

INVESTIGATING THE LEVEL OF COMPUTER LITERACY AMONG PRACTICING MARKETING PROFESSIONALS IN AKWA IBOM STATE

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ABSTRACT

This study investigated the level of computer literacy among practicing professional marketers in Akwa Ibom State. Primary data were collected on respondent's level of computer literacy in terms of exposure/awareness level, programme applications, blending of theoretical, technical with meta skills and respondent's skill development during course of training. The data were analyzed using descriptive statistics because of the qualitative nature of data generated. The socio-economic and demographic profile of respondents revealed that most of the sampled professionals predominantly were married tertiary school graduates who were in their active ages. Only one third of the respondents earn more than N200,000 in a month, suggesting a poor disposable income level for marketing professionals. Furthermore, an analysis of the findings revealed that (i) Practicing professionals were from predominantly low income group, (2) a good percentage of them are literate but have poor knowledge of different computer applications that can be adopted in marketing, (3) academic content by which these professionals are trained is grossly deficient in computer training (4) that over 97% of the respondents cannot blend their conceptual, technical and meta-analytical skills in professional practice. Based on these, we recommend among others a collaboration in three frontiers – government support, mandatory professional training in computer and review of curriculum of instruction. This we hope should attract public policy concern if the profession must attain global best practices.

KEYWORDS: Computer, Literacy, Professionals, Marketing, and Training