

**THE USE OF TV COMMERCIALS IN RETENTION OF CONSUMERS' PATRONAGE:
A STUDY OF AIRTEL NIGERIA**

BY

EBHOTA RUTH MARVELOUS

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**A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
COLLEGE OF HUMANITIES MANAGEMENT AND SOCIAL SCIENCES,
MOUNTAIN TOP UNIVERSITY, OGUN STATE**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF
BACHELOR OF SCIENCE (B.Sc.) IN MASS COMMUNICATION**

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CERTIFICATION

I certify that this work was carried out by Ebhota Ruth Marvelous at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

Dr. Chinyere Mbaka

(Supervisor)

Dr. Babatunde Oni

(Head of Department)

DEDICATION

I dedicate this research work to Almighty God, the Most Beneficent and Most Merciful for his mercies bestowed upon me throughout the period of conducting this research work. Also, to my loving parents for their support and encouragement and definitely to all lecturers of the department of Mass communication in Mountain Top University who have gone out of their way to impact knowledge in me.

ACKNOWLEDGEMENT

I just want to use this very medium to give my gratitude to Almighty God who blessed me with His strength, creativity, knowledge and inspiration despite the difficulty that I encountered while undertaking this research work. Without His sufficient grace my goals would not have been realized.

My special gratitude goes to my Supervisor Dr. Chinyere Mbaka who guided and saw to the success of this work through her constructive criticism and suggestions that helped to enhance the standard of the research work. May God bless you and your family Ma (Amen).

I also owe my appreciation to my Head of Department, Dr. Babatunde Oni, who has been a father to my colleagues and I and has also had an impact on our personal and career development. Other lecturers in my department; Prof. Anaeto, Dr. Oriola, Dr. Udeh, Dr. Akila, Dr. Odunlami, and Mrs. Richards for all the knowledge they have instilled in me during my four years in the institution have helped me achieve this academic success. The good Lord shall reward you all.

I want to say thank you to the entire staff of the Faculty of Social Sciences, for their moral and academic support throughout my stay in Mountain Top University. May God bless you all.

My deepest appreciation goes to my family members and to my Parent, Mr and Mrs. Odianosen for their love, support and encouragement. Words cannot express how grateful I am to God for having you both in my life. God will surely bless and reward you. My siblings are not left out, God bless you all for me. I love you all.

I also wish to acknowledge my spiritual directors, Pastor Olumide Adesina, Dr. Young Ademola and Pastor Olumide Tanimowo for their fatherly support and love which saw me through my studying at the institution. God bless you all and continually make his face to shine on you all. Also, my uttermost thanks to the members and staff of Tee-Mark Limited, Ikeja Lagos for their support during my Internship and for the project work.

I also appreciate all my friends and colleagues for their support. May GOD bless you all.

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ABSTRACT

*Advertisement plays a very important role for any business that wants to succeed if strategic. It also can be instrumental to the expansion of any business. The media is generally accepted as a tool for passing information far and wide. Therefore, the basis of this research project was to investigate the use of TV commercials in retention of consumers' patronage, using Airtel Nigeria as case study. The researcher equally aimed at identifying if there was any correlation between TV commercials and viewers' purchase decision, as well as determining the extent of correlation between TV commercials and viewers' patronage on one hand and TV advertisement and viewers' loyalty on the other hand. **Schema theory** as propounded by Frederick ballet 1886 – 1969 provided the framework for the experiment reported in this study. The tool employed for gathering data was the use of questionnaires which were administered to a total number of respondents put at two hundred (200) consisting of 80 female and 120 of male respondents. The result of findings showed that there is a significant relationship between TV commercials and viewer's purchase patronage and that TV commercials influence consumer's decision. The study therefore recommends that 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. Also 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 commercials.*

KEYWORDS: *Advertising, Television, Brand Patronage, Perception, Attitude Formation and Attitude Change.*