

**Title Page**

**Impact of Television Advertising on Etisalat Market Audience  
(A Study Of Owerri Metropolis, Imo State)  
January – June 2013**

**By**

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**Research Project Presented To The Department Of Mass  
Communication, Faculty Of Management and Social Sciences, Caritas  
University, Amorji-Nike, Enugu State. In Partial Fulfillment Of The  
Requirement For The Award Of Bachelor Of Science (B.Sc) Degree In  
Mass Communication.**

**August, 2013**

## DECLARATION

I, **Aneme Victor** hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

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**Aneme Victor**

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**Date:**

## CERTIFICATION

I, certify that this study was carried out by Aneme Victor. It was approved by the department of Mass Communication, Caritas University, Amorji-Nike, Enugu as meeting the requirement for the award of a Bachelor of Science, B.Sc (Hons) degree in Mass Communication.

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**Date**

## **DEDICATION**

This project work is dedicated to my beloved parents Barr and Mrs E.C Aneme who fought effortlessly to see me through school.

I also dedicate this work to my siblings Kingsley and I.J. who contributed immensely to the successful completion of this work, I love you all.

## ACKNOWLEDGMENT

I am most grateful to the almighty God for his guidance and divine protection for the success of this course and for his sustenance throughout the period of my stay in school.

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## **ABSTRACT**

The major thrust of this work is to arise the impact of television advertising on Etisalat market audience; a study of Owerri metropolis, Imo state (January – June 2013). This work is divided into five chapters, using the survey method a quantitative tool of data analysis. This work is aimed at solving the problem of how to communicate with different demography of audiences of the Etisalat company and the appropriate media to use. This work also helps Etisalat mobile company to know the need of their customer and how to satisfy them, this research work helps Etisalat company to know if the people of Owerri are exposed to their TV commercials or not. Many literary works and concepts were reviews. The questionnaire approach was also employed to ensure that varying and various shades of opinion about the subject of the research were obtained. One hypothetical question was formulated and tested using the chi-square technique at 0.05% probability level for appropriate inferences. This therefore is a research work that breaks down the effect of television advertisement on Etisalat market audience with particular reference on the Owerri metropolis, Imo state.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Advertising has grown increasingly popular as an object of enquiry, a field of professional practice and an index of modern business. Advertising therefore is the dissemination of sales message through purchases time and space, Fletcher (1979). It is also a form of communication through media about products, services or ideas, paid for by an identified sponsor, Ozor (1998:p.1).

Advertising is an exciting, dynamic and challenging enterprise. Its often persuasive, fascinating and its materialistic nature makes it an object of criticism and misunderstanding, Benson-Eluwa (2004,p.3). It is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media, Bovee and Aron (1986).

Advertising however, performs functions such as marketing communication, education and socialization. It is now a tradition that every business organization communicates with its diverse audience which include; government, consumers, shareholders, distributors, employees, suppliers, and the general public about their new products and policies. Consumer behaviour on the other hand is as varies as consumers themselves. There is no direct link between the act of placing an advertisement in the media and the behaviour of consumer purchasing the product in the sense in which there is a direct link between the consumer purchasing the product and the product leaving the factory. Consumer's reaction to an advertisement for a product can be varies ranging from a desire to purchase the product to absolute apathy. However, placing advertising in the media is a form of communication which is capable of buying

about a kind of action at a distance in an action which will have a profound effect on the eventual sale of the product.

Advertising generally works on the audio-visual senses of consumers and thereby set up in their minds a chain of reactions capable of influencing their buying decisions, Nworah (2004:p.2) the ease with which advertisements succeed in the process of influencing consumer behaviour will depend highly on the credibility of the message. In the light of the foregoing, this research is set out to examine the impact of television advertising of Etisalat on its consumers. Emerging Markets Telecommunication Services (EMTS), trading as Etisalat is a Nigerian Company duly incorporated under the laws of Nigeria in partnership with Mubadala Development Company and Etisalat of the limited Arab Emirates.

Incorporated in Nigeria as a private company, it acquires the limited Access license from the federal government in January 2007. The license includes a mobile license and spectrum in the GSM 1800 and 900MHz bands. Etisalat acquires a 40% stake in EMTS and is now the operator of the unified Access license. Etisalat has been the telecommunications services provider in the United Arab Emirates since 1976 and has footprint in 18 countries traversing the middle East, Asia and Africa. In its many years of operations. It has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation, and quality service delivery among regional and international operators.

In Nigeria, Etisalat made the first official call on its network on the 13<sup>th</sup> of March 2008 in the presence of officials from the Nigerian Communications Commission (NCC) and the senate of the Federal Republic of Nigeria. In September of same year, it kicked off commercial operations with the innovative 0809 you chose campaign which enables Nigerians choose numbers special to them as their mobile

numbers. Full commercial operations began in October 2008. In the same year in a bid to make the product (Etisalat) popular in Nigeria they used the face of a very popular Nigerian musician called Banky W so as to boost the sales and recognition of the product. The advert was placed in leading television stations nationwide thereby reaching a large audience. This made Etisalat to be more popular because they used the face of a celebrity the whole nation like.

Television advertising is the most powerful form of advertising because it is welcomed into the home by potential customers and it includes the following elements sight, sound, motion and emotion and its kind of affordable. Television programming produces and paid for by an organization which conveys a message typically to market a product or service. Advertising revenue provides a significant portion of the funding for most privately owned television network. The vast majority of television advertisings today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Television advertisement have been used to promote a wide variety of goods, services and ideas. Some of the things involves in television advertisements creating a television advertisement that meets broadcast of standards, and placing the advertisement on television via a targeted air time media buy that reaches the desired customer. To accomplish these tasks it is important to choose a television production company and advertising agency with pertinent expertise in these two areas and it is preferable to choose an agency that both produces advertisements and places air time, because expertise in broadcast quality production and broadcast standard is vital to gaining the advertisement's acceptance by the networks.

## **1.2 Statement of the Problem**

The tempo of present day economic activity is such that advertising has assumed an important role in the realization of corporate goals and through that, the overall achievements of growth targets for the economy, large sums of money have been spent in attempting to justify and measure the impact of advertising in our growing economy. Yet it has not been possible to measure the effectiveness of advertisement in a given marketing programme. In a given market situation, advertising plays a large or small role depending upon circumstances.

However, despite the potency of advertising in the growth of business and sale of products, some problems are associated with the consumer awareness of Etisalat products and the actual impact of advertising on their patronage. Some of the problems encountered in the course of advertising Etisalat mobile products are; the problem of how to communicate with their audience of different demographic and psychographic trends; the problem of the appropriate media to use that the audience will have access to at all times; the problem of the appropriate time to reach the target audience, and the problem of the actual impact of advertising on consumers and how to determine such impact. These are the hitches encountered in advertising Etisalat mobile products and measuring of its impact on consumer. Therefore, it is pertinent to ask her, what is the actual impact of advertising on consumer buying habit?

## **1.3 Objectives**

1. To find out if Etisalat customers in Owerri are exposed to their TV. commercials.
2. To find out the rate these people are exposed to the TV. commercials.
3. To find out the impact of the TV. commercials on the Etisalat potential customer in Owerri.

#### **1.4 Research Questions**

1. Are the people of Owerri exposed to Etisalat TV. commercials?
2. What is the rate to which these people are exposed to the TV. commercials?
3. What are the impacts of the TV. commercials on the Etisalat potential customers in Owerri.

#### **1.5 Research Hypothesis**

H<sub>0</sub>: Etisalat mobile customers in Owerri are not exposed to Etisalat mobile's TV. commercials.

H<sub>1</sub>: Etisalat mobile customers in owerri are exposed to Etisalat mobile's TV. commercials.

#### **1.6 Scope of the Study**

The scope of this study is to determine the impact of TV. advertisements on Etisalat mobile on residents of Owerri metropolis. In a broad sense, the area of this study covers all the states in Nigeria but for practical purpose the area of coverage has been limited to Owerri. This decision has been made bearing in mind that Etisalat uses are broad and can be delimited to a particular segment in the study for effective research. Owerri is the capital of Imo state and possess the potentials and characteristic capable to generate relevant data for the intended purpose of the study. Like every other modern town the residents of Owerri are literatures with different educational qualifications and are exposed to the technological devices used for advertising. Therefore, the results obtained from this study can be applied to all Etisalat users.

#### **1.7 Significance of the Study**

This study will be of immeasurable importance to Etisalat mobile company, researchers, scholars, advertising practitioners, media houses, and the general public.

The focus of the study is how to determine the impact of TV. advertisement on consumers and the best advert strategy to reach to target audience. This will help Etisalat mobile company to know the need of their customer and how to satisfy them. It will help them to reach their target audience with the best approval thus help them to sale their products more rapidly and maximize more profit.

### **1.8 Operational Definitions of Significant Terms**

**Advertising:** This is the means through which Etisalat present, communicate and promote sales of its products to prospects through the media.

**Television:** This is the activity, profession or medium through which Etisalat mobile broadcast on television.

**Audience:** These are the people who patronize or speculate Etisalat mobile products.

**Market:** This is a place where the purchase and sale of Etisalat mobile products and services are done.



## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter reviews the relevant literature to the study. The source of the literature used in this work are revealed. The chapter is organized in the following headings.

1. Review of concepts
2. Review of related studies
3. Theoretical framework
4. Summary

#### **2.2 Review of Concepts**

The following concepts were reviewed;

1. Taking a look at television
2. History of television development
3. Functions of television
4. Emergence of television in Nigeria
5. The nature of advertising
6. History of advertising
7. History of advertising in Nigeria
8. Etisalat mobile in Nigeria
9. Impact of Etisalat television advertising on consumer choice (demand and consumption level in Oweeri).

##### **2.2.1 Taking A Look AT Television**

You will spend nine years of your life watching shadowy images moving in a glass tube. These figures you invite daily into your home look like tiny people. They

talk, dance, get into trouble, and even die. They like for 36 or 60 minutes a week and disappear like the genie of Aladdin's famous lamp, waiting for your remote control to bring them back to life again. These patterns of dancing phosphors try to make you laugh, or cry or at least feel entertained and enlightened. Some time they ask for your love, and often get it. You become attached to some of these imagines and invite them back more often than your closest relatives. You become best friends with some of these electronic genres and visit them often for years. These genres of the picture tube have the power to change lives. They tell stories, teach you how the world works, show wonders you would see only in picture books; they try to sell you what they say you need, from deodorant to fast food, you don't think of them as ghost or genres; you call them television personalities or celebrities.

These tiny creatures that live in every household were unleashed around 1939. No person is credited with inventing television but it was introduced to the masses at New York world's fair. Hundreds of curious people crowded around a television screen not much bigger than this page to view fuzzy black and white images most thought the invention a clever novelty. The newspaper dismissed the gadgets as a toy the masses had little time to support. These creatures however, have changed the world. They have served well as messengers of news. And they turned out to be wonderful story teachers. You often talk about them with your friends. The stories they tell on the tube are the myths that shape our society... television is now in its fifties. Some say television is the greatest invention of twentieth century, while others see it as a "cast waste-land" that steals time. Some blame television for teaching violence, while others claim TV. turn viewers into couch potatoes. Still others see television as history's most effective educator bringing knowledge of the universal to even the poorest citizen. Such education they point out was once available only to the wealthy who could afford to

travel and to attend the best schools. Children today seem to know more about the world than their parents or grand parents did at that same age.

When asking for an opinion of television, some described it as a harmless pastime that provides escape from the troubles of daily life other argue that it presents a dangerously unreal picture of the world for every conveniencing statement about the dangers of television. There seem to be an equally compelling, argument about its benefits. To watch or not to watch that is the decision. Each time you make that decision, you reveal values, Jeffrey Shrank (1985:20-22).

### **2.2.2 History of Television Development**

The word “television”, was first coined by a Frenchman named Persky. It is a hybrid of a name made up of the Greek “tele” meaning at a distance and the latin “videre” meaning “to see”. Despite the fact that television is not credited to any body, the first man to build a television system as we know it today and demonstrate it was “Boris Rozing”, a Russian. He is regarded as the father of television. Improvements on Boris work came in 1923, when Valdi Mir K. Zworykin, another Russian developed and presented an electronic camera known as iconoscope. The final stage of television development was between 1948 and 1952. These years were regarded as the formative years and a good number of television sets came into use. In America, one hundred and nine television stations were established. The period 1953 for 1960 was regarded as the “golden age of television”. A Sambe (2005:98).

### **2.2.3 Functions of Television**

Television has three main functions, first, it informs, secondly, it entertains and socializes people. However, to broaden the review of the function of television the main functions may be indemnified as

**Information:** This consists in the collection and dissemination of news. Facts, message, opinions and comments required in order to understand, react knowledgeably and take appropriate decisions. Television news programmes have become hot property. In earlier days, they were regarded as mere public service that the individual stations and networks felt obliged to perform. Nowadays, these programmes are important sources of income, Sambe (2005:99-100).

**Socialization:** By this process a common basis of knowledge is provided which will enable people to behave appropriately as integrated members of the society. It also fosters social unity and awareness, indeed in taking active part in societal activities.

**Entertainment:** Television commands the firmer ground than all other media in providing entertainment. This is done through the diffusion of sound and images for personal and collective recreation and enjoyment. Television set provides for relaxation. For instance, after a hectic day's jobs; one sits to watch some of comic plays or the song operas that are meticulously put together by the presents for relaxation. Television programmes also help to reduce tension and at firms stress. Such programmes as drama, funfair, music and soon are good source of entertainment. Ebo (1996) States that the carrying out of these functions by television has led to its legitimization into an institution, because it screen the people and it responsive to their needs. She goes further to state that because television itself is going through a lot of changes, it must be dynamic, revolutionary, and static. It must operate an influence him.

#### **2.2.4 Emergence of Television in Nigeria**

Television broadcasting in Nigeria and Africa as a whole started on October 31, 1959 with the establishment of the "Western Nigeria Service". WNTV was established

by an Act of the Western Region Home of Parliament. Popularly known as “first in Africa”, it was a commercial television operation with transmitters in Ibadan and Abafon (near Ikorodu to feed the Ibadan and Lagos metropolitan area. The establishment of WNTV reflected the political atmosphere of Nigeria at that time. It was a period when loyalties and commitment were stronger for individual region than for the federation. This explains why television broadcasting as was the case in radio. It was the commitment of regional competition that led to the then Eastern Nigeria to set up its own television station, the “Eastern Nigeria Television” ENTN on October 2, 1960.

WNTV and ENTN share one thing in common, they were built by the same company – overseas Radiffusion. This company owned shares in two stations and was therefore influential in policy formation and programme content. (80% of the programme content was foreign). Before long, relations between overseas Rediffusion and the two regions become strained and the company was paid off by the regions. The successful take-off of television in the West and East led to the desire to establish a federal owned television, this desire was however faced with a lot of political rancour and filibuster as some federal government officials saw television as luxury of entertainment and therefore any monies to be spent on its development should go into maximizing the gains of radio. In the end, the Federal Economic Council of ministers gave the order for the final approval of the establishment of a Federal Government owned Television studio located in Lagos.

The NBC – International, an American Network owned company, was contracted to build the proposed Federal Government Television Service on April 1962, it went on air as the Nigerian Television Service (NTS) jointly owned by both federal

government and the NBC-International of America. The joint ownership as a result of five year contract between bodies which provides that:

1. Ownership would solely become that of the federal government at the end of the five years and;
2. NBC – International would train Nigerians to take over the management of the television service.

At the end of the contract on April 2, 1977 the NTS became integrated with the Nigerian Broadcasting Corporation (NBC). The call latter now became NBC-TV. Meanwhile regional development of television continued. The above was lifted from the works of Ebo (1994).

#### **2.2.5 The Nature of Advertising**

Advertising is a marketing function whose aim is to sell goods and services to consumers. These goods and services are “manufactures” and presented to satisfy human wants. Thus, advertising is one out of the various marketing strategies adopted by organization to achieve their marketing objectives (Wright and Warner, 1966; Bovee and Arens, 1992; Shimp, 2000). According to Wright J.S. et al (1978) “The basic reason for employing the techniques of advertising was the same in ancient and medieval time as it now. To communicate information and idea to group of people in order to change or reinforce an attitude. For advertising to become ablutio, it has to be recognize, and its adaptativity communicated to potential buyers. This is made possible through advertising agent. The first agents were brokers of space in newspaper and magazines who contracted with publishers for advertising space at bulk rates and resold the space at high price. As advertising become more sophisticated, the market increased in size while advertising budget grow in size and other services added. Advertising today has become the life wire and an indispensable tool in the marketing of goods and

services. Advertising is a powerful tool used by companies to fulfill their promotional tasks. There are different views of advertising from different views of advertising from different intellectual and authors who had come up with different definitions of advertising.

According to McCarthy (1984), advertising is “any paid form of non personal presentation of ideas, goods and services by an identified sponsor. It is the main form of mass selling. Further definitions state that advertising is a form of communication, through the media about products, services, ideas, personalities or organizations, paid for by an identified sponsor. It is also a profession, a body of experts involved in the conceptualization, planning, creating, and placing of advertisement in the media.

Gillian Dyer says that in its simplest sense, the word “advertising” means drawing attention to something or notifying or informing somebody or something. Bovee and Arens gave the following as a working definition of advertising. “Advertising is the non-personal communication of information usually paid for and usually identified with sponsors through various media”.

American Marketing Association gave the following definition “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identifiable sponsor. Wright and Zeigher (1982) noting that not all advertisements are paid (for instance, safe driving, and forest preservation) gave the following definition “Advertising is controlled, identifiable information and persuasion by means of mass communication media”. Advertising as the advertising practitioners council of Nigeria (APCON) defines it “is a form of communication through media about products, services, or ideas, paid for by an identified sponsor”, etc.

### **2.2.6 History of Advertising**

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000BC. History tells us that outdoor advertising and billboards are the oldest forms of advertising. As the towns and cities of the middle ages began to grow, and the general populace was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a shirt, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour, fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers. In the 18<sup>th</sup> century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines; which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called “quack” advertisements became a problem, which led to the regulation of advertising content.

### **20<sup>th</sup> Century**

At the turn of the 19<sup>th</sup> to 20<sup>th</sup> century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertising done in their household,



advertisers and agencies recognized the value of women insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today’s standards, the advertisement featured a couple with the message “The skin you love to touch”, modern advertising was created with the innovative techniques used in tobacco advertising beginning in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered as the founder of modern, Madison Avenue advertising, the tobacco industries was one of the first to make use of mass production, with the introduction of the Bonsack machine to roll cigarettes. The Bonsack machine allowed the production of cigarettes for a mass markets, and the tobacco industry needed to match such an increase in supply with the creation of a demand from the masses through advertising.

### **Commercial Television in the 1950s**

This practice was carried over the commercial television in the late 1940’s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporates as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding mode, creating the Canadian Broadcasting.

### **Cable Television from the 1890s**

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new

type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or after through. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, home shopping networks and shop TV Canada.

### **On the Internet from the 1990s**

With the advent of the ad server, marketing through the internet opened new frontiers for advertisers and contributed to the “dot-com” boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free internet access. At the turn of the 20<sup>th</sup> to 21<sup>st</sup> century, a number of websites including the search engine google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users this has led to a plethora of similar efforts and an increasing trend of interactive advertising. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and “embedded” ads, such as via product placement, having consumers innovations utilizing social network services such facebook.

### **2.2.7 History of Advertising in Nigeria**

Advertising is as old as man. Nigeria’s advertising business has witnessed tremendous growth especially in recent times. In Nigeria it can be said that the reestablishment of Iwe Ironyin in 1859 by Reverend Henry Townsend of the church missionary service laid the foundation of what is known as advertising in Nigeria. The newspaper carried advertisement on Sirths, wedding, deaths and as well as social events. In addition the newspaper that were established after Iwe Ironyin devoted a number of its pages to advertisement. The birth of West African publicity limited in

1928 which is a branch of United African Company was established to cater for the needs of the colonial masters in Nigeria and West Africa. Other agencies and companies sprang up such as DJ Keyner and company, Rosabell, Goldman, Sunrise, Unitas and many others. In those days federal government owned National Broadcasting Corporation (NBC) were the only television stations that operated in the four regions of East, West, North and later Midwest. These regions later set up their private stations pioneered by the west at Ibadan, prior to independence. This was a television station called Western Nigerian Broadcasting Service which was established by late Obafemi Awolowo in 1959. This is the first media in the country to operate a commercial service in Nigeria. However with the enactment of the Nigerian Enterprise Promotion Decree of 1972 advertising business could only be owned by Nigerians. Due to the increase of indigenous advertising agencies there was a need to regulate the advertising agencies. AAPN was formed but later repositioned in 1988 with the emergence of APCON (Advertisers Practitioner Council of Nigeria) by Decree 55 of 1988 as the Apex regulatory body for advertising practice in Nigeria. The first meeting of the association held somewhere in Ebute-meta, Lagos; APCON started operation in 1990 with the employment of the pioneer registrar in the person of Dr Charles Okigbo. Creativity took centre stage, the industry witnessed a lot of innovation and creative ideas. Today, Nigerian advertising industry, is making efforts to ensure that they measure up to global industry practice. As more foreign direct investments come into the country, it is expected that the years ahead the industry would continue to experience a great turnout in the advertising outcome.

### **2.2.8 Etisalat Mobile in Nigeria**

Emerging Markets Telecommunication Services (EMTS), trading as Etisalat, is a Nigerian company duly incorporated under the law of Nigeria in partnership with Mubadala Development Company and Etisalat of the limited Arab Emirates Incorporated in Nigeria as a private company, it acquired the Unified Access license from the federal government in January 2007. The license includes a mobile license and spectrum in the GSM 1800 and 900MHz bands. Etisalat acquired a 40% stake in EMTS and is now the operator of the Unified Access license. Etisalat has been the telecommunication service provider in the limited Arab Emirates since 1976 and has footprints in 18 countries traversing the Middle East, Asia and Africa. In its many years of operations, it has built up state of the art telecom infrastructure and taken a leadership position of innovation, and quality service delivery among regional and international operators.

In Nigeria, Etisalat made the first official call on its network on 13 March 2008 in the presence of officials from the Nigeria Communications Commission (NCC) and the Senate of the Federal Republic of Nigeria. In September of same years, it kicked off commercial operations with the innovation 08094 choose campaign which enabled Nigerians choose numbers special to them as then mobile numbers. Full commercial operations began in October 2008. On 26 September 2011, Etisalat launches its 3.75G HSPAT network in Nigeria. The 3.75G HPSA + Network will enable Nigerians enjoy super fast broadband service for both personal and business needs. Etisalat Nigeria has seen unprecedented growth in the Nigerian telecoms industry with 15 million subscribers and consistently demonstrates its core values of teamwork, integrity, passion for excellence, empowering our people and growing our people to Nigerians as it offers them world-class telecommunications service. It is investing heavily in the Nigerian

economy as well as in its own human resources. From day-one of its operations in Nigeria, it has put in place various skills acquisition and training programs to enable its people offer outstanding and quality services to Nigerians. Etisalat is also committed to taking its place amongst leading corporate citizens in Nigeria by making wide impact and sustainable social investments. Etisalat believes that apart from offering a solid platform of technological innovation, sustainable investment is the bedrock of stellar growth and economic stability.

Etisalat has received several awards and endorsements for its quality and innovative services. Barely six months of operations in Nigeria, the Nigerian Communication Commission (NCC) pronounces Etisalat, Nigerian's best network based on quality of service indices. In November 2012, Etisalat again received another award from the NCC for excellent customer service. Other notable awards include – Brand of the year Award, fastest growing GSM company of the year, best marketing company, most innovative corporate social responsibility company, friendliest tariff mobile operator, best telecoms customer service and most innovative mobile operator among others.

### **2.2.9 Impact of Etisalat Television Advertising On Consumer Choice/Demand and Consumption Level in Owerri**

Baker (2004), posited that advertising is undertaken in order to build a favourable response from the targeted market. Each individual has his or her own perception about either a company or its products. Advertising therefore, helps to shape such perception by creating awareness, providing beneficial information of the product and services, arousing interest, producing favourable attitude and helping the consumer to make a purchase of either the product or service. Baker (2004) Therefore believed

that television advertisement has the impact of inducing high level of consumer choice and demand of the company, its product and services.

Ditcher (2006), submitted that television advertising has affect of putting the products/services into practice right before the consumer's eyes. It sense of believability therefore arouses a high level of consumer choice and demand of a product over any medium.

Arens (2006) observed that television commercials has the higher since effect of changing consumers attitude to a product/services or even their lifestyles. Therefore, he believes that television advertising creates the perception of added value by aducatign consumers about the gods and services, application and benefits thus, increasing consumer choice and demand of a product or service after educating them. From the above discussion, we discover that television advertising has a certain effect on the consumption of products/services. Here, Etisalat network and service is used. It is noted that by reducing high choice and demand, consumption level of subscribers will rise. There are certain thins that television advertising cannot do, despite the fact that it is well planned and delivered.

Arons (2006), held the opinion that, poorly manufactured products and services cannot induce high appeals of in the consumers opinion, the product or service is not with the trouble. In other words, television advertising cannot evoke consumer demands when the sales person is harsh, hostile or cheat the consumer. Also, where the product or services have been poorly distributed or priced, television advertisements cannot do any magic, these goods and services must be properly priced and channeled for television to do its own job.

In addition to the above, Adibe and Akume (2004), asserted that advertising should receive public acceptance, not by forcing the message on them but by

communicating beneficial features of offerings to consumers, leading them to buy the product repeatedly and in term, make profit for the organization. Drawing form the above therefore, the direct impact of Etisalat television advertising must elicit high level of consumption by consumes, as well as ensure increase in sales and finally, should be able to create an impact in communication affordable by Etisalat GSM on the socio-economic lives of the people.

### **2.3 Review of Related Studies**

#### **Okeke, N. (2011). The Impact Of Aitel Television Advertising On Subscribers Consumption Level In Enugu South L.G.A.**

According to the researcher, television has the power and creative potentials of reaching a mass audience. No other media today has the unique creative abilities of television. The combination of sight, sound and movement, the opportunity to demonstrate the products and services offered, the potential to use special effects, the empathy of the viewers and the behavability of seeing it happen right before one's eyes are major and unique qualities of television advertising. The researcher noted that the heaviest viewers of broadcast television are middle income earners, high school students and their families. Thus, most TV programmes are directed at this group of people. In the analysis on the effectiveness of television advertisement, the researcher postulated that the average number of viewing hours range from as low as twenty three (23) hours per week to as high as thirty six (36) hours. The researcher also believed that television advertisement has the impact of inducing high level of consumer choice and demands of the company, its products and services. However, the stud received and the present study emphasized the impact of advertising on its audience. The reviewed study therefore, failed to indicate the statement of the problem and theories which formed the basis of the research works.

## **2.4 Theoretical Framework**

For the purpose of this study; the theory that will be used will be the Cultivation theory, early work in this area of theory begin with Gerbner et al (1973). In propounding this theory, he discovered that heavy TV viewers had a markedly different view of reality than light viewers. Heavy viewers overestimate and confuse issues. The cultivation theory asserts that the media, especially TV, exert tremendous influence on people by altering the individual's perception of reality. Through exposure, the media (television) message and programmes, people cultivate new reality, norms, preferences and new attitude. This theory has a tremendous stimulus effects that makes the media audience to respond spontaneously. It is also referred to as "hypodermic needle" relating to the response of the audience to the instant instance when a person is pricked with needles. This is made possible considering the proximity of the audience to the media.

## **2.5 Summary**

This chapter reviewed the history and development of Television both in Nigeria and the world, History of advertising and impact of Etisalat television advertising on consumer choice demand and consumption level. It also had a review of related study. The cultivation theory formed the theoretical base of the study. The relevance of the theory to the study was clearly stated.



## **CHAPTER THREE**

### **RESEARCH METHOD**

This chapter describes the methodology used in the research study. This study will employ the use of survey research method in the collection of opinion and data for the study. It is believed by experts that survey method measures the behavioural tendencies of audience. This chapter describes the method of research design, population sample and sampling technique, instrumentation as well as the method of data collection and data analysis techniques. This is to ensure that the research work is authentic, verifiable and empirical.

#### **3.2 Research Design**

Research design is a plan or blue print that specifies the researcher's plan of action concerning the study. A research design is a strategy or approach to be used in conducting a scientific inquiry. Research design is also described as the strengthening of investigation aimed at identifying variables and their relationships to one another. The choice of survey methods is also based on the fact that the respondent shall be studied in their various homes, business premises, working places, churches and schools. Information generated through this method is usually generalized to the whole population.

#### **3.3 Population Of Study**

Population as the names implies, simply refers to the totality of the person from whom data necessary to study are collected.

Chien (1959) quoted in Madueme (2010,p.71), such specification may be people, suspects, item, sectors, and so on but as projected by national population commission in 2006, this population of the study is 400,000 is made up as follows;

Owerri North	-	150,000
Owerri West	-	150,000
Owerri Municipal	-	100,000

### **3.4 Sampling Technique and Sample Size**

In view of Ujo, (2003,p.141) “sampling technique is specifying how element will be drawn from the population”.

There are three ward in Owerri local government area, they are;

Owerri North	-	150,000
Owerri West	-	150,000
Owerri municipal	-	100,000

Using the simple random sampling techniques, these three wards, Owerri North, Owerri West, Owerri municipal each with the population of 150,000, 150,000 and 100,000 respectively using the purposive sampling. The researcher selected a sample size of 150 respondents from the three wards. Owerri North contributed a ample size of 50 respondents, Owerri West contributed 50 respondents while Owerri municipal contributed 50 respondents. Therefore the sample size for this study is 150 respondents.

### **3.5 Description of Research Instrument**

The research instrument used for this study was the questionnaire. A questionnaire is a collection of data tool which uses various questions to achieve the research objectives. It is used to ascertain facts, opinions, beliefs, attitudes, ideas practices and other demographic information (Obas, 2012). A total of 19 items

questionnaire were drawn and administered to the respondents, the 19 items questionnaire was divided into two parts.

Part A contained item on the demographic of the respondents while Part B items answered the research question posed by the study.

Item 1 – 6 answered question on the demography of the respondent.

Item 7 – 9 answered research question one

Item 10 – 13 answered research question two

Item 14 – 19 answered research question three.

### **3.6 Validity and Reliability of Data Gathering Instrument**

After the construction and critical study of the questionnaire, it was passed to the researcher's supervisor for examination and possible modification. The questionnaire was also pre-tested to verify the respondents understanding of the questions. The questions were framed by the researcher in such a way that the decisions of the respondents were not influenced. The questions also did not suggest only one answer but multiple choices were provided so that the respondents could choose from the alternative answers.

### **3.7 Method of data Collection**

Data was generated using the self-administered questionnaire to the respondent. The complete copies of the questionnaire were collected and analyzed by the researcher out of 150 copies distributed 150 copies were retrieved representing a returned rate of 100 percent.

### **3.8 Method of Data Analysis**

The major techniques employed to analyze data was the use of chi-square ( $X^2$ ) statistical analysis, aimed at establishing any significant differences that might exist

among respondent frequencies. Chi-square is a non-parametric statistical tool which can conveniently be used in testing hypothesis when dealing with existed data. Chi-square formula is presented below;

$$X^2 = \frac{\sum (O - e)^2}{E}$$

Where  $X^2$  = Chi-square

$\sum$  = Summation

O = Observed frequency

e = Expected frequency

To set expected frequency (e)

$$e = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Level of significance = 0.05

Agree of freedom (df) = (r - c)

Where r = Row

e = Column

### Decision Rule

If the calculated value of ( $X^2$ ) chi-square is greater than the critical value at a given level of significance, the null hypothesis is rejected and the alternative hypothesis is accepted.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

The purpose of this study was to know the impact of television advertising on Etisalat market audience in Owerri metropolis. This chapter is concerned with the presentation and analysis of data gathering through the use of questionnaire distributed. One hundred and fifty copies of questionnaire were distributed and 150 copies were returned. This represented a return rate of 100 percent.

The study answered the following research questions.

1. Are the people of Owerri exposed to Etisalat TV commercials?
2. What is the rate to which these people are exposed to the TV commercials?
3. What are the impacts of the TV commercials on the Etisalat potential customers in Owerri?

#### Analysis of Demographic Data

##### Question 1: What is your sex?

Sex	No of Respondent	Percentage (%)
Male	120	80
Female	30	20
<b>Total</b>	<b>150</b>	<b>100%</b>

The table above shows that out of the 150 respondents, 120 (80%) were male while 30 (20%) were females.

**Question 2: What age bracket do you belong to?**

<b>Age</b>	<b>No of Respondent</b>	<b>Percentage (%)</b>
20 – 25	40	26.7
26 – 30	45	30
31 – 35	35	23.3
36 – 40	20	13.3
40 & above	10	6.7
<b>Total</b>	<b>150</b>	<b>100%</b>

As indicated above, 40 (26.7%) of the respondents were between the ages of 20 – 25 years, 45 (30%) were between the ages of 26 – 30 years, 35 (23.3%) were between the age of 31 – 35 years, 20 (13.3%) were between the age of 30 – 40 years, 10 (6.7%) were between the age of 40 and above.

**Question 3: Educational qualification of the respondents**

<b>Qualification</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
FSLC	20	13.3
SSCE	35	23.3
ND	30	20
B.Sc/HND	40	26.7
Others	25	16.7
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 20 (13.3%) of the respondents were FSLC holders, 35 (23.3%) of the respondents holds SSCE results, 30 (20%) of the respondents were ND certificate

holder, 40 (26.7%) had B.Sc/HND results while 25 (16.7%) had other related professional certificates.

**Question 4: What is your occupation?**

<b>Occupation</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Civil servants	30	20
Teachers	25	16.7
Business	50	33.3
Students	45	30
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 30 (20%) of the respondents were civil servants, 25 (16.7%) were teachers, 50 (33.3%) were into business while 45 (30%) were students.

**Question 5: What is your marital status?**

<b>Martial Status</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Single	50	33.3
Married	80	53.4
Divorced	20	13.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 50 (33.3%) of the respondents are single, 80 (53.3%) are married while 20 (13.3%) are divorced.

**Question 6: Computer literate of the respondents?**

<b>Computer Literate</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	70	46.7
No	80	53.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 70 (46.7%) of the respondents are computer literate while 80 (53.3%) are not.

**Analysis of Data from Survey (Questionnaire)**

**Research Question 1:** Are the people of Owerri exposed to estimate TV commercials?

Item 7, 8 and 9 answers research question one.

**Table 7: Response to item 7**

Do you have a TV set?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	110	73.3
No	40	26.7
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 110 (73.3%) of the respondents have a TV set while 40 (26.7%) don't have a TV set.



**Table 8: Response to item 8**

What network service provider do you operate with?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Etisalat	30	20
MTN	40	26.7
Airtel	35	23.3
Glo	20	13.3
Starcomms	10	6.7
Visafone	10	6.7
Others	5	3.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows 30 (20%) operates with Etisalat, 40 (26.7%) operates with MTN, 35 (23.3%) operates with Airtel, 20 (13.3%) operates with Globacom while 10 (6.7%) operates Starcomms, 10 (6.7%) also operates with Visafone and 5 (3.3%) operates with other service providers.

**Table 9: Response to item 9**

Do you think that people of Owerri are exposed to Etisalat TV commercials?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	115	76.7
No	20	13.3
May be	10	6.7
No idea	5	3.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 115 (76.7%) of the respondents agreed that the people of Owerri are exposed to Etisalat TV commercials, 20 (13.3%) disagree to that, 10 (6.7%) were not sure, while 5 (3.3%) had no idea at all.

**Research Question 2:** What is the rate to which these people are exposed to the TV commercials, item 10, 11, 12 and 13 answers research question two.

**Table 10: Response to item 10**

How often do you watch TV?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Once a day	60	40
Twice a day	40	26.7
Three times	30	20
Heavy viewing	20	13.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows 60 (40%) of the respondents watch TV once a day, 40 (26.7%) watch TV once a day, 40 (26.7%) watch TV twice a day, while 30 (20%) watch TV three times a day and 20 (13.3%) are heavy viewers.

**Table 11: Response to item 11**

Does your occupation allows you watch enough TV?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	90	60
No	60	40
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 90 (60%) of the respondents occupations allows them watch enough TV while 60 (4%) does not.

**Table 12: Response to item 12**

When do you prefer watching TV?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Morning	10	6.7
Noon	40	26.7
Evening	20	13.3
Night	80	53.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table show that 10 (6.7%) prefers watching TV in the morning, 40 (26.7%) prefer watching TV at noon, while 20 (13.3%) prefer watching TV in the evening and 80 (53.3%) prefer it at night.

**Table 13: Response to item 13**

Do you enjoy watching Etisalat TV commercial?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	145	96.7
No	5	3.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 145 (96.7%) enjoys watching Etisalat TV commercial, while 5 (3.3%) don't.

**Research Question 3:** What are the impacts of the TV commercials on the Etisalat potential customers in Owerri?

Item 14, 15, 16,, 17, 18 and 19 answers research question three.

**Table 14: Response to item 14**

How do you perceive Etisalat TV commercial?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Educative	20	13.3
Informative	55	36.7
Persuasive	70	46.7
Immoral	5	3.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 20 (13.3%) of the respondents perceive Etisalat TV commercials as educative, 55 (36.7%) perceives it to be informative, while 70 (46.7%) as persuasive and (3.3%) as immoral.

**Table 15: Response to item 15**

Etisalat television advertising persuades customers to make more demand of their product and services their other networks.

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Strongly agree	20	13.4
Agree	30	20
Strongly disagree	20	13.3
Disagree	80	53.3
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 20 (10.4%) of the respondents strongly agreed to the fact that Etisalat television advertising persuade customers to make more demand of their products and services than other networks, 30 (20%) agreed to the fact, 20 (13.3%) strongly disagree and 80(53.3%) disagree to the fact.

**Table 16: Response to item 16**

Do television advertisements arouse a high level of customer choice and demand of Etisalat products over any other medium of advertisement?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	110	73.3
No	10	6.7
May be	20	13.3
No idea	10	6.7
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 110 (73.3%) of the respondents agrees to that 10 (6.79%) disagreed, 20 (13.3%) were note sure while 10 (6.7%) had no idea.

**Table 17: Response to item 17**

Do you agree that Etisalat advertising have the impact of changing consumer attitude to its products and services in Owerri?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	90	60
No	30	20
May be	20	13.3
No idea	10	6.7
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 90 (60%) of the respondents agree to that fact, 30 (20%) disagree, 20 (13.3%) were not sure while 10(6.7%) had no idea.

**Table 8: Response to item 18**

At what rate do Etisalat television advertising increase both sales and expand market for Etisalat company in Owerri?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Very high	25	16.7
High	53	35.3
Very low	32	21.3
Low	40	26.7
<b>Total</b>	<b>150</b>	<b>100%</b>

The table shows that 25 (16.7%) of the respondents rated the level of increased sales and expensive of Etisalat market very high, 53 (35.3%) rated it high, 32 (21.3%) rated it very low, 40 (26.7%) rated it low.

**Table 19: Response to item 19**

Do you agree that Etisalat GSM has improved communication and this has had a great impact on the socio-economic life of the people?

<b>Responses</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Yes	123	82
No	15	10
May be	9	6
No idea	3	2
<b>Total</b>	<b>150</b>	<b>100%</b>

From the above table, 123 (82%) of the respondents agree that fact, 15 (10%) disagreed to the fact, 9 (6%) were note sure of it while 3 (2%) had no idea of it.

## 4.2 Testing of Hypothesis

Three hypothesis are chosen to be tested in the study by the researcher will test one of them, the researcher uses statistical testing technical to test the probability level, either to accept or reject the null or alternative hypothesis, so tested.

The researcher will reject the null hypothesis (Ho) and accept the alternative hypothesis, H<sub>1</sub>

If the calculated chi-square is greater than the table value.

The probability level or significance level for this testing is 0.05.

Formular; 
$$X^2 = \frac{(O-E)^2}{E}$$

Where O = Observed frequency

E = Expected frequency

∑ = Sum of (summation)

**H<sub>1</sub>: Etisalat mobile customers in Owerri are exposed to Etisalat mobile the commercials.**

**Ho: Etisalat mobile customers in Owerri are not exposed to Etisalat mobile TV commercial.**

Using table 9 response to item 9

Do you think the people of Owerri are exposed to Etisalat TV commercial.

<b>Responses</b>	<b>O</b>	<b>E</b>	<b>O – E</b>	<b>(O – E)<sup>2</sup></b>	<b><math>\frac{(O - E)^2}{E}</math></b>
Yes	115	38	77	5929	156.03
No	20	38	-18	324	8.53
May be	10	38	-28	784	20.63
No idea	5	38	-33	1089	28.66
<b>Total</b>	<b>150</b>				<b>213.85</b>

$$K = N - 1 = 4 - 1 = 3$$

$$X = 213.85; P = 0.05; df = 3; x_{2\mu} = 7.8156$$

In testing this hypothesis, chi-square goodness of its test was used, observation after testing shows that the calculated chi-square value ( $X^2$ ) was 213.85, while the table value of three degree of freedom (df) of 0.05, level of significant was 7.815.

**Decision Rule:**

Reject  $H_0$  and of calculated  $H_0$   $X^2$  table value; and accept  $H_0$ , where calculated  $ex^2$  table value.

Conclusion,  $X^2$  calculated value - 213.85

Table value ( $X^2$ ) 0.05, 3 = 7.815

Research hypothesis is upheld since  $X^2$  is less than  $X^2$ ; ie respondents do observe that Etisalat mobile customer in Owerri are exposed to Etisalat mobile TV commercials.



### **4.3 Discussion of Findings**

In this section, the data collected from survey on “Impact of Television Advertising on Etisalat Market Audience, A Study of Owerri Metropolis Imo State” would be discussed. The data was contained in 150 fully completed questionnaire copies returned from the respondents. Responses to customer on research questionnaire be discussed.

#### **Research Question 1: Are the people of Owerri exposed to Etisalat TV commercial?**

The aim of this research question was to find out if the dwellers of Owerri metropolis views Etisalat TV commercials at all.

The data on table 7, 8 and 9 were used to answer this research question.

The data on table 7 showed that 110 (73.3%) of the respondents have a TV set while 40 (26.7%) do not have a TV set.

Table 8 showed 30 (20%) operates with Etisalat, 40 (26.7%) operates with MTN, 35 (23.3%) operates with Airtel, 20 (13.3%) operates with Starcomms, 10 (6.7%) also operates with Visafone, 5 (3.3%) operate with other service providers. Table 9 showed that 115 (76.7%) of the respondents believed that the people of Owerri are exposed to Etisalat TV commercial, 20 (13.3%) doesn't believe, 10 (6.7%) were skeptical about it while 5 (3.3%) had no idea at all.

From the above findings, it is obvious that the people of Owerri metropolis are exposed to Etisalat TV commercials at one point on the other.

#### **Research Question 2:**

Which of these people are exposed to the TV commercials?

The aim of this research question was to find out the rate and frequency to which the people of Owerri view or expose themselves to Etisalat TV commercials.

The data on table 10, 11, 12 and 13 answered this research question.

The data on table 10 indicated that 60 (40%) of the respondents watch TV once a day, 40 (26.7%) watch TV twice a day, 30 (20%) watch TV three times a day while 20 (13.3%) are heavy viewers of television.

The data on table 11 shows that 90 (60%) of the respondents are not being disrupted by their occupation if they want to watch TV while 60 (40%) of the respondents occupations disrupt them from watching enough TV. The data on table 12 indicated that 10 (6.7%) of the respondents prefer watching TV in the morning, 40 (26.7%) prefer watching TV at noon, while 20 (13.3%) prefer TV in the evening and 80 (53.3%) prefer TV at night.

Data on table 13 showed that 145 (96.7%) of the respondents likes and enjoys watching Etisalat TV commercials while 5 (3.3%) don't enjoy or like watching it.

**Research Question 3:** What are the impacts of the TV commercials on the Etisalat potential customer in Owerri?

The aim of this research question was to find out whether Etisalat TV commercials have positive or negative impacts on the potential customers in Owerri metropolis.

The data on table 14, 15, 16, 17, 18 and 19 answered this research question.

Data on table 14 indicated that 20 (13.3%) of the respondents see Etisalat TV commercials to be educative, 55 (36.7%) sees it to be informative, while 70 (46.7%) as persuasive and compatible. Data on table 15 indicates that Etisalat television advertising persuade customers to make more demand of their product and services than other network, 30 (20%).

Somehow believes 20 (13.3%) do not believe the fact while 80 (53.3%) of the respondents does not fully agree with the fact. Data on table 16 shows that 110 (73.3%)

of the respondents believes that television advertisement arouse a high level of customer choice and demand of Etisalat products over any other medium of advertisement, 10 (6.7%) does not believe this while 20 (13.3%) are skeptical about this fact are 10 (6.79%) have no idea what so ever.

Data on table 17 shows that 90 (60%) of the respondents agree Etisalat advertising have the impact of changing customer attitude TV its product and services in Owerri, 30 (20%) disagreed to the fact, 20 (13.3%) had no idea. Data on table 18 indicates that 25 (16.7%) of the respondents rated the level of increased sales and expansion of Etisalat market very high, 53 (35.3%) rated it high, 32 (21.3%) rated it very low, 40 (26.7%) rated it low. Data on table 19 indicated that 123 (82%) of the respondent believes that Etisalat GSM has improved communication and this has had a great impact on the socio-economic life of the people, 15 (10%) does not believe this fact 9 (6%) are skeptical about this while 3 (2%) had no idea.

From the above findings, it is clear that Etisalat television advertising have a great impact on their market audience and consumers. This is in lien with one of the assumption of the hyperdemic needle theory which says that the media could influence an audience directly and uniformly by shouting or injecting them with appropriate message desired to trigger a desired response.

## CHAPTER FIVE

### 5.1 Introduction

The main objective of this study was to determine the impact of television advertising on Etisalat market audience a study of Owerri metropolis in Imo state. Survey research design was adopted using the questionnaire for the gathering of data.

Chi-square ( $X^2$ ) statistical analysis was employed to test the hypothesis directing the study to as certain whether to accept or reject them. This statistical techniques was considered most appropriate because of the nature of the variables involved.

Following the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusions and recommendations.

### 5.2 Summary of Findings

The findings among others showed that:

1. A great number of people in Owerri metropolis in Imo state are exposed to Etisalat television advertising.
2. The people of Owerri metropolis have a very high rate of exposure to Etisalat TV commercial.
3. Etisalat television commercials have a great impact on potential customers in Owerri metropolis.

### 5.3 Conclusion

This study has demonstrated that Etisalat television advertising has positive impact on their potential customers and market. It is right to state clearly and maintain the fact that Etisalat company has influenced the consumption level, choice and demand of its products and services as well as enhance increase sales of its products

and services thereby making a positive impact on the socio-economic lives of the people.

All these were achieved due to their choice of media of advertisement of the television, this is because, television which is the king of advertising media is regarded as the most authoritative, influential and exiting advertising medium (Goldmen, 2005).

#### **5.4 Recommendation**

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

1. More companies in Nigeria should endeavor to advertise their products and services as these will increase their sales, profit and growth as well as expansion of their business activities.
2. Since advertising has positive implication on the general economy of a nation, the broadcast media should help companies in reducing the amount charged for advertising. This will help more infant companies with little capital base to join the band wagon of the advertising race.
3. Television as a medium of advertisement should be made use of by companies and advertisers more. This is because, the various attributes of television commercial; sight, sound, motion and colour, permit original and imaginative appeal to consumers.

#### **5.4 Suggestions for Further Studies**

Further study should be conducted on the attachment of promos and reward to stable users of Etisalat network, they should be encouraged. The organization should attract more users to the Etisalat network by charging calls at lower rates. Customer care lines should be installed and made available to users of Etisalat network.

Other suggestions by the researcher includes:

1. That a higher authority should carryout research on the same topic in order to gather more relevant aspects of the study which the researcher was unable together due to some unavoidable limitations.
2. That, efforts should be made to continue from where the research stopped and record findings in order to upgrade the information already provided by the researcher.

Finally, it is right to mention the fact that Etisalat company has influenced its market through their choice of medium of advertisement which is television.

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## **APPENDIX A**

Department of Mass Communication  
Faculty of Management Social Science  
Caritas University  
Amorji-Noke  
Enugu State  
11<sup>th</sup> June, 2013

Dear Respondent,

I am a final year student of the above names Institution. The aim of this study is to examine the impact of Etisalat Television advertising on their market audience in Owerri metropolis.

You are please requested to give or indicate your answers to the questions below to enable me carry out a successful research. This questionnaire is study for academic consumption only.

Thanks for your cooperation.

Yours faithfully

**ANEME VICTOR**



## APPENDIX B

Pleased respond in strict confidence by ticking [ ✓ ] in the appropriate box that corresponds to your opinion.

### BIO DATA INFORMATION

1. What is your sex?
  - (a) Male [     ]
  - (b) Female [     ]
2. What age bracket do you belong to?
  - (a) 20 – 25 [     ]
  - (b) 26 – 30 [     ]
  - (c) 31 – 35 [     ]
  - (d) 36 – 40 [     ]
  - (e) 40 & above [     ]
3. Educational qualification?
  - (a) FSLC [     ]
  - (b) SSCE [     ]
  - (c) ND [     ]
  - (d) B.Sc/HND & others [     ]
4. What is your occupation?
  - (a) Civil servant [     ]
  - (b) Teacher [     ]
  - (c) Business [     ]
  - (d) Student [     ]
5. What is your marital status?
  - (a) Single [     ]
  - (b) Married [     ]
  - (c) Divorced [     ]
6. Are your computer literate?
  - (a) Yes [     ]
  - (b) No [     ]

## SECTION B

7. Do you have a television set?
- (a) Yes [ ]
- (b) No [ ]
8. What network service provider do you operate with Etisalat?
- (a) MTN [ ]
- (b) Airtel [ ]
- (c) Glo [ ]
- (d) Starcomms [ ]
- (e) Visafone [ ]
- (f) Others [ ]
9. Do you think the people of Owerri are exposed to Etisalat TV commercials?
- (a) Yes [ ]
- (b) No [ ]
- (c) May be [ ]
- (d) No idea [ ]
10. How often do you watch TV?
- (a) Once a day [ ]
- (b) Twice a day [ ]
- (c) Three times [ ]
- (d) Heavy viewing [ ]
11. Does your occupation allow you to watch enough TV?
- (a) Yes [ ]
- (b) No [ ]
12. When do you prefer watching TV?
- (a) Morning [ ]
- (b) Noon [ ]
- (c) Evening [ ]
- (d) Night [ ]
13. Do you enjoy watching Etisalat TV commercials?
- (a) Yes [ ]
- (b) No [ ]

14. How do you perceive Etisalat TV commercial?
- (a) Educative [     ]
  - (b) Informative [     ]
  - (c) Persuasive [     ]
  - (d) Immoral [     ]
15. Etisalat television advertising persuades consumers to make more demand of their product and services than other network?
- (a) Strongly agree [     ]
  - (b) Agree [     ]
  - (c) Strongly disagree [     ]
  - (d) Disagree [     ]
16. Do television advertisements arouse a high level of consumer choice and demand of Etisalat products over any other medium of advertising?
- (a) Yes [     ]
  - (b) No [     ]
  - (c) May be [     ]
  - (d) No idea [     ]
17. Do you agree that Etisalat advertising have the impact on changing consumer attitude to its products and services in Owerri?
- (a) Yes [     ]
  - (b) No [     ]
  - (c) May be [     ]
  - (d) No idea [     ]
18. At what rate do Etisalat television advertising increase both sales and expand market for Etisalat company in Owerri?
- (a) Very high [     ]
  - (b) High [     ]
  - (c) Very low [     ]
  - (d) Low [     ]
19. Do you agree that Etisalat GSM has improved communication and this has had a great impact on the socio-economic life of the people?
- (a) Yes [     ]
  - (b) No [     ]
  - (c) May be [     ]
  - (d) No idea [     ]