

SOURCES OF ENTREPRENEURIAL INFORMATION AND UTILIZATION AMONG JOB SEEKING YOUTHS IN OGUN STATE, NIGERIA

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Abstract

This study investigated the sources and usage of entrepreneurial information among job-seeking youth in Ogun State. The aim was to find out the most important sources of information about entrepreneurship among job-seeking youth and to examine the extent to which job-seeking youths use their acquired knowledge about entrepreneurship information. This study used a descriptive research design with a survey method and questionnaire as data collection instruments, and a Likert scale format with five-point items and a simple percentage method was used for data analysis. The study was guided by source credibility theory. The population for this study encompassed all job-seeking youths in Ogun State, ranging from 18 to 35 years old. To ensure an adequate representation of the population, a multi-stage sampling technique that encompassed cluster sampling, random sampling, and available sampling was adopted. The study revealed that job seekers in Ogun State received entrepreneurial information through the mainstream media as well as through social media and interpersonal sources, religious centers, community leaders, family members, and friends, and that the majority of the job-seeking youths utilized the entrepreneurial information being received. It was recommended that the Ogun State Government create communities of job seekers through WhatsApp and other online platforms for educating youths on entrepreneurship.

Keywords: Information, Entrepreneurship, Mass Media, Youths

Introduction

Information is power. The extent to which people are informed may determine the extent to which they discover and utilize opportunities to solve day-to-day challenges. Several Nigerian youths are confronted with unemployment crisis, the reception and utilization of entrepreneurial information may transform a youth from being a job seeker to a job creator. Therefore, information plays a major role in solving unemployment challenges. There are three main types of entrepreneurial information. These include information on idea conceptualization and skill acquisition, information on funding, and information on business management. Consistent reception of the three types of entrepreneurial information is important, as they offer entrepreneurs opportunities to review their

business ideas, acquire new skills, gain access to increased funding for their businesses, and gain more knowledge on business management (Mbanefo, & Obiajulu, 2017).

Some entrepreneurs are unable to access loans from banks due to poor documentation and business records. Banks are interested in information on the amount invested, the profit made so far, and the current turnover of the business. They also want to see the record of banking transactions on the business as a yardstick to guarantee the entrepreneurs' capacity for the required loan. An entrepreneur who has not been using banking services for business transactions will therefore not qualify to have access to loans. Entrepreneurs require such information for funding and the expansion of their capital base

(Okezie, Alex, & Asoluka, 2013). Several start-up businesses have also collapsed due to poor management. Entrepreneurs need information and knowledge on how to manage their businesses. Failure to gain the required knowledge is an invitation to the failure of the business. Therefore, information from the media and other sources becomes essential for the success of entrepreneurship (Odia, & Odia, 2013).

According to NBS (2022), the unemployment rate in Nigeria increased from 27.1 percent to 33.3 percent between December 2021 and March 2022 (NBS, 2022). The number of unemployed Nigerians rose to 23.19 million in the fourth quarter of 2020, reflecting job losses due to the COVID-19 pandemic and its devastating impact on businesses during the same period. According to Olufemi (2020), youths are often encouraged to start businesses to minimize unemployment. Entrepreneurship is the process of starting and running a business of one's own volition. It plays an important role in reducing unemployment and expanding the government's revenue base. It also promotes economic and social development, which is key for governments of various countries around the world. Entrepreneurs are innovators who turn ideas into economically viable businesses. Entrepreneurs are important drivers of business growth and development (Durowaju, 2014). Developing countries, especially Africa, must not ignore the importance of entrepreneurship and small businesses in addressing economic problems and unemployment.

While entrepreneurship has been rigorously interrogated as observed by (Olaore, et al, 2020), there is dearth of information on the level of awareness of entrepreneurial information, entrepreneurial information sources and its utilization among job seeking youths in Nigeria. Every business activity relies heavily on information. It educates young people and prospective entrepreneurs about the numerous options available to them and how to make use of them. Getting the right information will enable youths to make appropriate decisions about their chosen businesses. Specifically, entrepreneurial information acquisition entails getting information on the business to do, relevant skills required, resources needed, current trends and innovations in the business, available funding opportunities, and how to access such. Previous studies (e.g. Okpara & Wynn, 2007; Owolabi, 2014) have examined

challenges encountered by entrepreneurs in Nigeria and other developing countries and found the high rate in which developing countries have failed as a result of issues bothering on capitals, nonexistence of structures, and technology skills, promotion hitches and consumer attention etc. Similarly, various studies have looked at the link between information or knowledge and entrepreneurship, and they have discovered that entrepreneurs have limited access to useful information.

However, much has not been dedicated to the acquisition and use of entrepreneurial information among job-seekers. Notwithstanding the number of research carried out on entrepreneurship, still not so much has been done on the influence of information sources as regards the good and bad of entrepreneurial ventures in Nigeria. Most of the studies did not also examine how job seekers, especially youths, seek and utilise information for entrepreneurial initiatives. Thus, it becomes necessary to examine how job-seeking youths in Ogun State seek and utilise information on entrepreneurship.

Statement of the Problem

While entrepreneurship has been rigorously interrogated as observed by (Olaore, et al, 2020), there is dearth of information on the level of awareness of entrepreneurial information, entrepreneurial information sources and its utilization among job seeking youths in Nigeria. Information is vital in every business endeavour. This helps youths and aspiring entrepreneurs to be aware of the vast opportunities around them and how to harness such. Getting the right information will enable youths to make appropriate decisions about their chosen businesses. Specifically, entrepreneurial information acquisition entails getting information on the business to do, relevant skills required, resources needed, current trends and innovations in the business, available funding opportunities, and how to access such. Previous studies (e.g. Okpara & Wynn, 2007; Owolabi, 2014) have examined challenges encountered by entrepreneurs in Nigeria and other developing countries and found the high rate in which developing countries have failed as a result of issues bothering on capitals, nonexistence of structures, skills, promotion hitches and consumer attention etc. Regardless of the **various** researches on entrepreneurship, most did not examined how job seekers, especially youths make use of the

information for entrepreneurial initiatives. Thus, it becomes necessary to examine how job-seeking youths in Ogun State seek and utilize information on entrepreneurship. Therefore, this study examines the sources of entrepreneurial information, and the utilization of entrepreneurial information among job-seeking youths in Ogun State, Nigeria.

Research Objectives

The main objectives of this study are to examine the Sources of Entrepreneurial Information and Utilization among Job Seeking Youths in Ogun State, Nigeria. The specific objectives are to:

1. Find out the major sources of entrepreneurial information among job-seeking youths in Ogun State.
2. Examine the extent to which job-seeking youths utilize the knowledge of entrepreneurial information received.

Research Questions

The following are the research questions of the study:

1. What are the major sources of entrepreneurial information among job-seeking youths in Ogun State?
2. To what extent do job-seeking youths utilize the knowledge of entrepreneurial information received?

Review of Related Literature

Previous scholars have examined more on entrepreneurship and the likes but failed to focus on job seekers, sources of entrepreneurial information and its utilisation which this study focused on. Familusi & Owoye (2014) investigated the use of radio and other means of communication among residents of Ado-Ekiti for socio-economic activities. The study focused only on radio without looking at other information sources. The study used survey comprising of 120 residents of Ado-Ekiti. As a result, radio was found to be the most important tool for disseminating information as it reaches more people regardless of their location. This promotes public awareness about socio-political and economic problems and ensures that the public is duly informed about government programs and activities. The findings of this study showed that, using radio, mobile

phone and television to get information was not high, but the cost of the Internet, satellite television, and cable television. The three main problems that residents of Ado-Ekiti faced in getting information were bad television signals, the high cost of purchasing, installing and subscribing to satellite television, and the fact that many people did not have an internet connection and could not afford to pay for it. It was concluded that further efforts are needed to improve access to radio and other information sources. The study also focused only on radio without looking at other information sources.

Ambrose (2013) focused on the impact of social media on the development of Small and Medium Scale Enterprises in Nairobi. To achieve this objective, he investigated the impact of social media on market access, customer relationship management, innovation, and product pricing among Small and Medium Scale Enterprises in Nairobi. This study adopts a descriptive research design. The study was conducted on 246 Small and Medium Scale Enterprises in Nairobi and Respondents were owners or managers. Cluster sampling was used to describe the target population, and then the random sampling technique was used to identify the specific companies used in the study. The study found that social media tools can improve market access and customer relationship management and have a significant impact on the growth of small and large businesses. On the other hand, the features of product pricing and innovation provided by social media have little impact on the growth of small businesses. According to Ambrose (2013), social media tools can be used to break down geographical barriers. In addition, social media allows businesses to communicate quickly and cost-effectively and create databases that can be used to generate business thereby increasing sales and growth of small business.

Ishaya (2015) studied the use of business information to promote rural entrepreneurship development in Kaduna State. The objective was to determine the sources of business information, the extent of the use of business information, the reasons for using business information, the satisfaction with business information and the amount of business information that drives the development of rural businesses. Findings revealed that most rural entrepreneurs in Kaduna State relied on their customers and mobile telephone as their sources of information. Rural

entrepreneurs used business information to improve their business decision making while others indicated that they utilized business information to achieve excellence in business operations. According to Ishaya (2015), respondents revealed that they were very satisfied with business information because it has helped them in decision making, positively, promoted their businesses and have enhanced their profit making. One of the major gaps in this study was the focused on small business owners in rural areas in Kaduna State unlike this study which is focused on job seekers. Popola (2009) investigated the impact of information availability and usage on managerial decision-making in large-scale manufacturing industries in Nigeria.

A descriptive research design was used in this study. Using Quota sampling with equal allocation, he selected 650 managers from 13 major manufacturing companies listed on the Nigerian Stock Exchange, of which 580 responded. The response rate achieved was 89.2%. This study found that information availability and information use both simultaneously and independently significantly influenced respondents' decisions. Availability of information has a greater relative influence than availability of information on respondents' decision-making, and availability of information is significantly positively associated with executive leadership of respondents in major manufacturing industries in Nigeria. This study shows that having effective information accessibility and utilization has tremendous effect in any venture. The study concluded that for information to provide knowledge and improve decision-making of managers in business organizations like the manufacturing industries, relevant sources of information capable of meeting their information needs must be readily made available to them. This study however focused on information availability and utilization in the decision-making of managers in large-scale manufacturing industries in Nigeria and did not examine sources of entrepreneurial information.

Theoretical Framework

Source Credibility theory was developed by Karl Hovland & Walter Weiss in 1951. This theory posited that the extent to which an audience is persuaded by a message depends on how trustworthy the speaker or messenger is perceived to be. It states that people or recipients are more

likely to be convinced if the source appears to be reliable. Hovland and Weiss's research compared trusted and untrusted sources for the same persuasive message, and found that sources perceived as trustworthy were more likely to receive messages than untrustworthy sources. This was done by testing whether it could influence a change in opinion. This study confirmed the assumption that reliable sources of information tend to have desirable effects on viewers. Anaeto et al. (2012) found that the reliability of information sources can be classified into three models. These are the factor model, the functional model, and the constructivist model. Factor models can be used to determine how trustworthy recipients think a source of information is. In the functional model, credibility is considered to be the extent to which a source meets the receiver's personal needs, whereas in the constructivist model, credibility is considered to be the degree to which the receiver responds to the source's suggestions. Therefore, job seekers are more likely to be persuaded if the message channel and moderator or message sources are seen as competent and trustworthy. The degree to which job-seekers believe and trust sources of entrepreneurial information may determine the acceptance of the messages and their utilization.

Methodology

The study used descriptive research design with survey method and questionnaire as instrument for data collection. The population for this study encompassed all job-seeking youths in Ogun State ranging from ages 18 and 35 years old with a population of 3,751,140 people as of the 2006 census. To ensure an adequate representation of the population, a multi-stage sampling technique, which included the use of cluster sampling, simple random sampling and available sampling was adopted. At the first stage, Ogun State was clustered into four political zones, namely: Egba, Ijebu, Remo and Yewa. Abeokuta was selected to represent the Egba zone; Ijebu-Ode was selected to represent the Ijebu zone; Sagamu was selected to represent the Remo zone and Ilaro was selected to represent the Yewa zone. The total population of the four political cum administrative zones according to the National Population Commission (2022) is (1,338,750). In selecting the sample size, Taro Yamane's formula (1973) for calculating sample size was adopted and a sample size of 399.9 was arrived at while minimum of approximately

400 respondents were selected for the survey. The 400 respondents were proportionally distributed across the four towns. Thus, 0.03% of each of the major towns was selected while approximation was done to achieve accuracy. Simple random sampling technique was adopted to select 10 streets from each town in the four political zones. Out of the 492 metropolitan streets in Abeokuta North and South, 10 streets were selected using hat and draw technique. Lastly, available job-seeking youths were selected from each street based on the proportion of sampled population. For Abeokuta, 17 respondents were chosen from each street while 13 respondents were selected from the last street to achieve the 166 sampled populations while in Ijebu-Ode, 11 respondents were selected from each street. For Sagamu, 10 respondents were selected from each street while 16 were selected from the

last street for the purpose of accuracy. 2 respondents were selected from each street in Ilaro and only 1 respondent was selected from the last two streets. While Likert scale format was adopted with the use of simple percentage method for the data analysis.

Data Presentation and Analysis

Four hundred copies of questionnaire were administered and 399 copies of the questionnaire were retrieved, representing 99.2% of the questionnaire return rate while 397 copies were found valid after they were sorted. This represents 99.4% response rate, implying that the respondents appropriately answered the questions to a very large extent.

Table 1: Sources of entrepreneurial information among job-seeking youths in Ogun State?

Statements on sources of entrepreneurial information	SA	A	U	D	SD	Total
I receive entrepreneurial information through WhatsApp	139 35.0%	149 37.5%	48 12.1%%	41 10.3%	20 5.0%	397 100%
I receive entrepreneurial information through Radio	103 25.9%	120 30.2%	86 21.7%	64 16.1%	24 6.0%	397 100%
I receive entrepreneurial information through Television	99 24.9%	146 36.8%	68 17.1%	60 15.1%	24 6.0%	397 100%
I receive entrepreneurial information from Newspapers	68 17.1%	191 48.1%	63 15.9%	57 14.4%	18 4.5%	397 100%
I receive entrepreneurial information through family and friends	106 26.7%	118 29.7%	84 21.2%	75 18.9%	14 3.5%	397 100%
I receive entrepreneurial information through community leaders	88 22.2%	98 24.7%	95 23.9%	74 18.6%	42 10.6%	397 100%
I receive entrepreneurial information through religious centres	72 18.1%	129 32.5%	51 12.8%	84 21.2%	61 15.4%	397 100%
Most Dominant Source of entrepreneurial information						
Source	Frequency		Percentage			
Television	111		28%			
Radio	105		26.4%			
WhatsApp	72		18.9%			
Newspaper	61		15.4%			
Facebook	37		9.3%			
Other internet sources	7		1.8%			
Family and friends	2		0.5%			
Twitter (X)	1		0.3%			
Religious Centres	1		0.3%			
Total	397		100%			

Preferred Source of Entrepreneurial Information		
Preferred Source	Frequency	Percentage
Television	124	31.2%
WhatsApp	79	19.9%
Radio	78	19.6%
Newspaper	63	15.9%
Facebook	38	9.6%
Family and Friends	6	1.5%
Other internet sources	4	1%
Twitter	4	1%
Community leaders and Local Government authorities	1	0.3%
Total	397	100%

Source: Field Survey 2024

Table 1 implies that the major Sources of receiving entrepreneurial information by job-seeking youths is mostly through religious centres, Television,

Radio, WhatsApp, Newspaper, Facebook and most preferred sources of entrepreneurship among youths in Ogun State

Table 2: Utilisation of entrepreneurial information received by job-seeking youths

Statements on the utilisation of entrepreneurial information	SA	A	U	D	SD	Total
I often utilise entrepreneurial information	109 27.5%	142 35.8%	86 21.7%	38 9.6%	22 5.5%	397 100%
I follow up on entrepreneurial information received	116 29.2%	126 31.8%	65 16.4%	42 10.6%	48 12.1%	397 100%
I do not often know what to do with the information	61 15.4%	124 31.2%	98 24.7%	85 21.4%	29 7.3%	397 100%
I often ignore the information received	73 18.4%	161 40.6%	68 17.1%	77 19.4%	18 4.5%	397 100%
I simply forward the information to others	63 15.9%	132 33.2%	121 30.5%	59 14.9%	22 5.5%	397 100%
After receiving information on funding, I make applications	80 20.2%	128 32.2%	101 25.4%	60 15.9%	28 7.1%	397 100%
I apply the information received to manage my business	99 24.9%	110 27.7%	105 26.4%	66 16.6%	17 4.3%	397 100%
entrepreneurial information is very useful	73 18.4%	100 25.2%	129 32.5%	54 13.6%	41 10.3%	397 100%
Entrepreneurial information is irrelevant	73 18.4%	115 29.0%	109 27.5%	68 17.1%	32 8.1%	397 100%
I have been able to access loans through entrepreneurial information received	86 21.7%	110 27.7%	118 29.7%	56 14.1%	27 6.8%	397 100%
I have been able to acquire different skills through entrepreneurial information received	59 14.9%	152 38.3%	98 24.7%	51 12.8%	37 9.3%	397 100%
I feel motivated to go into entrepreneurship through the entrepreneurial information received	83 20.9%	150 37.8%	80 20.2%	63 15.9%	21 5.3%	397 100%

Source: Field Survey 2024

Table 2 implies that majority of the job-seeking youths utilised the entrepreneurial information being received and also do a follow up as regards to

funding by applying to the appropriate lending bodies etc.

Discussion of Findings

The findings of this study revealed that job seekers in Ogun State received entrepreneurial information through the mainstream media such as radio, television and newspapers as well as through social media and interpersonal sources religious centres, community leaders and family members and friends. This shows the diversity of sources of entrepreneurial information among job seekers. On one hand, the findings showed that the mainstream media are fairly involved in entrepreneurial information dissemination. On the other hand, the results indicate that the mainstream media do not adequately inform and educate job seekers on entrepreneurial opportunities. The findings did not fully agree with Familuyi & Owoeye (2014) who examined the use of radio and other means of information dissemination among the residents of Ado-Ekiti for socio-economic activities and found that radio was the most important instrument in information dissemination among the people. On the contrary, this study revealed that Television was the most preferred source of entrepreneurship among youths in Ogun State. The dichotomy may lie in the fact that Familuyi & Owoeye (2014) only evaluated the use of radio without looking at other sources of information. Indeed, television has continually gained popularity as one of the greatest means of mass communication. The audio-visual advantage makes television an attractive medium of communication. Television creates clear impressions in the minds of the viewers, thereby leading to emotional involvement. This unique feature allows the viewers to see the world as it is happening live.

The findings of this study as well align with Ambrose (2013) who found increasing use of social media for entrepreneurial information as most of the job seekers (72.5%) said they received entrepreneurial information through WhatsApp. The internet is home to all kinds of information, including entrepreneurial information. There is virtually no information that is not accessible online. There is also the convergence of other types of media on the internet. This means that radio, television and newspapers can be found online. Therefore, the Internet has emerged as the most important medium of mass communication because it houses other forms of mass media. Texts, videos and audio can be found online. All information related to entrepreneurship can be found online (Aina, 2013). Given the fact that the

mainstream media did not provide adequate information on entrepreneurship, it can be inferred that the findings did not fully support the basic assumption of development media theory which holds that the media should be responsible to the society by providing entrepreneurial information, stimulating and mobilising Nigerians for active participation in business and economic development of the state.

The findings of this study revealed that majority of the job-seeking youths utilised the entrepreneurial information being received and also do a follow up as regards to funding by applying to the appropriate lending bodies etc. This study agreed with Ishaya (2015) who examined the utilization of business information for rural entrepreneurial development in Kaduna State and found that the residents were very satisfied with business information because it helped them in decision-making, positively, promoted their businesses and enhanced their profit making. It revealed that a large number of job seekers attach high value or importance to entrepreneurial information. The findings also agreed with Popoola, (2009) who concluded that information availability and utilization simultaneously and independently have a significant influence on the decision-making of the respondents and effective information accessibility and utilization have a tremendous effect on any venture.

The findings partly agreed with the theoretical assumption of source credibility theory as Job seekers showed distrust for entrepreneurial information from the State Government, agreeing that it was a mere scam. On the other hand, they believed that entrepreneurial information from television was useful and the majority said they utilised such information. This means that job seekers are likely to believe information received from the mainstream media than information received from other source.

Conclusion

Based on the findings of this study, this study concludes that the major sources of entrepreneurial information dissemination are through the mainstream media, social media and interpersonal media such as community leaders, family members and friends. Television, Radio, WhatsApp, Newspaper and Facebook are the major and most preferred sources of entrepreneurship among youths in Ogun State. The mainstream media do

not adequately disseminate entrepreneurial information among job-seeking youths in Ogun State. Also, some job seekers utilise entrepreneurial information while others do not.

Recommendation

Based on the findings and conclusion of this study, the following recommendations are hereby made:

1. There is a need for the Ogun State Government to create communities of job seekers through whatsApp and other online platforms for educating youths on entrepreneurship while disseminating relevant information on employment opportunities and entrepreneurial matters.

2. The mainstream media should live up to their responsibilities in ensuring that there disseminate adequate entrepreneurial information among job-seeking youths in Ogun State. Also, encourage more job seekers to utilise the entrepreneurial information received.

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