

**IMPACT OF NIGERIAN TELEVISION AUTHORITY (NTA) ENUGU COMMERCIALS
ON CONSUMER DEMAND FOR MALTA GUINNESS**

By

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MC/2009/383

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES
CARITAS UNIVERSITY
AMORJI-NIKE, ENUGU STATE**

AUGUST, 2013.

TITLE PAGE

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF

MASS COMMUNICATION

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

CARITAS UNIVERSITY,

AMORJI – NIKE,

ENUGU STATE

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
BACHELOR OF SCIENCES (B.Sc.) DEGREE IN**

MASS COMMUNICATION,

AUGUST, 2013.

DECLARATION

I, Odesanya Victoria Temitope, hereby declare that the research work was written by me and has not been submitted elsewhere by me nor has it been submitted elsewhere as a project work.

CERTIFICATION

This is to certify that this project has been read and graded in partial fulfilment of the requirement for the award of Bachelor of Science (B.Sc.) degree in Mass Communication.

DAMIAN AGBOEZE
PROJECT SUPERVISOR

DATE

DR. REGINA ACHOLONU
HEAD OF DEPARTMENT

DATE

EXTERNAL SUPERVISOR

DATE

DEDICATION

I dedicate this work to Almighty God who has given me the strength, grace and the courage to go through my course of study. To my indispensable parents, Elder and Mrs Olusegun Odesanya for their immeasurable love, support, and encouragement towards me.

I pray that God in his infinite mercies keeps them alive and make them reap the fruits of their labour and to my siblings; I appreciate your efforts towards my success.

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Abstract

This research work was aimed at finding the Impact of NTA Enugu Commercials on Consumers Demand for Malta Guinness. The researcher made use of the survey design to gather necessary information. Copies of questionnaire were administered and retrieved from the respondent. The findings showed that NTA, Enugu commercials have impact on consumers demand for Malta Guinness. Also commercials affect the choice of products in a competitive market. The researcher made some recommendations based on the findings of the research. That companies should endeavour to spend reasonable amount of money on commercials, which would be regained through increased sales volume. Manufacturing companies should also carry out more pre-advertising and post advertising researches so as to determine effectiveness of the commercial made.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Advertising is one of the most common strategies used to direct persuasive communication to target buyers and public. Achumba and Osuagwu (1994) quote the American Marketing Association (AMA) as defining advertising as any paid form of non-personal presentation.

Advertising on television offers a number of benefits to businesses by incorporating sound, images and movement to make the whole package interesting for consumers.

Advertising on television is the ability to communicate with a very large audience. Most companies adopt various marketing approaches in a bid to maintain or increase profit margins, market shares or sales volume of their product or services.

Television commercials have always been able to appeal to multiple senses through its combination of text, images, sound and motion.

Television is a powerful advertising medium, it relies on both sound and visual effects. These effects can be used in combination to catch the attention of the audience and then reinforce their retention rate by repeating message using both audio and video.

The role of a good commercial includes creation of awareness, generation of favourable attitude and preference in consumers mind for the demand of the particular brand.

Hence, a good commercial is one that is capable of attracting attention, making consumers develop interest, making them desire to buy the product and use the product. Television reaches a large variety of individuals with different backgrounds which makes it cost efficient for advertisers to reach a mass audience.

A well created television commercial draws the audience to watch it. According to a study by Ball state university, the average individual watches television for more than 4 ½ hours a day. This is more time than individuals spend listening to the radio or reading the newspaper, this increases the visibility of television commercials.

Commercial also known as advertising is a specialized form of communication because in order to satisfy the market function it has to influence the choice of the consumers.

Commercial is one of the most efficient tools that manufacturing companies utilize to create more demand for their products on account of its capacity to reach a large number of people at a relatively short time cost.

Radio advertisers can only appeal to one of the senses of their listeners (hearing). Television on the other hand can take advantage of both the senses of hearing and of vision by appealing to both senses.

A sale price can be spoken during the television commercial then reinforced with a graphic on the television, using a high quality graphic can make it easier for the customers to remember a product than just hearing about it.

To achieve optimum and lasting results all relevant marketing elements should be effectively coordinated with commercial.

The importance of commercial as a marketing promotional activity is to promote product and service flow through appropriate channels, to act as a catalyst in acquainting the consumer with options by which wants may be satisfied.

Television commercial is still the most persuasive and powerful tool for reaching consumers, television commercial has tremendous effect on consumers just by repetition and exposure of catchy jingles and slogans.

Commercial can be classified into:

(A) Print media.

(B) Electronic media.

The print media include: newspapers, magazines, outdoor posters, bill boards, journals and novelties etc. The electronic media include: radio, television, internet etc.

Demand for product is created through effective commercial. A product with good qualities, pricing strategies and packaging, but not properly advertised will die a premature death.

One of the biggest advantages of using television is the fact that it provides a lasting image in the memories of the consumers through its visual effect.

Television commercial has intimate approach due to which it becomes more appealing and attracts the attention and interest of people, as it combines elements such as: sight, sound and motion.

Television breaks the barrier of illiteracy as due to its combination of sight, sound and motion, understanding the message becomes easier, whereas with the print media like newspapers and magazines, readers have to put a lot of efforts on reading and understanding the message which may not be possible for illiterates.

1:2 Statement of the Problem

Commercial is like any other promotional techniques. It informs, persuades and reminds. It can change the consumers' beliefs, attitudes, image and behaviour, but for commercial to be effective enough and successful on any level, enormous expenditure and other tasking duties are required.

The task of this study is therefore to know how has NTA Enugu commercials on Malta Guinness has helped in increasing the demand for Malta Guinness.

1:3 Objectives of the Study

The objectives of the study were as follow:

- 1) To determine the perception of consumers' towards NTA Enugu commercials for Malta Guinness.
- 2) To examine if the consumers of Malta Guinness have reacted positively towards NTA Enugu commercial.
- 3) To determine if NTA Enugu commercials has impacted on consumers of Malta Guinness.

1:4 Research Questions

- 1) What is the perception of consumers' towards NTA Enugu commercials on Malta Guinness?
- 2) To what extent have consumers' of Malta Guinness reacted positively towards NTA Enugu commercial?
- 3) What is the impact of NTA Enugu commercial on consumers' of Malta Guinness?

1:5 Research Hypotheses

H₁: Consumers have shown positive reaction towards NTA Enugu commercials on Malta Guinness.

1:6 Scope and the Limitation of Study

This research is restricted to the specific issue of impact of NTA Enugu commercials on consumers' demand for Malta Guinness in Enugu.

The reason for the restriction is because of limited time available for the submission of the project, and the cost implications in covering the geographical areas outside Enugu state.

1:7 Significance of Study

Manufacturers in Nigeria set aside a huge part of their budget for promotional activities on commercials. The reason for doing this is to make sure that their companies achieve the target profit through increase in turnover.

This study shows the impact of commercial on consumer demands for products, and will enable manufacturers know the effect of the huge sum spent on commercial has on the demand for their product.

The study is also important as it shows how commercials can be used as a marketing strategy to re-introduce a product which has already reached its declining life span.

1:8 Operational Definitions of Significant Terms

Impact: is the powerful effect that something has on somebody or something.

Commercial: is a sponsored advertisement on radio or television. It is a paid advertisement on television or radio; it is a public promotion of some products or services. A television commercial is presented in form of a short documentary.

Consumer demand: a consumer is someone who can make the decision whether or not to purchase an item at the store and someone who can be influenced by marketing and advertisements.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

This chapter is a review of related studies on the impact of NTA Enugu commercials on consumers demand for Malta Guinness.

The chapter is organized under the following headings.

- A) Review of concept.
- B) Review of related studies.
- C) Theoretical framework.
- D) Summary.

2.2 Review of concepts

The following concepts were reviewed

- A) NTA Enugu.
- B) Commercial.
- C) Consumer demand.
- D) Malta Guinness.

2.2.1 Nigerian Television Authority Enugu

With the promulgation of Decree 24 by the then military Government in May 1977 the Nigerian Television Authority (N.T.A) was born.

The decree brought other television stations under the control of the Federal Government of Nigeria. These included Western Nigerian Television (WNTV) established in 1959 which

later became the NTA Ibadan; Eastern Nigerian Television (ENTV) 1960 that later known as NTA Enugu.

The Eastern Nigeria Television service was the second television in Nigeria popularly known as the ENTV. It was born on the midnight of 30th September 1960, just on the eve of Nigeria independence.

The station had its studios located on the 4th and 5th floors of the African Continental Bank building at NO.1 Ogui Road Enugu. Transmission started with live coverage of the independence celebration which took place at Enugu sports stadium situated about ½ kilometres down Ogui Road.

The television studio remained at the ACB building at Ogui Road. Equipment used at that time included two pye studio cameras, Philips 35mm and Bell and Howell 16mm projectors.

The Nigerian Television Authority Enugu offers a wide range of programming options where commercials are most likely to be viewed by specific target audience.

The Nigerian Television Authority Enugu has the capacity to get television viewers, some television viewers might leave the room during commercials, but many will stay because they do not want to miss the beginning of their show when the commercial is over. This generates a captive audience for television advertising.

Advantages of Television Commercials

The average Nigerian spend almost five hours each day watching television which means it is still the most important medium for advertisers.

A) Realism: because of the combination of colour, sound and action, television has assets no other medium can offer. With these advantages, the advertiser can show and demonstrate the product.

If it is package food, pack recognition is established so that the buyer knows what he or she is looking for in the shop or there is quick recognition even if the advertisement has been temporarily forgotten.

B) Receptive Audience: being received in the home in an entertainment atmosphere, commercials are well received especially as they are produced to high technical standard and the presenter is a well-known personality or at least a good actor/actress who presented the product authentically.

C) Appeal to Retailers: television adverts can reach retailers as well as consumers, both because retailers watch television just like anyone else and because commercial can be addressed solely to them.

Retailers know that if something is advertised on television there will be demand for the product and it will sell.

2.2.2 The Concept of Television Commercial

A commercial is a span of television programming produced 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 networks.

The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program length infomercials).

Advertisement of this sort has been used to promote a wide variety of goods, services and ideas since the dawn of television.

The effect upon the viewing public of commercial advertisements, and mass media in general, has been the subject of philosophical discourse by luminaries one of which was Marshal McLuhan.

Television advertising in the U.S and in other countries involves two main task (i) creating a television advertisement that meets broadcast standard. (ii) Placing the advertisement on television via a target airtime media that reaches the desired customer.

Many television advertisements feature songs or melodies (‘jingles’) or slogans designed to be striking and memorable, which may remain in the minds of television viewers long after the span of the advertising campaign.

Advertising agencies often use humour as a tool in their creative marketing campaign.

In fact, many psychological studies have attempted to demonstrate the effects of humour and their relationship to empowering advertising persuasion.

Animation is often used in advertisement, the pictures can vary from hand drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays.

Television advertisement is generally considered the most effective mass marketing format.

2.2.3 The concept of consumer demand

According to Ewa and Agu, (2004:91) ‘demand’ refers to the quantities of a commodity which consumers are willing to buy at given prices and at given times.

An effective demand is demand backed up by an ability to pay for good or service at a particular price.

Consumer demand is the basis of all productive activities. Just as necessity is the mother of invention, demand is the mother of production.

Increasing demand for a product offers high business prospects for it in future. To Dwivedi, (2008:115), the term 'demand' implies a 'desire for a commodity backed by the ability and willingness to pay for it'.

Consumers demand a commodity because they derive utility from the consumption of that product. Consumer demand is nothing but willingness of consumers to purchase products and of course pocket.

2.2.4 The concept of Malta Guinness

Malta Guinness was launched into the Nigerian market in 1990 with a campaign tagged Bicycle Man, with the pay offline, Malta Guinness makes your day.

This was followed later with the I feel good brand music by James Brown. This built a very strong association with the brand and over the years, the I feel good music became a strong brand property and was synonymous with the brand.

In 2002, the brand communication was taken to another level with the introduction of Malta Man, in which the idea was to acquire a likeable and relevant personality for Malta Man.

The Malta Man progressed further with the development of Malta Man 2. This was aimed at developing further the personality of Malta Guinness.

This campaign was built on the importance of an emotional recharge as well as a physical one, reinforcing the importance of drinking Malta Guinness everyday at home.

The aim of the campaign is to differentiate Malta Guinness from competition, re-energise the brand, create emotional engagement with the consumers and build optimal desirability for Malta Guinness as a brand of choice.

With this campaign, the company expects to create a change in the way Malta Guinness is communicated as well as create excitement and fun around the brand. As a result, the Brand's pay-off line changed to Top of the world smile.

2.3 Review of Related Studies

A key study relevant to this present study was reviewed

2.3.1 Ojo. A (2007), The effect of advertising on consumer demand. A BSc project.

Various scholars, especially in developed countries, that have carried out research on advertising have come up with conflicting views about it.

Some believed commercial is a very useful social and economic tool that is beneficial both to consumers and manufacturers.

They believe that commercial enables manufacturers to take undue advantages of consumers. Ralph (1983) defined commercial as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. The advertising Association sees advertising as ‘‘ the means of making known in order to sell goods and services.

Advertising Practitioners Council of Nigeria (APCON) defined advertising as ‘‘a form of communication through which media shows products, services or idea paid for by an identifiable sponsor’’.

Television commercial has not only become an integral part of our social and economic system but has also grown over the years to assume tremendous proportions both as a business activity and as a social phenomenon.

Commercial plays an important role to inform, to persuade, to remind or influence the consumers. Achenbaum (1967) defined commercial as any paid form of communication intended to inform and influence one or more people.

Commercial involves creation and management of demand for a product through the use of printed, written, spoken words, pictures and diagrams. Achenbaum(1973:62) supported this view. To him, commercial is a means of building up the minds of consumers for irrational preferences for a certain brand of goods.

Consumers react to commercial by doing something they might not just do on their own.

This approach reveals that everyday actions are as a result of our emotion and commercials recognize this human weakness and utilizes it to appeal to the consumers.

It is very important for commercials to be effective, an effective advertising is usually a good advertisement.

The roles of a good commercial are: creation of awareness, generation of favourable attitude or preferences in the consumers mind for one particular brand.

Hence, a good commercial is one that is capable of getting attention, making a consumer develop interest, making him desire to buy the product and to purchase the product.

Smith and Taylor (2004) described television commercial message strategy as an act of conducting skilful operation in order to persuade and convince the consumers to buy a particular product. This to them occurs when the commercial is packaged.

Therefore, designed strategies should follow the channels of communication technology to be used, the objective of the message and those it is meant for with the benefits attached to the product.

Through this, one can infer that every commercial message strategy must be consumer oriented in meeting the desired consumer's benefits. In line with Russel and Lane (2002) argued that in developing advertising message strategy, consumers interest should be of maximum priority.

Moreover, the strategy must clearly identify the benefits to the consumer, it is only on this basis that the strategy can be successful.

Strategies for commercials may be designed to maintain and reinforce current brand images and attitudes in order to retain present consumer and ensure the continued strength of the brand.

Most strategies are meant to produce some changes in consumer demand, to inform consumers of new products or changes in existing products to improve brand attitudes or increase involvement with the brand.

Another way by which the strategies can be classified is by the nature of the message, some messages are meant to inform while conveying imagery or symbolism.

2.3.2 Consumer Behaviour Model

KOTLERS MODEL

Kotler (1976:19) prescribed a five stage model. According to him, the first stage of the model is attention stage.

This is the primary stage of consumer behaviour, this stage indicates buyer's sensitivity to an advertisement.

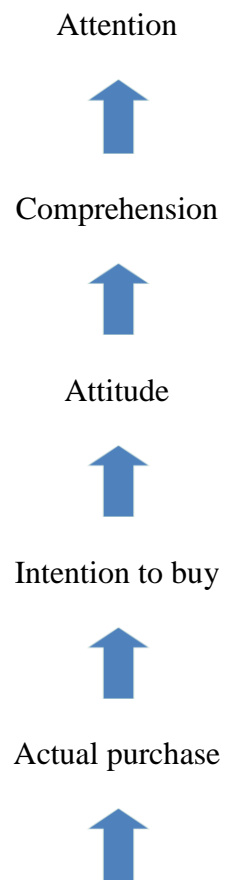
The second stage is the comprehension stage. Here, consumers are intimated with the product through advertisement, the level of comprehension can be measured by aided or unaided recognition of brand attributes.

The third stage is attitude formation by the consumers towards the product. The consumers develop either positive or negative feelings towards the advertised product.

The fourth stage is where the consumers develop intention to buy the product. An intention to buy a particular product is developed if the consumer has a positive feeling towards the product.

The final stage is the actual purchase of the product where the consumers actually parts with money and buy the product.

KOTLER'S MODEL



2.3.3 Influence of Television Channel on Consumption Pattern

Commercial by itself has no power to influence behaviour until it reaches the audience through a channel or medium.

The medium has been divided or sub divided into groups basically, there exist two broad division called personal influence channel (person to-person communication) and non-personal channel i.e. (mass communication).

It was found in a study that advertising has different effects on different segments of the population (Esuku, 1980:88). Some media are superior to others and more effective in terms of message repetition, product demonstration, and colour effects.

Television is the fastest growing advertising medium in the world, so quickly is expanding in Nigeria. Television advert can create drama, suspense and emotion.

Television combines sight, colour sound and motion.

Television commercial has a dynamic vitality and hold large audience. Martin (1979) stated that the media are not competitive but complementary to each other because one help's the other to achieve its purpose, the use of the medium over the other depends on the product.

2.3.4 Effect of Advertising on Consumer in a Competitive Market

According to Ogundare (2008) ‘‘the way commercials are being packaged nowadays has succeeded in winning the hearts of the consumers’’.

According to Ndolo (2005) ‘‘it has become very clear that information sent out through the mass media exerts a powerful influence on the consumer behaviour and choice’’.

People all over the world are exposed to commercials daily, they are pressured from every direction by commercials that exploit their deepest fears, attractions, needs and desires shaping their behaviour, beliefs, goals and thoughts.

Today in Nigeria, there exist more than thirty brands of soft drinks both local and foreign.

It is imperative for the more established brand like Malta Guinness to employ brilliant advertising and branding strategies to influence consumer's behaviours in order to continue to enjoy and maintain market leadership.

2.4 Theoretical Framework

For the purpose of this study, a theory to be used is bullet theory, which was propounded by Defleur and Rokeach.

The bullet theory also known as the hypodermic needle theory suggests that mass media could influence a very large group of people directly and uniformly by 'shooting' or 'injecting' them with appropriate message designed to trigger a desired response.

Both images used to express this theory (a bullet and needle) suggest a powerful and direct flow of information from the sender to receiver. The bullet theory graphically suggests that the message is a bullet fired from the "media gun" into the viewers "head".

The bullet theory graphically suggest that the message is a bullet fired from the "media gun" into the viewers "head". With similarly emotive imagery the hypodermic needle model suggests that media message is injected straight into a passive audience which is immediately influenced by the message.

2.5 Summary

This chapter reviewed the concepts of NTA Enugu, commercial, consumer demand, and Malta Guinness. Also in this chapter is the review of a related study which was done by another researcher. It adopted as its theoretical framework the magic bullet (hypodermic needle) theory by Defleur and Rokeach.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This chapter discussed the method used in the study, it contained and explained

A: Research design

B: Population of study

C: Sampling technique/sample

D: Description of research instrument

E: validity and reliability of data gathering instrument

F: Method of data collection

G: Method of data analysis

3.2 Research design

The research design used for this study is the survey method design. According to Obasi (2008), survey design is one in which a group of people or items are studied by collecting and analysing data from only a selected group of people or items considered to be representative of the entire group.

Scheafer (2004:3) defined it as the detailed plan or method for obtaining data scientifically. Baran (2002:408) further explained that survey design allows mass communication researcher to measure characteristic, opinion or behaviours of sample group under study.

The survey research design involves asking a certain number of people carefully chosen questions individually.

Furthermore, Agburu (2001:5) explains ‘‘survey design as the most effective and useful method in the measurement of public opinions, attitudes and orientation which are the dominating feature in a large population at a period of time.

According to Sam (2002:25), a research design is a comprehensive data collection plan whose purpose is to answer research questions and test research hypothesis.

Tejumaiye (2008:88) further puts that the survey design helps to investigate problems in realistic and natural settings.

3.3 Population of Study

According to Nwawenne (2000:32), population refers to ‘‘universe aggregate or the entire group whose characteristics is to be studied. Population is the entire number of people, item, or objects, which the study intends to cover. Population according to Ifeanyi (2004:22) is the specifying of the aggregate of items or person from whom data pertinent to the study were collected.

The population of this study constitutes the residence of Enugu South local government area of Enugu state.

Enugu South local government area is part of Enugu metropolis and comprises some communities like Uwani, Akwuke, Ugwuaji, Maryland, Kenyatta and some other smaller communities. According to National population 2006 census figure, each community had a population of:

Akwukwe	22,250
Ugwuaji	16,400
Maryland	9,564
Kenyatta	13,200
Total	78,564

3.4 Sampling Technique/Sample Size

Sample according to Obasi (2008) is defined as a small group of element or subject drawn through a definite population. Sampling takes place because we cannot study the entire population.

According to Osuala (1982), sampling is taking to be any proportion of a population or universe as a representative of that population or universe.

Ogili (2005) further posit that sample is the actual number of or part of population that is objectively selected for the purpose of the study. Sampling is necessary because the entire population cannot be studied as it may be too large and cannot be controlled.

From the population of 78,564, the researcher was able to determine the number of respondents and find out the sample size (n) through the purposive sampling technique. This sampling technique was used because not everybody take's Malta Guinness.

This in line with Sam (2002:118), purposive sampling is the process in which the researcher selects elements from the population on the basis of his presumption that they are suitable for the study or representative of its population.

Babbie also assert that (2001), purposive sample also commonly called a judgemental sample, is one that is selected based on the knowledge of a population and the purpose of study.

Purposive sampling can be very useful for situations where you need to reach a targeted sample quickly.

The researcher purposively chose 250 from the population of 78,564 as the sample size (n) for the purpose of the study.

3.5 Description of research instrument

The instruments used in collection of data were questionnaire, oral interview and personal observation.

According to Ogili (2005) questionnaire is a carefully designed instrument for data collection in accordance with the specification of research questions and hypotheses. A total no of (12) items were drawn and administered to the respondent, they were divided into 2 parts. Part A contained items on the demography of respondents and B contained answer related to the research question.

While oral interview involves questions and answers dialogue between the researcher and the respondent, are aimed at eliciting information on the identified research problem.

3.6 Validity and reliability of data gathering instrument

The questionnaire and oral interview are valid instruments for the study because of their appropriateness in measuring what they intended to measure.

The instrument used for this study was scrutinized by the supervisor and two other lecturer's for clarity.

3.7 Method of data collection

The researcher used the questionnaire, oral interview and personal observations as instruments to collect data.

The data was collected by the researcher because the researcher did not employ any assistance to distribute the questionnaire copies. Out of 250 copies of questionnaire distributed, 200 copies were returned which gave a response rate of 80%.

3.8 Method of data analysis

The method of data analysis used is simple percentage and frequency tabular presentation table in which descriptive analysis was used to infer meaning to the data in each table.

Also, the Chi-square goodness of fit-test is used to test some selected hypotheses.

Chi-square (χ^2) is a measure of discrepancy existing between the observed frequencies and expected frequencies of one, two or more variables Ogili (2008).

The Chi-square formula is stated statistically as

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

Where χ^2 = Chi-square

O = Observed frequency

e = Expected frequency

Σ = Summation sign

Decision:

The data collected used Chi-square (χ^2) goodness of fit test to validate statistical hypotheses at 5% level of significance to arrive at a decision, the researcher used the decision rule.

Decision Rule:

Decision rule says reject Null hypotheses (H_0) if the calculated value greater than the table value, otherwise accept.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The aim of this study is to know the impact of NTA Enugu commercials on consumers demand for Malta Guinness.

The chapter is concerned with the presentation of data collected through the use of questionnaire.

During the research, two hundred and fifty questionnaire were distributed to the respondents by the researcher. But 50 copies of the questionnaire were not returned, reducing the total number of questionnaire copies to two hundred (200).

Each questionnaire copy contained twelve (12) questionnaire items and all were chosen to be treated and presented because they are most relevant to the study as they are items that will provide answers to the research questions.

4.2 Data Presentation and Analysis

Analysis of Demographic Data

Items 1-4 in the questionnaire answered questions on the demography of the respondents.

Question 1: What is your gender?

Table 1:

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Male	80	40%
<u>Female</u>	<u>120</u>	<u>60%</u>
Total	200	100%

In response to the table above, 80 (40%) of the respondents are males while 120 (60%) of the respondents are females, therefore making the frequency of 200 respondents and the percentage 100%

Question 2: How old are you?

Table ii

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
18 – 30	80	40%
31 – 40	45	22.5%
41 – 50	33	16.5%
<u>50 and above</u>	<u>42</u>	<u>21%</u>
Total	200	100%

In the above table, 80 (40%) of respondents are between the ages of 18 – 30, 45 (22.5%) are between the ages of 31 – 40, 33 (16%) are between the ages of 41 – 50 while 42 (21%) are between the ages of 50 and above.

Question 3: What is your marital status?

Table iii

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Married	93	46.5%
<u>Single</u>	<u>107</u>	<u>53.5%</u>
Total	200	100%

In the table above, 93 (46.5%) of respondents are married while 107 (53.5%) are single.

Question 4: What is your educational qualification?

Table IV

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Secondary education	30	15%
B.SC/BA/HND	100	50%
MBA/MSC	45	22.5%
<u>Others</u>	<u>25</u>	<u>12.5%</u>
Total	200	100%

In the above table, 30 (15%) are secondary school students, 100 (50%) are B.SC/BA/MSCHolders, 45 (22.5%) are MBA/MSCHolders while those with other qualifications are 25 (12.5%).

Analysis of data from survey

Research question one: What is the perception of consumers towards NTA Enugu commercial on Malta Guinness?

Item 5-6 answered research question one

Question 5: Is your perception towards NTA Enugu commercials on Malta Guinness persuasive?

Table v

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	93	46.5%
Agree	40	20%
No idea	23	11.5%
Strongly disagree	20	10%
<u>Disagree</u>	<u>24</u>	<u>12%</u>
Total	200	100%

From the table above, 93(46.5%) of the respondents strongly agreed that their perception towards NTA Enugu commercials is persuasive, 40 (20%) agreed, 23 (11.5%) had no idea, 20(10%) strongly disagreed while 24 (12%) of the respondents disagreed.

Question 6: Does television commercials contribute to the quality of a product?

Table vi

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	82	41%
Agree	21	10.5%
No idea	28	14%
Strongly disagree	45	22.5%
<u>Disagree</u>	<u>24</u>	<u>12%</u>
Total	200	100%

In the table above, 82 (41%) strongly agreed that television commercial contributes to the quality of a product, 21 (10.5%) agreed, 28 (14%) of the respondents had no idea, 45 (22.5%) strongly disagreed while 24 (12%) of the respondents disagreed.

Research question two: To what extent have consumers' of Malta Guinness reacted positively towards NTA Enugu commercial?

Items 7-8 answered this research question

Question 7: Has NTA Enugu commercials on Malta Guinness made you react positively towards the product?

Table vii

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
-----------------	------------------	-------------------

Strongly agree	97	48.5%
Agree	44	22%
No idea	18	9%
Strongly disagree	22	11%
<u>Disagree</u>	<u>19</u>	<u>9.5%</u>
Total	200	100%

The above table, 97 (48.5%) respondents strongly agreed that NTA Enugu commercial on Malta Guinness has made them react positively towards the product, 44 (22%) agreed, 18 (9%) had no idea, 22 (11%) strongly disagreed while 19 (9.5%) of the respondents agreed.

Question 8: Do you think television commercials can affect consumers demand for Malta Guinness positively?

Table viii

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	95	47.5%
Agree	38	19%
No idea	23	11.5%
Strongly disagree	19	9.5%
<u>Disagree</u>	<u>25</u>	<u>12.5%</u>
Total	200	100%

The table above shows that television commercial can affect consumers demand for Malta Guinness positively, 95 (47.5%) strongly agreed that television can affect consumers demand for Malta Guinness, 38 (19%) agreed, 23 (11.5%) had no idea, 19 (9.5%) of the respondents strongly disagreed while 25 (12.5%) disagreed.

Research question three: What is the impact of NTA Enugu commercials on consumers demand for Malta Guinness?

Items 9-12 answered this research question.

Question 9: Does NTA Enugu commercials have impact on consumers demand for Malta Guinness?

Table ix

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	63	31.5%
Agree	50	25%
No idea	28	14%
Strongly disagree	32	16%
<u>Disagree</u>	<u>27</u>	<u>13.5%</u>
Total	200	100%

From the table above, 63 (31.5%) strongly agreed that NTA Enugu commercials have impact on consumer demand for Malta Guinness, 50(25%) agreed, 28 (14%) had no idea, 32 (16%) strongly disagreed, while 27 (13.5%) of the respondent disagreed.

Question 10: Does television commercial motivate consumers to buy a product?

Table x

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	105	52.5%
Agree	45	22.5%
No idea	20	10%
Strongly agreed	17	8.5%
<u>Disagree</u>	<u>13</u>	<u>6.5%</u>
Total	200	100%

As indicated by the table 105 (52.5%) of the respondents strongly agreed that television commercial motivate consumers to buy a product, 45 (22.5%) agreed, 20 (10%) had no idea, while 17 (8.5%) of the respondents strongly disagreed 13(6.5%) disagreed.

Question 11: Do you remember commercials on Malta Guinness because of the entertainment that accompanies them?

Table xi

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	120	60%
Agree	35	17.5%
No idea	10	5%
Strongly disagree	27	13.5%

<u>Disagree</u>	8	4%
Total	200	100%

The above table shows how consumers remember commercials on Malta Guinness because of the entertainment that accompanies them?

120 (60%) of the respondents strongly agreed, 35 (17.5%) agreed, while 10 (5%) had no idea 27 (13.5%) strongly disagreed 8 (4%) disagreed.

Question 12: Does consumers of Malta Guinness derive benefit from the services rendered by television commercials?

Table xii

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Strongly agree	89	44.5%
Agree	28	14%
No idea	23	11.5%
Strongly disagree	29	14.5%
<u>Disagree</u>	31	15.5%
Total	200	100%

In response to the above table, 89(44.5%) of respondents strongly agreed that they benefit from the services rendered by television commercials, 28 (14%) of the respondents agreed, 23 (11.5%) had no idea, while 29 (14.5%) strongly disagreed and 31 (15.5%) disagreed.

4.3 Testing of hypotheses

The researcher tested two hypotheses considered very important to the study. The hypotheses are one and two with a view that their results would confirm some speculation or prove them otherwise.

Chi-square goodness of fit-test was used to test the hypotheses, chi-square is calculated by finding out the differences between each observed and theoretical frequency by squaring them, and dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

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

e

Where x^2 = chi-square

O = observed frequency

e = expected frequency

\sum = summation

Hypothesis 1

H₁: consumers have shown positive reaction towards NTA Enugu commercials on Malta Guinness. Using table 7

Table i

Responses	O	e	(o-e)	(o-e) ²	<u>(o-e)²</u>
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e

Strongly agree	97	40	57	3249	81.225
Agree	44	40	4	16	0.4
No idea	18	40	-22	484	12.1
Strongly disagree	22	40	-18	324	8.1
<u>Disagree</u>	<u>19</u>	<u>40</u>	<u>-21</u>	<u>441</u>	<u>11.025</u>
Total	200				113.25

$$X^2 = 113.25$$

$$DF = 4$$

$$\text{Table value} = 9.488$$

$$P = 0.05$$

Decision Rule

The calculated chi-square (113.25), which is greater than the table value (9.488), we therefore accept the statistical hypotheses (H_1) which states that consumers have shown positive reaction towards NTA Enugu commercials on Malta Guinness in the vein, we reject null hypotheses (H_0) which says that consumers have not shown positive reaction towards NTA Enugu commercials on Malta Guinness.

Therefore, the acceptance of alternative hypotheses (H_1) received statistical support after testing.

4.4 Discussion of Findings

The responses were got from the tables above through the questionnaire items, with these the researcher was able to come to some deduction that aided resolving the research questions of the research.

Below are the findings

Research Question 1: What is the perception of consumers towards NTA Enugu commercials on Malta Guinness?

The data on table 5 and 6 were used to answer the research question. Table 5 discussed the perception of consumers towards NTA Enugu commercials on Malta Guinness, 93 (46.5%) of the respondents strongly agreed that NTA Enugu commercials on Malta Guinness is persuasive. Table 6 discussed how television commercials contribute to the quality of a product 82 (41%) of a product.

Research Question 2: To what extent have consumers' of Malta Guinness reacted positively towards NTA Enugu commercial?

Table data on table 7 and 8 were used to answer the research question. Table 7 discussed the reaction of consumers towards NTA Enugu commercials on Malta Guinness 97 (48.5%) strongly agreed that NTA Enugu commercials on Malta Guinness have made them react positively the product.

Table 8 discussed what the consumers think about television commercials 95 (47.5%) strongly agreed that television commercials can affect consumers demand for Malta Guinness positively.

Research Question 3: What is the impact of NTA Enugu commercials on consumers demand for Malta Guinness?

Table 9, 10, 11 and 12 were used to answer the research question. Table 9 discussed impact of NTA Enugu commercials on consumers demand for Malta Guinness, here 63 (31.5%) strongly agreed that the commercials have impact on consumers demand for Malta Guinness.

Table 10 discussed how television commercials motivate consumers to buy a product, 105 (52.5%) of the respondents strongly agreed that television commercials motivates them to buy a product. Table 11 discussed how consumers remember commercials on Malta Guinness because of the entertainment that accompanies them 120 (60%) of the respondents strongly agreed that they remember commercials on Malta Guinness because of the entertainment that accompanies them.

Table 12 discussed the benefit consumers derive from the services rendered by television commercials 89 (44.4%) strongly agreed that they derive benefit from television commercials on Malta Guinness.

Going by the findings of the study, NTA Enugu commercials on Malta Guinness has been found to have impact on consumers' demand. The hypothesis tested was accepted, hence consumers have shown positive reaction towards NTA Enugu commercials for Malta Guinness.

Most consumers are conversant with the existence of a product through commercials, which is most likely to increase the number of potential buyers. Most consumers were of the opinion that commercials help to disseminate information relevant to a product.

The choice of medium is one of the most important factors that also determines the success or failure of any commercial. However, commercials are seen as a communication tool by which the existence of a product is made known to consumers.

Most consumers believed that once information about a product is known, choice selection could be made through commercials.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter contains the summary of the whole research work, conclusions, recommendations and suggestion for further studies.

5.2 Summary of findings

The researcher discovered that the use of appropriate commercials has been the moving force behind the organization.

The findings of the study show that commercials play a very important role in influencing the consumers of a product and the society at large.

The findings indicate that proper research and presentation of commercials for a particular product will enhance the product and the brand of the product being advertised.

The researcher also discovered that the media are the most accessible and credible source of informing, educating, persuading and enlightening consumers of Malta Guinness. Research should be conducted before and after the commencement of any commercial to the consumers.

Commercials, from the findings in the research affect the choice of product in a competitive market and for it to really make an impact on the consumers it must be persistent and consistent in order to earn the trust of the consumers.

From the findings in the study, commercials have helped in speeding up the introduction of new inventions and product and have widened or opened markets for mass produced goods and services, and have provided employment for many Nigerians.

Most consumers were of the opinion that commercials helps to disseminate information relevant to a product. The choice of medium is one of the most important factors determining the success or failure of any advertisement.

Most consumers seemed to know the importance of commercials, commercials are seen as communication tool by which the existence of products are known to the consumers.

5.3 Conclusion

Since it is relevant that the existence of a product be made known to consumers for it to compete favourably well with other products, there is need for manufacturer to make their products known to consumers through commercials.

The consumer choice of product in a competitive market with a lot of similar product is affected by the proper persistence and consistent presentation of the product through commercials.

For effective commercials, and creation of demand for a product through commercials, consumers should be considered as the major reason for the production of the product. Commercials should not be deceptive, it should contain only the actual attributes of the product for it to have favourable consumer demand and brand loyalty.

Commercials should be relayed as often as it is economically justifiable in order to allow for awareness, learning and brand loyalty. Based on the findings, the researcher concludes that Malta Guinness is a popular drink due to effective commercials and the manufacturers are still growing in success.

One can therefore conclude that for commercials to have the desired effect on consumers attention and cause him to develop favourable attitude towards it, which will in turn be extended to the product itself, there should be frequency of the commercials.

5.4 Recommendations

Companies should endeavour to spend reasonable amount of money on commercials, which would be regained through increased market sales volume. There should be right placement of advertisement, in form of choice of medium and timing.

Manufacturing companies should carry out more pre-advertising and post advertising research so as to determine effectiveness of the commercial made.

The researcher recommends that researchers should be employed for the purpose of finding those that truly need the product and what better way to persuade, attract and make consumers accept the product.

Companies should guide against deceptive commercials which can lead to loss of potential buyers.

The researcher also recommends that companies should ensure that their commercials contain detailed information about the unique characteristics of their product and the commercials should also be designed to make consumers have positive attitude towards the product.

5.5 suggestions for further studies

In this work, the researcher limited the study to Enugu South local government because of time constraint, fund etc, but for further studies it should focus on South east so as to use it in generalizing to the entire nation.

The researcher suggests that other researchers embarking on the study should research properly to ensure accurate results from consumers. Product quality should be improved upon and emphasized, the manufacturers and producers of Malta Guinness should put more effort for easy flow of marketing.

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APPENDIX

Department of Mass Communication,

Caritas University,

Enugu state.

July 2013

Dear Respondent,

I am a final year student in the above department and school. I am conducting a research on “*IMPACT OF NTA ENUGU COMMERCIALS ON CONSUMERS DEMAND FOR MALTA GUINNESS*”.

The study is in partial fulfilment for the award of B.Sc (Bachelor of Science) Degree in Mass Communication of Caritas University, Enugu state.

I shall be grateful if you answer the under listed questions to the best of your knowledge.

Every answer you give will be handled confidentially.

Yours sincerely,

ODESANYA, VICTORIA. T

QUESTIONNAIRE

Mark 'x' in the appropriate box as provided.

1) What is your gender?

Male []

Female []

2) How old are you?

18 – 30 []

31 – 40 []

41 – 50 []

50 and above []

3) What is your marital status?

Married []

Single []

4) What is your educational qualification?

Secondary education []

B.SC/BA/HND []

MBA/MSC []

Others []

5) Is your perception towards NTA Enugu commercials on Malta Guinness
persuasive?

Strongly agree []

Agree []

No idea []

Strongly disagree []

Disagree []

6) Does television commercials contribute to the quality of a product?

Strongly agree []

Agree []

No idea []

Strongly disagree []

Disagree []

7) Has NTA Enugu commercials on Malta Guinness made you react positively towards the product?

Strongly agree []

Disagree []

No idea []

Strongly disagree []

Disagree []

8) Do you think television commercial can affect consumers demand for Malta Guinness positively?

Strongly agree []

Agree []

No idea []

Strongly disagree []

Disagree []

9) Does NTA Enugu commercials have impact on consumers demand for Malta Guinness?

Strongly agree []

Agree []

No idea []

Strongly disagree []

Disagree []

10) Does television commercials motivate consumers to buy a product?

Strongly agree []

Disagree []

No idea []

Strongly disagree []

Disagree []

11) Do you remember commercials on Malta Guinness because of the entertainment that accompanies them?

Strongly agree []

Agree []

No idea []

Strongly disagree []

Disagree []

12) Does consumers of Malta Guinness derive benefit from the services rendered by television commercials?

Strongly agree []

Disagree []

No idea []

Strongly disagree []

Disagree []