products or provide services to the online users or customers. Several studies have affirmed that millions of people browse the internet to purchase some products and services in their websites. Obviously most product purchased by people are normally shipped down to their respective countries and states within few days (Brodersen, 2010). The good thing about internet marketing is that products sold in the physical business office are presented to intending buyers in form of pictures and picture gallery or catalogue in a digital format to enable the prospective customer or consumer view the product image quality vividly (Bennelt. 2001). It is worthy of note that online marketing and sales and product services are empowered by search engine optimization (SEO) social media marketing (SMM) tactics adopted. Evering, Lam and Van (2010) stated that for a product or a service to survive (that is has more sales from customers on the interest) a website that advertises the product or services must be optimized. To optimize a website means to make every page of information on the website recognized and crawled by search engines. Search engines like MTN, yahoo and Google normally crawl a webpage and display them on page ranking window. To enable the information searchers or users to browse or open the hyper link text that connects them to the site that stores the information or provides the service. Hyperlink text are highlighted, bold and unlined text that when click with a mouse connects the customers to the site (Lindbloom, 2006).

According to Lipton (2002), online advertising of the entrepreneurship cyber café business is also survived by marketing ability, which involves publishing thousand or hundreds of articles on a particular niche or market in popular social network sites that are viewed and registered by millions of internet users, such sites like face book, twitter, my space, Togo, Google, etc. care are always taken not a spam. Spam mails are fake messages or information. However Elizabeth (2009) claimed some of the benefit of online marketing to entrepreneurship as;

- It provides the entrepreneur with some facilities essential for his survival and growth in the market
- Entrepreneurs can be regularly contacted with the chains of people he needs from conception of business idea to planning, production, sales, and delivery.
- An entrepreneur can effectively maintain contacts, monitor competitor activities and change in the market place across wide geographies boundaries, update business skills and have his motivations quickly recognized and globally projected.
- It enables an entrepreneur to exchange business ideas with exports and share documents with business associates and consultants form anywhere in the world using electronic mail. This way provides growth of his business.

## **METHODS**

### **Research Design**

The research design for this study was a correlational survey design. This design was found fit for this study as it attempted to find out the relationship between information service to undergraduate students and entrepreneurship of cyber café in Uyo metropolis.

### **Area of the Study**

The area of this study was Uyo local government area.

### **Population of the Study**

The population of this study consisted of all the undergraduate students that used information services for either academic or business purposes.

### **Sample and Sampling Technique**

Four (4) faculties were selected for the study. From each faculty two (2) departments were used. Twenty-six (26) students were then randomly selected through stratified random sampling technique for collection of data. These gave a sample size of two hundred and eight (208) respondents.

### **Research Instrument**

The instruments used for this study was a researcher-made questionnaire known as: “Information Service And Entrepreneurship Of Cyber Café Questionnaire (ISECCQ)”. The questionnaire was made up of two sections such as sections A and B.

**Validation of the Research Instrument**

The instrument was faced and contents validated by the researcher’s supervisor. One expert from test, measurement and evaluation as well as lecturers from the library science department, validated the instrument.

**Reliability of the Instrument**

Crombach Alpha technique was used to determine the reliability of the instrument (ARQ), using 30 respondents who did not form part of the main study were randomly selected and the instrument administered on them. Data collected from the respondents were subjected to reliability test and it produced the reliability coefficient of 0.84 to 0.94.

**Method of Data Analysis**

The data obtained were analysed using descriptive analysis to answer the research questions and Pearson Product Moment Correlation Coefficient to test the hypotheses. Test of significance was done at 0.05 alpha level. The result was considered significant if the calculated value was either equal to or greater than the critical value, but non-significant if less.

**RESULTS**

**Research Question One**

The research question sought to find out relationship between internet browsing and entrepreneurship of cyber cafes. In order to answer the research question, descriptive analysis was performed on the data collected, (see table 1)

**TABLE 1**

**Descriptive Analysis of the relationship internet browsing and entrepreneurship of cyber cafes in Uyo metropolis**

<b>Variables</b>	<b>N</b>	<b>Arithmetic Mean</b>	<b>Expected Mean</b>	<b>r</b>	<b>Remarks</b>
internet browsing	202	15.74	12.5	0.65	*moderately strong relationship
Entrepreneurship of cyber cafes.		16.81	12.5		

**Source: Field Survey**

The above table 1 presents the descriptive analysis of the relationship between internet browsing and entrepreneurship of cyber cafes in Uyo metropolis. The two variables were observed to have \*moderately strong relationship at 65%. The arithmetic means for internet browsing (15.74) was also observed to be greater than the expected mean score of (12.5). In addition to that, the arithmetic mean for entrepreneurship of cyber cafes (16.81) was observed to be higher than the

expected mean score of (12.5). The result therefore means that internet browsing has a remarkable relationship with and entrepreneurship of cyber cafes in Uyo metropolis.

### **Research Question Two**

The research question sought to find out the extent to which online marketing relates with entrepreneurship of cyber cafes. In order to answer the research question, descriptive analysis was performed on the data collected (see table 2)

**TABLE 2**

**Descriptive Analysis of the relationship online marketing and entrepreneurship of cyber cafes in Uyo metropolis**

<b>Variables</b>	<b>N</b>	<b>Arithmetic Mean</b>	<b>Expected Mean</b>	<b>r</b>	<b>Remarks</b>
Online marketing	202	17.08	12.5	0.50	*moderately week relationship
Entrepreneurship of cyber cafes.		16.81	12.5		

**Source: Field Survey**

The above table 2 presents the descriptive analysis of the relationship between online marketing and entrepreneurship of cyber cafes in Uyo metropolis. The two variables were observed to have moderately week relationship at 50%. The arithmetic means for online marketing (17.08) was also observed to be greater than the expected mean score of (12.5). In addition to that, the arithmetic mean for entrepreneurship of cyber cafes (12.5) was observed to be higher than the expected mean score of (16.81). The result therefore means that online marketing has a remarkable relationship with and entrepreneurship of cyber cafes in Uyo metropolis.

### **Hypotheses Testing**

#### **Hypothesis One**

The null hypothesis states that there is no significant relationship between internet browsing and entrepreneurship of cyber cafes in Uyo metropolis. In order to test the hypothesis, two variables were identified as follows:-

1. Internet browsing as the independent variable
2. Entrepreneurship of cyber cafes as the dependent variable. (See table 3)

**Table 3**

Pearson Product Moment Correlation Analysis of the relationship between Internet browsing and entrepreneurship of cyber cafes in Uyo metropolis.

Variables	$\Sigma X$	$\Sigma X^2$	$\Sigma Xy$	r
	$\Sigma y$	$\Sigma y^2$		
Email services (X)	3179	50445		
Entrepreneurship of cyber cafes (y)	3396	57458	53699	0.65*

**\*significant at 0.05 level; N=; df =; Critical r – value = value = 0.138**

The above table 3 presents the obtained r-values as (0.65). This value was tested for significance by comparing it with the critical r-value (0.138) at 0.05 level with 200 degree of freedom. The obtained r-value (0.65) was greater than the critical r-value (0.138). Hence, the result is significant. The result therefore means that there is significant relationship between internet browsing and entrepreneurship of cyber cafes in Uyo metropolis.

### Hypothesis Two

The null hypotheses state that there is no significant relationship between online marketing and entrepreneurship of cyber cafes in Uyo metropolis. In order to test the hypothesis, two variables were identified as follows:-

1. Online marketing as the independent variable
2. Entrepreneurship of cyber cafes as the dependent variable. (See table 4)

**Table 4**

**Pearson Product Moment Correlation Analysis of the relationship between online marketing and entrepreneurship of cyber cafes in Uyo metropolis.**

Variables	$\Sigma X$	$\Sigma X^2$	$\Sigma Xy$	r
	$\Sigma y$	$\Sigma y^2$		
Online marketing (X)	3450	59850		
Entrepreneurship of cyber cafes (y)	3396	57458	58193	0.50*

**\*significant at 0.05 level; N=202; df =200; Critical r – value = 0.138**

The above table 4 presents the obtained r-values as (0.50). This value was tested for significance by comparing it with the critical r-value (0.138) at 0.05 level with 200 degree of freedom. The obtained r-value (0.50) was greater than the critical r-value (0.138). Hence, the result is significant. The result therefore means that there is significant relationship between online marketing and entrepreneurship of cyber cafes in Uyo metropolis.

## **DISCUSSION OF THE FINDINGS**

The results of the data analyses in tables 1 & 3 were significant due to the fact that the obtained r-value (0.63) was greater than the critical r-value (0.138) at 0.05 level with 853 degree of freedom. This implies that there is significant relationship between Internet Browsing and entrepreneurship of Cyber Café in Uyo metropolis. The significance of the result is in agreement with the opinion of Druker, (2012) who opined that over five million people browse the internet every day, it therefore means that entrepreneurship of cybercafé is a lucrative or profitable business that gives high productivity in returns. The significance of the result caused the null hypothesis to be rejected while the alternative one was accepted.

The results of the data analyses in tables 2 & 4 were significant due to the fact that the obtained r-value (0.63) was greater than the critical r-value (0.138) at 0.05 level with 853 degree of freedom. This implies that there is significant relationship between online Marketing and entrepreneurship of Cyber Café in Uyo metropolis. The significance of the result is in agreement with the opinion of Turpin and Falk (2006) who described online marketing or internet marketing, web marketing as activities that involve the use of internet to advertise a service or product. It also agreed with the opinion of Brodersen (2010) who affirmed that millions of people browse the internet to purchase some products and services in their websites. The significance of the result caused the null hypothesis to be rejected while the alternative one was accepted.

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## **CONCLUSION**

Based on the findings of this research, it was concluded that internet browsing has contributed immensely to the entrepreneurship of cyber cafes in our society. Online marketing has strong relationship with the entrepreneurship of cyber cafes. Entrepreneurship of cybercafé requires information mail services to enable the business reach millions of consumers or customers who are constantly browsing the internet with their products or services

## **RECOMMENDATIONS**

In view of the findings made from the research, the following recommendations are considered:

1. Students should be exposed extensively to the use of information and communication technology facilities.

2. Entrepreneurs should be regularly trained and equipped on how to sharpen their skills in online marketing in order to ensure their survival and growth in the market.
3. It is recommended that organizations should run a comprehensive program for protecting its vital records and information from catastrophe or disaster.

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