

**IMPACT OF TELEVISION ADVERTISING IN PROMOTING THE SALES
OF MTN PRODUCTS IN ENUGU METROPOLIS**

BY

UGBOR, AMARACHI C.

MC/2009/369

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

AUSUST 2013

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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**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD
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DEGREE IN MASS COMMUNICATION**

AUSUST 2013

CERTIFICATION PAGE

This is to certify that this project has been examined and approved as having satisfied the requirement of the Department of Mass communication, Caritas University, Amorji nike, Enugu for the award of Bachelor of sciences B.sc (Hons) Mass Communication.

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Date

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Date

External Examiner

Date

DEDICATION

This project is dedicated to God Almighty. His sufficient grace and Faithfulness has seen me through every thick and thin.

ACKNOWLEDGEMENTS

My Special thanks goes to God the Almighty for protecting my life and for giving me the strength, wisdom and knowledge during my studies. My profound and reserved gratitude goes to my Supervisor Ferdinard Obasi for fatherly guidance and constructive criticism to making this work a success. God bless you.

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To all my friends, thanks for all your love. You are most appreciated.

TABLE OF CONTENTS

Title Page - - - - -	-i
Certification- - - - -	-ii
Dedication- - - - -	-iii
Acknowledgements- - - - -	-iv
Table of Contents- - - - -	-v
List of Table - - - - -	-viii
Abstract- - - - -	-x

CHAPTER ONE: INTRODUCTION

1.1 Background of the study -- - - -	-1
1.2 Statement of the problem - - - - -	-6
1.3 Objectives of the study- - - - -	-8
1.4 Research question- - - - -	-8
1.5 Research hypothesis- - - - -	-8
1.6 Scope of the study- - - - -	-8
1.7 Significance of the study- - - - -	-9
1.8 Operational definition of terms - - - - -	-10

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Introduction-	-	-	-	-	-	-	-	-11
2.2 Review of concept -	-	-	-	-	-	-	-	-11
2.3 Review of related Literature --	-	-	-	-	-	-	-	-19
2.4 Theoretical framework -	-	-	-	-	-	-	-	-23
2.5 Summary-	-	-	-	-	-	-	-	-23

CHAPTER THREE: RESEARCH METHOD

3.1 Introduction-	-	-	-	-	-	-	-	-25
3.2 Research design- -	-	-	-	-	-	-	-	-25
3.3 Population of study-	-	-	-	-	-	-	-	-25
3.4 Sampling Technique/ Sample size-	-	-	-	-	-	-	-	-26
3.5 Description of research instrument -	-	-	-	-	-	-	-	-26
3.6 Validity and reliability of data gathering instrument -	-	-	-	-	-	-	-	-27
3.7 Method of Data Collection-	-	-	-	-	-	-	-	-27
3.8 Method of Data Analysis-	-	-	-	-	-	-	-	-27

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction-	-	-	-	-	-	-	-	-29
4.2 Data Presentation and Analysis- -	-	-	-	-	-	-	-	-29
4.3 Testing of Hypothesis-	-	-	-	-	-	-	-	-37
4.4 Discussion of Findings - -	-	-	-	-	-	-	-	-39

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction -	-	-	-	-	-	-	-	-41
5.2 Summary of findings -	-	-	-	-	-	-	-	-41

5.3 Conclusion-	-	-	-	-	-	-	-	-42
5.4 Recommendation-	-	-	-	-	-	-	-	-43
5.5 Suggestion for further studies -	-	-	-	-	-	-	-	-44
References-	-	-	-	-	-	-	-	-45
Appendix I -	-	-	-	-	-	-	-	-49
Appendix II -	-	-	-	-	-	-	-	-50

LIST OF TABLES

DEMOGRAPHIC DATA TABLE

Table 1: Sex distribution of Respondent-	-	-	-	-	-30
Table2: Age distribution of respondent -	-	-	-	-	-31
Table 3: Occupation distribution of respondent -	-	-	-	-	-31
Table 4: Marital status of Respondent-	-	-	-	-	-32
Table 5: Education attainment of Respondent -	-	-	-	-	-32
Table 6: Location of Respondents -	-	-	-	-	-33
Table 7: Owing a television set -	-	-	-	-	-33
Table 8: Availability of channels -	-	-	-	-	-34
Table 9: Frequency of exposure -	-	-	-	-	-34
Table 10: Clarity of the MTN adverts-	-	-	-	-	-35
Table 11: What can you say about MTN television adverts?-	-	-	-	-	-35
Table 12: Believability of MTN advert messages-	-	-	-	-	-36
Table 13: Reasons for believing-	-	-	-	-	-36
Table 14: Reasons for not believing-	-	-	-	-	-37
Table 15: Assessment of MTN advert towards sales promotion-	-	-	-	-	-37
Table 16: Effectiveness of MTN adverts on television-	-	-	-	-	-38

Abstract

This project examines the Impact of television advertising in promoting the sales of MTN products in Enugu metropolis. Survey research method was used for the study and purposive sampling technique was used to draw a sample size of 200 from residents in Enugu metropolis. Research findings showed that MTN adverts on television have greatly impacted in promoting sales of MTN products in Enugu metropolis and a great number of the residents in Enugu metropolis strongly believe in MTN advert messages. In conclusion, television advertising has indeed connected MTN to Nigerians especially Enugu residents, by helping to create the initial awareness of their services, thereby promoting the demand and purchase of the company's product. Based on these findings, the study recommended that MTN-NG advertising unit should always conduct a research to help them reduce risk to a manageable proportion. To this end, the researcher recommended MTN-NG should in testify efforts in nourishing good customer's relationship and carry out research from time to time to find out new desires of their customers and ways to meet up in order to reduce risk to a manageable proportion. The research suggested that further studies should be carried out on the impact of MTN adverts in Newspapers, Magazines, and on Radio and Internet.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Much of the early history of advertising in Nigeria largely centers on the activities of the offshoots of multinationals such as Unilever and its advertising agency, LINATS. (Ozoh, 2001,). A more vigorous industry emerged much later with first major impetus being provided by the Nigeria Enterprise Promotion Decree of 1972 otherwise known as Indigenization decree. The decree had provided for advertising as a wholly business with exclusive ownership reserved for Nigeria. Nigerians were suddenly thrust into the position of major drivers in the industry even when they were not ready to assume such post.

But the incipient signs of the emergent activism and vitality that were later to characterize advertising were evident of the Association of Advertising Practitioners of Nigeria (AAPN). The association struggled relentlessly over the years raising the sensitivity of the public and the government to the problems and interest of the advertising industry. The struggles of the AAPN (which was an Umbrella organization of the advertising agencies in Nigeria) were to pay off in 1988, when government accorded legislative recognition to the profession. In that year, government promulgated a decree now tagged Decree 55 of 1988. The decree established the advertising Practitioners Council of Nigeria (APCON) and gave it the following powers and functions;

Determining who advertising practitioners are.

Determining what standards of knowledge are to be attained by persons seeking to become registered as members of the advertising professions and reviewing these standards from time to time.

Securing in accordance with the provision of the decree, the establishment and maintenance of the register of practitioners and the publication from time to time of the list of the persons.

Regulating and controlling the practice of advertising in all its aspects and ramifications.

Conducting examination in the profession and awarding certificates or diploma to successful candidates when appropriate and for such purpose the council shall prescribe fee to be paid in respect thereof.

With the coming of APCON, advertising assumed full fledged professional status. The profession is usually characterized by a defined body of knowledge and skill which its members must acquire a formal mode of admission and licensing before one could become a member of the profession. Advertising has by virtue of decree 55 acquired these characteristics. Advertising has all over the years assumed a powerful communication force highly visible and one of the most important tools of marketing communication that helps to promote sale of products, services, ideas and images etc. Advertisements are seen in newspapers, magazines, on televisions and internet and are heard on radio.

The Advertising Practitioners Council of Nigeria (APCON), (1993,p.2), defined advertising as “a form of communication through media about products,

services or ideas paid for by an identified sponsor.” Bovee and Arens (1992,p.7) defined advertising as “ non-personal communication of information, usually about products (goods and services) or ideas by an identified sponsor through various media.” Ulanoff (1977,p.17) also defines advertising as “a tool of marketing for communication of ideas and information or time on the media or uses another communication vehicle to carry its messages and its openly identifies the advertiser and his relationship to sales effort.”

All these explains advertising as a non-personal messages meaning there is no personal interaction between the advertiser and the audience expect in the case personal selling where there is face-to-face presentation and promotion of the product or services by the sales person. It is usually delivered through a media and often viewed as the intrusion. It is also paid for by an identified sponsor. This reflects the fact that the space or time for an advertising messages generally must be brought by a sponsor. Advertising plays a vital role not only to the agencies that practice it but to the manufacturers, media and customers as well. In media for example advertising constitutes a source of income. Newspaper as a rule receive two third of their revenue from adverts. The survival of radio, television magazines and other channels of mass communication without advertisements is better imagined than real. More so, one best appreciates the beauty, elegance and glamour which advertisement add to the entertainment nature of the media when we imagine the absence of such interline to promote products and services during programmers’ on radio and television. As for consumers, advertising is educational; people learn about new products and services or improvements in existing ones through advertising. In addition, most advertisements

help in producing psychological effects and can help in changing only mental states of audiences and predispose them towards the purchase of the advertised products and services. From the advertising point of view Doghuje (1985,p.19) says “advertising is a marketing tool whose sole aim is to build preferences for advertised brands or services”. Advertising is best at creating initial awareness of a product or services building an image and reinforcing existing impressions consumers have of a brand. It also stimulates demands, strengthens other promotion mix elements, develops brand preference cut costs, and serves as competitive weapons for marketers. It is on this premise that organizations are rapidly learning that an efficient and effective communication with target audience can be the difference between marketing success or failure. Marketers are keenly interested in new ways of effectively communicating with consumers especially through advertising. They are more concerned with developing tactics and strategies of marketing and advertising the products and services to the consumers.

Television advertising originally stemmed from radio advertising. Initial, (Groberman 2011) Radio campaigns were simply utilized as a means of selling radios and assortment of other commonly used products. However, when advertisers begin to realize that this could be an effective means of communicating with the audience throughout the day, they begin to look for new and more innovative ways to gain public attention and aim it towards a given product. More than any other point, 1948 proved to be the year television advertising truly began to take center stage. This worked out for a number of reasons including the country coming of World war II and an assortment of other social factor, coupled with there finally begin enough television

sets for a given message to be effectively delivered. Finally, after a lot of researches and even more surveys of what the public sort from their television set, marketers moved in the first advertising angle revolved around making the titles of given shows feature the name or certain products or product lines. Among the most prominent examples of this included; Call gate comedy hour and Coke time. Eventually as a result of the increased popularity of television, companies began to realize that a more profitable alternative to the one-product-per-show advertising method that they were employing had to exist. It wasn't until NBC executive Sylvester L Weaver did the public first began to get a taste of television advertising as we recognize it today. Weaver and an innovator introduced a new concept of television advertising in which sponsors will purchase blocks of time during a show so as to allow multiple sponsors for any show. It relieved agencies of all the cost related to producing a show. By 1969, things became stable and advertising industries grew stronger.

Mobile telephone network (MTN) South Africa was launched in 1994 and it's the largest cellular network operators, operating in countries in Africa and the middle-east. As at the end of December 2006, MTN records more than 40 million subscribers across its operations. Karel Punnor was the founding father of MTN South Africa. The early days in South Africa entails a great deal of handwork. The company was just focused on rolling out the networks ensuring there was enough capacity for the subscriber growth in their first year of business, voice mail and SMS were later added. According to tele-geographics global communication database (2000), MTN was founded in Nigeria on November 8, 2000 as a private company. It secured license to operate digital on August 23, 2001. MTN emerged as the first to make a successful

call on its GSM network in the new dispensation. Thereafter, the country launched full commercial operations beginning in Lagos, Abuja, and Port-Harcourt. MTN advertising activities commenced before its operation. They virtually painted the streets of Lagos and Abuja Yellow its brand color of advertising, billboards and tee-shirts exhibited the advert. MTN Nigeria advertising programme captured the mood in August (2001) with its first television advertising “rising sun”. The advert shows a nation waking up to a new day with the sun rising brightly into a beautiful sky. They indeed connected Nigerians to themselves in a new day. “Achieve what you want achieve” since launched in August 2001, MTN has steadily deployed its services across Nigeria. And a growing number of high ways across Nigeria and the federal capital territory Abuja. Many of these villages and communities are being connected to the world of telecommunication for the first time ever.

The company also subsist on the core brand values of leadership, relationship integrity, innovation and “can do” it prides itself on its ability to make the impossible possible connecting people with friends, family and opportunities. The bond of friendship have got stronger. The ties of family have got closer, older friends have been nurtured. New relationships have been created, Nigerians are connected to new hopes; aspirations and better life opportunities are sourced all as a result of the power of communication.

1.2 Statement of the Problem

One major fact is that we are being bombarded with advertisement messages day-in-day -out from all imaginable media. The average consumer is exposed to a very

large number of advertisements every day, particularly the urban and semi-urban population. Advertising has been perceived as a veritable medium of stimulating, motivation and influencing the purchase and other behavioral response of their prospective customers. The potency of advertising in product promotion cannot be over emphasized. Though MTN products like MTN pay-Go, MTN Share and Sell, MTN talk-On, MTN magic-Number, MTN call-Back, MTN mobile Money MTN Friends & Family, MTN Pulse, MTN Happy hour, MTN TruTalk etc. are made known to their customers through advertising, there are still some problems affecting customers' awareness of their products.

Though there are other media through which MTN advertises its products, television advertising is of more important in MTN advertising. Although there are certain problems encountered by MTN in advertising its products in Enugu metropolis; such as the appropriate time to reach the target audience at the same time, the problem of which television houses within Enugu metropolis watch most, the quality and clarity of messages that will be best understood by MTN customers or perspective customers. Despite all the benefits derivable from sales promotion and the need to keep up with stiff competition in the market place, many organizations especially in the developing countries still fail to accept sales promotion as a marketing tool to be reckoned with?

The question the researcher seeks to address is, what is the actual impact of television advertising of MTN products on residents of Enugu metropolis concerning numerous problems confronting television advertising production?

1.3 Objectives of the Study

The purpose of carrying out this research includes the following;

1. To find out if the residents of Enugu metropolis have access to television.
2. To determine the frequency of exposure of residents of Enugu to MTN advert messages on television.
3. To examine the impact of MTN television advertisements on residents of Enugu metropolis.

1.4 Research Questions

1. Do the residents of Enugu metropolis have access to television?
2. What is the frequency of exposure of residents of Enugu metropolis to MTN adverts on television?
3. What is the impact of MTN television advertisements on residents of Enugu metropolis?

1.5 Research Hypothesis

H1: There is significant difference between residents of Enugu metropolis who watch MTN television adverts and those who do not.

1.6 Scope of the Study

This study intends to cover the entire MTN Company in Enugu and its environs. In a nutshell the study is delimited to only identifying the impact of

Television advertising even though advertising consist of promotion, personal, selling, sales promotion and public relation.

It therefore cost intensive to cover all these fields of study. The research therefore is to investigate the relevance of television advertisement in the promotion of sales from the staff and top management of MTN Company in some restricting Enugu metropolis.

1.7 Significance of the Study.

Economically the finding will be beneficial to MTN Company by providing feedback, a frame work which they will use to measure the advertising effectiveness, especially in the area of communication. It will also give them a better understand and knowledge of advertising activities as a necessary tool for marketing productivity.

To the public's, it will get them more exposed to the advert messages that they will get to know more about the products they are buying and the benefits and compare the products with other related ones.

To advertisers who have advertising as their profession, it will give them more details about the company studied in this research and enable them to know when and how to reach the public and how best to make a good living as advertisers.

Finally, this research will provide on in depth knowledge to researchers and readers alike.

1.8 Operational Definition of Terms.

Impact: Is the powerful effects or influence MTN has on its subscribers.

Advertising: it is the effort of MTN Nigeria to present and promote the sales of its products through the media.

Products: they are goods and services provided by MTN such as MTN callback, MTN talk-on, MTN mobile money etc.

Television: it is an electronic medium through which information about the products and services of MTN are transmitted to the target audience heterogeneously.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction.

This chapter is a review of related literature in the topic “impact of television advertising on the promotion and sales of MTN products in Enugu metropolis” This chapter is organized in the following heading;

- a. Review of concepts
- b. Review of related studies.
- c. Theoretical framework.
- d. Summary.

2.2 Review of Concepts.

The chapter reviewed concepts such as Advertising, television advertising, Sales promotion and MTN products.

2.2.1 The Concept of Advertising

Advertising is the composed non personal communication of information, usually paid for and usually persuasive in nature about products, goods, services and ideas by ideas identified sponsorsthrough various media (Arens, 1999,p7). The following distinguish advertising from other forms of marketing communications. It is structured to fill a predetermined space and time which may be controlled by the sponsor. It is non-personal and directed to a mass audience rather than an individual. It is persuasive and must of the time, paid for.

The world’s economy is general recognized to have started from the stage where a person or community produces all that he or the needs. The Robinson

Cruseo's economy. With time the world became densely populated and human settlement became scattered (Ekiran, 1999;1-3).The industrial Revolution lead to upsurge in the production of goods and services and the producers need to reach out to the consumers one of the means or method of getting to this target audience is ADVERTISING.

The role of advertising in the promotional plan is an important one. Advertising whether it be on an international, national, local or direct basis is important as it can influence audience by informing or reminding them of the existing of a brand or alternatively by persuading or helping them differentiate a product or organization from others in the market. Advertising can reach huge audience with simple messages that present opportunities to allow receivers to understand what a product is, what its primary function is and how it relates to the other similar product. The main roles of advertising is to communicate with specific audience, bill awareness induce and engage/ (re)position brands by changing either perception or attitude. The regular use of advertising in co-operation can be important to creation and maintenance of a brand personality. Indeed advertising has a significant role to play in the development of competitive advantage. In consumer market, advertising of promotion tool.

2.2.2 Concepts of Television Advertising

The word "television" is the combination of two words "tele" meaning "for" and vision meaning "to see". This television means "seeing from a distance" which today has come to mean "viewing of distant object or event by electrical transmission waves".

Advertising use this medium because they can reach mass audience with their messages at relatively low cost per target reached, this is why it is considered to be the most powerful and influential medium among advertising experts and practitioners. This medium also has the ability to combine sound, light, sight, motion, color, and action which makes its advertising message very attractive and effective. Television has remained the most popular medium of advertising in spite of some of its weakness or limitations like the high cost of television advert production and placement, the problem of cluttering of advertisements on television, channel raise problem in televisions network transmission and its high level of inaccessibility, especially in rural communities(Bovee and Arens, 1986).

2.2.3 Advantages of Television Advertising

- . Advertising on television can give a product or service instant validity and prominence.
- .You can easily reach the audiences you have targeted by advertising on television. Children can be reached during cartoons and housewives during the afternoon soap operas.
- .Television adverts offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere and show them almost anything.

- Television reaches very large audiences – usually much larger than the audience your local newspaper reaches, and it does so during a short period of time.
- It has the ability to convey your message with sight, sound and motion.

Television commercials share the largest percentage of these total expenditure expended into advertising campaign in Nigeria. It is an amazing discovery that the budget allocation used in producing a 45 to 60 seconds television commercials is much more than what is used in making a full length 2-3 hours home video in Nigeria. Multinationals like Guinness, MTN, Glo (etc) go as far as South Africa to shoot some of their television commercial, paying flight fee, world class production fee, hotel accommodation for their Staff, Ad Agency Staff and Models, Model fees etc. Companies sometimes spend as much as three to forty million Naira (N3,000,000-N40,000,000) on a single 45-60 seconds television commercial.

2.2.4 Measuring the Effectiveness of Advertising

For an advert to be effective and yield positive results, the organization must clearly define its aim and objectives of advertising which means spelling out what the organization tends to achieve through advertising.

In determining the effectiveness of an advert, it will be a matter of how well the advertiser communicates his plans to the intended audience. This indicates that an organization should gain a better knowledge of its target audience and should also know the appropriate media to use in executing their plans.

Belch and Blech(2001) points out that method of evaluating the effects of a particular sales promotion or advertising. The first is the awareness tracking studies which counts the number of inquiries and demands gotten during the promotion or advertising while the second is the market source system which calculates a break even rate by dividing the sampling investment by the profits.

The evaluation of adverts is necessary to an organization in determining how effective the advertising was and to know if they should change the advert pattern or continue with it. Baron (2004) recognized the following techniques for measuring the effectiveness of advert;

Copy testing involves measuring the effectiveness of adverts by showing them to the sample or a collection of people considered being representatives of the target market. Forced exposure is the second technique, this type is mostly used for television adverts where advertisers bring consumers to the theater where they watch a television program and at the end of the show or programme a new advert will be shown. Recognition test, this technique is used after releasing the advert to the general public. Here people that have seen the adverts are asked in person or by phone whether they remember seeing that specific advert. Finally, recall test where consumers are asked again in person or by phone the advert they most easily remember. This technique is an effective one.

But all these research techniques lacked the ability to demonstrate the influence advert messages on consumer patronage to know whether the advert has helped promote the sales and services of the products or not. So evaluating advertising effectiveness can easily be done by measuring the sales especially when the advert is

intended to arouse immediate interest on a product or service and this is exactly what this research work is all about.

2.2.5 The Concept of Sales Promotion

Sales promotion is a marketing technique designed to create sales for a product over a defined period of time. The results of sales promotion activities are measurable in terms of number of units sold, numbers of coupon redeemed, number of contest entrants or other quantifiable measures

Sales promotions are vital for businesses who desire to increase sales and interest in the company. When used moderately with careful planning, sales promotions increase sales even after the promotions are finished. When they are used too regularly, the excitement or urgency around them wears off. Sales promotions are short-term marketing techniques used by a manufacturer for a specific purpose, like increasing market share or to encourage sales during off-peak periods. Sales promotions are often one component in an advertising or marketing campaign. A variety of sales promotion tools are available, such as price reductions, product giveaways and special trial periods.

How to Create Sales Promotions

- Offer trial samples to consumers to increase brand awareness. It is a tangible way to promote your new products. You can deliver samples door to door or attached them to products that you currently have in the marketplace. The consumer can sample the product and determine if he would like to purchase in the future.

- Offer a rebate promotional by encouraging the consumer to "buy one get one free." This will increase the frequency of purchases, and it will reduce the inventory that you want to unload from your shelf.
- Offer coupon savings to the consumer if they purchase a product the same day the discount will be redeemed at the check-out counter. You can offer double or triple coupon sales promotions for back-to-school and holiday shopping. 4
- Give product demonstrations to attract the consumer's attention. This is effective when the products are for cooking or do-it-yourself products.
- Offer bulk packaging to promote price reduction. When the consumer buys more of the same product, it will cost him less. This promotional offer is great when you are introducing new products to your consumers.

Tools of Sales Promotion

- **Promotional Periods**

A promotional period allows a customer to use a product for free for a specified period of time, such as 30 days. Television infomercials use promotional or guarantee periods as an inducement to purchase a product. If the buyer takes no action to cancel the purchase or return the product during the promotional period, the customer is billed automatically or a charge is made to her credit card.

- **Point of Purchase Displays**

Point of purchase displays are used in retail stores to catch the attention of a shopper. The selected products may be sale items but may also be seasonal or high-demand merchandise. The displays are built in a prominent location such as on an aisle end or at the front of the store near the entrance. The store may also place signs at the product's normal shelf locations.

- **Sales**

A sale is a reduction in the price of a product for a specified period of time. Sales are used by manufacturers to gain new users or to increase market share. They also generate traffic in a retail establishment. Sales can result in off-season purchases that normally would not occur, such as a hardware store offering snow blowers at 50 percent off in the middle of summer.

- **Rebates and Coupons**

Rebates provide customers with a return of their purchase price, such as when a cell phone manufacturer offers a mail-in rebate for the purchase of a new phone. Coupons provide a reduction in the price of a product and are applied during the sales transaction. Coupons can be found in newspaper supplements or even on product packages.

2.3 Review of Related Studies

2.3.1 **Emeka, C. (2011), *MTN advertising on consumer patronage listed*** various medium of advertising and the roles each play in a modern society to enhance and improve sales and services. The research also noted the rise in MTN product patronage as at 2009 from 35,000subscribers to 55,000subscribers giving credence to the fact that television adverts has a great role to play in promotion of sales. The study also explored the importance Free samples and promotional periods as an effective sales promotional tool which helps increase by introducing a new product to the market so as to meet competition challenges. The reviewed study failed to specify its scope of study and was not based on any communication theory while the current study defines its scope to MTN company in Enugu and residents in Enugu metropolis and also based on a communication theory as its theoretical foundation.

According to the report of **Bovee & Aren on (1995)**. 35 percent (35%) of this capital expenditure goes on Television commercials, 20 percent (20%) on Radio campaigns, 15 percent (15%) on Billboard Ad, 8 percent (8%)on Press Ad, 12 percent (12%)on shows, 5 percent (5%) on below the belt like Posters and Hand bills, while the remaining 5 percent (5%) is on Point of sales.

MTN budget as much as almost 10-30 percent (10%-30%) of their entire budget on advertising campaign each year.**(National Communication Commission Report, 2000)**.

In this day and age, it would indeed be a miracle to go through a day without coming in contact with advertising whether directly or indirectly (MacLcay, 2005).

Awake (1991:6) says that most often the people who control television are trying outright to influence viewers. In advertising for instance, they have visually free rein to use every seductive gimmick at their disposal to lure one into the mood to buy.

MacBride, et al (1981:61) states that the rise of television as an advertising media are obviously more striking since they started from a zero base only a few decades ago. Their phenomenal development has not been only in the proliferation of receiving sets but also in the quality of output. Television as an advertising media have multiplied the amount of visual information and entertainment available to the public to a vast degree and have introduced new dramatic sensations which involve the viewer in far flung events and advertising messages.

Television advertising has become such a potent force that it has the power to create and promote the product in the mind of the viewer and finally induce the viewer into buying the product. **Jefkins (2000:98)** supports this statement through this example “SUNRISE MTN ADVERT ON TELEVISION” aired on 2006.

MTN wanted to promote lives by working with segments i.e segmentation of the target audience to something called urban trendy which is influenced by technology, We wanted to touch the very source of your aspiration i.e. the very essence of you and in so doing drawing you closer to our brand by creating opportunities and a lifestyle i.e we think this was achieved as we now have only about 30% urban trendy update as we have made MTN stay in your mind space, constantly trying to make it be your Top of the Mind Awareness (TOMA) i.e at the first mention of telecom, you think about

MTN at the sighting of a Yellow colour, you think about MTN “(**Research results reported Ekeanyanwu 2009**).

According to a recent study by Cynthia (2006) in Bell State University on “Media Consumption habits towards product promotion through television”. On average, the general population spends over four and a half a day in front of the tube, making television one of the most common modern leisure activities also increasing consumers acceptance of the product from 50% to over 75% (Cynthia 2009).

A review of Ehikwe O. (2005,p.168), a paper presentation on *Impact of MTN Television Advertising in the Promotion of sales of MTN products*. Observes that MTN advertisement has the strongest instrument for positioning its products in the minds of the consumers. This is because MTN television advertisement uses ritual element such as graphics, symbols and pictures and catchy colour (YELLOW) which makes it easier for the viewer to retain and subsequently linking the image that in the mind and their love for the advert to the product. Tactical advertising will therefore blend the messages with the physical features and the work of the product as well as problems that the product can solve all of which drive the consumers to the nearest sales /outlet for purchase action.

Also a study published in advertising journal: **Mitchell, N. (2009) MTN Television and Advertising**, found out that advertising do indeed induce some people to establish an alternative vision of the real world, luring them into thinking that their wishes about reality constitute itself. The study also observed that advertising has a very noticeable impact in promoting the sales of services of MTN products. A typical example is the MTN Happy Hour (2011), advertised everyday during NTA news,

where you can make FREE voice calls to as many MTN numbers and it is available to all prepaid customers on the MTN network. This single advert gave an additional percentage of 31.0% subscribers to the network.

By 2002, the network advertising strategies was geared towards expansion and coverage. Its strategy then was to be seen as the network with more coverage. The network changed its tagline from “The better connection” to “The best connection”. It later ran a brilliant campaign whose pay-off line was “Achieve what you want to achieve”.

By 2004, its communication strategy was concentrated on the churning out of some products such as MTN Flexi designed for subscribers to talk more and pay less. With more expansion and coverage, it changed its pay-off line to “Go where you want to go”, telling people its network is everywhere and that success is attainable in life as long as you have the network around you. One of its spectacular advertisements that raised dust was the “Mama Na Boy” campaign drew the fire of gender and women activist. The campaign interpreted the core African values and ethos. By 2005 and 2006, the network tagline changed to “MTN, everywhere you go”. The campaign explained that MTN has covered over 20,000 communities and it is still expanding its coverage. Now MTN is no longer selling recharge cards and other ancillary product/services per se, it is now selling friendship, partnership, cultural heritage and empathy.

Furthermore, the adverts appeals are persuasive offering benefits for using their products through the distribution line.

2.4 Theoretical Framework – Uses and Gratification Theory

The theory that has emerged in our discourse so far to help further argue our position is the Uses and Gratifications theory which was first used by Elihu Katz in 1959. Most communication researchers up to the point were questioning “what do the media do to people?” However, Katz suggested asking the question. What do people do with media?”

Uses and Gratification theory assure that the media audience have alternate choice to satisfy their needs therefore they seeks out a media source that best fulfills their needs. This theory perceives the recipient as actively influencing the effect process, since he selectively chooses, attends to, perceives & retain the media messages on the basis of his/her needs, belief etc, that focus was thus shifted from media production & and transmission functions to the media consumption function. Instead of asking “what kinds of effects occur under what conditions?” the question became “who uses which contents from which media under which condition and for what reasons?”

The theory discussed above conforms to the study because it’s purely audience centered and addresses needs like surveillance function, excitement, guidance, identification, socialization and information acquisition. To be able to gratify these needs it must be realized that MTN subscribers uses television as an example.

2.5 Summary

This chapter reviewed the concepts of advertising, Television advertising, sales promotion and MTN products and services. It also discussed some of the importance

of television advertising, importance of sales promotion and the tools of sales *promotion. Also featured in this chapter were the reviews of related studies done by other researchers. It adopted as its theoretical framework the of Uses and Gratification by Katz. The relevance of the theory adopted by the researcher for the study is also clearly stated in this chapter.

According to Benson- Eluwa (2005) advertising has not only become an integral part our social and economic system, but has also grown over the years to assume tremendous proportion both as a business activity and as social phenomenon. It has affected not only business men but also the whole society.

Summarily from the literature review, it has been confirmed that advertising creates urge in the subscribers' mind to purchase their products (MTN) and benefit from its products. Advertising generally creates positive effect on the operation of MTN Nigeria Limited in Enugu State by creating awareness and increase in sales.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is designed to provide the methodology used for collecting data for this research work. In doing so we have covered the following areas; Research design, Area of study, Population of the study, Sampling technique/Sample size, Description of research instrument, Validity and Reliability of data gathering instrument, method of data collection and analysis.

3.2 Research Design

The research designs adopted for this study was the survey method. The approach involved drawing up a set of questions on various aspects of the subject and a questionnaire which was administered to the sample.

3.3 Population of Study

Population of study refers to the target of the study which specifies the aggregate of items or persons from whom data pertinent to the study collected. Moreover, it is the acted or definite population to be studied. The population of the study encompassed all the subscribers or users of MTN in Enugu Metropolis.

According to the 2006 Nigeria census, Enugu metropolis area has an estimated population of 35,000.

Therefore, the population of this study is 35,000. This breaks down to

New Heaven	-	50
Abakpa-Nike	-	75
Ogui New Layout	-	30
Achara Layout	-	30
Independence Layout	-	25

Source: 2013

3.4 Sampling Technique/ Sample Size

Sample is defined as a small group of elements or subjects drawn through or definite procedure from the specified.

In other words, it is the actual number or part of a study population that is objectively selected for the study. Moreover, we sample because the entire population cannot be studied. The researcher used purposive sampling method to get the sampling size which is 200. The choice of purposive sampling technique is due to certain constraints that would inhibit alternative sampling technique from being used. Factors like money and time could not allow the researcher to meet up, so she simply used purposive which is employed for the purpose of selecting a handy sampling size.

3.5 Description of Research Instrument

This involves a description of the instrument used in collecting data for the study. The researcher used the questionnaire instrument because it is a self reporting system of evaluation. The questionnaire for this study is in two parts; The first part takes care of the demographic information while the second part considers the real research questions with a view to solving them.

3.6 Validity and Reliability of Data Gathering Instrument

The instrument for data collection in the study was well structured and approved by the project supervisor as being valid for eliciting information. The questionnaire instrument used was reliable because of the appropriateness in measuring what they intended to measure. The instrument used in this research to gather data is valid because of its direct applicability to the course of study. It enabled the researcher to arrive at a quick result with accurate information without much difficulty. The instrument has being used in several studies and repeatedly yielded the same result so therefore the reliability of the instrument is assured.

3.7 Method of Data Collection.

The data was collected using questionnaire and oral interview. The researcher distributed questionnaires to 200 respondents all by herself and also conducted personal interview which yielded the same answers. Out of the 200 copies of questionnaire distributed, 103 were returned representing a return rate of 100 percent.

3.8 Method of data analysis.

The method of data analysis that is used is simple percentage and frequency tabular presentation in which descriptive analysis was used to infer meaning to the data in each table. Also the chi-square goodness of fit test was used to test the selected hypothesis.

It is statistically stated as;

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

e

Where χ^2 = chi-square

Σ = summation

O = Observed frequency

e = Expected frequency

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction.

This chapter is analysis of data collected through the use of questionnaire, handed out to 103 respondents. For clarity, simple percentages, tables and explanations are used in presenting the data collected.

Table: Response rate.

ITEM	FREQUENCY	PERCENTAGES%
No. distributed	120	100%
No. returned	103	85.8%
No. not returned	17	14.1%

Source: Field Survey, 2013

In table 1 above, a total of 120 questionnaires was distributed to the respondents and about 103(0.005%) were returned while 97(14.1%) questionnaires were not returned. The total number returned were considered appropriate to provide the necessary data for this research.

4.2 Data Presentation and Analysis Demographic Data

Table 1: Sex distribution of respondents

SEX	FREQUENCY	PERCENTAGES%
Male	75	72.8%
Female	28	27.1%
Total	103	100%

Source: Field Survey 2013

An analysis of data in table 2 shows that of the 103 respondents, 75(72.8%) were male while 28(27.1%) were female.

Table 2: Age distribution of respondents Age range (Yrs) Frequency Percentage%

AGE	FREQUENCY	PERCENTAGES%
16-20	16	15.5%
21-25	21	20.3%
26-30	25	24.2%
31-35	23	22.3%
36 and above	18	17.4%
TOTAL	103	100%

Source: Field Survey 2013.

The above table shows that of the 103respondents, 16(15.5%) were within the age bracket of 16-20yrs and 21(20.3%) were of the age bracket of 21-25, while 25(24.2%) were of the age range of 26-30 and 23(22.3%) were the age range of 31-35 while 18(17.4%) were the age range of 36 and above.

Table 3: Occupation Distribution of Respondents

Occupation	FREQUENCY	PERCENTAGES %
Students	41	39.8%
Civil Service	28	27.1%
Business man	24	23.3%
Farmers	10	9.7%
Total	103	100%

Source: Field Survey 2013.

Table 4 above shows that 41(39.8%) respondents were students, 28(27.1%) respondents were civil servants, 24 (23.3%) respondents were businessmen while 10 (9.7%) respondents were farmers.

Table 4: Martial Status of Respondents

MARITAL STATUS	FREQUENCY	PERCENTAGES%
Single	59	57.2%
Married	33	32.0%
Divorced	11	10.6%
TOTAL	103	100%

Source: Field Survey 2013.

In table 4 the majority of the respondents are single 59(57.2%), 33(32.0%) are married while 11(10.6%) are divorced.

Table 5: Education Attainment of Respondents

EDUCATION ATTAINMENT	FREQUENCY	PERCENTAGES%
FSLC	20	19.4%
WAEC	24	23.3%
OND/HND	32	31.0%
B.Sc.	20	19.4%
P.HD	7	6.7%
Total	103	100%

Source: Field Survey 2013.

From table 5, it is observed that 20 (19.4%) respondents have FSLC as their highest qualification while 24.(23.3%) respondent have WAEC as their highest qualification, also 32 (31.0%) have respondents OND/HND as their highest qualification, while 20 (19.4%) respondents have B.Sc. as their highest qualification, finally 7 (6.7%) respondents have Ph.D as their highest qualification.

Table 6: Location of Respondents

LOCATION	FREQUENCY	PERCENTAGES%
New Haven	23	22.3%
Trans-Ekulu	18	17.4%
Ogui	21	20.3%
Achara Layout	16	15.5%
Independence Layout	25	24.2%
TOTAL	103	100%

Source: Field Survey 2013

From table 6, 23(22.3%) live in New haven, 18(17.4%) respondents live in Trans-ekulu, 21(20.3%) live in Ogui rd 16(15.5%) respondents live in Achara layout and finally 25(24.2%) live in Independence layout.

Table 7: Do you own a Television Set

RESPONSES	FREQUENCY	PERCENTAGES%
Yes	89	86.4%
No	14	13.5%
TOTAL	103	100%

Source: Field Survey 2013.

From table 7, 89(86.4%) respondents owns a television set, while 14(13.5%) respondents said they do not.

Table 8: What Channels are Available to you?

CHANNELS	FREQUENCY	PERCENTAGES%
AIT	21	20.4%
NTA Channel 8	25	24.3%
Silver Bird	23	22.3%
Channels	16	15.5%
CNN	18	17.5%
TOTAL	103	100%

Source; Field Survey 2013

From table 8, it can be deduced that 21(20.3%) views MTN advert messages mostly on AIT, 25(24.2%) respondents get their exposure through NTA channel 8, 23(22.3%) respondents get MTN advert messages mostly on Silver bird, 16(15.5%) respondents get MTN adverts messages on Channels, 18(17.5%) respondents get theirs on CNN.

Table 9: How often do you watch MTN adverts on Television?

RESPONSES	FREQUENCY	PERCENTAGES%
Often	38	36.8%
Very often	25	24.2%
Not Often	21	20.3%
Not at all	19	18.4%
TOTAL	103	100%

Source: Field Survey 2013

In the table above, it is observed that 38(36.8%) persons often watch MTN adverts on television, while 25(24.2%) persons very often watches MTN adverts on television. Also 21(20.3%) persons do not often watch while 19(18.4%) persons do not watch MTN adverts on television at all.

Table 10: Are the MTN Advert Messages clear?

RESPONSES	FREQUENCY	PERCENTAGES%
Yes	75	72.8%
No	28.	27.1%
TOTAL	103	100%

Source: Field Survey 2013.

From table 10, 75(72.8%) persons accepted that MTN advert messages are clear while 28(27.1%) do not accept.

Table 11: What can you say about MTN television adverts?

RESPONSES	FREQUENCY	PERCENTAGES%
They entertain	24	23.3%
They induce me to buy MTN Products	32	19.4%
They introduce me to new packages and services	20	31.0%
They motivate me	20	19.4%
I don't know	7	6.7%
Total	103	100%

Source: Field Survey 2013

From table 11, 32 (31.0%) persons are of the opinion that MTN adverts on television are entertaining, while 20(19.4%) persons are of the opinion that MTN adverts on television induces them to buy MTN products, also 24(23.3%) persons opined that MTN adverts on television helps introduce them to new packages and services, while 20(19.4%) persons stressed that MTN adverts on television motivates them, finally 7(6.7%) persons have no opinion.

Table 12: Do you believe in MTN Advert Messages?

RESPONSES	FREQUENCY	PERCENTAGES%
Yes	75	72.8%
No	28.	27.1%
TOTAL	103	100%

Source: Field Survey 2013

From the above table, 75(72.8%) respondents believe in MTN adverts messages, while 28(27.2%) respondents do not.

Table 13: If yes, then why?

RESPONSES	FREQUENCY	PERCENTAGES%
Because they are true	21	20.3%
I am satisfied with MTN services	25	24.2%
They offer proof	23	22.3%
They are verifiable	18	17.4%
No opinion	16	15.5%
TOTAL	103	100%

Source: Field Survey 2013.

Table 13 shows that 21(20.3%) respondents said MTN adverts are true, while 25(24.2%) respondents said they are satisfied with MTN services, also 23(22.3%) respondents said they offer proof, while 18(17.4%) respondents said the messages are verifiable; finally 16(15.5%) respondents were of no opinion.

Table 14: If No, then what is your reason?

RESPONSES	FREQUENCY	PERCENTAGES%
It is boring	59	57.3.0%
It is unrealistic	11	10.7%
It is not simplified	33	32.0%
TOTAL	103	100%

Source: Field Survey 2013

In table 14, 59(57.3%) persons were of the opinion that MTN television adverts is boring, 11(10.7%) person opined that the adverts is unrealistic while 33(32.0%) stressed that MTN advert messages are not simplified.

Table 15: Do you think that MTN Television Advertisement has Improved your Patronage of MTN Products?

RESPONSES	FREQUENCY	PERCENTAGES%
Strongly agree	25	24.3%
Agree	11	10.7%
It is not simplified	21	20.4%
Disagree	18	17.5%
Strongly disagree	16	15.5%
TOTAL	103	100%

Source: Field Survey 2013.

From table 16 above, 25(24.3%) respondents strongly agrees that MTN television advertisements has improved their patronage of MTN product, 21(20.4%) respondents agrees, 18(17.5%) respondents fairly disagree, while 16(15.5%) strongly disagree.

Table 16: How would you Generally rate MTN adverts on Television?

RESPONSES	FREQUENCY	PERCENTAGES%
Very effective	59	57.3%
Effective	33	32.0%
Less effective	11	10.7%
Not effective	-	-
TOTAL	103	100%

Source: Field Survey 2013.

Table 17 above shows that 59(57.3%) are of the opinion that MTN adverts are very effective, while 33(32.0%) opined that it is effective. Also 11(10.7%) respondents said it is less effective while 0(0%) opined not effective.

4.3 Testing of Hypothesis I

Ho: The frequency of exposure of Enugu residents to MTN television advertisement is not noticeable.

Hi. The frequency of exposure of Enugu residents to MTN television advertisement is noticeable

This hypothesis is related to table: 16

RESPONSES	OBSERVED	EXPECTED
Strongly agree	25	25.75
Agree	21	25.75
Disagree	18	25.75
Strongly disagree	16	25.75
TOTAL	103	103

Source: Field Survey 2013.

Response	O	E	o-e	o-e ²	(o-e) ²
Strongly agree	25	25.75	-0.75	0.56	2.17
Agree	21	25.75	-4.75	22.56	8.56
Disagree	18	25.75	-7.75	60.06	2.33
Strongly disagree	16	25.75	-9.75	95.06	3.69
TOTAL	103	1031			6.95

Tabular value 0.05 under 3 = 7.815

Therefore

$$X^2 = 16.95$$

$$P = 0.05$$

$$DF = n-k = 4-1 = 3$$

$$X_{\alpha} =$$

Decision Rule:

Since the calculated value is greater than the tabular value ($16.95 < 7.815$) we accept the alternative hypothesis which states that there is a significant difference between residents of Enugu metropolis who watch MTN adverts on television and those who do not.

4.4 Discussion of Findings

The section of the study discusses the findings in relation to the research questions.

Research question 1:**Do the residents of Enugu metropolis have access to television?**

The answer to this question is provided in tables 7 and 8. The data in table 7 shows that majority of the respondents have television set, 86.4%. Data 8 shows that 24.3% watch NTA channel 8. This finding supports the fact that television can be effectively used to promote sales of MTN products.

Research question 2:**What is the frequency of exposure of residents of Enugu metropolis to MTN adverts on television?**

The answer to this question is provided in tables 9, 10, 11, 12, 13 and 14. The data in 9 shows that 36.8% of respondents watch MTN adverts on their television often. frequently expose themselves to television while 18.4% rarely watch television. Table

10 shows that a massive 72.8% of respondents are sure that MTN adverts are clearly transmitted. And also, according to the analysis in table 11, 31.0% of respondents are positively induced to buying MTN products via televised adverts. Table 12 shows a massive 72.8% of respondents believe the messages in MTN televised commercials, while table 13 have about 24.2% of the respondents believe the messages of MTN adverts due to their satisfaction in MTN products and services.

Finally table 14 depicts that depicts that 24.3% of respondents are of the view that MTN adverts are boring.

From the deductions, it is obvious that a food majority of respondents in Enugu metropolis are frequently exposed to MTN adverts on television.

Research question 3:

What is the impact of MTN television advertisements on residents of Enugu metropolis?

The answer to this question is provided in table 15 and 16. From table 15, 24.3% respondents strongly agree that MTN television advertisement while table 16 shows that MTN adverts are very effective.

From the analysis, it can be agreed that MTN adverts on television has greatly impacted in promoting sales of MTN products in Enugu metropolis. Also the findings corroborates with the Uses and gratification theory which states that media users seek out a media source that best satisfy their needs. To be able to gratify these needs it must be realized that MTN subscribers uses television as an example.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The main objective of this study was to determine the impact of television advertising in the promotion of sales of MTN products using residents of Enugu metropolis as a focus. The survey research design was used for data collection with questionnaires. Following the analysis of data and discussion of findings, this chapter presents the summary of findings, the conclusion and recommendations.

5.2 Summary of Findings

Advertising is without doubt a very important promotional tool, its importance can be understood from its ability to attract attention and having drawn customer's attention, it provides information that can prompt them (consumers) to further actions which means that it encourages continuous patronage.

The findings among others shows that:

- Advertising has greatly improve the sales of MTN products
- The residents of Enugu Metropolis expose themselves to MTN adverts on television.
- The results of the study as recorded in the report, states that MTN Company uses the "KING" of advertising media which is television as it combines the aural quality of sound and the visual impact of photographs to produce pictures. For instance, it uses the complementary nature of sound that makes the universality of the photographic

code more meaningful to a homogenous audience in Enugu metropolis, luring them to buy.

5.3 Conclusion

With the conduction of the research and having analyzed all the data collected, it was discovered that advertising is inevitable if an MTN organization wants its product to remain in the market. It is therefore obvious that advertising creates a highly positive impact on the sales of products by influencing consumer patronage. MTN Adverts on television has indeed connected MTN to Nigerians especially Enugu residents in early days by helping to create the initial awareness of their services thereby promoting the demand and purchase of the company's product.

Drawing an inference on findings, it is now glaring that advertising helps to build demand for those products that have too much supply and help to locate buying interest in new and old product including product modification that has been undertaken as a result of competition. Advertising is also used to locate a repeat purchase, increases sales, increases profit, breaking brand loyalty etc.

In the light of the above, the researcher concludes that this study is needed at this time as its findings have revealed a lot of insightful information necessary for serious consideration to individuals, corporate bodies who will like to enhance organizations products like MTN-NG.

5.4 Recommendations

Recommendations are made by the researcher for the encouragement of the use of advertising by MTN and other organizations to help in increasing sales and retaining expected target market.

The recommendations include:

- 1) MTN-NG should intensify efforts in nourishing good customers' relationship. There should also be growing movement towards integrating all the messages created by their various communication agencies and sent out by various departments within the company in order to achieve consistency.
- 2) In order for MTN to prosper against its rivals, they have to be innovative and alert to whatever subtle move made by other competitors' in order to continue occupying its leadership position.
- 3) The place of research in advertising is very crucial. Findings or research is the foundation of advertising. MTN should endeavor to carry out research from time to time. A business world is full of uncertainties and risk. Research and findings can help reduce these risks to manageable proportions. It will also guide the management to take informed marketing and advertising decision.
- 4) The need of the customers/ subscribers should also be put into consideration during the process of advertising campaign in order to give the right messages that the audience would immediately react to and in turn increases the profit of the company.

- 5) MTN-NG should adopt modern advertising which will help them get more knowledge and wider horizon in the face of high competition in the market place as well as new dimension.
- 6) MTN-NG should most importantly endeavor to make their advertising messages simple to avoid ambiguity for audience acceptance

5.5 Suggestions for Further Studies

In a study of this nature, the primary aim is to prompt further study on the same or similar areas with the hope that the present study will serve as a useful base for such future work. A study should be conducted on the perception of the general public's about the services rendered by MTN advertising unit.

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APPENDIX 1

QUESTIONNAIRE

Department of Mass Communication

Caritas University, Amorji-Nike, Enugu

P.M.B 01784, Emene.

Enugu State.

18th April, 2013.

Dear Respondents,

I am Ugbor Amarachi, a final year student of Mass Communication department in Caritas University, Enugu. I am writing a project on “The impact of television advertising in the promotion of sales of MTN product in Enugu metropolis”. Your sincerity in responding to the questions below will be highly appreciated as all information provided will be kept confidential.

Thanks for your maximum co-operation.

Yours faithfully,

UGBOR AMARACHI C

MC/2009/369

Researcher

APPENDIX 1I

SECTION A: DEMOGRAPHIC INFORMATION.

(1) Sex:

(a) Male

(b) Female

(2) Age:

(a) 16 – 20

(b) 21 – 25

(c) 26 – 30

(d) 31 - 35

(e) 35 and above

(3) Occupation:

(a) Student

(b) Civil servant

(c) Business man

(d) Farmer

(4) Marital status:

(a) Single

(b) Married

(c) Divorced

(5) Education attainment:

- (a) First school leaving certificate
- (b) WAEC
- (c) OND/HND
- (d) B.sc
- (e) Ph.D

- (6) Location:**
- (a) New – Haven
- (b) Trans – Ekulu
- (c) Ogui
- (d) Achara layout
- (e) Independence layout

SECTION B

(7) Do you own a television set?

(a) Yes

(b) No

(8) Which channels are available to the residents of Enugu metropolis?

(a) AIT

(b) NTA channel 8

(c) Silver bird

(d) Channels

(e) CNN

(9) How often do you watch MTN television adverts?

Often

Very often

Not often

Not very often

(10) Are the MTN advert messages' clear?

(a) Yes

(b) No

(11) What can you say about MTN television adverts?

- (a) They entertain
- (b) They induce me to buy MTN products
- (c) They introduce me to new packages and services offered by MTN products
- (d) They motivate me
- (e) I don't know

(12) Do you believe in MTN television advert messages?

- (a) Yes
- (b) No

(13) If yes, why?

- (a) Because they are true
- (b) Because I am satisfied with MTN services
- (c) Because they offer proof
- (d) They are verifiable
- (e) No opinion

(14) If No, then what is your reason?

- (a) It is boring
- (b) It is unrealistic
- (c) It is not simplified

(15) Do you agree that MTN television advertisement has improved your patronage of MTN products?

- (a) Strongly agree
- (b) Agree
- (c) Disagree
- (d) Strongly disagree

(16) How would you rate MTN television adverts generally?

- (a) Very effective
- (b) Effective
- (c) Less effective
- (d) Not effective