

## **Influence of Television Advertising in Promoting Mobile Telephone Network Products in Enugu State, Nigeria**

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**ABSTRACT:** *This study analysed the influence of television advertising in promoting MTN products in Enugu metropolis. The main objective is to find out if the residents of Enugu Urban Area have access to television, to determine the frequency of exposure of residents of Enugu to MTN advert messages on television, to examine the impact of MTN television advertisements on residents of Enugu Urban Area. The type of research design for this study is descriptive survey design. The population consist all the areas in Enugu State. They are: New heaven, Abakpa-nike, Ogui new Layout, Achara Layout and Independence Layout. The study presented that 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 researcher recommended that MTN-NG should intensity 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. 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.*

**KEY WORDS:** impact, television, advertising, MTN, product promotion

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## INTRODUCTION

One major fact is that we are being bombarded with advertising 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 payGo, MTN Share and Sell, MTN talk-On, MTN magic-Number, MTN call-Back, MTN mobile Money MTN Friends & Family, MTN Ipulse, MTN Happy hour, MTN TruTalk etc. are made known to their customers through advertising, there are still some problems affecting customer's 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 Urban Area; such as the appropriate time to reach the target audience at the same time, the problem of which television houses within Enugu Urban Area 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 marketplace, many organizations especially in the developing countries still fail to accept sales promotion as a marketing tool to be reckoned with?

### Objectives of the Study

The purpose of carrying out this research includes the following;

1. To find out if the residents of Enugu Urban Area 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 Urban Area.

### **Research Questions**

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

### **Research Hypotheses**

- H<sub>1</sub>: Residents of Enugu Urban Area significantly have access to television.  
H<sub>0</sub>: Residents of Enugu Urban Area does not significantly have access to television.  
H<sub>1</sub>: Residents of Enugu Urban Area is exposure to MTN adverts on television.  
H<sub>0</sub>: Residents of Enugu Urban Area does not exposure to MTN adverts on television.  
H<sub>1</sub>: MTN television advertisements have impact on residents of Enugu Urban Area.  
H<sub>0</sub>: MTN television advertisements have impact on residents of Enugu Urban Area.

## **REVIEW OF LITERATURE**

### **Conceptualizing 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 sponsors through various media (Arens, 1999). 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 that entire he or the needs. The Robinson Cruseo's economy. With time the world became densely populated and human settlement became scattered (Ekiran, 1999).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.

### **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).

### **Advantages of Television Advertising**

- i. Advertising on television can give a product or service instant validity and prominence.
- ii. 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.
- iii. Television adverts offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere and show them almost anything.
- iv. 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.
- v. 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.

### **Advertisement and Branding**

According to Roman (2003), advertisement is an idea for the business and it is also a process of creation to inspire people. Simply put advertisement is a process of branding. It is a process of understanding about business ideas where they come from, thus generation of ideas with respect to advertisement is the soul of business. Goddard (2002) on the other hand opined that advertisement is not limited to promotion of branded products but it involves the enhancement of image for the organisation. Therefore, advertisement is not only important for sells of products but it is more important to breathe the organisation itself. It appears as material thing like texts but its

character is like metaphor of soul in living animals on which it prospers or becomes inert (RafaqatIqbal, 2012).

For success and failure of a brand depends upon the strategy of advertisement. Strategies are foundation on which brands are built. They keep the advertising and other marketing elements on track and build a clear and consistent personality. They represent the soul of a brand and a crucial element is success (Roman, 2003). Brand identity which easily comprise of an image, phrase, logo helps audience to know about the brand. If the ultimate goal is not about getting brand recognition then the company might seek for niche or providing unique service. Whatsoever the goals are by doing advertising the company enlarge interaction with its audiences.

It has been argued that branded items are more reliable than unbranded items. Brands are connected with the image of organizations that's why it needs to influence on organisation and vice versa. It is argued that branded products are not costlier than unbranded but the higher prices of branded products include the value of good quality, reliability, performance and after sales service. Furthermore, the strength of a brand is reflected in Brand awareness, brand beliefs, brand association and brand loyalty (Adcock Halborg Ross, 2001). Branding usually develops from a distinctive identification with a product. Brand is an experience, when one talks about a brand; one is talking about an experience that the brand gives and how much satisfaction one gets when using it.

Advertising attempts to notify and convince a large number of people with a solitary communication and its sole mission is to develop the brand, i.e. improving the brand value. In organisations it has to do with improving the sales and profits (Ronald, 1998). But it requires investing in advertisement more and more. Brand value consists of quality, performance and investment made for the brand. Brand value is an intangible asset for the organisation. According to Adcock, et al (2001) brand involves product and set of values. According to them product is visible symbol but it preserve hidden and imaginary set of values. Values is also determined as a perceived quality of the product or perceived value for money (RafaqatIqbal, 2012).

Sutherland (2000) opined that if advertisement is halted the business suffers. This may lead to lose of brand value. Stopping advertisement is good decision, but again it could be a time bomb. Those who take this view argue that authentic ability about consumers – how they buy, why they buy and area they buy – is accidental as it is accessible to dispense helpless buyers into departing with their money in acknowledgment for products that they do not want (Ehrenberg, 1997, Ambler 2000).

## **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.

## METHODOLOGY

### Research Design

This study adopted a descriptive survey design. The survey study technique is adopted because when a research is concerned with individual or group opinion, the best method to adopt is survey design. Survey design enables researcher to make generalization regarding a research work using some selected sample of the total population of the study (Kerlinger, 2005).

### Population of the Study

The study population is the aggregation of element from which the sample is actually selected. It is the aggregation or the totality of all members or units from which information could be obtained (Rubin and Babbie, 2016). The population consists all the areas in Enugu State. They are: New heaven, Abakpa-nike, Ogui new Layout, Achara Layout and Independence Layout.

Streets in Enugu	Population
New Heaven	360
Abakpa-Nike	150
Ogui New Layout	115
Achara Layout	100
Independence Layout	150
Total	875

*Source: 2021*

### Determination of Sample Size

The study adopts Taro-Yamene formula in determining the sample size. Formula is stated as:

$N$

$$n = \frac{1 + N(e)^2}{e^2}$$

Where

$n$  = the sample size

$N$  = the finite population

$e$  = level of significance (or limit of tolerance error)

I = Unity (a constant)

Suppose the population is 875 and  $e = 0.05$

$$n = \frac{N}{1+N(e)^2}$$

Where

n = desired sample size

N = Total population

e = Accepted error unit (0.05)

. N= 875

e = 0.05

Formula:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{875}{1+875(0.05)^2}$$

$$n = \frac{875}{1+875(0.05)^2}$$

$$n = \frac{875}{1+875(0.05)^2}$$

n= 250

### Instrument of Data Collection

A questionnaire was designed and used for data collection was collected directly from the respondents who completed and returned the questionnaire. This enabled the researcher to assess the impact of television advertising in promoting the sales of MTN products in Enugu Urban Area.

### Method of Data Analysis

Data analysis is the breaking down and ordering of data into groups, plus the searching for the impact of television advertising in promoting the sales of MTN products in Enugu Urban Area. Thus, in order to ensure objectivity, reliability, consistency and uniformity of the work, the data collected were analyzed using Chi-square ( $\chi^2$ ) method.

Chi-square ( $\chi^2$ ) method is mathematically stated:

$$X^2 = \frac{\sum(OF - EF)^2}{EF}$$

Where,

$X^2$  = Chi-square

OF = Observed frequency

EF = Expected Frequency

$\Sigma$  = Summation.

In solving this problem using the formula, observed frequency (OF) is known while the expected frequency (EF) is unknown.

Chi-square( $X^2$ ) enables us to calculate and determine the differences between the calculated frequencies of data distribution.

### Data Presentation

This chapter deals with the presentation of data collected in the course of the study. In analyzing the data collected, tables were used in the presentation of data. The simple statistical method of frequencies and percentage were applied. The research questions were also analyzed.

Chi-square Measuring tool was used to test the hypotheses formulated for the study

### Data Return Rate

No of questionnaire distributed	250
No of questionnaire returned	200
No of questionnaire not returned	50

**Source: Nwigwe's field work; 2021**

The analysis done here was based on the 200 respondents who completed and returned their questionnaire

**Table 1: Distribution on Sex.**

Marital Status	Frequency (No)	Percentage %
Single	180	90%
Married	20	10%
Total	200	100%

**Source: Nwigwe's field work; 2021**

Table 1 shows quite clearly that there are more married men and women than the single since 180 (90%) of the respondents are married while only an insignificant figure, 20 (10%) are single.

**Table 2: Distribution on Age bracket**

Marital Status	Frequency (No)	Percentage %
18-25	20	10%
26-30	70	35%
31-35	50	25%
36-40	30	15%
41-45	20	10%
45 and above	10	5%
Total	200	100%

**Source: Nwigwe's field work; 2021**

Table 2 shows quite clearly that the frequency of the respondents from the age bracket of 18-25 is 20 (10%), age bracket of 26-30 is 70 (35%), age bracket of 31-35 is 50 (25%), 36-40 is 30 (15%), 41-45 is 20 (10%) while age bracket of 45-above is 10 (5%).



**Table 3: Distribution on Education**

Academic Qualification	Frequency (No)	Percentage %
FSLC	8	4%
O' Level	42	21%
OND/NCE	50	25%
B.Sc/HND	100	50%
TOTAL	200	100%

**Source: Nwigwe's field work; 2021**

The table 3 shows that numbers of literacy have increased in recent times, people with only FSLC are very few showing an improvement in the literacy levels. The analysis from the table shows that 8 respondents representing 4% are with FSLC, 42 (21%) SSCE, 50 (25%) OND/NCE; HND/Degree 100 (50%).

**Table 4: Marital Status**

Academic Qualification	Frequency (No)	Percentage %
Single	110	55%
Married	78	39%
Divorce	12	6%
TOTAL	200	100%

**Source: Nwigwe's field work; 2021**

The table 4 shows that 110 respondents representing (55%) were single, 78 respondents representing (39%) were married and 12 respondents representing (6%) were divorced.

**Table 5: Distribution on Occupation**

	Frequency (No)	Percentage %
Students	100	50%
Business man/woman	30	15%
Civil Servant	70	35%
Total	200	100%

**Source: Nwigwe's field work; 2021**

The table 5 shows that 100 (50%) of the respondents were students, 30 respondents representing (15%) were business man/woman while 70 (35%) were civil servant.

## Section B General Information

**Table 6: Do you have a television set.**

Responses	Frequency (No)	Percentage %
Yes	100	50%
No	88	44%
Neutral	12	6%
Total	200	100%

**Source: Nwigwe's field work; 2021**

According to the respondents in the table above, it means that many of the respondents have television set. With 100 or 50% of the respondents yes and 88 or 44% of the respondents said No to the question.

**Table 7: which channels do you like watching of Enugu metropolis?**

Responses	Frequency (No)	Percentage %
AIT	60	30%
NTA Channel	90	45%
Silver bird	10	5%
Channels	24	12%
CNN	16	8%
Total	200	100%

**Source: Nwigwe's field work; 2021**

According to the respondents in the table above, it indicated that most of respondents prefer watching NTA channel than other channels. With 90 or 45% of the respondents agreed that their watch NTA, 60 respondents representing 30% watch AIT, 10 respondents representing 5% watch silver bird, 24 respondents representing 12% watch channel television and 16 or 8% of the respondents watch CNN.

**Table 8: How often do you watch MTN television adverts?**

Responses	Frequency (No)	Percentage %
Often	150	75%
Very often	42	21%
Not often	8	4%
Not very often	-	-
Total	200	100%

**Source: Nwigwe's field work; 2021**

From the table above, shows that the respondents watch MTN television adverts with the total number of respondents 150 (75%) agreed that they watch MTN television adverts, 42 respondents representing 21% are very often and 8 (4%) said not often.

**Table 9: Are the MTN advert messages clear to you.**

Responses	Frequency (No)	Percentage %
Strongly agree	89	44.5%
Agree	45	22.5%
Strongly disagree	50	25%
Disagree	16	8%
Total	200	100%

From the analysis of the table above, 89 respondents representing 44.5% strongly agreed that MTN advert message is clear to them, while 50 respondents representing 25% strongly disagree to the question.

**Table 10: What can you say about MTN television adverts?**

Responses	Frequency (No)	Percentage %
They entertain	50	25%
They persuade me to buy MTN products	90	45%
They introduce me to new packages and services offered by MTN products	40	20%
They motivate me	20	10%
No idea	-	-
Total	200	100%

**Source: Nwigwe's field work; 2021**

The response in this particular table shows that MTN television adverts persuade them to buy MTN products with the total number of 90 respondents representing 45%. 40 respondents representing 20% said that MTN television advert introduce them to new packages and services offered by MTN products.

**Table 11: MTN advertised near the start of a favorite and popular program?**

Responses	Frequency (No)	Percentage %
Strongly agree	89	44.5%
Agree	45	22.5%
Strongly disagree	50	25%
Disagree	16	8%
Total	200	100%

The evidence from the table made us to understand that MTN advertised near the start of a favorite and popular program. The total number from the table are clear that 89 (44.5%) respondents strongly agree while 50 (25%) strongly disagree to the question.

**Table 12: Sometimes the MTN advert is introduced randomly at any time.**

Responses	Frequency (No)	Percentage %
Yes	100	50%
No	88	44%
Neutral	12	6%
Total	200	100%

**Source: Nwigwe's field work; 2021**

From the analysis of the table above, 100 (50%) respondents said yes that Sometimes the MTN advert is introduced randomly at any time while 10 (5%) of the total respondents said No to the question.

**Table 13: When advert are shown, it brings out the differences and advantages of one brand over another.**

Responses	Frequency (No)	Percentage %
Yes	110	55%
No	50	25%
Neutral	40	20
Total	200	100%

Source: Nwigwe's field work; 2021

The evidence from the table made us to understand that when advert are shown, it brings out the differences and advantages of one brand over another, the total number from the table that 110 (55%) respondents said yes to the question while a substantial 50 (25%) respondents said no to the question.

**Table 14: Do you agree that MTN television advertisement has improved patronage of MTN products.**

Responses	Frequency (No)	Percentage %
Yes	120	60%
No	40	20%
Neutral	40	20%
Total	200	100%

The evidence from the table made us to understand that MTN television advertisement has improved patronage of MTN products, with the total number from the table 120 (60%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question.

**Table 15: How would you rate MTN television adverts generally?**

Responses	Frequency (No)	Percentage %
Very effective	100	50%
Effective	40	20%
Less effective	40	20%
Not effective	20	10%
Total	200	100%

The evidence from the table made us to understand that MTN television advertisement is very effective, with the total number from the table 100 (50%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question.

**Table 16: Do you agree that advert reveals the physical and visual information about the MTN product?**

Responses	Frequency (No)	Percentage %
Yes	140	70%
No	40	20%
Neutral	15	7.5%
Not effective	5	2.5%
Total	200	100%

**Source: Nwigwe's field work; 2021**

The evidence from the table made us to understand that advert reveals the physical and visual information about the MTN product, with the total number from the table 140 (70%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question.

**Table 17: You recommend the MTN product being advertised to friends and relation?**

Responses	Frequency (No)	Percentage %
Yes	150	75%
No	30	15%
Neutral	15	7.5%
Not effective	5	2.5%
Total	200	100%

**Source: Nwigwe's field work; 2021**

The evidence from the table made us to understand that MTN advertised was recommend to friends and relation with the total number from the table 150 (75%) respondents answered yes while a substantial 30 (15%) respondents answered no to the question.

**Table 18: Negative comments about the MTN advertised will not discourage you from buying it?**

Responses	Frequency (No)	Percentage %
Yes	125	62.5%
No	50	25%
Neutral	20	10%
Not effective	5	2.5%
Total	200	100%

**Source: Nwigwe's field work; 2021**

The evidence from the table made us to understand that MTN advertised will not discourage you from buying it with the total number from the table 125 (62.5%) respondents answered yes while a substantial 50 (25%) respondents answered no to the question.

**Test of Hypotheses****Research hypothesis one**

H<sub>1</sub>: Residents of Enugu Urban Area significantly have access to television.

H<sub>0</sub>: Residents of Enugu Urban Area does not significantly have access to television.

The hypothesis will be tested according to table 5 from the questionnaire collected. Using Chi Square test we have;

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

E

Where O = Observed frequency

E = Expected frequency

E = The sum of contingency table.

**Table 6 from the questionnaire****Table 6: Do you have a television set.**

Responses	Frequency (No)	Percentage %
Yes	100	50%
No	88	44%
Neutral	12	6%
Total	200	100%

**Source: Nwigwe's field work; 2021**

Expected frequency (E)  $\frac{112}{2} = 56$

**Chi square calculation**

Options (O)	Expected frequency (E)	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
100	100	50	2116	37.785
88	88	-50	-2116	-37.785
12	12	6		
Total	200			75.57

**Source: Nwigwe's field work; 2021**

Therefore, calculated chi-square = 75.57

To compute the degree of freedom

DF or critical value

DF = (R-1)(C-1)

Where R = number of rows, 2

C = number of columns, 3

DF = (2-1) (3-1)

= (1) (2)

= 1X2

= 2

DF = 2

We now refer to the table of the sampling distribution of X<sup>2</sup> for 4df at 0.05 level of significance, the critical of X<sup>2</sup> value for 4df and 0.05 level of significance i.e.

Is 10.595

I.e.  $X^2 = (2.005) = 10.595$

$X^2 - \text{cal} = 75.57$

### Decision Rule

Since the calculated value is greater than (>) the critical value, we reject the null hypothesis and accept the alternative. This implies that residents of Enugu Urban Area significantly have access to television.

### Research Hypothesis Two

H<sub>1</sub>: Residents of Enugu Urban Area is exposure to MTN adverts on television.

H<sub>0</sub>: Residents of Enugu Urban Area does not exposure to MTN adverts on television.

The hypothesis will be tested according to table 11 from the questionnaire collected. Using

Chi Square test we have:

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

Where: O = Observed Frequency

E = Expected frequency

E = Sum of contingency table

**Table 11 from the Questionnaire**

Responses	Frequency (No)	Percentage %
Strongly agree	89	44.5%
Agree	45	22.5%
Strongly disagree	50	25%
Disagree	16	8%
Total	200	100%

Expected Frequency (E) =  $\frac{200}{2} = 100$

### Chi Square calculation

Options (O)	Expected Frequency (E)	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
155	100	24	578	10.32
45	100	-24	-578	10.32
Total	200			20.64

Therefore, calculated Chi Square = 20.64

To compute the degree of freedom DF or critical valve:

DF = (R-1) (C-1)

Where:

R = Number of Rows, 2

C = Number of Columns, 3

$$\begin{aligned} DF &= (2-1) (3-1) \\ &= 1 \times 2 \\ &= 2 \\ DF &= 2 \end{aligned}$$

We now refer to the table of the sampling distribution of  $X^2$  for 4df at 0.05 level of significance, the critical of  $X^2$  value for 4df and 0.05 level of significance i.e. 10.595.

I.e.  $X^2 = (2.005) = (0.595)$   $X^2 =$  calculated value = 20.64

$X^2 =$  critical value = 10.595.

### Decision Rule

Since the calculated value is greater than (>) the critical value, we reject the null hypothesis and accept the alternative. This implies that Residents of Enugu Urban Area is exposure to MTN adverts on television.

### DISCUSSION OF FINDINGS

Result show that it means that many of the respondents have television set. With 100 or 50% of the respondents yes and 88 or 44% of the respondents said No to the question, it indicated that most of respondents prefer watching NTA channel than other channels. With 90 or 45% of the respondents agreed that their watch NTA, 60 respondents representing 30% watch AIT, 10 respondents representing 5% watch silver bird, 24 respondents representing 12% watch channel television and 16 or 8% of the respondents watch CNN, that the respondents watch MTN television adverts with the total number of respondents 150 (75%) agreed that they watch MTN television adverts, 42 respondents representing 21% are very often and 8 (4%) said not often, 89 respondents representing 44.5% strongly agreed that MTN advert message is clear to them, while 50 respondents representing 25% strongly disagree to the question.

Also findings showed that MTN television adverts persuade them to buy MTN products with the total number of 90 respondents representing 45%. 40 respondents representing 20% said that MTN television advert introduce them to new packages and services offered by MTN products, that MTN advertised near the start of a favorite and popular program. The total number from the table are clear that 89 (44.5%) respondents strongly agree while 50 (25%) strongly disagree to the question, 100 (50%) respondents said yes that Sometimes the MTN advert is introduced randomly at any time while 10 (5%) of the total respondents said No to the question, it brings out the differences and advantages of one brand over another, the total number from the table that 110 (55%) respondents said yes to the question while a substantial 50 (25%) respondents said no to the question.

Further, findings showed that those who were single were in the majority (74.6%) among the study's participants. Twenty four (11.7%) were divorced. Thirteen percent were married. This outcome could be linked to the fact that since the demographic data showed a relatively young age group as participants, it could be explained that they may not be married.



Findings also show that MTN television advertisement has improved patronage of MTN products, with the total number from the table 120 (60%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question, that MTN television advertisement is very effective, with the total number from the table 100 (50%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question, that advert reveals the physical and visual information about the MTN product, with the total number from the table 140 (70%) respondents answered yes while a substantial 40 (20%) respondents answered no to the question.

### **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.

### **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 glazing 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.

### **Recommendations**

1. MTN-NG should intensity 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 simply to avoid ambiguity for audience acceptance

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