CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

This is a broad overview of the subject of research. It seeks to examine the use of TV commercials in retention of customer patronage through the use of TV advertisements and its impact on the generation of new revenue and the growth of market demand for private telecommunications operators (PTO) in the context of Airtel Nigeria. At present, the device by which any company can achieve the business war in global and emerging markets is not only on price but also on consumer interest, attraction of people and can enjoy the competitive advantage, loyalty and relationships matter a great deal. Companies are thus also seen as a valuable asset conscious of the satisfaction of their customers in our local scenario. For any company, it can alter the buying habits of people. Advertising plays a crucial role in the conduct of any company. The expansion of any business can play a vital role. Boost the performance graph because it is a strong strategy. The aim of advertising is to educate potential consumers about the availability of goods and services and how to access them, to use any or all of the following media to transmit their messages to their markets: television, radio, films, magazines, newspapers, internet and billboards. Today, in our culture, every company is creating captivating means of advertising its goods, one of the most significant factors to be considered in the telecommunications industry, as telecommunications operators are continuously looking for features and benefits that will add to their offer in order to attract and command the greatest patronage of customers. Advertising is thus a significant tool for encouraging customer purchases of goods.

It is a convincing technique used in telecommunications as well as a marketing instrument. Advertising works only when there is a service product to advertise and a market to speak to in order of terms.

Furthermore, the general goal of promotional practices is to influence the customer by disseminating knowledge about a concept, product or service. Such distribution takes on a non-personal form since the data is presented to a mass of individuals. The kingpin and ultimate end user of goods are customers. They assess every organization's success or failure. They keep the cycle of development going. Consumers play a critical role in any nation's economic system, because if consumers do not have the successful demand for goods produced, any

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nation will face crises. Based on their taste and desire for them, customers demand various commodities. Knowledge of positive impact on the purchasing of this commodity by customers.

Other factors that influence one's taste and preference for a good are psychological and environmental.

Taste and preference for a good change overtime. Awareness of a product, therefore, advertising, plays a role in affecting the taste and preference of the choice of consumers. As regards their purchases, customers are considered to be rational, seeking to maximize their satisfaction when it comes to consumer goods. Accordingly, a consumer will not purchase a commodity whose price is higher than the additional satisfaction derived from the good. How much of a good requested depends on the pleasure obtained by the customer by investing additional cash on the good. Reasonable customers can spend on a good until the cost they pay for the product is equal to their profits (Sloman and Wride, 2007). The advertising activity is as old as man, the word "advertising" evolves from the Latin word "advertere" which means turning the minds towards it.

The desire to advertise seems to be a part of human nature that has been evident since ancient times, according to Kotler and Keller (2005). The use of signs was one of the earliest means of advertisement. Early craftsmen used signs to advertise their products, and on prominent rocks, some merchants such as the Phoenicians planted commercial messages.

They were among the forerunners of modern-day advertising. In a sense, one can say that advertising just like other disciplines came via our colonial master. This is not to say, however, that before the colonialist's arrival, we did not have any sort of conventional advertising, there were e.g. city criers used by the king in the delivery messages, in the past. A town crier was sent out to do this for a message to go through to the members of the public (Saleem, Zain, Latif and Abdul 2010). Different writers have viewed advertising from various perspectives. Advertising is a marketing tool for an identified group that uses paid space or time in the media or uses another communication vehicle to carry its message to communicate ideas and information about goods and services. It openly identifies the advertiser and his relationship to the sales effort. Advertising can also be defined by an identified sponsor as any paid form of non-personal communication about an organization, product, service or idea.

Advertising is any paid massage offered by an identified source through different media such as television, radio, magazines, newspapers, or billboards.

Advertising is a non-personal communication paid for by an identified sponsor who is relayed through different media in order to influence the behavior of people towards the products and services of the advertiser at the lowest possible cost. Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for in order to achieve the sponsor's specific goals (Latif and Abideen, 2011).

This study aims to examine, on the basis of this background, the effect of television commercials on the retention of consumer purchasing decisions, with a specific reference to Airtel Network Nigeria.

1.2 STATEMENT OF THE PROBLEM

The assessment of the effect of advertisement on consumer behavior and retention has been severely observed to pose significant challenges and remains problematic. It is real, as noted by Gupta, Pola and Stephen (1997), that nobody knows precisely what effects are caused by advertisement or how these effects are caused. It is difficult for advertising practitioners to say why certain advertisements are more effective or appear to be more effective than other advertisements. Even though, based on experience or experimentation, some specialist marketers (direct response and retail) can predict a level of sales response from a specific advertisement or advertising expenditure, they do not know what the advertising did to those customers who were moved by it or why it did not move those customers who were equally ready to buy but still did not. In other words, it is difficult for advertising practitioners to define the aspect or part of an advertisement responsible for the shifting behavior of the consumer. There is a general consensus that advertising positively impacts corporations. In Frovola (2014), this is obvious when he notes that businesses need not only to manufacture high quality products, but also to educate customers about their advantages and to clearly place their products in the minds of customers. In order to be successful, a new product needs to have the desired parameters for customers, to be unique, and to have knowledge about its characteristics accessible to consumers. However, the issue of calculating the effect of advertisement remains.

In the second quarter report of 2020, the Nigeria Communications Commission reports in a report submitted by Olalekan (2020) that Airtel Nigeria lost a handful of subscribers and had a decrease in its customer base. However, Airtel Nigeria gave a contrary report and has related its media campaign to the rise in its data subscribers. There are some concerns that need to be discussed, such as: does television advertising (commercials) have any influence on the

promotion of a product? To what degree is promotional advertisement effective in deciding the buying patterns of consumers? To what extent does commercial advertisement on television affect Airtel Nigeria's subscribers? What is the significance of television advertisement in the marketing of products? These questions the study tends to research on and investigate. It is against this background this study seeks to examine The Use of TV Commercials in the Retention of Consumer patronage with focus on television commercials carried out by Airtel Nigeria.

1.3   OBJECTIVE OF THE STUDY

The following are the objectives of the study:

i.   To determine the level of Airtel patronage among the study population.
ii.   To evaluate the of Airtel commercial in retention among the consumers.
iii.   To investigate the attitude and perception of the study population about Airtel commercial.
iv.   To determine if there is a significant relationship between Airtel commercials' use of Nollywood actors and viewers' patronage.
v.   To determine the extent previous perception of Airtel has shaped the way it is presently perceived

1.4   RESEARCH QUESTIONS

The following research question should guide the study.

i.   What is the level of Airtel network patronage among the study populace?

ii.   To what extent is Airtel commercial being retained in the minds of consumers?

iii.   What is the attitude and perception of Airtel among the study population?
iv.   Is there a significant relationship between Airtel commercial's use of Nollywood actors and the viewers' patronage?
v.   To what extent has previous perception of Airtel shaped the way it is presently perceived?

1.5   SIGNIFICANCE OF THE STUDY

The purpose of this research is to demonstrate clearly what and how television commercials can have a major and tremendous impact on Nigeria's Airtel mobile network. With this study, the knowledge will help to understand the relationship between a product and the perception, attitude and purchasing behavior of the consumer, and this study will also improve the understanding of important problems in evaluating the impact of television commercials on the retention of customers buying decision-making and this report is likely to be beneficial to companies operating in the country; the analysis will also be important to business executives in terms of understanding the effect of television advertising on customer retention purchasing decisions. In the assessment of the effect of television advertising on the retention of customer purchase decisions, the study is of great significance in relation to Airtel Nigeria. Findings will also be available for comparison in each of the variables under this analysis for scholars and researchers who seek to carry out further studies. Analytical, philosophical and analytical studies are required to strengthen the perception of important problems in the assessment of the effect of TV advertising on the retention of customer purchase decisions in relation to Airtel Nigeria. When doing a likely analysis, it will also be beneficial to university students. For policymakers and policy implementers, the research would be relevant as they would make use of the results and recommendations of this study.

1.6   SCOPE OF THE STUDY

The study focuses on the role of television commercials among mobile network service providers in customer retention. The Airtel network is the focal point. The analysis will be limited to Airtel subscribers in the Lagos state, paying attention to how television commercial is used to attract and hold the attention of those subscribers.

1.7   DEFINITION OF TERMS

Advertising: Advertising is conceptualized by an established sponsor as any paid form of non-personal presentation and promotion, or communication regarding an entity, product, service or idea**.**

Sales: Sales can be defined as the sale of products or services to an identified audience by activities or companies.

Sales performance: Sales performance is the key used to determine the ability of the sales person to conclude the company's deal and meet the company or company's set performance goals.

Volume: Volume is the total sum or the quantity of the product in question.

Sales Promotion: It is a key ingredient in marketing campaigns, consisting of a variety of incentive tools, most of which are short-term designed to stimulate customers to buy specific products or services faster or higher on the market (Bennett, 2006).

Consumer Purchase Behaviour: This can be conceptualized as the display of consumer behaviour in the search, purchase, use, evaluation and disposal of products, services and ideals that they expect to meet their requirements.

Promotion: It can be characterized as the role of informing, convincing and influencing the purchasing decision of the customer. It's the method of letting individuals understand what they want to sell or purchase.

Marketing Mix: These are collection of controllable tactical marketing tools (product, price, location, and promotion) that the firm combines to deliver the response it wants in the target market. The marketing mix consists of all the organization can do to have a profit effect on the demand for its product.

Target Market: is a portion of the entire market in which, based on its attractiveness, a marketer has established coverage.

The aim of advertising is to educate potential consumers about the availability of goods and services and how to access them, to use any or all of these media to transmit their messages to their markets; television, radio, films, magazines, newspapers, internet, and billboards.

Brand Patronage: It is the repeated and continuous purchasing operation of a specific brand by a person. This typically happens when a brand is used or fined for its goods or services in order to be better compared to other brands that sell the same services.

Brand Loyalty: Brand loyalty is the positive relation that customers relate to a product or brand in particular. In any case, loyalty is demonstrated by remaining true to a specific brand. It is the loyalty to a good or service, which, despite the attempts of the rival to draw one away, is shown by repeated purchases.

Attitude: Attitude relates to actions, willingness, and how one acts against something. Attitude is generally geared towards intervention. It clarifies how we interact with our surroundings.

Perception: perception simply is the way we interpret things or events based on previous/personal experience.

CHAPTER TWO

LITERATURE REVIEW

This chapter aims to review current literature that is applicable to the field of study being carried out. The conceptual framework that includes meanings, principles, and terminologies applicable to the research study is also embodied. The theoretical framework comprising an analysis of a theory on which the study is anchored was also carried out. The study of empirical studies consisting of the methods and results obtained was also included in this section.

2.1 CONCEPTUAL REVIEW

This entails:

- The concept of advertising

- Roles of advertising

- Impact of Advertising on Buying Behaviour in Nigeria

- Influence of advertising on Sales performance

- Classification of Advertising

- Scope of Advertising

- Television advertising

- Brand

- Brand Concept

- Brand Perception

- Brand Patronage

- Brand Loyalty

- Airtel Nigeria – History

- Airtel Meet the In-laws (Iya Rainbow) Television Commercial

- Attitude Formation and Attitude Change

2.1.1 THE CONCEPT OF ADVERTISING

There are numerous instruments used by advertisers as well as various organizations to make their products and services known. These resources include ads, advertisements, personal sales, public relations and so on. In our daily lives, advertising occurs and it is almost present everywhere, so its significance cannot be overemphasized. The goal of advertising is ultimately to reach a wide range of prospective customers as well as to influence their perceptions, actions and then encourage them to patronize the advertised products and services. Advertising performs some essential functions, such as raising the profits of a business, establishing a brand identity for a company or organization and communicating improvements to existing products/services to the general public or target audience, as well as introducing new products/services. It is a subset of a promotional strategy.

Advertising has been conceptualized and posited in several ways by different mass communication scholars and advertising practitioners. According to Bovee and Arens (1992) Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors. Also (Reynard as cited in Frovola, 2014) sees Advertising as a set of techniques and methods having the objective of informing and convincing the client to buy some products or services. These definitions of advertisement point to the fact that advertising tends to pass specific information about products and services.

For Blake and Haroldsen (1975) advertising is the presentation and promotion of a produce, service for idea where such presentation and promotion is identified with and paid for by a sponsor. While for Bennett (2006) advertising can also be defined as any paid form of non-personal communication about an organization, product, service or idea by an identified

sponsor. In Nigeria, where there is a lot of advertising, there is an agency that foresees and regulates all advertising activities in the region. This body is referred to as the Nigerian Advertising Practitioners Council, created by a parliamentary act. APCON (2005) described advertisement as a means of communication paid for by a sponsor and introduced through the media about goods, services, or ideas.

From the conceptual views stated by different authors there exist some elements to the definition of advertising. They include:

- A communication concerning a product or service
- This message is disseminated by any media
- There is a sponsor who has forwarded the post.
- An target audience to whom the message is addressed

Advertising has been planned to be really important, because most businesses have invested large sums of money on advertising and advertising campaigns. This has given rise to some beliefs that advertising is problematic. Poopola (2017) outlined some of the advertisement related concerns that are considered to be;

- Advertising makes individuals buy items they do not need or can't afford.

- Advertising confuses customers by stressing trivial differences between brands.

- Advertising makes things more expensive because manufacturers pass the costs of advertising along to their customers.
- Advertising facilitate monopoly since only large firm can afford to advertise.

- Advertising is vulgar, tasteless, and dishonest

- Advertising is not necessary, for if a product is good enough, word of mouth will do the job.

The value of advertising, despite this criticism, outweighs the perceived problem. Therefore, the analysis goes on to look at the advertisement positions in the next section.

2.1.2 ROLES OF ADVERTISING

Although the primary objective of advertising is to inform, in several different ways it can accomplish this task. The identifying feature, that is, to distinguish a product and differentiate it from others, is an essential function of advertising; it generates recognition of the product and provides a reason for customers to prefer the advertised product over other products. The primary role of advertising is to make it known that a product or science is available to sell. However, in addition to this, advertising plays some other useful and important roles in all societies. The following roles are played by advertising:

Creating Awareness: one of the first things that advertising does is to educate the general public or target audience about a new product or service, as well as to provide information about improvements to an existing product. This advertisement position is geared towards educating and raising awareness among the target audience. Awareness creation is all about announcing and reminding people what the advertised product or service is all about.

Awareness-building and educating the final target audience is a circumstance in which the target audience knows what you advocate and connects it with a specific range of goods or services you deliver.

Influencing: one of the things advertising does is to persuade your target audience to patronize your brand or company and identify with it. In some, companies or an advertiser pursue various techniques to influence their audience. It involves:

- Providing freebies when being patronized

- Using satire in the advertising process

- Employing a well-known and generally recognized celebrity in the advertising industry

- Providing a free trial of the service you are advertising

- By offering a guarantee for your products and services.

All of these stated above goes a long way influencing people to patronize and offer them a sense of satisfaction when patronizing.

Advertising Appeal: Message appeals are commonly split into ethical and psychological appeals.

Usually, rational appeals are based on factual evidence and concentrate on product attributes.

On the other hand, emotional appeals usually seek to elicit positive emotions and build a brand personality. When brand response participation and advertisement message participation are poor, emotional appeals have been found to be most successful, while rational appeals are found to be relatively more efficient when consumers are highly engaged with the brand and advertising (Yemi, 2011).

Attitude Formation and adding value: In some situations, the customer's immediate action is the goal of the advertiser, which is direct-response advertisement, where the objective is to have the consumer do something instantly (purchase a product, make a commitment, etc.). In such situations, creating a positive attitude towards their product is an essential communication objective of an advertiser. There is an influence, or feeling, component associated with attitudes, and there are typically different beliefs that explain the feeling and predisposition. The aim of advertising is to have a positive effect on attitudes; in turn, these attitudes affect future behaviour. If the customer enters the store another time to purchase a certain form of product, the choice of the product is affected by these attitudes (Adekoya, 2011). In other word advertisement creates in the mind of a consumer that they need the product or services which you are advertising.

2.1.3 IMPACT OF ADVERTISING ON BUYING BEHAVIOUR IN NIGERIA

Most advertisers use mass media for their marketing messages. The choice of media depends on the purpose of the message and the target audience expected. The best-selling and inexpensive media ever invented is television advertisement. It has a potential effect on ads unmatched by any other channel (Saxena, 2005). The benefit of television over other media is that it is viewed as a mix of audio and video features; it gives immediate authenticity and visibility to brands and offers the greatest potential for innovative advertisement (Kavitha, 2006).

In order to attract customers, advertisers find it more efficient to use television rather than print media, partially because of the low literacy rate. (2004 Ciochetto). TV advertising not only changes feelings, but also delivers a significant message that has a far-reaching effect on people's everyday lives (Kotwal et al, 2008).

They spend much of their free time in front of the Tube, watching programs and channels of their choosing (Dubey, Patel and 2004). The majority of kids consider television advertisements are insightful and most kids react favorably to them (D'Cruz, 2004).

They also exert a major impact on the consumer decision-making and spending of their parents (Hawkins et al, 2001).

The TV channel is the most tempting and important place to advertise.

Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005).

Teenage girls are more drawn to TV commercials featuring celebrities, kids or jingles. The girls offer priority to the insightful feedback of the TV commercials in their decision to purchase while buying cosmetics, toiletries, stationary, gifts and cards. Girls have also been found to have a positive attitude towards television advertising (Kotwal et al, 2008). North and Kotze (2001) noted that parents may use TV commercials in different ways as a way to connect and inform their children on consumer issues. Teenagers are more competent today, according to Liebeck (1998). They are truly the internet generation, and get their news and information primarily from television.

2.1.4 INFLUENCE OF ADVERTISING ON SALES PERFORMANCE

Machleit, Allen and Madden (1993) hypothesize that advertising strategies were effective in raising sales when they were based on the target market and assisted by sufficient financial resources for non-durable goods with specific attributes, and when they featured unique and innovative messages. It also found that advertising campaigns that encouraged product individuality, had sufficient financial resources, and used innovative messages and relevant media could achieve favorable product characteristics. Millerand Berry (1998) suggests that the advertising-sales relationship is often affected by other marketing factors such as economic conditions and the level of competition in the industry. Murphy and Cunningham cited in Adamu(2017) note that it is not sufficient to associate advertising with the effect of sales as other marketing variables, such as economic factors, market factors, affect company sales. Theoretically, through its effect on market prices or producing high returns for advertising agencies, advertising may have a direct influence on company results. Similarly, because of its potential to affect a company's revenue and profitability, advertising may also have an indirect influence on business results (Joshi and Hanssens, 2010). For those companies

operating mainly in the consumer goods sector, Kim et al. (2002) identified a positive correlation between advertisement and profitability. Eng and Keh, cited in Adamu (2017), assume that the additional sales of a product over and above those that would have existed in the absence of any advertisement or promotion must capture advertising effectiveness. While advertising managers have long assumed that the influence of advertising on sales will last longer than the current era, there is still a tendency to think that the effect of advertising on sales is short-term. They also claim that, regardless of the essence of the contribution of ads to revenue, longer uses of advertising are better than smaller and shorter uses of it. The failure to discern the influence of advertisement between its short-term and long-term consequences has resulted in advertising spending being wasted. Pauwels et al. (2002) are of the opinion that the customer has already purchased and practiced a specific brand when a consumer is exposed to advertisement offer much of the time, so the effect of learning form that purchase is negligible and is readily balanced by a simultaneous and identical competitive offering. Therefore, advertising's immediate effects are minimal. This is because buyers are compelled to make purchases for price promotion, and this effect on sales can not only be explained by accelerated purchasing rates due to price reductions.

2.1.5 CLASSIFICATION OF ADVERTISING

The meaning and intention of advertising vary from one sector to another or from one situation to another. Marketers advertise global, local and direct-response advertising to the consumer market, which may include stimulating primary or selective demand. For business and professional markets, they use commercial, professional and trade advertising. It can be classified according to the following criteria to better understand the nature and purpose of advertising:

National Advertising: This form of advertising is performed on a national basis by a corporation or agency that targets a large population or customer as its audience. Local newspapers, radio and television networks make use of this form of advertisement. Global advertisers are commonly referred to as the firms that fund these advertising. Many of the ads that we see on TV or in other major media for well-known brands are examples of national advertising**.**

Retail/Local Advertising: Retail advertising is a type of advertising that is typically carried out in a given area. Major retailers or smaller local vendors use this form of advertisement to persuade customers to shop in a particular store or use a local service such as local banking

institutions, banks, clinics, health centers, restaurants, show rooms, etc. This type of advertising requires immediate and prompt intervention from the prospective customer as it is quite convincing**.**

Direct-response advertising: Direct-response advertising is a direct marketing approach in which a product is marketed in an advertisement that encourages the customer to buy directly from the seller. In recent years, direct response advertising has become very popular largely due to changing lifestyles. The simplicity of shopping by mail or telephone has contributed to a massive rise in direct-response advertisements.

Primary and Selective Demand Advertising: Selective Demand Advertising focuses on demand generation for the products of a single producer.

In order to help a new product gain acceptance among clients, primary demand advertising is also used as part of a promotional strategy. Things also have primary demand enhancement as a promotional target in the introductory or development phases of their life cycles because the challenge is to market the product to consumers as much as it is to sell a specific brand.

Business to Business Advertising: This encourages commodities that are intended for use in other companies or sectors. The goods marketed are either used as raw materials or as parts in other companies' operations. These products include agricultural products, instruments, computer parts, computers, etc. It is divided into three fundamental groups, such as manufacturing, technical and commercial advertising.

Industrial Advertising: Industrial advertising is known as business advertising and is aimed at people who buy or affect the buying of industrial products or other services. Industrial products are goods that either become a physical component of another product or are used to manufacture other goods. This category also includes business services such as insurance, financial services and health care. Industrial advertising is generally found in general business magazines or in commercial publications directed at the sector in question.

Professional advertising: Advertising directed at professional classes, such as physicians, attorneys, dentists, or engineers, is referred to as professional advertising to promote the use of the advertiser's product or to specify it for use by others. Since they constitute a market for goods and services they use in their companies, professional groups are significant. Also many customer purchasing decisions are affected by their recommendations.

Trade advertising: advertising in a trade to attract and inspire wholesalers and retailers to buy their goods for resale is called trade advertising. Business sales representatives invite resellers to clarify the product, explain the company's plans for building demand among ultimate

customers, and define the trade's special programs, such as introductory discounts, promotional allowances. Trade advertising typically occurs in magazines that represent the industry in question.

These classifications of the different types of ads indicate that this promotional aspect is used in a number of ways. Advertising is a very versatile promotional tool whose function will differ depending on the situation facing the company and what data needs to be shared in the marketing campaign.

2.1.6 TELEVISION ADVERTISING

Television has become a major advertising medium. Over the years, it has become a medium for mass communication.

The explanation for this rapid development is not farfetched. The benefits of effects, mass coverage, prestige, versatility and repeatability are provided by television. More people are exposed to TV than any other medium, according to Ruseel et al (2008), so it is the most important medium for selling messages. They further emphasize that since it incorporates sight, sound, color, music and sound effects, TV is also a versatile and innovative medium. Therefore, in a friendly, conversational style with clear, easy-to-pronounce, easy to remember phrases, a television copy for advertising should be written.

The following steps are suggested by Dunns et al (1991) when making successful TV advertisements.

    i.   Envisioning the message

   ii.   If necessary, explain

  iii.   Using action where possible

  iv.   Simplify the adverts

   v.   To connect, use entertainment

  vi.   Adapt commercials to programme audience

 vii.   Make commercials believable

Russel et al (2008) argue that a TV commercial is made more efficient by matching the audio with the video. In a script, the audio phrases, sound effects or music are as relevant as the video part. Both of them must work together to carry the message to the audience. They further stressed that good copy and sound and strong visuals are required for efficient advertising. For them, music is an important element in making television advertisements. It can make a

commercial, or ruin it. The mood and even accentuation of the selling words can be set by effective music.

A TV commercial's success depends on the writer and film editor who is responsible for harnessing the different elements of music, optics and film into a meaningful message. The following characteristics must also be present when producing advertising for television commercials:

i.   Attention and appropriate opening to make the opening seconds not only applicable to the post, but also relevant. A commercial's critical opening seconds either turn the audience off or encourage them to watch the message.

ii.   Single mindedness that selects and sticks to a substantial theme advantage.

iii.   High exposure of the product re-enforced by close-up (Cu and light shots to remind the target audience of the items, persons, environment and objects used in the advertisements.

iii.   At the same time, words are voiced by closing recap of the product, message, super message and running of the theme as a title on the computer.

2.1.7 TYPES OF TELEVISION COMMERCIALS

Some television professionals divided TV advertisements into three basic categories: live; video and tape. Some define the presentation on the basis of time (10 sc., 15 sec., 30 sec.,) while others use the presentation: straight announcer or demonstration and some speak about production methods in terms of advertisements. The complex existence of television is attested by this misunderstanding (Dunns et al 2002).

Dunns et al (2002) categorized TV commercials in his classification into straight advertising, presentations, celebrity/testimonies, dramatization and dialogue.

Straight Announcements

This is the basic structure of many commercials, and it consists mostly of someone staring at the camera and maybe pointing to or holding up the product to give a sales chat.

Demonstration

This is so critical in television that viewers are interested in what products can do for them as a possibility for any commercial (Dunns et al 2002); demonstration is generally good communication.

Celebrity Testimonials

This is the use of prominent individuals in advertisements. The use of celebrities in marketing can draw attention to a brand. A major benefit of using celebrities is that in an advertising setting saturated with hundreds of competing thirty commercials, they will boost product awareness.

In using this format, however, McCollum and Spielman offered the following suggestions (as cited by Dunns et al, 2002);

- Determine the approach of the message and find the right celebrity

- Make sure the image and appearance of the celebrity are consistent with the personality of the items.

- Offer the celebrity a rational reason for endorsing the item

- Make it clear that the celebrity should be viewed as an authority or credible source

- Get the celebrity involved with the product by featuring a demonstration in use

Dramatization

This is the introduction of a product point, even in 30 seconds, through a story that can be told briefly. Often the theme is described as a comparison between before" and after using the product. It is sometimes a serious tale that raises human interest (Dunns et al 2002).

They also mentioned that if a touch of humor or a bit of exaggeration is applied, the dramatization of unique items is often made more visible. The storyline must be

straightforward and if possible, all three of the TV elements, since the time span for a TV commercial is short; vision, sound and motion should play an integral role in telling the story.

Dialogue

A commercial dialogue, Dunns et al (2002), may be called any commercial in which two or more people talk. Popular well-known actors (celebrity) or others whose name and face are generally unknown to their audience may be part of dialog advertising.

2.1.8 BRAND

Brand is the 'name, word, design, emblem, or any other attribute that distinguishes the product of one seller different from that of other sellers. Branding was originally introduced to distinguish the cattle of one person from the cattle of another by means of a distinctive symbol burned with a hot iron stamp into the skin of the animal and was subsequently used in industry, marketing and advertisement. Coca Cola, which belongs to the Coca-Cola Company, is a modern example of a brand. For organizations that market their products through retail outlets, as well as through a sales force, brand image is important. Advertising helps create a positive picture in the minds of clients and prospects, generating a brand preference. Repeating ads enhances the reputation of the brand such that when faced with an option in a retail outlet, the buyer is likely to choose the advertised brand. Advertising has a key role to play in brand growth, according to the "Journal of Quality & Brand Management."

In accounting, the most valuable asset on the balance sheet of a company is always a brand known as an intangible asset. Brand owners carefully manage their products to produce shareholder value and brand valuation is an important management strategy that assigns a brand a cash value and enables marketing expenditure to be handled to optimize shareholder value (e.g. prioritized through a portfolio of brands). While only purchased brands appear on the balance sheet of a business, the notion of placing value on a brand forces marketing leader to concentrate on long-term brand stewardship and value management.

The word "brand" is often used as a metonym referring to the company that is strongly identified with a brand. For example, Airtel is a brand name in the Telecommunication industry known for fast internet provision and good call rate.

A concept brand is a brand associated with an abstract concept, such as awareness of breast cancer or environmentalism, rather than a particular product, service, or company. A commodity brand is a commodity-associated brand.

In the 13th century, the Italians used brands in the form of watermarks on paper. All types of brands are blind stamps, hallmarks and marks of silver-makers.

Factories developed during the Industrial Revolution introduced mass-produced goods and wanted to sell their products to a broader market - to consumers who were previously only familiar with locally produced products. It soon became clear that there was trouble competing with common, local goods in a generic box of soap. To persuade the market that the public should put just as much confidence in the non-local product, the packaged-goods producers needed to. In an attempt to improve the consumer's awareness of their merits, Pears Soap, Campbell soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first items to be "branded."

Illustrations of the issue are provided by many brands of that period, such as Uncle Ben's rice and Kellogg's breakfast cereal.

Around 1900, a house ad describing trademark advertising was written by James Walter Thompson. This was an early commercial definition of what we now consider as branding. Companies quickly introduced radio and early television logos, mascots, and jingles that started to emerge. By the 1940s, marketers started to consider in a social/psychological/anthropological context the manner in which consumers formed relationships with their products.

Manufacturers have easily learned to build the reputation and personality of their brands, such as youthfulness, fun or luxury. This started the trend that we now know as "branding" today, where instead of the product, customers buy "the market". This trend continued into the 1980s, and terms like brand worth and brand equity are now quantified.

2.1.9 BRAND CONCEPTS

Proper branding can result in higher sales of not only one product, but also of other brand-related products. For example, if a client likes Pillsbury biscuits and trusts the brand, he or she is more likely to try other items, such as chocolate chip cookies, provided by the company.

Brand is the characteristic of a product, service or business (name, word, sign, icon, or design, or combination of them) and how it relates to key constituencies: consumers, employees, partners, investors, etc.

Some individuals discern the psychological component, brand connections such as feelings, emotions, expectations, images, memories, values, attitudes, and so on that are related from the experiential aspect to the brand of a brand. The experience factor consists of the total of all brand touch points and is known as the experience of the brand.

The perception of a brand is an activity of a brand experienced by an individual. The psychological component is a symbolic construct produced within people's minds, often referred to as the brand picture, consisting of all the knowledge and perceptions associated with a product, service or the company(ies) that provides them.

Branding individuals aim to create or match the standards behind the brand experience, creating the perception that a product or service-related brand has certain characteristics or features that make it exceptional or unique. Therefore, a brand is one of the most important elements in an advertisement theme, as it reveals what the brand owner can deliver on the market. Brand management is called the practice of developing and sustaining a brand. The entire organization's orientation towards its brand is called brand orientation. The brand orientation is developed in responsiveness to market intelligence.

Careful brand management aims to make it meaningful to the target audience for the goods or services. Brands can be seen as more than the difference between a product's real cost and its sale price, reflecting the amount to the customer of all of a product's desirable qualities.

It is said that a brand which is well recognized has brand awareness. It is said to have achieved brand franchise when brand popularity builds to a point where a brand enjoys a critical mass of positive sentiment in the marketplace. Brand identification is most effective when individuals can state a brand without being directly subjected to the name of the company, but instead by visual signifiers such as logos, slogans, and colors. For instance, Disney was successful in branding with its own script font (originally created for the "signature" logo of Walt Disney), which it used for go.com in the logo.

As it often serves to denote a certain desirable quality or characteristic, consumers may look at branding as an element of goods or services (see also brand promise). Branded goods or services, from the viewpoint of brand owners, often command higher prices. Where two products resemble each other, but there is no associated branding for one of the products (such as a generic store branded product), individuals may sometimes prefer a more expensive branded product on the basis of the brand's quality or the brand owner's reputation.

2.1.10 E BRAND PERCEPTION

Brand perception is the number of feelings that a customer has about a brand, according to Coleman (2019). These thoughts and feelings arise when the brand is known to a customer and what occurs when the customer hears, sees, or communicates with the brand and its product. Brand understanding has typically evolved through familiarity in the use of what the brand provides. For instance, most people consider Instagram to be a photo sharing network where individuals post photos of their activities or images of themselves and expect reactions from their audience in the form of likes. Meanwhile most individuals view Twitter, which is a micro blogging network, as social, since it enables people to participate in discussions and events. When a specific brand is discussed, the person immediately remembers a brand picture, what they feel or how they react is what brand perception entails.

A particular brand's customer is the one that determines their brand opinion; customers formulate a perception in their minds that is difficult to alter their views, whether positive, negative or neutral. Organizations are also making a lot of efforts to ensure that they project a good picture of their products.

2.1.11 BRAND LOYALTY

Brand loyalty for Kopp (2019) is the positive relation that customers bind to a specific product or brand. Customers that display brand loyalty are committed to a product or service that, despite the attempts of rivals to attract them, is shown by their repeat purchases. Brand loyalty is created by leaving a great experience for the consumer that makes them stick to the brand regardless of price or other discomforting factors. The maker of iphones and other products such as ipad, iwatch, macbook, Apple Inc. (AAPL), for example, has nearly 2 billion iPhone users, many of whom are loyal to the company. The iPhone has new updates every year and customers are racing to the shops to purchase the latest edition. The reputation of Apple for creative goods and outstanding service has helped to build a loyal customer who is highly

unlikely to turn to a rival. This loyalty can be seen in online debates between iPhone users and users of other phones, especially Samsung users.

2.1.12 BRAND PATRONAGE

Brand patronage is closely connected to loyalty to the brand. Brand patronage is a situation in which a consumer buys such items continuously or patronizes a service. Brand patronage typically takes place as a product of the customer's desire for a specific service and the satisfaction of the customer. Brand loyalty can also arise when consumers experience a high degree of self-esteem when a brand's continuous brand patronage is patronized.

The Airtel 6G (N1500) binge data plan, for example, encourages brand patronage. Instead of paying N5000 for 15 GB monthly, some clients see it as more economical and profitable to repeatedly subscribe to that plan weekly. The binge weekly plan provides 9 GB extra with an extra N1000 more than the usual monthly data plan, summed up in 4 weeks (per month). Such services that fulfill the needs of consumers contribute to the customers' continuous brand patronage.

2.1.13 HISTORY OF AIRTEL

Airtel Nigeria Limited, commonly referred to as Airtel, is a leading Nigerian telecommunications company, a subsidiary of the Airtel Group with its headquarters in Delhi, India, under Airtel Africa. Since it started operations in Nigeria, the firm has metamorphosed over time. It was not formerly known as Airtel.

In 2001, Econet, as it was then known, was the first telecommunications firm in Nigeria to be issued an operating license by the Nigerian government to launch commercial GSM services. Econet Nigeria ran for three years until 2004, when Vodafone took over the management of the company. Vodafone left Nigeria the same year, however and the company was taken over by a telecommunication company called Vee Network and became known as Mobile by the Nigerian telecommunication service provider 2015, according to Taiwo. In May 2006, Vmobile Nigeria was purchased for about a billion dollars by Celtel, another telecommunications firm. This gave the new owners a controlling stake of 65% in the company. Then another transition took place in 2008 when the Zain Group, another telecommunications firm, completed its purchase of more than $3 billion of all Celtel International shares. Consequently, from Celtel to Zain, the entire African operation of Celtel was rebranded, marking the end of the Celtel brand.

Celtel was taken over by the Airtel Group in India in 2010 and it became known as Airtel Nigeria Limited. The Airtel has been stable for over a decade and has made huge strides in the Nigerian telecommunication industry.

2.1.14 MEET THE IN-LAWS - AIRTEL TELEVISION COMMERCIAL

Increases in subscribers have been registered over the 19 years and 10 years of Airtel operations in Nigeria; a major credit is attributed to advertising campaigns that consist mainly of TV advertisements.

Of all the organization's TV advertisements, the series featuring Idowu Philips, popularly known as Iya Rainbow, is more popular and seems convincing among Nigerians. Idowu was born in Ijebu Ode, Ogun state, on October 16, 1942, and her acting career has spanned more than 53 years. Nigerians generally remember her as playing the role of the stereotyped Nigerian "Mother-in-law," a role she often portrayed in the Airtel TV advertisements.

Launched in 2018, the Television Campaign titled Meet the in-Laws penetrated the hearts of Nigerians and was the focus of informal Nigerian talks. The purpose of the advertising campaign was to demonstrate how people from different tribes, sexes, etc can be connected by the internet smartphone.

Segun, who identified Iya Rainbow's son in the commercial, is now married to Amaka and they had a newborn baby. The commercial scene began with Iya Rainbow dancing to the drums and beats of traditional Yoruba music, flanked by Amaka and other family members celebrating the gift of a newborn baby with the baby in her hands.

Shortly afterwards, Mummy Peace, Amaka's mother, arrived with members of her family dancing to Small Doctor's popular Afro-pop song entitled Penalty. This act of hers attracted the attention of other guests and also inspired all the attention of Iya Rainbow when she found out that it was selfie time, taking pictures and sending them to other guests almost instantly, portraying the power of mobile data. Iya rainbow took out her smart device for a selfie in a similar way, which drew similar attention from the present guests to her.

In a comical and rich musical rendition that portrays the love and rivalry that occurs in larger families, tribes, and customs, the commercial was depicted. It also revealed how mobile data has become a critical part of our lives.

In passing its Data is Life message to the Nigerian audience, the campaign utilizes the way the mother-in-laws of the Yoruba and Igbo tribes relate to each other.

2.1.15 ATTITUDE FORMATION AND CHANGE

There is an attitude in our daily lives as humans. Attitude describes or serves as proof of how we communicate with our environments and everything else. Our attitudes help us to judge events (e.g., "I don't mind waiting for these concert tickets in a queue"), people (e.g., "I really respect the Dalai Lama"), social groups (e.g., "I love my university"), and many other things Stangor (2011). Our attitudes allow us to make choices regarding events.

There are three components of attitude namely

- Emotional component which entails how one feels about something.

- Cognitive component that portrays one's thought about something. In other words what we think as relating to a particular subject matter.

- Behavioral component that explains our attitude towards something in terms of the actions we carry out as well as when we choose not to act.

There exist some factors that explain how attitude is formed and changed. These factors are as follows:

- Social perception that includes bias of positivity and negativity; influenced by meaning, history, and expectations; heuristics (mental short-cuts); group stereotypes (prototype of generalized group member); illusory similarities (misinformation due to exposure or selective attention); truth kernel (real discrepancies but no understanding of cause); favoritism in the group; and out-group homogeneity.

- The theory of attribution posits that behaviors are created by some kind of forces under which there would be no conscious influence over them. This includes a fundamental error of attribution that equates the propensity to assign the actions of others to dispositional attributes while underestimating situational factors; actor-observer bias (you fell; I was pushed); self-serving bias (I can't do wrong, but you can't do right); cultural impacts; circumstance requirements and discounting/increasing; double standards and self-disability.

- Socialization (long-term influence) which entails instrumental conditioning (e.g., child rearing, peer pressure); social learning theory and classical conditioning.

- Persuasion (short-term influence) typically has a messenger where their integrity is challenged if the messenger is an expert; their trustworthiness if the messenger has anything to gain; their likeability if the messenger is friendly. Text Persuasion. Messages such as a single versus a two-sided argument; facts and figures versus emotion appeal. Finally, there is an audience for persuasion (individual differences) and how they interpret the message. From the audience's perspective, the following questions arise. Are you interested? (Path to persuasion in central vs. peripheral). How inconsistent is the message? Are others in attendance? Will the messenger agree with them? Will there be something the messenger can get you to do?

Community membership helps to influence behaviors because there is no separation for humans. They live in groups and these groups shape behaviors in the form of pressures of conformity; the theory of social identity where individual identity is derived from group membership; effects of self-esteem (positive identity from favorable comparisons with out-group); physiological effects (same as rivals); prejudice in the group; favoritism; theory of relative deprivation (discrepancy between what is and what group)

These stated above are what brings about the formation of attitude and how attitude change over time. In relations to advertising, advertising agencies and marketing departments take cognizance of this and it guides them carrying out advertisement that will lead to sales and more patronage.

2.2 THEORITICAL FRAMEWORK

SCHEMA THEORY

Using Airtel Nigeria as a case study, the schema principle in psychology is relevant for the study of the use of TV advertisements in the preservation of customer patronage. The theory of schema helps us organize knowledge and interpret it. Schemas can be helpful because they allow us to use shortcuts to understand the vast amount of knowledge available in our environment. Frederick Ballet propounded the idea from 1886 to 1969.

The use of schemas as a fundamental principle was first used by a British psychologist called Frederic Bartlett as part of his learning theory, according to Cherry (2019). Bartlett's theory proposed that a network of abstract mental constructs shapes our view of the universe.

The word schema was invented by the theorist Jean Piaget, and through his work its use was popularized. Children go through a sequence of phases of intellectual growth, according to his theory of cognitive development.

A schema is both the category of knowledge as well as the method of learning the knowledge in Piaget's theory. He assumed that as they take in new knowledge and learn new concepts, individuals are continually adjusting to the world.

A systematic breakdown of researchers and contributors to the theory was conducted by Pankin (2013). According to him;

F. C. Bartlett   In Remembering (1932) was the first to write extensively on schemas as they related to procedural memory (although at that time the distinction between declarative and procedural had not yet been made).

- o Movement, such as driving a car or playing a sport, is not simply a stimulus-response problem. We are not making an exact replica of an earlier movement, nor are we producing anything completely new.
- o By presenting us with perceptions and structures for action, previous experiences help us make sense of new experiences.
- o Bartlett first wrote in the early 20th century when behaviorism, which was primarily concerned with measurable stimuli and actions, was the dominant philosophy.

- Jean Piaget (1896-1980) – credited as first to create a cognitive development theory which included schemas.

    o New information is added or assimilated into current schemas.

    o Cognitive dissonance is caused by new information which cannot be easily integrated.

    o Schemas are forced to change or accommodate this new information.

    o Three factors cause cognitive development – biological development which progresses in stages, interaction with the world of nature and objects, and interaction with others.

- David Rumelhart (1975) – Posed that there is an underlying grammar of stories and that experience with this grammar would help in the understanding of new stories.

- Roger Schank and Abelson (1977) – Proposed that humans develop a grammar for procedural knowledge in the form of a script for all common events in our lives.

    o They wrote a computer program which was able to answer questions about events in a restaurant based on scripts for what typically takes place in restaurants.

    o In 1982 Schank proposed that there are deeper levels in how scripts are organized which account for scripts which share attributes, e.g., waiting on line at a restaurant and waiting on line at a Post Office.

- Brewer and Treyens (1981) conducted an experiment where subjects were asked to wait in an office for 30 seconds. When removed and asked what they saw in the office, many reported seeing things which were not present, for example, books. The presumption is that most people's schemas of "office" include books.

- Alba and Hasher (1983) suggested four ways schema might affect memory:

    1. Guide attention to relevant information for encoding

    2. Allow specific stimuli to be encoded as abstractions to be stored as meaning without details

    3. Assist in interpreting new information by providing the relevant prior knowledge

    4. Provide the means to integrate the previous three steps into a single memory and provide the framework for reconstruction of that memory when required.

- A cognition model known as ACT-R (Adaptive Control of Thought-Rational) was developed by John R. Anderson (1983), which describes the process of encoding and using schemas, particularly in mathematics and problem solving. He was the first to employ in his philosophy the use of both declarative and procedural schema. His work is focused on neuroscience and the artificial intelligence of computers. In fact, ACT-R is published as a computer code and made accessible to researchers.

It is important for the marketers or company to consider the scheme of its target audience when carrying out advertising. Things such as how it works are viewed by the industry. For instance, most Nigerians have some kind of mistrust of telecommunications companies' data services. Airtel Nigeria understood this scheme and in 2012, Okunola (2017) was the first telecommunications firm in Nigeria to complete 4G trials.

Other schematic problems that occur when advertising is carried out include; does the target audience believe in your statements and have a favorable opinion of your brand? Do they have confidence in the facilities you offer? Do they trust the medium that you are using to participate in?

Looking at the above questions, they are possibly what Airtel Nigeria has been thinking. The scheme of television advertising among the population of Nigeria was understood by Airtel Nigeria. They knew that a wide population of Nigerians sat watching television shows, series, news, sports, etc., and they have patronized companies advertising on television over the years, hence the contribution to television advertisements. The case study of this research (Iya Rainbow) is explained by the schema theory. The business adopted the sequence of the plot from the previous commercial, retaining the same main character, following the previous television commercial conducted by Airtel. The audience also had access to prior experience to direct their interpretation of the current action. In other words, a constructive scheme was in place that could be capitalized on to engage consumers and notify them of the latest services available to ensure continued patronage and retention of customers. Airtel understood that previous advertisements were universally embraced.

2.3   EMPIRICAL REVIEW

In a study carried out in the United States of America, Franken Berger and Graham (2003) analyzed the impact of recessionary advertising spending by using cross-sectional time series regression on a sample of 2662 companies and concluded that increased advertising spending during recession results in greater benefits than during non-recession periods. This is in tandem with the study conducted by Frilova (2014) in Finland using the quantitative data collection process, claiming that properly organized product promotion is very productive and allows not only to solve marketing problems, but also to continuously raise sales volumes. The evaluation of different means of help involves the collection and preliminary tests, as well as the review of the efficacy of their effect after implementation. An study was carried out to analyze the effects of ads on the product life cycle, and to figure out the best forms and strategies of advertising and how to implement them at all stages of the product life cycle. A discovery was made of the nature of advertising and the recognition of unique characteristics of its effect on the marketing of goods and services.

A survey study was also conducted by Adesoga and Louise(2013) to re-examine the advertisement effectiveness of selected soft drink companies in Lagos State. Nigeria Bottling Company (NBC) and Seven-Up (7UP) Bottling Company, Lagos, Nigeria, collected primary information. The sample population was a total of 220 individuals in marketing positions in the selected businesses.(NBC-120, 7UP-100). The two dominant players were chosen as a strategic weapon to gain competitive advantage due to their active and intense promotional involvement. Using the stratified sampling method, a sample size of 172 (NBC-90, 7UP-82) calculated by the Yamane formula was selected to satisfy various levels of positions held by the organization's commercial workers. It concluded that the relevance of the study of advertising effectiveness indicates the need for a deeper understanding of the organizational variables that decide the dedication of organizational capital to drive marketing plan achievement. Advertising binds the chosen businesses successfully to their target market and thereby increases the company's wealth. Advertising is a powerful tool for controlling visibility, product penetration and reaching the expected target market at an acceptable number of times. Advertising is a strategic option which could decide any organization's survival. The paper therefore advises that the company should find the best advertisement campaign that is acceptable for its activities and work effectively with the advertising agency.

The above analysis indicates that most studies have typically revealed a positive relationship between advertising and increased patronage of customers. However, there is currently little research work in the above-mentioned field of television advertising and its relationship with consumer patronage retention, although there are plenty of international studies. The goal, therefore is to resolve this gap and try to come up with plausible consequences for Indian brand managers as they make decisions on advertising budget allocation.

CHAPTER THREE

RESEARCH METHODOLOGY

INTRODUCTION

This chapter explains the methodology adopted by the researcher in carrying out the study. The key components of this chapter are the research design, population of the study, sampling procedure and sample size, data collection instrument, validation and method of data analysis.

3.1   RESEARCH DESIGN

Leedy (1997) describes research design as a study plan, providing the overall data collection framework. In order to address the research question(s), MacMillan and Schumacher (2001) describe it as a plan for selecting topics, research sites, and data collection procedures. In addition, they suggest that the purpose of a sound study design is to provide findings that are considered reliable. Research design is a theoretical structure for action for Durrheim (2004), acting as a bridge between research questions and the implementation or execution of the research strategy. This study uses the form of survey research, which is a method of quantitative research. In this research, this is because of the essence of the topic of debate. The primary data will be obtained by the use of the questionnaire survey tool.

3.2   POPULATION OF THE STUDY

Airtel users who live in Lagos State are the target population for this analysis.

3.3   SAMPLING TECHNIQUE AND SAMPLE SIZE

Owing to the unavailability of the précised figure that makes up the target population, the sampling technique used is the random sampling technique. This technique is applied centered on the necessity to choose a sample based on the accessibility of essential information and data to accomplish the objective of the study. A total of 200 Airtel users will be randomly selected.

3.4   RESEARCH INSTRUMENT

This study made use of Questionnaires. Questionnaire as an instrument of data collection is chosen because it will help the respondents to be objective and more precise in responding to

the research questions. The questionnaire was be pre-tested to allow the researcher determine if the respondent would have any difficulty in understanding them, or if there are ambiguous or biased questions. The design of the questionnaire is simple and respondent-friendly. The questions were formulated in order to elicit information from people on how Airtel TV commercials affect their perception of the network and their attitude towards them.

3.5   VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

A review an assessment of the questionnaire was carried out by the supervisor who checked the construction and formation of the survey questions.

3.6   METHOD OF DATA COLLECTION

. The data for this study will be gathered through the administration of questionnaires. The questionnaire will be distributed as an online survey through the internet. Google Form will be used to create the survey and the questionnaires will be distributed on different social media platforms.

3.7   METHOD OF DATA ANALYSIS

The data gathered through questionnaires will be analyzed using Statistical Package for the Social Sciences (SPSS) software.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULT

4.1   DATA PRESENTATION

4.1.1 SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Table 1: Gender Distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	80	40.0	40.0	40.0
Male	120	60.0	60.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table presents the sex distribution of the respondents. The result indicates that while 40% were females, 60% were actually males. This shows that majority of the respondents were males.

Table 2: Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-29	102	51.0	51.0	51.0
30-39	63	31.5	31.5	82.5
40-49	24	12.0	12.0	94.5
50 and above	11	5.5	5.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

This table indicates that the age distribution of the respondents are as follows: 51% were between 18-29, 31.5% were between 30-39, 12% were between age 40-49, while a handful 5.5% were 50 years and above. This reveals that majority of the respondents were between the age of 18 and 29.

4.1.2 STATISTICAL PRESENTATIONS OF RESPONSES

Table 5: Do you use Airtel SIM card?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	23	11.5	11.5	11.5
Yes	177	88.5	88.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table above shows that 11.5% of the respondents are not using Airtel SIM card while 88.5% make use of Airtel SIM card. This indicates that majority of the respondents make use of Airtel SIM card.

Table 6: If your answer to No 1 above is Yes, how long have you been using Airtel SIM card?

	Frequency	Percent	Valid Percent	Cumulative Percent
0 – 6 Months	14	7.0	7.0	7.0
1 – 2 Years	29	14.5	14.5	21.5
2 – 3 Years	34	17.0	17.0	38.5
3 years and above	96	48.0	48.0	86.5
6 – 12 Months	27	13.5	13.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table shows that 7% of the respondents have been using their Airtel SIM card between 0-6 months, 13.5% have been using the SIM card between 6-12 months, 14.5% have been using it for 1-2 years, 17% have been using the SIM card between 2-3 years, while 48.0 have been using it for 3 years and above. This shows that majority of the respondents have been using Airtel SIM card for at least three years.

Table 7: Do you have SIM cards of other telecommunications companies in Nigeria?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	4	2.0	2.0	2.0
No	30	15.0	15.0	17.0
Yes	166	83.0	83.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table indicates that, 15% said they do not have other SIM card while 83% said they have the SIM card of other telecommunications company in Nigeria. This means that majority of the respondent's possessed SIM cards other than Airtel's.

Table 8: Do you prefer Airtel to other Networks?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	24	12.0	12.0	12.0
No	40	20.0	20.0	32.0
Yes	136	68.0	68.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

Table 8 presents that 20% of them said they prefer other networks to Airtel and 68% prefers Airtel to other networks. This means that majority of the respondent prefers Airtel to other network providers.

Table 9: If yes, what made you prefer Airtel to other Networks?

	Frequency	Percent	Valid Percent	Cumulative Percent
The Adverts	29	14.5	14.5	14.5
The Prices	31	15.5	15.5	30.0
The Services	72	36.0	36.0	66.0
The Tariff/Data Plans	68	34.0	34.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above Table indicates that 14.5% of the respondent preferred Airtel because of their Adverts, 15.5% said the Price, 36% chose Airtel services while 34% said it is the Tariffs and Data plans of Airtel that made them prefer it over others.

Table 10: How often do you watch the Television?

	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	3	1.5	1.5	1.5
Rarely	28	14.0	14.0	15.5
Regularly	83	41.5	41.5	57.0
Sometimes	86	43.0	43.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

This Table shows that 1.5% of the respondents do not watch Television, 14.0% rarely watch Television, 41.5% watch Television regularly and 43% watch Television sometimes.

Table 11: Have you watched an Airtel advert on TV before?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	8	4.0	4.0	4.0
No	15	7.5	7.5	11.5
Yes	177	88.5	88.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table indicates that7.5% have not seen Airtel adverts on Television while 88.5% have seen Airtel adverts on TV before. This reveals that majority of the respondents have seen Airtel Adverts on Television.

Table 12: How often do you come in contact with Airtel advert on TV?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	6	3.0	3.0	3.0
Often	80	40.0	40.0	43.0
Rarely	21	10.5	10.5	53.5
Very often	93	46.5	46.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table shows that 3% of the respondents never come in contact with Airtel adverts on Television often, 40% come in contact often with Airtel Adverts on TV, 10.5% rarely come in contact with Airtel adverts on TV while 46.5% of the respondents come in contact with Airtel adverts on TV very often. This reveals majority of the respondents comes in contact with Airtel Adverts on Television very often.

Table 13: Have you seen the Airtel advert "Meet the In-Laws" starring Iya Rainbow?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	10	5.0	5.0	5.0
No	24	12.0	12.0	17.0
Yes	166	83.0	83.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The information in the above table shows that 12% of them have not seen the advert before "meet the in-laws", While 83% have seen it. This indicates that majority of the respondents have seen the Airtel advert "meet the in-laws"

Table 14: Iya Rainbow played the role of a _____ to a Lady called _____ in the advert.

	Frequency	Percent	Valid Percent	Cumulative Percent
Mother-in-law, Amaka	173	86.5	86.5	86.5
Mother, Bisi	13	6.5	6.5	93.0
Mother, Ngozi	7	3.5	3.5	96.5
Sister, Amaka	7	3.5	3.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

With regards to above table, 86.5% of the respondents said Iya Rainbow played the role of Mother-in-law to a lady called Amaka, 6.5% said she was a mother to Bisi, 3.5% said she was a mother to Ngozi, while 3.5% of the respondents said she was a sister to Amaka. This reveals that majority of the respondents said Iya Rainbow played the role of Mother-in-law to Amaka in the advert.

Table 15: Do you love Airtel Network?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	17	8.5	8.5	8.5
No	15	7.5	7.5	16.0
Sometimes	42	21.0	21.0	37.0
Yes	126	63.0	63.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

This table indicates that, 7.5% do not like Airtel network, 21% said they sometimes love Airtel network, while 63% of the respondents said they love Airtel network. This shows that majority of the respondents love Airtel network.

Table 16: What was your perception of Airtel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	31	15.5	15.5	15.5
Neutral	73	36.5	36.5	52.0
Positive	75	37.5	37.5	89.5
Undecided	21	10.5	10.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table shows that 15.5% of the respondents had a negative prior perception of Airtel, 36.5% of the respondents were neutral, 37.5% were positive in their prior perception of Airtel while 10.5% of the respondents were undecided. This reveals that most of the respondents either had negative or are neutral in their prior perception of Airtel.

Table 17: What is your current perception of Airtel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	14	7.0	7.0	7.0
Neutral	32	16.0	16.0	23.0
Positive	144	72.0	72.0	95.0
Undecided	10	5.0	5.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table shows the distribution of the respondents answer about their current perception of Airtel. 7% said their perception of Airtel is negative, 16% of them are neutral in the way they perceive Airtel, 72% said they now have positive perception of Airtel while 5% of the respondents are undecided. This indicates that majority of the respondents currently have positive perception of Airtel.

Table 18: Does Airtel offer quality services to its subscribers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	15	7.5	7.5	7.5
No	10	5.0	5.0	12.5
Sometimes	51	25.5	25.5	38.0
Yes	124	62.0	62.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table above shows that, 5% said no that Airtel does offer quality services to its subscribers, 25.5% said sometimes while 62% said yes. This means that majority of the respondents agreed that Airtel offers quality services to its subscribers

Table 19: Does the Airtel network fulfill the promises made in their adverts?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	19	9.5	9.5	9.5
No	10	5.0	5.0	14.5
Sometimes	39	19.5	19.5	34.0
Yes	132	66.0	66.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table indicates that, 5% said no that Airtel does not fulfill the promises in their adverts, 19.5% said sometimes, while 66% said yes. This show that majority of the respondents affirmed that Airtel fulfill the promises made in their adverts.

Table 20: Do you like the Nollywood actors featured in the advert/commercial, 'Meet the in-laws', starring Iya Rainbow?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	8	4.0	4.0	4.0
No	6	3.0	3.0	7.0
Somehow	8	4.0	4.0	11.0
Yes	178	89.0	89.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

With regards to the table above, 3% said they do not like the Nollywood actors featured in the Airtel advert "meet the in-laws", 4% said somehow, while 89% said they like the actors. This shows that majority of the respondents like the Nollywood actors that featured in the Airtel advert "meet the in-laws"

Table 21: What is your perception of Airtel after watching the advert?

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	19	9.5	9.5	9.5
Neutral	26	13.0	13.0	22.5
Positive	148	74.0	74.0	96.5
Undecided	7	3.5	3.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table shows that 9.5% of the respondents have negative perceptions of Airtel after watching the advert, 13% were neutral, 74% have positive perception, and 3.5% were undecided. This reveals that majority of the respondents have positive perception of Airtel after watching the advert.

Table 22: Did the advert influence your perception of Airtel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	14	7.0	7.0	7.0
No	24	12.0	12.0	19.0
Sometimes	11	5.5	5.5	24.5
Yes	151	75.5	75.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table shows, 12% said it did not influence them, 5.5% said sometimes, while 75.5% said yes. This means that majority of the respondents were influenced by the advert.

Table 23: How often do you purchase airtime on Airtel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	13	6.5	6.5	6.5
Often	52	26.0	26.0	32.5
Rarely	20	10.0	10.0	42.5
Very often	115	57.5	57.5	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table indicates that 6.5% of the respondents never purchase Airtel airtime, 26% often purchase airtime on Airtel, 10% rarely purchase airtime, while 57.5% purchase airtime on Airtel very often. This shows that majority of the respondents purchase airtime on Airtel very often.

Table 24: How often do you subscribe for data on Airtel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	14	7.0	7.0	7.0
Often	56	28.0	28.0	35.0
Rarely	20	10.0	10.0	45.0
Very often	110	55.0	55.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table shows that 7% of the respondents nevsubscribe for data on Airtel, 28% often subscribe, 10% rarely subscribe, while the remaining 55% subscribe for data very often. This means that majority of the respondents subscribe for data on Airtel very often.

Table 25: Did the Airtel advert influence your purchase/patronage decision?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	10	5.0	5.0	5.0
No	34	17.0	17.0	22.0
Sometimes	18	9.0	9.0	31.0
Yes	138	69.0	69.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table above shows that, 17% said no, 9% said sometimes, while 69% said yes. This shows that majority of the respondents were influenced by the Airtel advert in their patronage decision.

Table 26: Have you always held Airtel in high esteem?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	5	2.5	2.5	2.5
No	14	7.0	7.0	9.5
Sometimes	41	20.5	20.5	30.0
Yes	140	70.0	70.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table indicates that 7% said no, 20.5% said sometimes, while 70% said yes. This means that majority of the respondents hold Airtel in high esteem.

Table 27: Have they been able to measure up with your expectation of them?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	12	6.0	6.0	6.0
No	17	8.5	8.5	14.5
Sometimes	31	15.5	15.5	30.0
Yes	140	70.0	70.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The table above shows that, 8.5% said no, 15.5% said sometimes, while 70% said yes. This means that majority of the respondents agreed that Airtel has been able to measure up with their expectations.

Table 28: Will you still keep patronizing Airtel irrespective of the quality of service delivery?

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	24	12.0	12.0	12.0
No	22	11.0	11.0	23.0
Yes	154	77.0	77.0	100.0
Total	200	100.0	100.0	

SOURCE: SPSS/*Field Survey*, 2020

The above table shows that, 11% said no, 77% said yes. This reveals that majority of the respondents will still keep patronizing Airtel irrespective of the quality of service delivery.

4.2   DISCUSSION OF FINDINGS

What we plan to achieve here is to interpret in relation with the findings and how it relates to the research questions.

The result gotten from the questions under the first research questions which states the level of Airtel patronage among the study populace shows that there exists a high patronage of Airtel network among the study population. Table 7 shows that 83% of the respondents said they have the SIM card of other telecommunications company in Nigeria however most of them prefer the Airtel network to other telecommunication network as shown in Table 8 which reveals that 68% of the respondent prefers Airtel to other networks.

The second research question attempted to know the extent Airtel commercial is retained in the mind of the consumers. A total of 86.5 % of the respondents comes in contact with Airtel advert on television and looking at Table 13, 83% acceded to the fact that they have seen the Airtel advert "Meet the In-Laws" starring Iya Rainbow. In order to confirm their knowledge of the said advert, the question to identify two main characters was asked and 86.5% of the respondent answered correctly as shown in Table 14. The commercial was launched in 2018 and this survey was carried out in 2020, it means Airtel commercial is retained in the minds of the consumers owing to the fact that respondents still have a good knowledge of the advert Meet the In-Laws starring Iya Rainbow.

In answering the third research question which is the attitude and perception among the study population, an overall value of 63% said they do love Airtel and as seen in Table 17, 72% of the respondent said they now have positive perception of Airtel. It therefore means that majority of the respondents currently have positive perception of Airtel.

Looking at the fourth research question, Table 20, Table 21 and Table 25 signify that there is relationship between the use of Nollywood actors in Airtel advertisement and viewers' patronage. As seen in Table 20, 89% of the respondents like the Nollywood actors/actresses featured in the advert. Seventy four percent developed a positive perception after watching the advert and the patronage decision of 69% of the respondents was affected as shown in Table 21 and Table 25 respectively.

Lastly, the fifth research question as it relates to Schema theory attempted to investigate the extent previous perception of Airtel by the respondents has shaped the way it is presently perceived. Though in Table 26, 70% of respondents have held Airtel in high esteem which must have served as the basis of patronage, a good history and the advert carried out by Airtel made 77% of the respondents indicate their willingness to keep patronizing Airtel irrespective of their quality of service delivery.

CHAPTER FIVE

SUMMARY OF THE STUDY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF THE STUDY

This study investigates the use of TV Commercials in the Retention of Consumer patronage with Airtel Nigeria as case study. In order to achieve this objective, certain research questions was raised and subsequently answered.

Also, the research reviewed extant literature which was strictly guided by the research questions. In other words, the literature review was aimed at showcasing scholars' contributions on the use of TV Commercials in the Retention of Consumer patronage.

Furthermore, the research adopted a theory for analysis since the importance of theories in any scientific research or analysis can hardly be over-emphasized. The research adopted the Schema theory as theoretical framework, which helps us organize and interpret information. It stresses how we behave and react to things based on that information we have.

Indeed, the Quantitative method was adopted in the course of this research work. The Quantitative research instrument used in collecting data was questionnaires. In analyzing data collected, The Statistical Package for Social Sciences (SPSS) was used in the analysis of data.

Importantly, the data was gotten from 200 respondents and the data gotten reveals that 60% of the respondents were male while 40% were female; 51% of the respondents are between ages 18-29, 31.5% are between ages 30-39, 12% are between the ages 40-49 and 5.5% are between ages 50 and above; 71% of the respondents practice Christianity, 22% are Muslims, 3% practice other religion and 4% practice Traditional religion; 6.5% of the respondents are from Hausa ethnic group, 17.5 % are Igbo, 18.5% are from other ethnic groups and 57.5% are from Yoruba ethnic group.

In recapitulation, this research was presented in five chapters. The first chapter dealt with the general introduction of what the research is all about. The second chapter centered on the review of existing literature on the subject matter and the theoretical framework for analysis as well as the empirical review. Chapter three was about the research methodology. Chapter four focused on data analysis and the discussion of findings. Chapter five focuses on summary, conclusion and recommendations.

5.2   CONCLUSION

There is a correlation between the use of TV commercial and Consumer patronage in looking at Airtel Nigeria. Customers are likely to patronage certain goods or services that offers satisfactory services if they constantly see TV commercials on those goods and services. This study revealed that the study population likes TV commercials that resonates with their way of living and when such commercials make use of known Nollywood actors/actresses.

This study also showed that most Nigerians actually watch television and often come in contact with television commercials of several organizations.

Lastly the research revealed that TV commercials tend to influence the patronage of consumers as a large percentage of respondents indicated that they started patronizing Airtel after seeing the advert Meet the In-Laws which featured Iya Rainbow. Evidence has shown that an existing knowledge of something can determine how one acts to it in subsequent times, hence TV commercials influence consumers decision. Therefore, regular TV commercials can help secure a consumer's patronage for a long time, especially if the commercial features consumer's favorite celebrity.

5.3   RECOMMENDATIONS

Based on the findings of this research, this study hereby makes the following recommendations.

1.   Advertisement should not be limited to Social Media. Despite the increase of Social Media, television as a tool of mass media is still relevant. More TV commercials should be carried out by organizations in reaching out to their prospective customers.

2.   In carrying out TV commercials, organizations should tell a compelling story that resonates with social way of life of the Nigerian people

3.   TV commercials carried out should be entertaining and have some elements of comic.

4.   In carrying out TV commercials, advertising agencies should engage Nollywood actors and celebrities who have a perceived character by the Nigerian populace that can fit in the intended roles of the commercials.

5.   There is a need for organizations to keep their promises and offer satisfactory services so as to make their TV commercials more effective and ensure consumers' patronage.

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MOUNTAIN TOP UNIVERSITY

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

RESEARCH QUESTIONNAIRE ON

THE USE OF TV COMMERCIALS IN THE RETENTION OF CONSUMER

PATRONAGE-A STUDY OF AIRTEL NIGERIA

Dear respondent,

I am, Ebhotha Ruth Marvellous, a final year student of the above-named University and Department. I am conducting a research in partial fulfillment of the requirements for the award of B.Sc. Degree in Mass Communications.

This study seeks to examine **The Use of TV Commercials in the Retention of Consumer Patronage**.

I, therefore, solicit your candid response by kindly filling this questionnaire as applicable to you. All responses will be strictly treated as confidential and used for academic research only. Thank you for your kind attention.

SECTION 1: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

INSTRUCTION: Please tick any of the options you consider most appropriate.

1. Gender: Male [ ] Female [ ]

2. Age: 18-29 [ ] 30-39 [ ] 40-49 [ ]50 And Above [ ] 60 And Above [ ]

3. Religion: Christianity [ ] Islam [ ] Traditional [ ] Others [ ]

4. Ethnicity: Yoruba [ ] Igbo [ ] Hausa [ ] Others [ ]

SECTION 2:

Research Question 1: What is the level of Airtel patronage among the study populace?

1. Do you use Airtel sim card?

    a) Yes

    b) No

2. If your answer to No 1 above is Yes, how long have you been using Airtel sim card?

    a) 0 – 6 Months

b) 6 – 12 Months

c) 1 – 2 Years

d) 2 – 3 Years

e) 3 years and above

3. Do you have sim cards of other telecommunications company in Nigeria?

a) Yes

b) No

c) Don't know

4. Do you prefer Airtel to other Networks?

a) Yes

b) No

c) Don't know

5. If yes, what made you prefer Airtel to other Networks?

a) The Services

b) The Prices

c) The Tariff/Data Plans

d) The Adverts

Research Question 2: To what extent is Airtel commercial retained in the minds of consumers?

6. How often do you watch the Television?

a) Regularly

b) Sometimes

c) Rarely

d) Not at all

7. Have you watched an Airtel advert on TV before?

a) Yes

b) No

c) Don't know

8. How often do you come in contact with Airtel advert on TV?

a) Very often

b) Often

    c) Rarely

    d) Never

9. Have you seen the Airtel advert "Meet the In-Laws" starring Iya Rainbow?

    a) Yes

    b) No

    c) Don't know

10. Iya Rainbow played the role of a _____ to a Lady called _____ in the advert.

    a) Mother, Bisi

    b) Mother-in-law, Amaka

    c) Sister, Amaka

    d) Mother, Ngozi

Research Question 3: What is the attitude and perception of Airtel among the study population?

11. Do you love Airtel Network?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

12. What was your perception of Airtel?

    a) Negative

    b) Positive

    c) Neutral

    d) Undecided

13. What is your current perception about Airtel?

    a) Negative

    b) Positive

    c) Neutral

    d) Undecided

14. Does Airtel offer quality services to its subscribers?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

15. Does Airtel network fulfill the promises made on the adverts?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

Research Question 4: Is there a significant relationship between Airtel commercial's use of Nollywood actors and the viewers' patronage?

16. Do you like the Nollywood actors featured in the advert/commercial, 'Meet the in-laws', starring Iya Rainbow?

    a) Yes

    b) No

    c) Somehow

    d) Don't know

17. What is your perception of Airtel after watching the advert?

    a) Negative

    b) Positive

    c) Neutral

    d) Undecided

18. Did the advert influence your perception of Airtel?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

19. How often do you purchase airtime on Airtel?

    a) Very often

    b) Often

    c) Rarely

    d) Never

20. How often do you subscribe for data on Airtel?

    a) Very often

    b) Often

    c) Rarely

d) Never

21. Did the Airtel advert influence your purchase/patronage decision?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

Research Question 5: To what extent has previous perception of Airtel shaped the way it is presently perceived?

22. Have you always held Airtel in high esteem?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

23. Have they been able to measure up with your expectation of them?

    a) Yes

    b) No

    c) Sometimes

    d) Don't know

24. Will you still keep patronizing Airtel irrespective of the quality of service delivery?

    a) Yes

    b) No

    c) Don't know