AUDIENCE PERCEPTION OF THE ROLE OF ADVERTISING ON PRODUCT POSITIONING AND BRAND LOYALTY IN THE NIGERIAN GSM MARKET

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ABSTRACT
Every company wants to adopt the right marketing communications technique intended to present its product to the different members of the public that constitute its target market. The company chooses a message to disseminate through the right channel that can lead to a created need in the target market. This is the scenario in the Nigerian telecommunication market. To ascertain the role advertising plays in product positioning and consumer choice of brand, the study focused on the two leading GSM providers - MTN and Globacom. The study adopted the survey method with questionnaire as the instrument of gathering data from 143 respondents in Lagos. The data revealed that advertising can affect the way consumers rank a brand’s attributes, such as color, taste, smell, and texture and that it can make consumers to be more informed about the brand and more generally favorable disposed to it. On the basis of this, the study concluded that since advertising and quality of product are two major influences on consumer preferences, GSM network service providers must ensure that product quality and effective service delivery are fused with effective promotions in order to influence the target market. However to achieve these the study recommended that advertisers must try to understand the different behavioural levels that customers pass through. It is only when they do that they can create a message that will meet all requirements.

Key words: brand loyalty, product positioning

INTRODUCTION
Every organization must recognize that the success of any manufactured product or service rendered depends on its level of acceptance in the market. To endear a product to the consumer, many organizations employ different effective marketing tools and promotional strategies to enhance product acceptance. For a product to be accepted by the public therefore, the marketing mix must be available – product, price, place and promotion. This means that for a product to be successful, it needs the right price, the correct strategies and the right promotional activities. This is why Arens
(2004:34) noted that no amount of marketing can sell a bad product. In other words, a product quality must be right, the price must be within the reach of the target audience, it must be available to them where ever they are, and the promotion must be intensified to urge action. One of the tools that are available to manufacturers to crate awareness as well as create product image in the minds of buyers and potential users is advertising. The influence of advertising in the action consumer takes concerning a particular product lies in the frequency of exposure to the message and the usefulness of the product to the indentified needs of the would-be users. Generally speaking, the role of advertising is to inform both loyal and potential consumers of the benefit, function, and/or the price of the product; to persuade consumers to buy the said product; and to remind those who are already using the product of the existence of the product in the market. Writing on the information function of advertising, Daiwan (1999:7) agrees that the primary role of advertising is ‘to inform potential buyers of the problem-solving utility of a firm’s market offering, with the objective of developing consumer preferences for a particular product’.

The concept of consumer preference comes even alive in the Nigerian telecommunications industry which has been described has the “largest and fastest growing in Africa and among the 10 fastest growing telecom markets in the world” (Nwachukwu, 2013). Analysis of the sector showed that operators of the global system for mobile telecommunication (GSM) sector have a huge overall control of the telecoms market, 118,470,236 active connections were recorded as at the end of September 2013 from 113, 195, 95 as at December 2012. The MTN Nigeria, Glo Mobile (Globacom), Etisalat Wireless and Airtel Nigeria in that other rule the market. With this scenario, it is clear that the various network providers would strive to outdo one another by attempting to position their services ahead of others so as to become the biggest network with the largest subscribers. According to Kotler (1991:598), promotion is designed to stimulate the market, the trade, and the organization’s own sales force. In other words, it is not enough to produce a product, price it competitively and distribute it widely, if the promotion is not taken seriously in the market, the product will fail. The questions then are:

- What is the role of advertising in product positioning?
- What is the role of advertising in entrenching brand loyalty?
- Is advertising responsible for the current positioning of MTN and GLOBACOM in the GSM market?

THEORETICAL FRAMEWORK – HIERACHY OF EFFECTS THEORY

Lavidge and Steiner’s hierarchy of effects theory which was propounded in 1961 was, according to Clow and Baack (2004:195), to clarify the effects of advertising copies and campaigns. The theory postulates that consumers move through several stagess by which consumers receive and use information in reaching decisions about what actions they will take. The stages move from cognitive (thinking), affective (feeling), and lastly conative (doing).

Citing Barry and Howard, Wijaya (2012), avers that Lavidge and Steiner believed that advertising was an investment in a long-term process that moved consumers over time through a variety of stair-step beginning with product ‘unawareness’ and moving ultimately to actual purchase. The stages a consumer passes through from the initial exposure to a product or advertisement to the purchase decision are: awareness, interest, evaluation, conviction, and purchase.

Generally, consumer buying and using of a product does not always follow the linear method presented by Lavidge and Steiner. Their presentation of what goes on gives the impression that advertising has maximum effect on users without showing users like or dislike for the message which may lead to the acceptance or rejection of the message.
Again, this theory does not put into consideration consumer’s decision to delay. Consumer may store information for later use, and may also rely on the testimonies of others. However, regardless of the source(s) of information, once a consumer is convinced about the efficacy of the product claims, he makes the decision to buy.

**REVIEW OF RELEVANT LITERATURE**

There are various definitions of advertising. Dominick (2002), states that advertising is the “is any form of non-personal presentation and promotion of ideas, goods, and services usually paid for by an identified sponsor.” Adediran (1992;41) defines advertising as “a process consisting of all forms of paid non-personal communication and those activities by which visual or message are addressed to the public at informing them about a product and influencing them to buy the product featured in the advertising.” These definitions identified six functions of advertising:

- To identify a product and differentiate it from others like it in the market;
- To communicate information about a product and suggest use;
- To stimulate the distribution of a product;
- To build brand preferences and loyalty; and
- To lower the overall cost of sales

These functions can be categorized into six headings - communication/informative function, education function, persuasive function, reminder function, social function and economic function. The marketing function suggests that advertising can lead to sales if the features and benefits of the products are clearly stated. The communication/informative function involves telling the target audience about the product, the uses, side effects, and benefits. This is the function that explains how a product works, describes other available services, as well as corrects the false impression people have of the product so as to re-assure customers. The communication/information function builds production image which will in the long run translate into product positioning.

Education function implies that consumers must learn something about the product from the advertisement. When the cost of distribution is reduced and at the same time there is ease in the task of selling, advertising then is said to have performed the economic function. The social function on the other hand, according to Daramola (2001), refers to the ability to create product personality, provide income, contribute to the freedom of the press and support other social causes.

Advertising messages are designed to persuade consumers about the utility value of the product. It is to encourage them to buy and use the product. Persuasive messages are vital to a product positioning especially if a company’s objective is to build selective demand for a particular brand. It can also be used to establish brand preference, and encourage brand switching. The reminder function is to inform the users of the existence of the product, while comparison function is to help establish the product as superior to other similar brands.

**CONSUMER BEHAVIOUR AND ADVERTISING**

The term consumer has been variously defined. In its simplest definition the consumer is the person who buys or uses goods and services. To fully appreciate who the consumer is it is pertinent to know that the consumer has needs and desires which he tries to satisfy by buying and consuming those goods and services he believes would take care of his needs. It is also good to understand that the satisfaction he craves for is anticipated before purchase. Amarchand and Varadharajan (1979:63) however identify four factors upon which consumer build his satisfaction:

- (i) Inherent ability of the product to perform as anticipated
- (ii) Promises made in the advertising
- (iii) Promises from the salesmen
Customer’s use (or misuse) of the product as intended by the manufacturer.

In addition to the above four factors, Arens identify the following factors that can affect consumer behavior towards a particular brand:

- **Family influence:** refers to the influence which family can exert in the process decision making;
- **Societal influence:** refers to the influence the community can wield on the consumer;
- **Culture and sub-cultural influence:** also plays an important role on consumer behavior;
- **Time:** consumer needs can be a function of time. According to Arens, a special weekend sale can provide just the needed incentive to penetrate a consumer’s perception.
- **Place:** could be the distribution channel for goods or channels through which the target audience can get the product. The product must be within his reach.
- **Environment:** other factors that the consumer cannot control such as social, political, and economic factors may affect the buying behavior of individual consumer.

**CONSUMER, BRAND LOYALTY AND ADVERTISING**

Consumer purchase of a product often depends on the individual consumer ability and willingness to buy a product. Once a consumer consumes a product and it satisfies his anticipated needs and more, there is every tendency that when the need arises again, he may again go for the same product. His use and repurchase may translate into brand loyalty. Implicitly, brand loyalty suggests a situation where a person buys a product from the same manufacturer repeatedly while ignoring other suppliers of similar product. Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price (Arens, 2001). To Amarchand and Varadharajan to be truly loyal to a brand, “the consumer must hold favourable attitude towards the brand in addition to purchasing it repeatedly”. According to them, there are various reasons that may make a consumer repurchase a product, particularly if that consumer has divided loyalty. Shum (2013) further explains:

> Brand loyalty in consumer preferences can be a significant source of incumbent advantage in many differentiated product markets because it builds up switching costs, which makes consumers reluctant to try new brands.

Consumer’s decision to stay with one particular product may leave other suppliers in that category cold. Manufacturers know that consumer desires and anticipated needs are numerous and that consumer stick with habits they have developed over time. This can create a problem for companies who want consumer to be loyal to their products. This is where advertising comes in. Shum emphasizes the importance of advertising, particularly for other similar brands to the preferred ones. According to him, “in these markets, a potentially important role for advertising may be to counteract the tendencies of brand loyalty by encouraging consumers to “switch” to newer, less familiar brands.” The implication of this is that, new entrants into the market can gain consumer through advertisement of their product backed with reduction in product price, thereby providing consumer with an alternative.

**PRODUCT POSITIONING AND ADVERTISING**

Osuagwu (2006:35) describes a product as something that can be offered to a market for attention, acquisition and consumption. For a product to be successful, it must possess the ability to perform
promises made in advertising as well as those made by the salesmen. Having qualified on in that respect, companies must ensure that each segment of the society has a brand that identifies with the aspirations of that segment of the society. In other words, companies must try to match a particular product with a particular target audience while edging out other similar brands targeting the same audience. Citing Ayer’s Dictionary of Advertising Terms, Belch and Belch (2001:52) define positioning as “the art and science of fitting the product or services to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.” Aaker and Myers (1987:125) agree that the term position indicate the brand’s or product’s image in the marketplace. On the other hand, Trout and Ries (1972: 51 - 53) suggested that the only way a brand can stand out among others in the market is for the brand image to contrast with the competitors. According to them, “in today’s marketplace, the competitors image is just as important as your own.” Belch and Belch therefore see product positioning as relating to “the image of the product and or other brand relative to competing products or brands. The position of a product or brand is the key factor in communicating the benefits it offers and differentiate it from the competition. They explain further;

…the position of the product, service, or even store is the image that comes to mind and the attributes consumers perceive as related to it. This communication occurs through the message itself, which explain these benefits, as well as the media strategy employed to reach the target group.

A company’s product position strategy focuses on either the consumer of the product or the competition in the market. Both method according to Belch and Belch both approaches involve the association of product benefits with consumer needs, while the strategy that targets the consumer does so by linking product with the benefits the consumer derive or creating a favourable brand image.

STRATEGIES FOR POSITIONING A PRODUCT

Before a company can decide on the approach to adopt for its product, Trouts and Ries advised managers to ask and provide answers to the following six questions:

- What position, if any, do we already have in the prospect’s mind? The answer for this question will be provided through the company survey of the market, that is, the target audience.
- What position do we want to own?
- What companies must be outgunned if we are to establish that position?
- Do we have enough marketing money to occupy and hold the position?
- Do we have guts to stick with one consistent positioning strategy?
- Does our creative approach match our positioning strategy?

Answers to the questions above will give a company an insight into what strategy to adopt, who its competitions are, and an assessment of consumers’ perceptions of competition. It will also enable the company determine the competition position in the market; Know the target audience’s preferences in terms of demographics, life style, taste and purchase motivation. Aaker and Shansby (1982) suggested six approaches. The strategies are:

- **Positioning by attributes and benefits:** Products can be set apart from other similar brands in the market based on its specific attributes and the benefits it offers. The basic thing is to identify the salient attributes which will fulfill consumers anticipated needs. This is because consumers will be making purchase based on their anticipated needs.
• **Positioning based on the price and its quality.** According to Belch and Belch, a company can run adverts that reflect the image of a high-quality brand where cost is considered secondary to the quality benefits derived from using the brand. Again, they may also use price/quality competitively, that is the company can focus on the quality and value offered by the product at a competitive price.

• **Positioning by use and application:** by associating a product with a specific use, a new product can be introduced to the market while at the same time it can expand the use of an old one.

• **Positioning by class:** there are buses like the cross Country fleet that are associating themselves with comfort, cost savings and enjoyment commensurable with what is obtained in airlines. The intention is to compete with airlines for passengers to areas within the country and neighboring countries.

• **Positioning by users:** there are products that are used by a particular group of people in the society, such products like food seasoning, sanitary towels are associated with women while products like alcohol are considered drinks for the men.

• **Positioning by competitor:** this is a common strategy in the telecommunication industry. For instance MTN says it’s the leading network by saying ‘where ever you go’, Gloacom on the other hand says ‘Glo with the world’ and at the same time the two networks provide competing services.

• **Repositioning:** Belch and Belch added repositioning as a strategy that involves altering or changing a product’s or brand’s position. According to them, repositioning a product usually occurs because of declining or stagnant sales or because of anticipated opportunities in other market positions.

**METHODOLOGY**

The survey research method was adopted for this study. The method is unique in that it deals with subjects concerning all works of life and is suitable for collecting data on attitude of people on certain subject area. Lagosians were chosen as the population of the study owing to the fact that most of today’s telecommunication service providers started in the state.

150 respondents were selected using a multi stage approach to select three senatorial districts in Lagos out of the five senatorial districts. From the three districts, three Local Government Areas (LGA) were selected, and it was from these LGAs that three street were randomly selected. 50 copies of questionnaire were distributed for each of these streets. Of the 150 copies distributed 143 copies were returned, putting the response rate at 95%.

**DATA PRESENTATION AND DISCUSSION**

**Table 1: key demographic variables of respondents**

<table>
<thead>
<tr>
<th>Sex of respondents</th>
<th>Frequency N=143</th>
<th>Percentage 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>71</td>
<td>49.7%</td>
</tr>
<tr>
<td>Female</td>
<td>72</td>
<td>50.3%</td>
</tr>
</tbody>
</table>
Table 1 indicates the key demographic variables of the respondents. Most of them (50.3%) are females while 49.7% are males. In terms of age, majority of them (38.4%) fall within the 15-20 age bracket. Similarly, respondents that have B.Sc/ND and others that do not fall within the category listed returned 32.2% each.

RQ 1: What is the role of advertising in product positioning?

Table 2: Respondents view of GSM providers’ performance in Nigeria

<table>
<thead>
<tr>
<th>Sex</th>
<th>Excellent</th>
<th>Very good</th>
<th>Good</th>
<th>Fair</th>
<th>Bad</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>7.6% (n=11)</td>
<td>7.6% (n=11)</td>
<td>19% (n=27)</td>
<td>14% (n=20)</td>
<td>14 (n=2)</td>
<td>49.7% (n=71)</td>
</tr>
<tr>
<td>Female</td>
<td>6.2% (n=9)</td>
<td>11.9% (n=17)</td>
<td>22.33% (n=32)</td>
<td>7.6% (n=11)</td>
<td>2% (n=3)</td>
<td>50.3% (n=72)</td>
</tr>
<tr>
<td>Total</td>
<td>1% (n=20)</td>
<td>19.6% (n=28)</td>
<td>41.2% (n=59)</td>
<td>21.7% (n=31)</td>
<td>3.5% (n=5)</td>
<td>100% (n=143)</td>
</tr>
</tbody>
</table>

Majority of the respondents, 41.2%, rated GSM performance a good, 21.7% (n=31) rated as being fair, 19.6% (n=28) says it is very good but only 1% of the respondents think the networks are performing excellently, while 3.5% say no to the services as bad.

Table 3: Response whether advertising influence product position in the market

<table>
<thead>
<tr>
<th>Sex</th>
<th>Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Male</td>
<td>28.7% (n=41)</td>
<td>21% (n=30)</td>
</tr>
<tr>
<td>Female</td>
<td>32.9% (n=47)</td>
<td>17.4% (n=25)</td>
</tr>
<tr>
<td>Total</td>
<td>61.5% (n=88)</td>
<td>38.5% (n=55)</td>
</tr>
</tbody>
</table>

61.5% of the respondents indicated that advertising influences the position a product occupies in the market while 38.5% of them are of contrary view. In another question respondents were asked to state why they think advertising confirms a product position, 71.5% of them stated that the number of times a product ad runs in a day confirms that it leads others in its category, 20% indicated the presence of
an advert whether on billboard or electronic board on major city centres indicate that brand overshadows others in the market. However, 8.5% stated that the frequency doesn’t necessary mean that that product is the leading in the market. Clearly from the above data, it can be asserted that advertising influences how people see a particular product with regards to its position as the market leader. This follows the trend when respondents were asked to list their perceived GSM leading providers in the Nigerian market. 71.5% indicated MTN first and Globacom second followed by Zain Nigeria. 40.2% indicated Globacom as the leading GSM followed by MTN, Zain and Etisalat. The response of those who indicated MTN tallied with the top listing for GSM providers in Nigeria.

Table 4: respondents’ view of which GSM provider is the leader

<table>
<thead>
<tr>
<th>Sex</th>
<th>Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Globacom</td>
<td>MTN</td>
</tr>
<tr>
<td>Male</td>
<td>16.8% (n=24)</td>
<td>32.8% (n=47)</td>
</tr>
<tr>
<td>Female</td>
<td>16.1% (n=23)</td>
<td>34.3% (n=49)</td>
</tr>
<tr>
<td>Total</td>
<td>32.9% (47)</td>
<td>67.1% (n=96)</td>
</tr>
</tbody>
</table>

Again, majority of the respondents (67.1%) stated that MTN is the number one GSM provider rating it over Globacom. Now if the respondents agreed that advertising makes the respondents rate MTN over Globacom, it would be right then to state that advertising can influence product position in the mind of public and the marketplace.

RQ 2: What is the role of advertising in entrenching brand loyalty?

Table 5: respondents view whether advertising influence brand loyalty

<table>
<thead>
<tr>
<th>Sex</th>
<th>Responses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Male</td>
<td>28.7% (n=41)</td>
<td>21% (n=30)</td>
</tr>
<tr>
<td>Female</td>
<td>32.9% (n=47)</td>
<td>17.4% (n=25)</td>
</tr>
<tr>
<td>Total</td>
<td>61.5% (n=88)</td>
<td>38.5% (n=55)</td>
</tr>
</tbody>
</table>

The above table shows that advertising is vital to the decision a consumer takes when selecting a brand and the eventual decision to stay loyal to the brand. It must be noted that brand loyalty is a result of the brand ability to deliver on its promises and the anticipated needs of the consumer. So when asked to rate the advertising quality of the two networks adverts in terms of potency of message, frequency of message and frequency of exposure, 42.6% rated MTN as very good, 26.6% says it is excellent, 26.6% also say it is good, while both fair and bad carries 2.1% each. On the other hand, 47.5% vote ‘very good’ for Globacom, 28.7% rated it good, 12.6% said it is excellent, 7% see it as fair and 4.2% described it as bad. Although, 47.5% rated the ads as very good on the part of Globacom to MTN’s 42.6%, a huge number of the respondents (26.6%) rated MTN as excellent against Globacom 12.6%. the flow of response is in consonance with what Weilbacher as cited by Wijaya:

Advertising can also affect the way consumers rank a brand’s attributes, such as color, taste, smell, and texture. Advertising’s role, therefore, is to make consumers, whatever their current state of attitudes toward, information about, or images of a brand,
more informed about the brand and more generally favorable to it. Advertising must, that is, produce some sort of mental change in the consumer: he or she must think differently about the brand after being exposed to successful advertising.

In spite of respondents conviction that advertising influences product positioning and brand loyalty, most respondents asked to state the network they use wrote at least three GSM providers’ name (the order of listing was not considered in this study). This clearly shows that there is no clear loyalty to any brand in the market. The implication is that it is possible for consumer to switch in between networks especially if one of the GSM providers intensifies its advertising budget. However, most of the respondents gave reasons for their choice of network(s) attributing it to network signal which may be strong for one network in certain areas of the country and not too strong for the other. Some also stated that some networks provide services like ‘midnight chats’ free. Although 44% of the respondents who are self-employed say they reserve a line for their businesses.

Table 6: Most seen advert

<table>
<thead>
<tr>
<th>Sex</th>
<th>Responses</th>
<th>MTN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Globacom</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>12.6% (n=18)</td>
<td>37% (n=53)</td>
<td>49.75% (n=71)</td>
</tr>
<tr>
<td>Female</td>
<td>18.9% (n=27)</td>
<td>31.5% (n=45)</td>
<td>50.3% (n=72)</td>
</tr>
<tr>
<td>Total</td>
<td>31.5% (n=45)</td>
<td>68.5% (n=98)</td>
<td>100 (143)</td>
</tr>
</tbody>
</table>

The product most seen by both the male and female respondents is MTN. When asked which one of the two networks they feel is number one in Nigeria, 67.1% of the total number of respondents say MTN is, while Globacom has 32.9. The implication of this is that the most highly advertised brands indicate a well-established brands, but more importantly, because the respondents are exposed more to MTN’s advert they see it as the best which is why a huge number of the respondents (26.6%) rated MTN as excellent against Globacom’s 12.6%.

RQ3: Is advertising responsible for the current positioning of MTN and GLOBACOM in the GSM market?

With many saying that that the most seen adverts of all GSM adverts are those of the MTN and Globacom – 68.5% of MTN to Globacom’s 31.5% - when asked to mentioned the one they see most of all the service providers; and with 67.1 saying MTN is the number one GSM provider in the market as against Globacom’s 32.9%, it was therefore no surprise to see 64.3% of the respondents saying advertising is responsible for the current position of MTN in the telecommunication market. This is also true for Globacom as 66.4% attribute the presence of Globacom as a leading service provider in the Nigerian market.

CONCLUSION

The strategies to create a brand that will be well positioned in the market place go beyond product positioning. It entails identifying the markets with unfulfilled need, segmenting the market, targeting the segment and positioning one’s product or services using a variety of marketing strategies. It is when all these have been done that the marketers can communicate the specifically designed message to the identified target audience. Information gathered therefore revealed that advertising plays an important role in product positioning. The approach a company adopts to create product image or create brand works through consumers’ exposure to the advertising message and the intensity and frequency of the advert. The study revealed that the position MTN and Globacom occupy in the marketplace amongst the other telecommunication provider is enhance by the frequency of advertisements and the number of various services targeted at different aspect of the consuming
audience. In other words, a product can only occupy a certain position in the marketplace and ultimately become the preferred brand if the product price is right, the correct strategies and the right promotional activities are adopted.

**RECOMMENDATIONS**

In view of the above, it is therefore recommended that:

- Since advertising and quality of product are two major influences on consumer preferences, network providers must ensure that product quality and effective service delivery is fused with effective promotions in order to influence the target market.
- But to achieve the point above, advertisers must try to understand the different behavioural levels that customers pass through. It is only when they do that they can create a message that will meet all requirements.
- It is pertinent for companies and service providers to strengthen the advertising level of a product or services to keep the target audience abreast of happenings within the company.
- It is pertinent to have a flexible campaign so as to accommodate the changing taste of the target audience.
- For product to be well positioned in the marketplace the quality of the product must be high and the price must be competitive. According to Belch and Belch, for this to work effectively, the quality must be better than other brands in the marketplace.
- Above all, a consumer can only be loyal to a product if his psychological, economic and sociological needs are factor into the product being offered.
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JOURNAL

INTERNET SOURCE
