Influence of Telecommunication Advertisements on Students' Perception and Preference for GSM Services in Kogi State Tertiary Institutions

By

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DECLARATION

I declare that the work in this thesis entitled **Influence of Telecommunication Advertisements on Students' Perception and Preference of GSM Services in Kogi State Tertiary Institutions** has been carried out by me in the department of Mass Communication. The information derived from the literature has been duly acknowledged in text and a list of references provided. No part of this thesis was previously presented for another degree or diploma at this or any other institutions.

ABIMAJE MOSES DAVID Date

CERTIFICATION

This thesis entitled, **Influence of Telecommunication Advertisements on Students' Perception and Preference for GSM Services in Kogi State Tertiary Institutions** by **ABIMAJE MOSES DAVID** meets the regulations governing the award of the degree of M.Sc. Mass Communication of the Ahmadu Bello University, and is approved for its contribution of knowledge and literary presentation.

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DEDICATION

This thesis is dedicated to God Almighty who gave me the will to carry on despite the challenges encountered in the course of my study and also to my beloved wife Mrs. Joy Ugbede Moses for your prayers and encouragements. And also to all members of my family who stood by me during this period.

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ABBRIVIATIONS AND ACRONYMS

i. GSM: Global System of Mobile Communication

ii. NCC: Nigerian Communication Commission

ABSTRACT

This study examines the influence of telecommunication advertisements on students' perception and preference for GSM services in Kogi state tertiary institutions. The study emerged from the backdrop of increasing complaints about poor GSM services in Nigeria, and the assumption that advertising could help in shaping perceptions and choice of GSM networks among active users and subscribers. The study was aimed at making an empirical contribution to existing understanding of the level of influence advertising has on consumer behaviour in the telecommunication industry. The study was based on the presupposition of the source credibility and hierarchy of effect theories. The survey method as adopted for the study using a multi-stage sampling method in which institutions were randomly selected and research instruments purposively administered to the respondents. The survey received a 95 per cent response rate from a sample of 381 of 400 drawn from 4 out of the 13 tertiary institutions in Kogi state using a multi stage sampling method in which these institutions are divided into strata and each stratum was purposively selected. Data gathered were analyzed using Statistical Package for Social Sciences (SPSS). Results were analysed using percentage frequency, mean and standard deviation while the association between the level of advertising influence and preferences was tested using Pearson correlation analysis. Chi-square test was also carried out to test association between GSM service preference and demographic variables. Overall results show a strong positive association between the level of advertising influence and respondents' preference for GSM service. Finding also shows that the message of the advertisement was considered the most appealing element in the advertisement that influences students GSM patronage. Furthermore, there is analysis showed a low user approval rate (perception) of GSM prepaid advertisements and also highlights other extra advertorial intervening factors apart from advertising that equally influence students' GSM patronage. The study concludes that since there is a strong positive relationship between the level of advertising influences and sstudents' preference for GSM services, such influences may affect their perceptions of the advertisements which in turn may determine GSM service they will eventually subscribe to. It therefore recommends that GSM advertisement messages should be factual, accurate and realistic since such messages affect perception and preference for GSM patronage.

CHAPTER ONE

1.1 Background to the Study

Before the deregulation of Global System of Mobile Communication (GSM) in Nigeria only a few Nigerians could boast of using telephone services. The introduction of phone booth system in the late 1990s on some major streets in the country gave little respite to telephone users as it affords them the opportunity to make calls even though they had to leave their houses to where the booths are.

However, the deregulation of Nigeria's telecommunication sector in 2001 was a major landmark in the telecom industry. This marked a turning point in the industry and broke the monopoly hitherto enjoyed by the defunct Nigeria Telecommunications Limited (NITEL) paving way for service providers like MTN, Vodafone which had now metamorphosed over the years to AIRTEL, GLO and ETISALAT into the market. This phenomenon witnessed an increase in the number of GSM subscribers and gave rise to the four major players (MTN, GLO, AIRTEL and ETISALAT) to dominate the market and also gave Nigerians access GSM services.

According to Akinkuotu, (2008) there were about 800,000 subscribers base for a country that had over a 100 million people when the pioneer GSM networks began operation in Nigeria. However, within the first seven years of GSM operation in Nigeria, the number increased from less than a million subscribers' base to over 60 million in 2008 and by 2012, the number of active lines had reached 90 million. However by 2013 the number of active subscriber base was over 113 million (NCC: GSM subscribers now over

113 million, 2013) and by October, 2014, the number has hit 130 million subscriber base (GSM subscriber base hit 130 million-NCC, 2014).

With the number of subscribers growing at a geometrical rate giving the level at which service providers strive to dominate the market, the number of active lines may well be above 140 million by the end of 2015.

The push and pull in the telecom industry and the desire to assert dominance over rivalry brands compelled operators to review their billing system from per minute to per second billing system and charges per short messages (SMS) from what used to be 15 naira per page of a text message to 4 naira today. Also, the high cost of acquiring a mobile line from what used to be about 10,000 naira to as low as a 100 naira in most cases.

The scrambling for subscribers in the market place equally led to development of products to meet their different needs. Service providers have within their years of operations in Nigeria developed different products to meet specific needs of their teeming subscribers and charged different tariff for these plans. For example MTN developed product like super saver, family and friends among other prepaid packages. GLO for instance has infinito, G-bam, Bounce among others. ETISALAT on the other hand has the easy cliq, easy starter and the easy life packages while AIRTEL has the 2good plan and AIRTEL come alive package. All these variety of products are in attempt to lure subscribers to the brand given the lowest possible call tariff as advertised.

Beside the downward review of call tariff and development of GSM packages, service providers equally employ other marketing communication strategies such promotion and advertising to lure subscribers. Some give bonuses on recharge, free SMS, and data and as well advertise their products and services using different advertising

platforms like mass media (television, radio, newspaper/magazine), internet, outdoor, mobile advert, bill board, Interactive Voice Recorder (IVR) and on campus show (for students) to reach targets.

Despite the laudable feat in the telecommunication sector, the quality of service delivery by network providers has remained questionable given their inability to deliver a hitch-free service that is devoid of complain by subscribers. These complaints range from occasional network failure, card recharging problems, checking of balance difficulty, wrongful deduction of credit among others. The persistent network failure resulted to the NCC in January 2008 ordering some service providers to offer compensation to all subscribers who were active in their network (Babaita, 2010).

Even though service providers were made to pay compensation, these problems which hitherto have continue to hinder smooth operation of GSM in Nigeria are yet to be resolved. Coincidentally, the youths are active users of GSM services who are always willing to take advantage of the competitive market situation. Apart from making calls or sending text messages, most of them download applications that enable them to interact on any of the social media platform. However, the persistent network problem associated with GSM services leaves them in a dilemma of the network to choose. Most often than not, they are left with no option but to subscribe to more than one GSM network as this gives them the opportunity to explore, analyse and compare services of the different networks before making their choice.

Therefore, given the persistent complaints about poor service quality of GSM in Nigeria and the assumption that advertising could help in shaping perception and choices of GSM networks among users, created the need to study the relationship between advertising

and preference of GSM services among tertiary institutions students in Kogi state. The aim is to know the level of influence advertising has on the choices of GSM network they use.

1.2 Statement of the Problem

Consumers' perception over the years suggests that attitudes toward advertising have become more and more unfavourable (Cheung, Harker and Harker, 2008). Various studies (Calfee and Ringold, 1994; Elliot and Speck, 1998; Coulter, Zaltman and Coulter, 2001; Cheung, Harker and Harker 2008) attempt to explain consumers' perception towards advertising in order to understand how it influences them in making purchase. Cafee and Ringold (1994) found that on average, two third of consumers think that advertising is untruthful and it persuades people to buy things that they do not necessarily need or want. On their part, Coulter, Zaltman and Coulter, (2001) found out that advertising is manipulative and unrealistic because it encourages excessive compulsive shopping and unrealistic lifestyle.

According to Okeyere, Agyapong and Nyarku (2011) every advertising message need to speak the consumer's language, and provide convincing evidence of product's attributes. This is because people may express skepticism towards the product if it fails to meet their expectations as advertised. Given the frequency at which GSM service providers advertise their products and services, subscribers have occasionally express doubt over the services offered. This is because they often complain of occasional network failure among GSM networks in the country when trying to use the services. At some point, subscribers experience persistent problems like drop calls, call set up, connection problem and inability to sometimes recharge the mobile line. When this happens, it often leaves subscribers in dilemma of choice of service providers.

Students of tertiary institutions are mainly youths who are active users of GSM services. Apart from calls, they surf the internet, sometimes chat with friends or download materials for assignments using the services of any of the GSM networks. They may be discouraged to continue patronizing a service provider when they experience any of the service shortcomings. The service providers therefore tend to influence consumers' perceptions and choices through frequent advertisement. This leaves an agitation for investigating the links between telecommunication advertisement and consumers' perceptions and preferences of GSM services.

1.3 Aim of Study

The principal aim of this study is to make an empirical contribution to existing understanding of the influences of advertising on consumer behaviour in the Nigeria's telecommunication industry.

1.3.1 Objectives of the Study

1. To find out the level of advertising influence on students' GSM service preference
2. To determine the element of advertisement that appeals the most to students' GSM service patronage.
3. To determine user approval (perception) rate of GSM prepaid package advertisements among students.
4. To examine the extra-advertorial factors that intervenes in students' choice of GSM service provider.
5. To determine if an association exist between the level of advertising influence and students' GSM preference.

1.4 Research Questions

To achieve the objectives of the study, the study aims at providing answers to the following research questions:

1. What is the level of advertising influence on students' preference of GSM service?
2. Which element of advertisement appeals most to students' GSM service patronage?
3. What is the user approval (perception) rate of GSM prepaid package advertisements among students?
4. Are there extra advertorial intervening factors that influence students' choice of GSM network?
5. What association exists between the level of advertising influence and students' preference of GSM services?

1.5 Significance of the Study

The central focus of most studies on mobile phone service providers is that researchers focused more on factors that influence the choice of service provider by consumers without emphasis on the influence of advertising. These studies give attention to promotional elements like price, service quality, and service availability. On the other hand, most studies on advertising research centre on consumers' attitude (Van der Wald, Rebello and Brown 2009) or the language use in advertising (Dada, 2010). Unfortunately, the influence of advertising in most of these studies has, is not clearly stated.

This study is significant in that it explores the influence of advertising on consumers' perception and preference of GSM services among subscribers. Its findings will also assist service providers in Nigeria to know how subscribers perceive their brand, thereby enabling them to improve where necessary. Furthermore, the study contributes to

the quantitative understanding of the association that exists between advertising and consumer behaviour in the telecommunication industry in Nigeria.

1.6 Scope of the Study

Kogi state tertiary institutions are the data location for this study. This is because base on available literatures, there are limited studies done in the area GSM and advertising influence in the state, and hence the need to carry out a study using students of selected tertiary institutions in the state. Furthermore, students as active users of GSM can provide the required information and also, tertiary institutions are cosmopolitans, with people from all the major ethnic groups in Nigeria, thus represent the Nigeria ethnic composition. The study focuses only on prepaid services of GSM networks advertisements in Nigeria. This is because most GSM users subscribe to prepaid services. And it covers only the four major players of GSM services in the Nigeria's telecommunication industry.

1.7 Limitations of the Study

Since the study was conducted using population of students from selected tertiary institutions in Kogi state, there may be variations if similar study is conducted in tertiary institutions of other states of the country with larger population. Also, results may not be a true reflection of the entire telecommunication market especially where the populations of a similar study are not students hence generalization in the national context may be affected.

1.8 Definition of Terms

i. Influence: the effect of a persuasive message resulting into a possible outcome.

ii. Preference: the most frequently subscribed GSM network by consumers.

iii. Perception: possible views or feeling of subscribers about GSM products and services.

iv. GSM advertising: messages of GSM service providers in the media to create awareness to subscribers about their products and services.

v. GSM networks: operators of GSM that provide telephony services

vi. Students: undergraduates in any tertiary institutions in Kogi state who users of GSM networks are.

CHAPTER TWO

LITERATURE REVIEW

2.1 Understanding Advertising Concept

In today's contemporary society there are different brands in the market. These brands are not just from the domestic market but also from the globalizing market of the world (Nwosu and Nkamnebe, 2006). The proliferation of brands has given rise to competition in the marketplace and every brand that worth its name has to strive to remain top on consumers shop list. For a brand to succeed, it has to possess attributes that should meet consumers' need. With consistent competition from other brands, coupled with the need to satisfy consumers' needs, the challenge facing marketers is how to develop strategies that will keep their brands top on consumer's mind. Advertising therefore becomes one of the tools for achieving marketing objectives. This is because it creates awareness about the existence of a brand in the market and also rein enforces consumers' satisfaction (Ehrenberg, 2000). Thus this chapter attempts to review relevant literatures for the study. Advertising is now part of daily life. Every day different types of advertisements are seen on television, radio, newspapers, magazines, billboards, internet and other media. Whether we like it or not, advertising affects us consciously or unconsciously. Advertising is in the business of persuasion and building positive attitudes towards a brand. It is aimed at creating favourable psychological impression (Hsu, 2007). Advertising promotes the product by creating awareness and interest of the consumers, and also reinforces customer's satisfaction level of the product already purchased (Ehrenberg, 2000).

Advertising is a form of structured and applied communication that employed both verbal and non verbal elements that are composed to fill specific space and time

determined by sponsor. Belch and Belch (1998) note that effective communication through advertisement leads the consumers toward the purchasing of brand.

Of concern to advertiser is whether the advertisement or commercial conveys the meaning intended. This is because the receiver of the message is viewed as active participant in the communication process whose ability and motivation to attend, comprehend and evaluate messages are high (Vivekananthan, 2010). If the consumer or audience gets the message and it is understood by them just the way it is intended by the advertiser, such message will be regarded as successful. And understanding of such message may lead to consumer's preference and subsequent purchase of the brand (Clow and Back, 2002).

According to Vivekananthan (2010), marketing activity such as advertising affects both internal and external behavior of the consumer. Consumers' perceptions are influenced through exposure to advertising messages. If the advertisement can grab the consumer's attention, such advertisement could be recognized by them, and they may likely retain the message. Advertising is involving because it requires consumer's attention before a buying decision is made. Thus, advertisers should ensure that they put into consideration the demographic and psychographic compositions of the consumers if they are to make head way in achieving their overall marketing objectives.

2.2 Consumer Buying Behaviour

Every advertising message is aimed at influencing prospective customers to change their attitudes toward the brand. To achieve this, advertisers must make the marketing communications process work very effectively (Arens, Weigold and Arens, 2009). With the proliferation of brands in the market, consumers now have a wide range to choose from.

The main concern for marketers is the need to influence consumers since perception is a determinant of their choice (Stephan and Tannenholz, 1994).

Consumer behaviour is about how people make their decisions on personal or household products with the use of their available resources such as time, money and effort (Schiffman and Kanuk, 2000). It is the process involved when individuals or groups choose, buy, use or dispose the products, services, ideas or experiences to satisfy need and desire (Arnould, Price and Zinkhan, 2004). According to Kotler and Keller (2006), certain psychological processes must be considered because they aid in the understanding of consumers buying decisions. This is because consumers are more educated and informed about products and services through advertising and this enhances their of maximizing values (Urban, 2004). Therefore understanding the reasons why consumers buy products and their buying habits can help firms to devise corresponding marketing strategies in response to their needs (Blackwell, Miniard and Engel, 2006).

Gotimer (1998) opines that the challenge before organizations is not necessarily to produce satisfied customers, but delighted and loyal ones. These days, customers are becoming harder to please, smarter, more price conscious, more demanding, less forgiving, and they are approached by many competitors with equal or better offer (Kotler and Keller, 2006). Therefore if an organization wants to succeed, it must design a competitively superior value proposition aimed at a specific market segment, backed by a superior value delivery system and promote this value through advertising (Lanning, 1998).

Scholars like Howard and Sheth (1969); Engel, Blackwell and Miniard (1994); Luce, Bettman and Payne (2001), have developed a stage model of the consumer buying decision process. Watson, Viney and Schomaker (2002) note that consumers go through a

decision process of varying complexity, depending on the nature of the decision they are making, with a number of possible variables which influence this process at a number of stages. And these variations depend on the type of purchase whether it is low or high involvement (Walls, Burnett and Moriarty 2000).

Levy and Weitz (1992), note that the buying process is initiated when people recognize their unsatisfied need, which can be triggered by internal or external stimuli (Kotler and Keller, 2006). Once a need is recognized, consumer will then undertake an information search which may be passive or active (Assael, 1987). This search may be personal, through advertisement, or experimental. Through gathering of information, consumer get to learn about competing brands and their features, know those that will meet initial buying criteria, gather more information and then make the final choice (DeSarbo and Jedidi, 1995).

Having gathered sufficient information about different brands, consumers evaluate alternatives and place values on them based on attributes such as convenience, price, quality and other environmental factor issues (Watson, Viney and Schomaker, 2002). Kotler and Keller (2006) note that most buyers consider these attributes in their purchase decision before choosing the one to buy. Consumers pay particular attention to attributes most relevant to their needs, and any change in attributes can affect consumer decisions on the choice they will make (Blackwell, Miniard and Engel 2006). Therefore, firms can create value by providing lower price or unique offers to the customers and advertise same in order to attract customer.

Once evaluation is made, the consumer then makes a purchase decision. Although in the evaluation stage, consumer forms preferences among the available brands but in

executing a purchase intention, the consumer may make purchase decision based on brand, dealer, timing, size, and payment method (Arens, Weigold and Arens, 2009). Consumers do not necessarily adopt only one type of choice rule in purchase decisions because these can be affected by factors such as characteristics of a person, the number and similarity of brands and time involved, and the social context of the consumer.

Understanding how consumer screen brand is critical because even after they evaluate the brand, two general factors can intervene between the purchase intension and the purchase decision. Firstly, the attitudes of others towards a brand may reduce the preference for an alternative and secondly, the unanticipated situational factors that may erupt to change the purchase intention. This may however modify consumers' decision to either postpone or avoid a purchase decision that is heavily influenced by perceived risk based on the amount of risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer's self-confidence (Kotler and Keller, 2006). Therefore, the marketer's job does not end with the purchase of the brand but must monitor other post purchase stages of consumer buying behaviour. And if the perceived risk is to be minimized, marketers must instill that self-confidence in consumers by providing the necessary information about their products through its advertising campaigns.

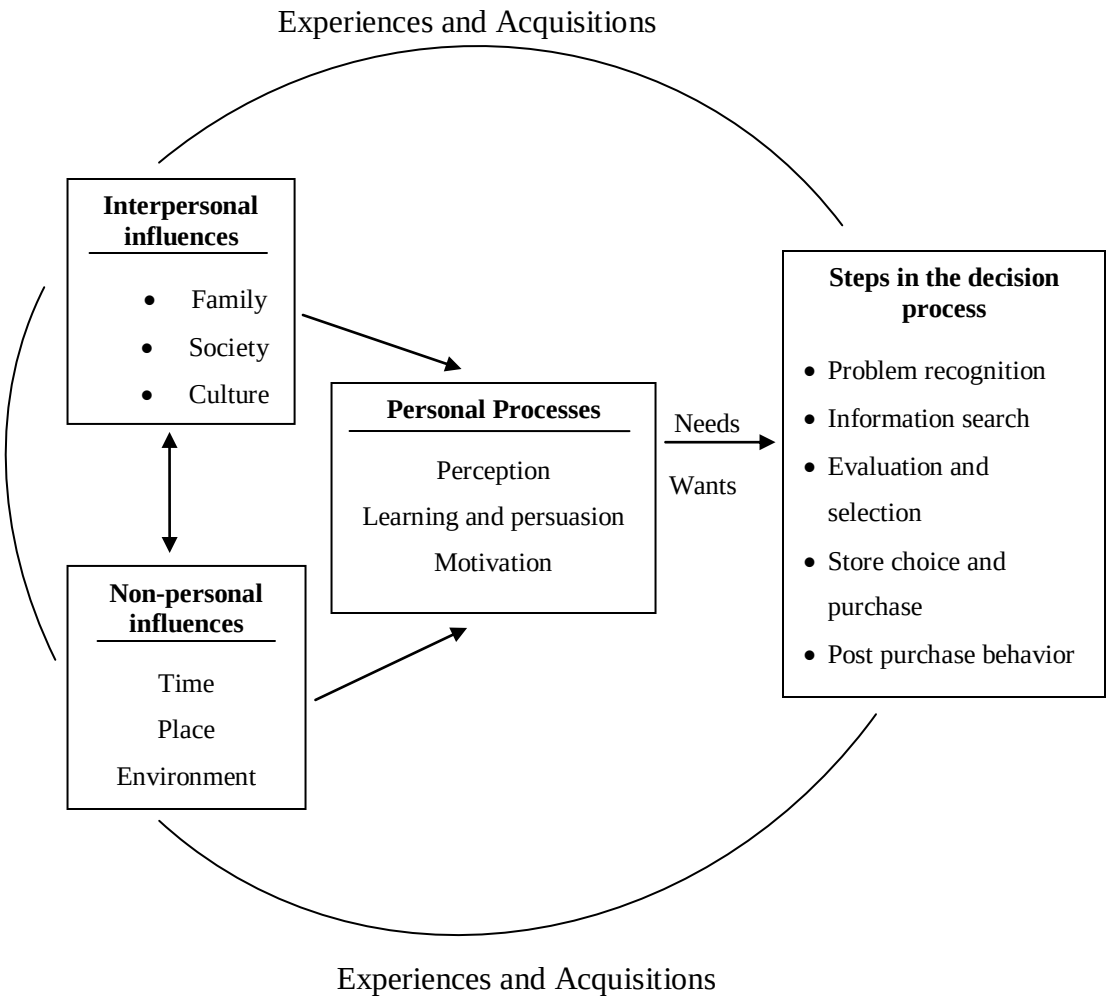


Figure 1: Consumer decision model (Aren and Aren, 2009)

The basic consumer decision process comprises a set of fundamental steps that the consumer experiences during and after the purchase process. Advertising can affect the consumer's attitude at any point in this process.

2.3 Advertising Influences on Consumer

The purpose of advertising is to make potential buyers respond more favourably to the firm's offering. Advertising provides information, creates and modifies consumers' desire and provide reasons for preferring a particular product (Vani, Babu and Panchanatham

(2011). The captivating and persuasive nature of advertising creates want through passive compulsion so that the consumer will buy the product. Advertising also helps society by improving competition, lowering prices, encouraging more product choices, supporting the media and providing information. It goes beyond mere selling of products or ideas but can shape social trends and attitude in a way.

However, the issue of advertising effect and how to measure it is one of the controversial things in the world of advertisement. The questions people always ask is, why would companies continue to spend billions of naira on advertising if advertising does not play an important role in their businesses? Such questions though commonsensical but should be answered in a scientific manner so as to justify in concrete terms the huge sum of money being spent by corporate organizations.

The central goal of any given advertisement is to persuade customers by changing and modifying their attitudes towards the product (Solomon, 2002). Put differently, firms advertise in order to boost sales, an outcome that can be achieved by persuading consumers of the superiority of their brands and by creating awareness about the existence of such product (Draganska and Klapper, 2011). Before a consumer can consider a brand, he must be aware of the existence of such brand hence a consumer's choice is limited to the set of brand he is aware of (Draganska and Klapper, 2011) and this awareness is a function of the demography of the consumer and his exposure to the advertisement (Sovinsky Goeree, 2008).

Although no strong evidence has been advanced to prove the effectiveness of the persuasive role of advertising (Ehrenberg, 2000), however it is important to clearly define advertising effectiveness because advertising seeks to communicate information with

existing or potential customers and not to increase sales (Beerli and Martin Santana, 1999). This is because every advertising campaign is based on six principles which are; to secure attention, to arose interest, to develop and sustain the interest, to create desire, to incite action and to create goodwill (Kowal, Gupta and Devi, 2008).

According to Ehrenberg (2000), every stage of the process of responsiveness of advertising needs to be investigated since repeat purchase account to large amount of sales volume of frequently purchased product. Thus, advertising effectiveness should not be limited to discovering of the purchase behaviour of the consumer or the persuasive effectiveness of advertising alone but should include all the integral parts of the campaign. Deighton, Henderson and Neslin (1994) write that consumer's buying behaviour is influenced by advertising in three ways such as encouraging the consumer to switch brand, encourage the consumer to remain with the brand or it may have no impact on the consumer buying behaviour. Thus, advertising is most likely to influence brand choice when consumers can come in contact with the advertising in the media and if they understand the message of the advertising.

2.4 Consumer Perception

Consumers' perception has become a central component in many theories of persuasive communication (Shiff and Morgaeu, 2003). Perception determines which of the different products category consumer will choose (Stephan and Tannenholt, 1994 in Arens, Weigold and Arens, 2009). Perception could be a person's personally views or feelings about a particular product and service. In some cases, it could even be the advertisements of such product or service which maybe likeable or less likeable. Advertisements that are

appreciated (likeable) are more effective than the ones that are not very likeable (Frenzen, 1994).

Through advertising, large audiences can be reached with just a simple message that presents them the opportunities to understand the product, its primary function and how it relates to other products (Fill, 2006). Without doubt, research has shown that advertising has influence on consumers' buying decision (Ehenberg, 2000). This influence can be expressed in terms of the change in attitude of consumers towards advertising, and their perception of a brand through a learned predisposition to respond in the consistently favourable or unfavourable manner to advertising in general (Lutz, 1985). According to Ha (2004) consumers tend to remember best the last experience and thus, a positive experience may be sufficient to alter perception of more than one preceding negative experience, and vice versa.

Evidence from studies on perception shows a relationship between consumers' attitude and advertising effectiveness (Homer, 2006; Mehta, 2000). For example findings from the study of Dutta-Bergman (2006) on the demographic and psychographic antecedents of attitude towards advertising shows that (age, income, education and gender) and life style factors (whether the consumer is product, price or brand conscious) influence a consumer's attitude towards advertising and that younger consumers rely less on advertising for decision making than their older counterparts. Shavitt, Lowrey and Haefner (1998) also examine how psychological variables relate to attitude towards advertising. They found that younger people were more likely to have positive attitude towards advertising and were less likely to feel offended by advertising.

Wellbacher (2003) asserts that for consumers' perception of advertising to be better understood, marketers need to consider their beliefs and feelings about advertising as well as the way they behave towards it. Shavitt, Lowrey and Haefner, (1998) argue that while people agree that advertising is informative, they still do not trust advertising because they feel that advertising contribute to the cost of the product they buy. Consumers also belief that products do not perform as well as portray in advertising and that much of the advertising is more manipulative than informative (Mehta, 2000).

Furthermore, the trust consumers hold about the credibility of a medium will likely influence information offered by such medium (Moore and Rodgers, 2005). If consumers do not trust the media, then they are less likely to pay attention to it (Johnson and Kaye, 1998). When consumers are skeptical of the advertising message they receive or the source of the message, they will not be motivated to process the information and this may lead to coping responses from consumers such as gathering information from other sources or avoidance of the advertising messages altogether (Obermiller, Sprangenberg and MacLachlan, 2005).

Thus every piece of advertising message and the media used for the dissemination of the information should be credible enough so that consumer will have no reason to distrust both the message and the medium. This way, consumer will hold the organization in high esteem and regard their product or brand as worth buying.

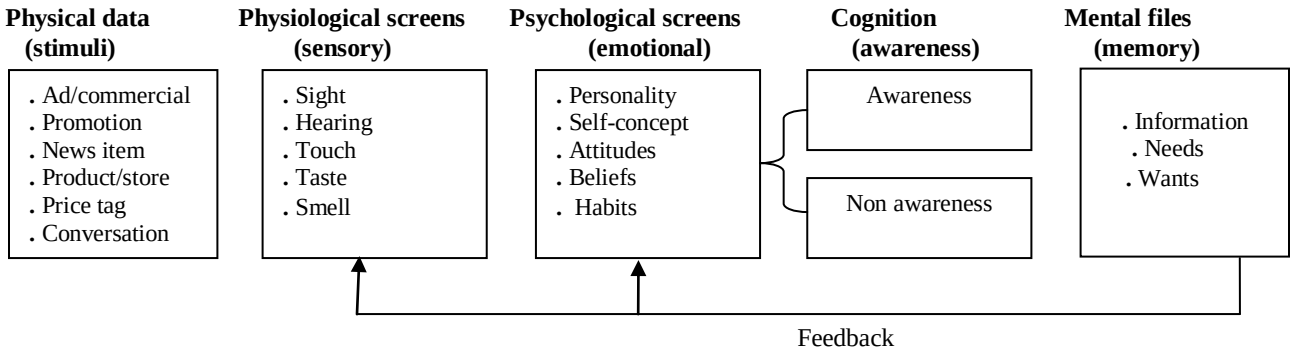


Figure 2: Consumer perception process (Aren and Aren, 2009)

This model of the consumer perception process portrays how consumers perceive, accept, and remember an advert or other stimulus to buy.

2.5 Brand Concept

The proliferation of brand in recent decades has led to a growing number of literatures in the area of consumer behaviour. Brand plays a significant role in distinguishing a product from other competing ones (Aaker, 1991). According to Keller (2003), the emergence of brand equity underlies the importance of brand in marketing tactics and hence provides useful insights for managers and further research. Brand is a noticeable name or symbol that differentiates a product from that of competitors (Aaker, 1991; Keller, 1998). Its main objective is to produce a unique and attractive offering that satisfies the needs of consumers in a way better than that of its competitors (Hwa, Lee and Cheng (2011). The major idea behind a brand from the marketing point of view is to emphasize on consumer's need in order to generate favourable perceptions that will affect consumer's willingness to pay for the brand especially those with high-involvement.

Roman, Maas and Nisenholtz (2005) assert that brand in addition to its specified name also comprises of products, packaging, promotion, and advertising as well as overall

presentation. Also, consumer will likely buy and use brand name product with a view of highlighting their personality in different situational context (Aaker, 1991). Apart from brand name, factors like packaging, price, and advertising also impact consumer's perception and hence influence purchasing decisions (Dick, Jain and Richardson, 1997). The power of brand therefore reflects when consumers have to decide among varying alternatives which depends on their preference and perception of the brand.

Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's product or service (Doyle, 1999). According to Beneke (2010), the success of a brand is not based on the number of consumer that buy the product once-off but on the number who become regular buyers of the brand. Randall (2000) points out that the brand must add value to consumer's experience when buying or consuming the branded product before a repeat purchase is made.

Wood (2000) also argues that brands and added value are synonymous which mean that the benefit consumers derive from a brand encourages them to purchase the product. DeChernatony and McDonald (1998) note that what differentiates a successful brand from unsuccessful ones is its ability to deliver and satisfy consumers' rational and emotional needs. Wood (2000) describes it as the main essence that gives a brand competitive advantage over rivalry ones. Therefore the means for achieving brand satisfaction is to create a distinct attribute that will be valued by the customers and make them willing to pay a price even if it is high.

According to Keller (2003:99) "strong brands blend product performance and imagery to create a rich, varied, but complementary set of consumer responses to the

brand." Consumers' association with a brand thus has to be defined in consumer's terms, and organizations need to be committed in ensuring that the synergy between consumers and the brand is maintained. The satisfactory experience derive from a successful brand should be transferred not just a few individuals but to a collective target group.

2.5.1 Brand Awareness and Brand Image

Consumers patronise familiar and well known brands (Vani, Ganesh and Panchanatham (2010). This is because of the information consumers have about a product through advertising and the strength of association they have with information about the product (Keller, 2003). The knowledge consumer has about a brand can be an underlying factor that influences their purchase decision within the consideration set (Hoyer and Brown, 1990).

Randall (2000) sees brand awareness as the amount of information consumer has about a brand. Awareness has been found to be necessary for advertising effectiveness (Frances, 2004). This is because when consumers who are unfamiliar with a product category have to choose between a well-known and unknown brand, they are more likely to choose the well-known brand. Rossiter and Prey (1987) cited in Vani, Ganesh and Panchanatham (2010), note that brand awareness precedes all other steps in the buying process.

Brand image on the other hand is the perceptions of a brand by consumers which is reflected by the associations of the brand they held in their memory (Keller, 2003). According to Dobni and Zinkhaml (1990), brand image is the subjective judgment of consumers' perception on a brand whether it is sensational or emotional which indicates the particular belief consumer holds about a product. Vani, Ganesh and Panchanatham (2010), also note that brand image is the most important intangible asset of an organization which

gives a mark of distinction over a competitive brand and provides a certain level of consumers' satisfaction which guarantee and increase purchase intensions. Thus, in contrast brand awareness is the information consumer has about a brand made available to them through advertising. Whereas the meaning consumer deduce through association with the brand form the brand image. This could also represent a concept in branding called brand equity.

2.5.2 Brand Equity

Brand equity refers to the additional value endowed to the brand, which translates into higher sales and volume against competing brands (Wonglorsaichon and Sathainrapabayat, 2008). It could also be the way consumers feel, think and act in respect to the way they perceived the brand from the marketing programme like advertising or promotion. According to Aaker (1991), brand equity could also be seen as the set of assets and liabilities linked to brand that adds or detracts the product and service value base on the consumer perspective. This value thus depends on the number of the same people who buy the product regularly (Aaker, 1996).

For brand equity to be formed, consumer needs to possess high levels of awareness (which could achieve through advertising) and familiarity with the brand as well as hold some strong, favourable and unique associations with the brand. As simple as this may seem, brand equity can be achieved through marketing communication programmes like advertising which can as well influence consumers' recognition and also recall of product. Keller (2003) note that brand equity can be formed through association which can be influenced by personal experiences, word-of mouth, external media vehicles or other information sources and the strength of this association is dependent on both the quantity

and quality of the information. Thus, strong associations can help consumer understand information, create positive feelings and can support brand extensions (Apéria and Back, 2004).

2.5.3 Brand Loyalty

Apart from persuading consumers to buy a brand, advertising is also aimed at brand loyalty. By reinforcing consumers' satisfaction level on products already purchase, advertising may influence consumer to buy the product again. And if they continue to buy the advertised product, they may likely become loyal customers. According to Aaker (1991) a loyal consumer continues to buy a brand irrespective of superior features, price and convenience offered by other rival products. Baldauf, Cravens and Binder (2003) note that brand loyalty is that deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future which is characterized by a refrain from switching to other alternatives.

Reast (2005) notes that in building loyalty and long-term customer relationship consumers must trust the brand and be willingly lay credence to the brand's ability to perform its stated functions. Thus if consumers try an advertised product and are satisfied with it, they may likely continue to buy the particular brand which may eventually lead to brand trust. According to Keller (2003) consumers equally form value judgment about organizations' trustworthiness and credibility beside its product. And if consumers do not express confidence in the organization, it may likely have an adverse effect on their brand. Therefore having loyal customers to a firm is a valuable asset because it can help to reduce the marketing cost of doing business, enhance trade leverage and also influence others to purchase the brand (Aaker, 1991).

Furthermore, Heskett (2002) notes that the strongest form of loyalty is achieved when consumers are willing to actively participate in company matters and invest time, energy and money into the relationship. To maintain this loyalty, it is imperative for organizations to treat the customers with respect and also ensure that customers' satisfaction level are properly maintained and managed. It is therefore organizations' responsibility to develop brands whose value leaves an impression on the mind of consumers and meet their expectations whenever they come in contact with the brand either at the point of purchase or through product advertisement.

2.5.4 Brand switching

Brand switching is the process of choosing to switch from routine use of one product to steady usage of a different but similar product. Switching occurs in response to different "need states" that consumers may experience from one occasion to another (Arens, Weigold and Arens, 2009). It is the process by which customers behave differently to a particular brand and undergo alteration in the preference of the existing product or services (Thapa, 2012). Since it is the consumers who use any product or service, they may likely switch to other alternative brands if they are not satisfied. Thus the success of an organization depends on consumers' satisfaction.

Most of the advertising processes tend to encourage brand switching among consumers thereby helping to grow market share for a given brand or set of brands. Although convincing consumers to switch is a difficult task, however, advertisers target three areas as part of the strategy of encouraging brand switching among consumers, which are price, quality and availability of alternatives. Furthermore, certain product characteristics are likely to mediate brand switching in a specific product category. Thus,

objective product characteristics such as inter-purchase frequency and the number of choice alternatives are said to determine the product category in which brand switching likely occur (Hoyer and Ridgway, 1984).

2.6 Consumer Brand Preference

According to Ebrahim (2010), brand preference is the bias consumers hold toward a particular brand. Hellier and Kotler (2003) see brand preference as the extent to which the customer favours the service/product he or she is currently using in comparison to other products or services within his or her consideration set. It reflects both cognitive as well as affective phenomena whereby some positive feelings for the preferred brand are likely to be held in the memory (Ebrahim, 2010).

Although advertising play an important role in consumer brand preference by reinforcing positive feelings when products or services are used by consumers, however, it is not enough to build customer's loyalty because there are different perspectives to consumer's preferences. The model of consumer buying behavior assumes that individual's brand preference is shown to directly influence his sensitivity to and distortion of information. This may be due to the need to defend the connotative meanings and resulting preferences which from previous experience or information have been attached to various brands (Ebrahim, 2010).

Another perspective to brand preference is the economic theory which assumes that consumers' choices indicate their underlying needs and wants which are tapped from their existing preferences. The constructive perspective equally argues that consumers' preferences are form at a given situation based on the task and factors present during choice elicitation (Hoeffler and Ariely, 1999). There is another assumption that brand preferences

evolved at the last stage of the purchasing process at the stage of information consolidation. According to Heilman and Carrie, (2000) this assumption gives the consumer a great deal of experiences because of the relative degree of information which reflects their level of prior knowledge and experience. In addition product experiences provide consumers with learning and more credible information resulting in product preference (Hamilton and Thompson, 2007).

In all of these perspectives, advertising cannot be overlooked. This is because even after consumers have prior experience and knowledge of the product, advertising still continues to reinforce same and communicating the product's attribute and benefit to consumers and also, ensures the brand remains top within the consumer's consideration set. It also generates repeat purchase and overtime contributes to brand loyalty.

Furthermore, since marketing is moving toward the perspective of consumers learning from previous experiences and adapt to changes in environment, advertising can be a tool for brand competition. This is because competition puts the consumer in charge and renders business entirely vulnerable to them. Thus, with increased experiences consumers preferences can change and stabilize overtime (Hoeffler and Ariely, 1999). Accordingly, brand preference might be an important consequence of consumer's prior experience with brands or the information they get about the product or service through advertising.

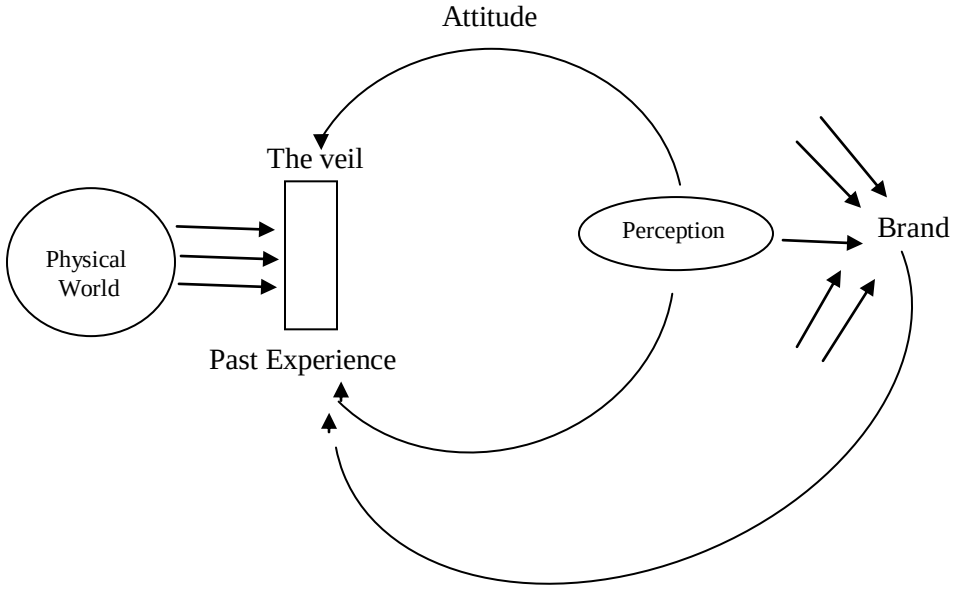


Figure 3: Consumer brand Preference (Source: Chris Grannell, 2004).

2.7 Factors Affecting Consumers' Preferences

In every market where varieties of products compete for consumers' attention, there is likelihood for consumer to prefer one brand over the other. Several theories and models have been advanced to explain how consumers form preferences for different goods and services. These include the five step process problem solving paradigm that is: need-information, search-evaluation of alternative-purchase, post-purchase evaluation (Dorsch, Grove and Darden, 2000). The discrete choice model (Bockenholt and Dillon, 2000) and the neutral network selection decision model (Papatla, Zahedi and Zeki-Susac, 2002) (cited in (Chimboza and Mutundwa, 2007).

According to Sahuguet (2006), most people often want to buy what they want, however consumer's purchasing decisions may likely depend on the purchasing decisions of others in which advertising play a role in consumer selection of a brand. Advertising is informative and presents consumers with a number of important products attribute which

can be used as a basis for brand preferences. According to Stegeman (1991) consumers may have different valuation for goods and services and firms can target advertising message to those with different valuation. Roy (2000) points out that advertising message should be targeted more to those segments of the consumers with less preference for the firm's product than those with high preference. This is because when competition is keen and the consumer is faced with brand choice, it becomes imperative for manufacturers to understand the major factors that can attract the attention of buyers to his brand (Ayawale, Alemi and Ayanbimpe, 2005).

According to Keller (2000), consumer survey often reveals that quality is one of the most important decision factors for consumer, if not the most important. In a study on factors affecting adoption of new product innovation in the consumer electronic industry of Singapore, Wee (2003) examined two brands, the mini disc and the MP3 portable player. Using factor analysis, seven factors were identified for the adoption of players which were; relative advantage, perceived risk, complexity, compatibility, observability, image and trialabilty. Of these factors, relative advantage conferred by the player was the most important factor that consumers value in their adoption decision.

Also, Karajuluoto, Karvoneni, Kesti, Koivumaki, Manninen, Pakola, Ristola and Salo (2005) investigate consumers' preference for mobile phone in Finland. The aim was to find out the motivating factors behind consumer's choice of mobile phone. Seven factors were estimated to influence these choices which are innovative services, multimedia, design, brand and basic properties, outside influence, price and reliability. Of these factors, price and reliability of mobile phone were the most influencing factors amounting to about 70% of total variance.

On their part, Ayanwale, Alimi and Ayanbimipe (2005) examine the influence of advertising on consumer purchase of food and drink industries in order to determine their preferred brand. Having grouped the reason for brand preference by consumers into five that is; advertisement, quality, availability, price and packaging. Findings show that advertising has an influence on consumer's preference for bournvita one of the leading brands in the food and drink in Nigeria, and has in no small measure contributed to its success.

Advertising influences consumer behaviour (Brester and Schroeder, 1995). This is because consumers often look for that unique feature in the advertisement that distinguishes the brand from other competing ones while shopping (Shcupp and Gillespie, 2001). Thus advertising make a product and its attributes match consumers' taste and create in them the need of to try the product (Mitra and Lynch, 1995).

2.8 GSM Services in Nigeria

Though GSM is relatively a new development in Nigeria but the history of telecommunication is even older than Nigeria itself. This is because, Nigeria, which is recognised as one of the dominant key players in the African telecommunication market established its first telecommunication facilities in 1886 (Ajiboye, Ajiboye, Ade and Wojuade, 2007). The democratisation or liberalization of the sector, no doubt, has brought more investors to the telecommunication industry and this according to Aigbeakaen, Sanusi, and Ndagi (2007), has made information sharing easier for many Nigerians and households.

While many people tie the development of competitive telecommunication environment in Nigeria to the successful liberalization programme, others consider the

revolution as an inevitable global phenomenon. Although liberalization can establish the primacy of market forces, induce a more competitive market, equity and justice among economic agents (Oyejide and Bankole, 2001) but an increase of mobile phone usage worldwide has intensified the level of competition among operators (Yang, He and Lee, 2007).

Globally, according to Jenkin (2004), there are five key factors that are responsible for the success of mobile telecommunication and this includes: the enabling convergence with other wireless technologies; the development of mobile centric applications; the evolving mobile business model; the mobile terminal enhancements and variety; the industry partnerships and co-operations and interoperability and intergenerational roaming between various platforms. All these have made mobile communication as one of the hottest markets in today's economy and made mobile communication the most explosive development that has ever happened to the telecommunication industry.

The liberalization of Nigeria's telecommunication industry started in the early 1990s and accelerated in 2000, after the return of democratic dispensation. Since, then, there has been an influx of direct foreign investment, especially in the mobile services segment of the telecommunication sector (Pyramid Research, 2010). This has replaced the law of jungle with the law of competition as key players are now relying on market forces for sustainability and made Nigeria one of the most attractive and the biggest mobile market (in terms of subscription) in Africa (Pyramid Research, 2010).

A trip through the telecommunication history in Nigeria will indicate a spontaneous growth of mobile penetration rate in Nigeria. For instance, in 1960, the Nigeria with a population of roughly 40 million people, only had about 18,724 phone lines for use

(Ajiboye, Ajiboye, Ade and Wojuade, 2007) and as at 2009, the number of mobile subscriptions in the country was roughly 73million, resulting to a mobile penetration rate of 49% of the overall population, an indication that a significant proportion of Nigerians have access to mobile communication (Pyramid Research, 2010).

Since the return of democracy in Nigeria, the telecommunication industry is undergoing tremendous transformation as more players wrangle their ways into the market. In the year 2000, the first GSM policy was launched in Nigeria while the first set of GSM licenses was issued in 2001. But at the moment, there are five active GSM operators in the country including MTN, Zain, Glo, Mtel and Etisalat, as well as numerous CDMA operators (Pyramid Research, 2010). These operators offer variety of services including prepaid phone card, contract line, voice mail, short messages services, fax and data communication service, conference calling, caller line identification, call diverse, call baring, call waiting, switching of cells, itemised bills and directory inquiry (Okoruwa, 2004).

According to Pyramid Research (2010), MTN remained the market leader at year-end 2009, with more than 42% of overall subscriptions followed by GLO mobile with 23% and ZAIN, now AIRTEL (21%). The key competitive strengths of each player according to Pyramid Research (2010) are summarized below:

MTN has been able to maintain its position as the largest operator in terms of subscription by constantly investing in aggressive network rollouts. This, MTN has achieved by introducing valued-added services such as mobile TV, MTN Google, Video Cam, mobile Internet and a SIM backup service.

ZAIN now AIRTEL overtook GLO Mobile as the second largest player in the mobile market after its rebranding exercise in 2008 which made it to gain more than 1 million customers within nine months. However, from 2nd quarter of 2009 onwards, ZAIN attracted fewer subscribers than GLO Mobile and at the end of 2009; ZAIN had fallen back to its third position.

In 2009, GLO mobile market share has increased significantly from 9.3% in 2003 to 22.7% due to its competitive on-network rates. GLO focuses on the provision of various innovative packages, bonus airtime, and low-roaming charges. It was the first company to launch per second billing from onset in 2003.

In June 2009, ETISALAT had reach the 1million subscription mark, less than one year after its commercial launch and by the end of 2009, the operator's subscriber base had reached 2.3 million.

From the above parameters, it can be argued that the operators of the Nigerian telecommunication industry in their bid to create identity and unique appeals to the rich and dynamic Nigerian telecommunication market, operators have devised different means of winning and retaining customers and these strategies range from product differentiation to improved services, and other promotional strategies. Hence, the stability of the market shares of its operators depends on how best each operator plays its card in terms of meeting the needs of the subscribers competitively.

2.9 GSM Prepaid Plans and Advertisements

The increase in subscribers base over the past one decade in the Nigeria telecommunication sector shows that is prospect in the market. As a result, service providers have continued to strive in order to have share of the market. To this end, they develop products and use

catchy words to attract consumer to their brand. For instance, the four major players (MTN, GLO, AIRTEL and ETISALAT) have over the years developed prepaid plans to take care of subscribers' needs.

MTN

The prepaid plans developed by MTN within its years of operation in Nigeria include "family and friends", "super saver", "MTN pulse" among others. The "MTN Pulse" tariff plan for instance has been specially designed to help satisfy subscribers' need and make them stand out in the world. With MTN Pulse, subscribers will be on the cutting edge of modern telecommunications and can enjoy a world of fun, creativity and freedom (Agha, 2013). There are no hidden charges or access fees in this plan. The first minute call for the day on the MTN Pulse tariff plan will be charged at 58k/second while subsequent calls from the second minute on the MTN Pulse tariff plan will be charged 10k/second provided the caller and receiver are on the MTN Pulse Plan. On the hand, calls to other MTN numbers not on MTN Pulse tariff plan will be charged at 30k/second while calls to other networks are charged 35k per second.

The MTN Super Saver plan enables subscriber to enjoy call rates at 17 kobo per second on all MTN – MTN calls after the 1st minute of call for the day at 40k per second on the Super Saver plan and 35 kobo per second for calls to other networks. Also subscribers can call US, China, Canada and UK landline at 20 kobo per second from the very first minute and UK Mobile at 42k kobo per second. On the Super Saver plan, subscribers can enjoy free voice calls from 12:30am – 04:30am everyday including weekends with a minimum balance of NGN100.00.

The MTN Family and Friends allows subscribers to register 10 numbers on their family and friends list and enjoy a discounted rate of 10kobo/second when they call any of this number from the very first second. On the family and friends plan, subscribers can enjoy free voice calls from 12:30am – 04:30am everyday including weekends with a minimum balance of NGN100.00.



Figure 4: Sample of MTN Advert (Source: techopera.com).

GLO

The following prepaid plans are developed by GLO for its teaming subscribers. They are GLO "Infinito", "GLO Gista" "G-Bam" among others. The GLO Infinito which is now the default plans on GLO network that is the landing profile for all new customers enables subscribers to make GLO-GLO calls at 20k per second and GLO to other networks at 30k per second. Subscribers can also call to10 family and friends numbers at 10k per second.

The GLO G-Bam tariff plans gives subscribers 5megabite data free browsing everyday but attracts a daily rental fee of N5 while GLO-GLO call and GLO to other network call is 18k

per second. The tariff plans also allows subscribers to call 5 special family and friends number at 5k per second.

On the GLO Gista tariff plan subscribers can make the first minute call at 40k per second while subsequent calls for GLO-GLO and GLO to other networks is charged at 15k and 30k per second respectively.



Figure 5: sample of GLO advert (Source: www.bp.blogspot.com).

ETISALAT

This network offers special "cliq" rate the off-peak rate, free midnight calls, Unlimited SMS, data and MMS reward and bonus on Incoming Calls. The Etisalat "Easy Cliq" call rates is subjected to the attainment of the usage threshold of N25 that is subscriber's tariff further drops to 10k/s for Cliq to cliq calls, 20k/sec to all Etisalat lines and 30k/sec to all other networks for the rest of the day & everyday once you use up to N25 on calls, SMS and data. The Easy Cliq offers two services: "Cliq for the week" and "cliq for the day". Cliq of the week let the subscriber enjoy 15megabite free data, 10 free MMS to other easy

cliq members and 20k/s call rate during off-peak period every week if you recharge at least N200 in a week. Cliq of the day on the other hand lets you enjoy 20k/sec tariff rate to other Etisalat lines at a daily fee of N5 plus free midnight calls to other etisalat lines on recharge of N100 for 7 days.

The ETISALAT "You and Me" Plan allows an easy starter customer enjoy N300m "free credit" every week to call two special numbers anytime on the ETISALAT network. Another benefit on this prepaid plan is free browsing from a minimum of N100 recharge. Customers get free 5megabite weekly to browse any site in addition to N100 credit for their You and Me when they recharge N100. Again, discounted "Homezone" allows subscribers to make call for as low as N12 per minute to all networks in the location they make most of their calls.



Figure 6: Sample of ETISALAT advert (Source:naijainformation.com).

AIRTEL

The AIRTEL "2good" plan is a revolutionary new plan that allows subscribers to make local and international calls to USA, Canada, UK (fixed lines), China and India after the first call is charged at 60k/sec of every day. 2Good comes with 3 benefits which the customer can enjoy:

i. 20k/sec rate to all national/domestic destinations with a 60k/sec 1st minute daily rate.

ii. 20k/sec rate to USA, Canada, UK (fixed lines), China and India with 60k/sec 1st minute daily rate.

iii. free monthly on net SMS upon customer's 1st minimum N100 recharge of every month.

i.v. 10% for every Easy/Wazobia recharge of N50.00 and above.



Figure 7: sample of AIRTEL advert (Source: www.airtel.com).

Given the manner at which GSM service providers advertise their products, and the different tariff plans designed for different categories of customers, subscribers need to carefully think of which network to choose from with all things being equal.

2.10 Advertising Expenditure of GSM Companies in Nigeria

Deregulation of Nigeria's telecommunication sector did not only open up the market for service providers to come in, but also created competition among the major players in the industry as well as increase advertising expenditure of the operators. Report shows a decline in advertising expenditure within the last three years in the telecommunication sector, however, the sector recorded the highest amount of advertising expenditure on their product category in the Above-The-Line (ATL) spend ("Top Nigeria ad spender" November, 2012). The report further shows that N15.562 billion was spent by the telecommunication sector in 2012. This figure however represented a decline from the N20.118 billion spent in 2011, while in 2013 the amount dropped to N14.7 billion which represents 14 percent of the total advertising expenditure of N103.8 billion in the same year.

Among the four service providers, MTN topped the list in the telecoms category at N6.38 billion followed by GLO which spent N5.70 billion while ETISALAT and AIRTEL spent N4.26 billion and N3.44 billion respectively in 2012. MTN still retained its number one spot in 2013 with an above-the-line advertising expenditure of N5 billion, ETISALAT spent N3.9 billion while GLO and AIRTEL spent N3.1 billion and N2.5 billion respectively ("Telecoms Top Advertising Spending in 2013" December , 2014).

2.11 Empirical Submissions on Advertising and Consumer Behaviour

Advertiser's primary objective is to reach prospective customers and influence their awareness, attitudes and buying behaviour. Niazi, Siddiqui, Shah and Hunjra (2012) define advertising as a communication that seeks to convince an audience for taking purchase decision about a product or service and delivering information to the viewer.

The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications. This

involves the study of consumer's behaviour. According to Arens (1996), consumer behaviour represents the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants. Proctor and Stone (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects that can indicate the most favoured marketing mix that management should select.

Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to make and to give preferred trends in product development, and attributes of alternatives communication method. Consumer behaviours analysis also views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer (or group of consumers).

Different studies have shown that there is an unfavourable attitude towards advertising (Calfee and Ringold, 1994; Elliot and Speck, 1998; Coulter, Zaltman and Coulter, 2001) however this has not discredited the value of advertising as advertisers spend a lot of money to keep individuals interested in their products (Wang, Choi and D'Eredita, 2002; Niazi, Siddiqui, Shah and Hunjra 2012). This is because advertising has the potential of influencing consumers' attitude towards buying a product.

Ayawale, Alemi and Ayanbimpe (2005) conducted a study on consumer purchase in the food drink industry with the aim of examining the influence of advertising on

consumers' purchase of bournvita, one of the products manufactured by Cadbury Nigeria Plc. The obtained data from the survey supported the motion that brand preference exists in the food drink industry and that advertising efforts can affect product preferences. Of more than 12 different food drinks brands which featured in this study, bournvita topped the brand preference table both in the food drink industry in general and in Cadbury's food drink brands in particular implying that it still remains the favorite food drink consumers and enjoys undisputed loyalty among the largest percentage of the respondents.

According to the respondents, advertising and quality are the major factors responsible for the success of bournvita. Very few subjects cited other reasons such as price, packaging and availability for their choice of the brand. The implication of this is that price and other variables seem not to count much to the consumers as long as the quality of a product is maintained and the brand is also supported by heavy advertising reminding and persuading consumers to continue to buy. The study concluded that advertising has a major influence on consumers' preference for bournvita and it has, in no small measure, contributed to its success.

Also, Vivekanathan, (2010) conducted a study on the influence of advertisement on consumer brand preference of soft drinks market in Manmunnai Northern Division. Four soft drinks brands-coca-cola, fanta, elephant and ole were considered using three variables of advertising-information, communication and comprehension. The aim is to know what influence advertising has on consumers' preference. According to the data that was analysed under the variables, coca-cola seemed to have the highest influence in all the three variables. The study concluded that advertising have influence on brand preference.

However, Chakrabothy, Hossain, Azad and Islam (2013) while analyzing the effect of sales promotion and advertising on consumer purchase behaviour find out that sales promotion and advertising position a product or service strongly on consumer's mind in order to encourage repeated purchase of the product. It also found out that in relation to sales promotion, advertising makes consumer less price sensitive. This finding encourages the rethinking of the assumption that advertising has such a powerful influence on consumer behaviour. The study concluded that advertising is not necessarily powerful enough to differentiate brands even though it has been found to contribute to other important aspect such as providing publicity and protecting an already established brand. Therefore organizations are moving their funds away from advertising to sales promotion, public relations and direct marketing.

The disparity in findings on the influence of advertising on consumer brand preference in some studies creates a need for further research in this area even though majority of these studies show that advertising influences consumer behaviour in a particular way. While these studies were carried out in other countries, few studies on brand preference and advertising influence in Nigeria abound. Therefore this research draws upon the assumption to examine the influence of advertising on students' perception and preference of GSM service provider in Nigeria.

2.12 Theoretical Framework

Two theories – the source credibility theory and the hierarchy of effect theory were adopted for this study.

2.12.1 The Source Credibility Theory

The source credibility theory was adopted to give this study a perspective. This theory was propounded by Hovland, Janis and Kelley in 1953. It states that people are more likely to be persuaded by a communication message when the source of the information is credible. In order words, source credibility theory is the believability of the communicator by the recipient of the message. The theory is an approach that allows individuals to look at issues presented from their own perspective. In this way, the source credibility theory deals with communication as value-laden, and takes into consideration the differences in opinions exhibited by individuals. According to Gilbert, Fiske, and Lindzey (1998), different elements may comprise a communicator's credibility. However, two elements commonly identified are perceived expertise and trustworthiness of the source.

Initially, the source credibility model developed by Hovland, Janis and Kelley (1953) indicated the relevance of trustworthiness and expertise of the source in message dissemination. However, McGuire (1985) improved on it with his source attractiveness model which may be perceived through physical attractiveness, lifestyle and or personality, and how similar, familiar and likeable the consumer considers the source.

Source credibility is believed to mediate influence and also has impact on message receivers' attitudes, intentions and behaviour (Eisend, 2006). Since the introduction of the model, several studies have found evidence suggesting that perceived attractiveness can lead to an increase in attitude change towards the product, brand and advertisements and that purchase intention may also increase (Amos, Holmes and Strutton, 2008; Liu, Huang and Minghua, 2007). And for this reason has been significant in psychology and consumer research (Shuster, 2012).

In advertising, trustworthiness is likely to be particularly important as a source variable since it is always almost an attempt to get the receiver to do something that is of benefit to the source. This makes the objective of advertising questionable because consumers tend to be skeptical of the source of advertising message (Calfee, 1997). On the other hand, Nan and Faber (2004) note that what distinguishes advertising from other form of communication is the particular importance of perceived trustworthiness and consumer skepticism in the formation or change of attitude or behaviour. In this regard, Chao, Wuhrer, and Werani (2005) argued that sources that are perceived to be trustworthy are able to generate a more positive attitude towards the product, brand and advertisement than source that is perceived to be less trustworthy. Therefore a source that is identified as expert and trustworthy will result in more attitude change following the advocated message than a low credibility source.

Goldberg and Hartwick (1990) assert that companies with positive reputations would seem to be in better position to get consumers to believe their advertising claims. According to Goldsmith, Lafferty and Newell (2000a) credibility is only one component, albeit a crucial component of corporate reputation because reputation is the overall impression of the company. Thus, the terms advertiser or corporate credibility are used frequently to refer to organizational sources in credibility studies.

Advertising credibility has been defined as the perceived trustworthiness or honesty of the sponsor of an advertisement (Mackenzie and Lutz, 1989). Similarly, corporate credibility refers to stakeholders' perceptions of the company's trustworthiness and expertise-the believability of its intentions and communications at a particular moment in time (Goldsmith, Lafferty and Newell, 2000b).

Goldberg and Hartwich (1990) found participants in the negative sponsor reputation treatment rated the credibility of the advertisement presented more strongly negative than did participants in the positive reputation treatment. Ohanian (1991) equally conducted a study using a student sample exposed to advertisements of product endorsed by celebrities. While there were some effects of trustworthiness, they found that the factor was significantly related to intention to purchase the product.

In advertising and consumer marketing, the desired message effect is purchase behaviour resulting from message acceptance. Message acceptance has been shown to mediate the relationship between source credibility and behaviour intentions. Hence, greater message acceptance is positively related to increase purchase intentions (Lafferty and Goldsmith, 1999; Goldsmith, Lafferty and Newell, 2000a). Message acceptance has been measured as attitude-towards-the-advertisements, whether positive or negative, and as advertisement credibility, the extent to which a consumer perceives the claims made about a given brand to be truthful (Mackenzie and Lutz, 1989).

The source credibility theory provides insight to this study in that the service providers are the sources from which advertising messages about GSM products and services emanates. Service providers advertised their products and services to subscribers as well as provide information to them. Through information provided, consumers become aware of the brand and act in accordance to the information received. If consumers are convinced by claims in the advertisements, and try the advertised product, it eventually leads to trust of the advertiser (source) from which the message emanates. On the other hand, when such messages are contrary to its claims in the advertisement, it may lead to mistrust of source. Therefore, subscribers may be influenced by messages of the GSM

service providers if they trust the brand. This could lead to a negative perception of the source which may also impact on the patronage of the brand products.

2.12.2 Hierarchy of Effects Theory

The hierarchy of effects theory was propounded by Lavidge and Steiner in 1961. The theory postulates that consumers move through several stages by which they receive and use information in reaching decisions about what actions they will take. The stages move from cognitive (thinking), affective (feeling), and lastly conative (doing).

The hierarchy of effects theory was to clarify the effects of advertising copies and campaigns. Wijaya (2012) asserts that Lavidge and Steiner believed that advertising was an investment in a long-term process that moved over time through a variety of stair-step beginning with product 'unawareness' and consumers moving ultimately to actual purchase. The stages a consumer passes through from the initial exposure to a product or advertisement to the purchase decision are: awareness, interest, evaluation, conviction, and purchase.

Generally, consumer buying and using of a product does not always follow the linear method presented by Lavidge and Steiner. Their presentation of what goes on gives the impression that advertising has maximum effect on users without showing users like or dislike for the message which may lead to the acceptance or rejection of the message. Again, this theory does not put into consideration consumer’s decision to delay. Consumer may store information for later use, and may also rely or the testimonies of others. However, regardless of the source(s) of information, once a consumer is convinced about the efficacy of the product claims, he makes the decision to buy.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

The research design adopted for this study is the descriptive survey method. The survey method is used extensively in most social sciences research to collect information on numerous subject of research (Nachmias and Nachmias, 1996). It allows researchers to examine the interrelationships among variables and draw explanatory inferences (Wimmer and Dominick, 2000). However, result of the investigation is affected by the ways questions are framed. Also, findings of the sample drawn from the entire population cannot be validly generalized if the researcher does not follow the procedure of research (Obeku, 2011). Thus, the researcher ensured that there was no ambiguity of questions in the research instrument of data gathering.

3.2 Study Population

Students in Kogi state tertiary institutions students constitute the population for this study. Kogi state created on the 27th August 1991 from part of Kwara and Benue states is located in North-Central Nigeria. The state has 13 tertiary institutions namely; College of Agriculture, Osara, Federal College of Agriculture, Kabba, Federal Polytechnic Idah, School of Health Technology, Idah, College of Education, Anpka, Federal College of Education, Okene, School of Nursing, Obangede, School of Midwifery, Egbe, Kogi State University, Anyigba, Kogi State Polytechnic, Lokoja, Federal University Lokoja, National open University, Lokoja and Salem University, Lokoja,. The population of the study is the entire tertiary institutions in Kogi state which is estimated to have more than a hundred thousand students according to information from Kogi state ministry of education. The

researcher chose Kogi state for convenience since it is close to the source data gathering. The age group of the study population range between 18 to 35 years. Students are active users of GSM services and besides making calls they browse the internet on their mobile phones using services of these networks to download materials for some of their assignments. The institutions under study are federal, state and private owned, having students from across the whole states of Nigeria.

3.3 Sampling Technique

A multi-stage random sampling method was adopted for this study. The tertiary institutions in Kogi State were categorized into strata. And each category of institutions viz: universities, polytechnics, colleges and special colleges were regarded as a stratum. One institution was randomly selected from each stratum using raffle draw method. This is to give every institution from each stratum an equal chance of being selected.

Names of institutions from each category were written on paper, folded and put in four different bowls. An individual was asked by the researcher to picked one institution from each bowl in order to have representation of the different categories. Institutions picked from the draw were Kogi State University, Ayingba, Kogi State Polytechnic, Lokoja, Federal College of Education, Okene and School of Health Technology, Idah.

In each institution selected from the draw, all faculties/ schools/ colleges were considered. One department was then randomly selected from each faculty/school/college of the institutions using the same method. This is to ensure that every faculty/school/college of the institutions selected is equally represented. The research instrument was administered using purposive sampling method. This is because the

researcher adjudged the respondents to give adequate response to items on the questionnaire.

3.4 Sampling Size

According to Miaoulis and Michener (1976) the level of precision, confidence level and the degree of variability are the three criteria needed for determining the appropriateness of a sample size. Although Israel (1992) highlights different strategies for determining sample size which include using a census for small populations, imitating a size of similar studies, using published tables and applying formulas to calculate the sample size. The researcher adopted the simplified formula method provided by Yamane (1967:886) cited in Israel (1992) because it is easy to calculate and gives a precise sample size of any given population at 95% confidence level and 0.5 level of precision.

This formula is:

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

Where n is the sample size

N is the population

e is the level of precision.

Therefore, using the simplified formula to work out the sample size for this study based on the estimated population of students in Kogi state tertiary institutions, a sample size of 398 was obtained. However, the figure was rounded up to 400 by the researcher. This is because the larger the sample size the more representative it will reflect the population (Stack and Hocking, 1999).

3.5 Variables and Measurements

The independent variable is advertising while the dependent variables are preference and perception. Influence of advertising is the effect of a persuasive message resulting into a possible outcome while preference the most frequently subscribed GSM network by consumers and Perception, the possible views or feeling of subscribers about GSM products and services.

A five-point Likert type rating scale that comprises of completely agree =5, agree =4, neither agree nor disagree =3, disagree = 2 and completely disagree = 1, was used to measure the influence of advertising on perception and preference of GSM services and were analysed using mean and standard deviation. Percentage frequency distribution tables were used to determine the distribution of respondents in terms of sex age, exposure to GSM advertisements, and respondents' current subscription of GSM networks. Pearson correlation co-efficient was used to test the relationship between the independent and dependent variables.

3.6 Instrument of Data Collection and Administration

The instrument of data gathering for this study was the questionnaire. The researcher adopted questionnaire because it is suitable for the study and guarantees the anonymity of respondents. The questionnaire for this study contained five open ended questions in which respondents were instructed to tick appropriately, one close-ended question and four matrix questions using a five point likert type scale. The instrument contained a section that obtained responses on respondents' bio-data and another to elicit responses on exposure to GSM advertisements, perception of GSM advertisements, preferences of GSM networks and influence of advertising. The copies of the questionnaires were administered in four

selected tertiary institutions in Kogi state using the purposive sampling method. However, the number of copies of questionnaire administered varied according to the students' population in the selected institutions. For Kogi State University, a total of 160 copies of questionnaires was administered, 85 for Kogi State Polytechnic, 100 for Federal College of Education, Okene and 55 for School of Health Technology, Idah. This was arrived at by working out the differences in the population of each institution.

3.7 Validity and Reliability

A pilot study was conducted for the study. This was to enable the researcher improve on the validity and reliability of the instrument by correcting any ambiguity in the instrument. The pilot study was conducted using 10 students each drawn from two institutions. Wimmer and Dominick, (2006) note that researchers can use samples with 10-50 subjects when testing the measurement instruments in pilot test. Face validity was used to examine the appropriateness of the instrument in order to ascertain the degree to which questions or indicators in the data gathering instrument adequately represents the variables measured. Ambiguous questions observed from responses given were corrected by the researcher before going to the field to gather data for the study.

The test-retest method was used to measure the reliability of the instrument. The researcher administered the questionnaires to the same group of students at two different occasions. 40 copies of the questionnaires were administered for the pilot test. This number represents 10% of the sample size of the study population. The result of the two sets of observations was computed and the correlation was obtained.

Using the test-retest method, the Cronbach's alpha reliability coefficient reliability test yielded 0.89. This figure shows a high positive correlation. Thus suggesting the

instrument has an acceptable level of validity and reliability. Olayiwola (2007:72) notes that a reliable test will have a high reliability co-efficient close to +1.00.

3.8 Data Presentation and Analysis

Data of the study were analyzed using quantitative descriptive statistics such as percentages, mean and standard deviation. The SPSS software package was used for the analysis. The result of the analysis was presented in tables.

CHAPTER FOUR

DATA ANALYSIS PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Analysis of Bio Data Variables

Table 1: Sex and Age Categorization of Respondents

Category		N	Percentage
Sex	Male	228	59.8%
	Female	153	40.2%
	Total	381	100%
Age	18-24	209	54.9%
	25-31	166	43.6%
	32 and above	6	1.6%
	Total	381	100%

Table 1 shows that majority of the respondents (59.8%) are males while (40.2%) are females. Also, vast majority of the respondents (54.9%) are between ages 18-24. In general terms, about 98.5% of students in Kogi state tertiary institutions are below 32 years. And by implication, there were younger students in Kogi state tertiary institutions.

Table 2: Motivation of Advertising

Motivation	N	Percentage
Yes	367	96.3%
No	12	3.2%
Do not Know	2	0.5%
Total	381	100%

The above table shows that majority of the respondents (93.3%) are motivated by GSM advertisements in their choice of network. This equally means that advertising play role in students' choice of GSM service subscription.

Table 3: Role of Advertising Influences

Role of Advert.	Response Category					Mean	Sd. Dv	Sd. Er
	CA	A	N/A	D	CD			
Adverts inform you of different GSM services	214	105	8	14	40	4.15	1.09	.05
Adverts makes you familiar with GSM services	164	147	27	23	20	4.08	0.92	.61
Advertising persuades you to try other GSM network	134	104	57	45	41	4.64	0.82	.10
Adverts makes you to switch to other GSM network brands	86	92	67	60	76	3.13	1.17	.62
Adverts enable you to compare GSM brands	146	155	37	21	22	4.00	1.02	.08
Adverts enable you to recall Information about GSM services	205	128	28	10	10	4.33	1.09	.06
Adverts enables you to recognize different GSM brands	163	166	22	18	12	4.18	0.99	.03

Key: CA=Completely Agree, A= Agree, NA=Neutral, D=Disagree, CD=Completely Disagree

The results in table 3 indicate that the role of advertising influences on respondents' choice of GSM services is high. Give the roles that advertising play in consumer's choice, the finding is an indication that advertising influences choice of GSM services patronized by students in tertiary institutions in Kogi.

Table 4: Level of advertising influence

Level of advert influence	Response Category					Mean	Sd. Dev	Std. Er
	(VH)	(H)	(N)	(L)	(VL)			
MTN	99	93	77	65	47	3.34	1.01	.09
GLO	95	86	70	73	57	3.23	1.01	.09
AIRTEL	71	98	94	63	55	3.18	1.02	.04
ETISALAT	90	64	102	76	49	3.18	1.10	.24

Key: Very High=VH, High=H, Neutral=N, Low=L, Very Low=VL

The above table shows that the level of advertising influence among MTN and GLO subscribers is very high while finding equally shows a high level of advertising influence among AIRTEL subscribers. On a general outlook, there is a high level of advertising influence among students who are subscribers to GSM services in Kogi state tertiary institutions.

Table 5: Advertising Appeal

Element	N	Percentage
Slogan of the service provider	77	20.2%
Cultural elements in the advert	41	10.7%
Colour of the service provider	38	10.0%
Graphics of the advertisement	59	15.4%
Message of the advertisement	91	23.9%
Jingle of the advertisement	50	13.1%
Logo of the service Provider	25	6.7%
Total	381	100%

Findings in table 5 above shows that of all the verbal and nonverbal elements that make up an advertisement, most of the respondents (23.9%) reported that the message of the advertisement have the greatest appeal in their choice of GSM services.

Attributes	GSM NETWORKS							
	MTN		GLO		AIRTEL		ETISALAT	
	N	(%)	N	(%)	N	(%)	N	(%)
Truthful	88	23.1	79	20.7	71	18.6	76	20.0
Believable	59	15.5	87	22.8	55	14.4	61	16.0
Honest	31	8.1	51	13.4	48	12.6	50	13.1
Deceptive	74	19.4	62	16.3	72	18.9	34	8.9
Unreliable	69	18.1	44	11.6	65	17.1	77	20.2

Table 6: User Approval Rate of GSM Advertisements

Exaggerates	60	15.8	58	15.2	70	18.4	83	21.8

Findings in table 6 indicate that there is a low user's approval rate which shows an unfavourable attitude of GSM services among surveyed respondents. Majority of respondents across the networks with exception of GLO tend to have a low perception about GSM services. Statistically, 53.3% of MTN subscribers, 54.4% of AIRTEL subscribers and 50.9% of ETISALAT subscribers have negative perceptions of GSM service while 56.9% of GLO subscribers have positive perceptions about GSM services. Therefore by implication, it means there is a low user perception of GSM service advertisement.

Table 7: Advertorial Intervening Factors Affecting Preference

Factors	N	Percentage
Low Tariff	159	41.7%
Service quality	91	23.9%
Wider coverage	41	10.8%
Promotion	32	8.4%
Internet/ Multimedia	31	8.1%
Customer care service	27	7.1%
Total	381	100%

Table 7 indicates that despite the influence of advertising on students' service preference; several factors are also given consideration when making a choice of GSM service patronage. However given the number of considerable factors, low call tariff is mostly extra advertorial factor considered by respondents when choice of the GSM services.

Table 8: Mode of Advertising

Mode	N	Percentage
Outdoor advertising	124	32.6%
Billboard	34	8.9%
Mass media	71	18.6%
Mobile advertisements	42	11.0%
On campus show	110	28.9%
Total	381	100%

Table 8 above shows that most of the respondents (32.6%) are influenced by outdoor advertising while a (28.9%) are influenced by on campus show. Also, 18.6% of respondents are influenced by media messages leaving mobile and billboard adverts as having the least impact on respondents respectively.

Table 9: Most Preferred GSM service

GSM Network	N	Percentage
MTN	105	27.6%
GLO	108	28.3%
AIRTEL	76	20.0%
ETISALAT	92	24.1%
Total	381	100.0

The above table is an indication that majority of the respondents (28.3%) prefer GLO service to other GSM services with AIRTEL having the least preference of GSM services patronage among respondents.

Table 10: Rating of GSM Service Preference

GSM Networks	Response Category					Mean	Sd. Dev	Std. Er
	(5)	(4)	(3)	(2)	(1)			
MTN	80	99	57	80	65	3.13	1.04	.05
GLO	87	94	79	64	57	3.24	0.89	.06
AIRTEL	55	71	94	98	63	2.89	0.81	.04

ETISALAT	59	77	101	95	49	3.01	1.17	.06

Statistically also, table 10 above is a reflection of respondents' preference for GLO services.

Table 11: Correlation of Advertising Influence on Preference

Variables	N	Mean	Std. dev	Correlation index *r*	*Df*	Sig. *p*
Influence of Adverts	381	30.49	4.57	.923**	279	0.000
Preference of GSM Services	381	25.39	4.85			

***. Correlation is significant at the 0.01 level (2-tailed).*

Details of the above Pearson Product Movement Correlation statistics show that significant relationship exist between influence of advertising and preference of GSM services among students of Kogi state tertiary institutions. This is because $r(381)=.923$, $p<.001$. This implies that there is a strong positive correlation between advertising and preferences of GSM services.

Table 12: Cross Tabulation between Sex and Preferred GSM service

SEX		Most preferred service				Total
		MTN	GLO	ETISALAT	AIRTEL	
Male	Count	49	82	35	62	228
	% within sex	21.5%	36.0%	15.4%	27.2%	100.0%
	% within most preferred service	46.7%	75.9%	46.1%	67.4%	59.8%
Female	Count	56	26	41	30	153
	% within sex	36.6%	17.0%	26.8%	19.6%	100.0%
	% within most preferred service	53.3%	24.1%	53.9%	32.6%	40.2%
Total	Count	105	108	76	92	381
	% within sex	27.6%	28.3%	19.9%	24.1%	100.0%
	% within most preferred service	100.0%	100.0%	100.0%	100.0%	100.0%

Finding from the above table shows that majority of the males (36%) preferred GLO service to other GSM services, while most of the females (36.6%) preferred MTN service. By implication it means that sex of the respondents is a determinant of choice of GSM services among students of Kogi state tertiary institutions.

Table 13: Chi-Square Tests of Association (sex and Preference)

	Value	Df	Assumption. Sig. (2-sided)
Pearson Chi-Square	27.406[a]	3	.000
Likelihood Ratio	27.949	3	.000
Linear-by-Linear Association	2.540	1	.111
N of Valid Cases	381		

Finding clearly shows that there is a significant relationship between respondent's sex and most preferred GSM service. By implication it means that subscriber's sex influences the choice of GSM service patronage.

Table 14: Cross Tabulation Between Age and Preferred GSM Service

AGE		Most preferred services				Total
		MTN	GLO	ETISALAT	AIRTEL	
18-24 yrs	Count	60	56	41	52	209
	% within Age	28.7%	26.8%	19.6%	24.9%	100.0%
	% within most preferred service	57.1%	51.9%	53.9%	56.5%	54.9%
25-31 yrs	Count	44	49	34	39	166
	% within Age	26.5%	29.5%	20.5%	23.5%	100.0%
	% within most preferred service	41.9%	45.4%	44.7%	42.4%	43.6%
32 yrs and above	Count	1	3	1	1	6
	% within Age	16.7%	50.0%	16.7%	16.7%	100.0%
	% within most preferred service	1.0%	2.8%	1.3%	1.1%	1.6%
Total	Count	105	108	76	92	381
	% within Age	27.6%	28.3%	19.9%	24.1%	100.0%
	% within most preferred service	100.0%	100.%	100.0%	100.0%	100.0%

The table shows that respondents between the ages of 18-24 preferred MTN services while those within the ages of 25-31 and 32 above respectively preferred GLO services to other

GSM services. This implies that age of respondents does not determine the choice of GSM services among students of Kogi state tertiary institutions.

Table 15: Chi-Square Tests of Association (Age and Preference)

	Value	Df	Assumption Sig. (2-sided)
Pearson Chi-Square	1.958[a]	6	.924
Likelihood Ratio	1.836	6	.934
Linear-by-Linear Association	.001	1	.972
N of Valid Cases	381		

Finding clearly shows that there is no significant relationship between respondent's age and most preferred GSM service. By implication, it means that subscribers' age does not influence the choice of GSM service patronage.

4.2 Result Findings

This study is based upon five major objectives aimed at determining: 1) the level of advertising influence on students' preferences for GSM services; 2) the element of advertisement that appeals the most to students' GSM service patronage; 3) user approval rate of prepaid packages of GSM advertisements among students; 4) the extra-advertorial factors that intervenes in students' choice of GSM services; 5) if an association exists between the level of advertising influence and students' preference of GSM services. Each of these objectives will be answered drawing on the analysis of the data gathered and presented.

4.2.1 RQ 1: There is a high level of advertising influence on students' preference

Analysis in table 2 indicates that majority of the respondents (96.3%) are motivated by advertising in their preference for the GSM service they patronize. Also findings in table 3 shows that most of the respondents either completely agreed or agreed that advertising play a significant role in their GSM service patronage. Therefore, findings indicate that irrespective of the respondents and the GSM services they patronize, there is a high level of advertising influence on their preference for the network they use.

4.2.2 RQ 2: Advertising Message Appeals the most to students

A higher proportion (23.9%) of the survey respondents reported that of the verbal and non verbal elements of advertisement, message of the advertisement is the most appealing

element that influences their choice of GSM service patronage. This means that students' patronage of GSM services are being influenced by message delivery of the advertisement.

4.2.3 RQ 3: There is a Low User Approval Rate of Prepaid GSM Advertisements

As reported in table 6, a greater proportion of the survey participants reported a low user approval rate for MTN (53.3%), AIRTEL (54.4%) and ETISALAT (50.9%). Only GLO network is reported by the respondents to have a high approval rate (54.4%). In general, there is a low approval rate of GSM prepaid advertisements among participants of the survey. Statistically, findings reveal a high user approval rate (positive perceptions) for GLO services among respondents indicating their preference for the network. However, the low user approval rate among majority of the GSM services is an indication that there is an unfavourable attitude towards GSM services among users.

4.2.4 RQ 4: Extra-Advertorial Intervening Factors

There are other extra advertorial intervening factors that influence respondents' GSM service preference apart from advertising as indicated in table 7. These factors which include low call tariff, service quality, network coverage, promotion, internet and multi-media services and customer care services are put into account before subscribers make their choice of GSM service to patronize. However, low call tariff (41.7%) is reported to be the most influencing extra advertorial intervening factor mostly considered by respondents when choosing any GSM service.

4.2.5 RQ 5: Association exists between the level of Advertising influence and GSM preference

Analysis of the Pearson Product Movement Correlation statistics in table 9 shows the association between advertising and GSM service preference. The result showed a strong positive association between the level of advertising influence and respondents' GSM service preference. This is because the calculated $r(381)=.923$, $p<.001$ indicating a strong association.

4.3 Discussion of Findings and Contribution to Knowledge

Consumer's attitude towards advertising and their perception of brand may either be favourable or unfavourable. Most people do not trust advertising even though it is informative because they believe that products do not perform as well as portrayed in the advertisement (Mehta, 2000). Studies over the years have shown that advertising influences consumer's choice either by reinforcing satisfaction or by creating a need towards buying the product. When consumers are exposed to persuasive messages like advertising, they tend to process the message based on their motivation, need for recognition, personal responsibility and message source (Petty and Cacioppo, 1986).

Advertisements are usually crafted using different elements to convey messages that will appeal to consumers. Message convey through advertising appeals is aimed at influencing purchasing decisions of consumers. These appeals are designed in ways to create positive image of the brand to individuals who use these products. Whether television, radio or print advertisements the desire is the same, it is to make a potential customer take action. Advertisers use catchy music, graphics and other elements to appeal to basic sensory perception of the customer. The study revealed that of all the elements of advertising appeal, message of the advertisement (23.9%) is the most appealing to surveyed respondents of GSM services. This shows that advertising is about creating effective

communication messages that are designed to accomplish specific business or social objective.

Keller (2003) notes that consumer opinion about an organization and its products or services are based on perceived expertise, trustworthiness, and likeability. This trust and likeness of a product or service can lead to a positive image of a brand. Surveyed analysis shows a low user approval rate among respondents indicating an unfavourable attitude towards GSM services (table 6). This low user approval rate may affect the trustworthiness of products of service providers in effort to building essential brand loyalty and long-term customer relationships.

This study shows that apart from advertising there are other extra advertorial factors that intervene in respondents' service selection. These factors include low call rate, quality services, wider coverage, promotion, customer care service and internet services. However, of these factors, call tariff (41.7%) is the most considerable factor when making choice of service provider. This corroborates findings of consumer research in the last three decades that documented the persistent impact of price on consumer's perceptions and preferences (Janakiraman, Meyer and Morales, 2006). While exploring influencing factors for the selection of mobile phone service providers, Rahman, Haque and Ahmed (2010) identify service quality, price, service availability and promotion as factors that consumers consider when choosing service providers in the Malaysia telecommunication industry. However, they found out that the success of a service provider in the telecommunication industry depends on call charges. Hwa, Lee and Cheng (2011) also found out from a sample of 77 in which 80% were students that the essential attributes highlighted when choosing a network are good pricing strategy, connectivity, service availability and excellent coverage.

Therefore, the place of a good pricing system cannot be ruled out by subscribers in their choice of network selection.

According to Moore (1983) advertising influences consumers by modifying their beliefs regarding products attributes. That is why most organizations desire to see their advertising campaign achieve its marketing objective. This therefore gives rise to questioning whether there is an association between the level of advertising influence and consumer preference. MacKenzie (1983) noted that people develop an attitude that influences the measure of advertising effectiveness such as brand attitude and purchase intention when they see an advertisement. Thus, given the potentials of advertising on consumer buying behaviour, this study shows the existence of an association between advertising and preference of GSM services where $r(381)=.923$, $p<.001$ implying that there is a strong positive relationship between the two variable. Also, looking at such association along demographic variable, the chi-square test on table 13 shows that sex is a determining factor when choosing a network. On the other hand, the same cannot be said of age because the chi-square test on table 15 is an indication that age of respondents does not affect their selection of GSM service patronage.

Therefore based on the findings of the study, it can be concluded that there is a strong association between advertising and students' preference for GSM services showing that the study has been a quantitative contribution to the understanding of the association that exists between advertising and consumer behaviour in the Nigeria's telecommunication industry.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study examines the influence of telecommunication advertising on students' perceptions and preferences for GSM services in Kogi state tertiary institutions. It was borne out of the complaints on poor quality of GSM services in Nigeria and the assumption that advertising could help in shaping perceptions and preferences for GSM networks among active users. The focus was on four major GSM networks in Nigeria, namely: MTN, GLO, AIRTEL and ETISALAT. The principal aim of the study was make an empirical contribution to existing understanding of the association between advertising and consumer behavior in the telecommunication industry, and also to know if there are other extra-advertorial intervening factors responsible for the choice of GSM services. The study is significant because it of its empirical contribution to existing understanding of the relationship between advertisement and consumer behavior in the telecommunication industry.

Chapter two is the literature review of the study. Literatures reviewed show that advertising creates awareness of a brand with the aim of building positive brand image. Concepts of brand like awareness, image, loyalty, equity and switching were reviewed. Literatures on advertising, perception, preference as well as factors that influence brand preferences were given attention in the chapter. The study further reviews literatures on students' use of GSM and the history of GSM in Nigeria. Finally, to give the study a

perspective, the source credibility and the hierarchy of effects theories were adopted as the theoretical framework.

Chapter three is the methodology of the study. The quantitative research method was adopted for the study. A multi-stage random sampling technique was used to select the tertiary institutions, faculties and departments of the study. A sample size of 400 was used for the study. To ascertain the validity and reliability of the study, a pilot test was conducted in a test and re-test approach and correlation co-efficient of 0.89 was obtained. Furthermore, descriptive statistics like mean, standard deviation and percentage frequency as well as Pearson's correlation, cross tabulation and chi-square test were used to examine the association between the level of advertising influences and preferences, and also to measure the degree of association along the demographic line. The Statistical Package for Social Science (SPSS) was used to analysed the data.

Chapter four presents the analysis of data. The results of analysis were presented in tables. Findings from the study show that a strong association exists between the level of advertising influences and students' preference for GSM services in Kogi state tertiary institutions. The message of the advertisement is the most appealing element for students' GSM patronage. Also, there is a low approval rate of prepaid package advertisement among users of GSM services while call tariff is considered the influencing extra advertorial intervening variable that influences students' preferences for GSM services.

Other findings from the study include:

- Most users of GSM services subscribe to two network
- Majority of those who subscribe to two GSM networks are MTN and ETISALAT users

- MTN is discovered to be the most advertised GSM network
- GLO is the most preferred GSM network among students of Kogi state tertiary institutions.

5.2 Conclusion

Subscribers' complaints over poor quality service delivery from service providers in Nigeria telecommunication industry necessitated the need to study the influence of advertising on perceptions and preferences for GSM services using students of Kogi state tertiary institutions as case study. The revolution of the telecommunication sector in Nigeria in 2001 no doubt brought respite to most people who hitherto have no privilege of using telephony services.

However, the inability of service providers to live up to their bidding by delivering a hitch free telephony service has remained worrisome among subscribers of GSM services in Nigeria. Notwithstanding, GSM service providers have continued to develop products and services and advertise same in order to lure subscribers to their brand. The frequency at which they providers advertise their products, couple with their inability of tackle problems of call drop, inability to sometime recharge and occasional network failure have often left subscribers frustrated, leaving them with no option than to look for alternative brand that will guarantee satisfaction.

Thus it was the researcher's conviction to study the association that exists between advertising and subscribers' choice of GSM service providers in other to make an empirical contribution to the quantitative understanding of the relationship between advertising and consumer behavior in the telecommunication industry in Nigeria.

Based on the above findings one can conclude that advertising has a role to play in subscribers' choice of GSM network. This is because research finding on the level of advertising influence on subscribers' preferences for GSM tend to be high. This is an indication that messages in an advertisements are given consideration because it is based on this that subscribers can make an informed decision on the GSM service to patronize.

Ironically, perceptions of GSM advertisements in the Nigeria telecommunication industry tend to be low based on what respondents termed as unrealistic, deceptive and exaggerating advertisements. Also, poor service delivery by service providers left subscribers with no choice than to switch to alternative brand that provides an improve service quality that satisfies their needs and also attract the lowest possible call tariff. This analysis therefore underscores the significant of price as an influencing factor in consumers' choice analysis.

Analysing subscribers' preferences for GSM services along demographic variables show a variation in both sex and age of respondents in their patronage of GSM services. This variation stemmed from the finding of the study that respondent's sex could determine the choice of the service provider to patronize, while the opposite could be said regarding respondent's age from the cross tabulation of the two variables with respondent's preferred GSM service.

Furthermore, it can be concluded that despite the amount service providers spend on advertising; such money does not affect the subscribers' preference for the GSM services they patronize. This because over the years, researches have show that MTN has continued to be the highest spender on advertising among the service providers in Nigeria, however, such monetary spending of the pioneer GSM brand in Nigeria, have not given the MTN it

an edge over its closest rivalry brand GLO in order of preference for GSM services among respondents in Kogi state tertiary institutions.

Finally, with most studies on consumer research centering on sales promotion, there is no doubt whatsoever that advertising help to shapes consumer's perceptions and preferences given the role it plays and the level of impact it has on respondents' choice of GSM service patronage. Thus, since advertising asserts such high level of influences on consumers' decisions; such influence may affect perceptions which in turn may determine the GSM services subscribers may eventually patronize.

5.3 Recommendations

Based on the above findings and conclusion, the following recommendations are made:

1. Advertising messages from service providers should be accurate, factual and realistic since such message could help shape subscriber's perceptions and preferences.
2. Service providers should pay more attention to other extra advertorial intervening variable rather than constant review of call tariff in order to help improving service quality.
3. The strong positive association between the level of advertising influence and preferences should be explored by service providers in order to provide qualitative services to subscribers
4. Finally, given the low user approval rate (poor perceptions) of GSM advertisements, it behooves on service providers create a good and enduring brand image in all ramifications.

5.4 Recommendations for Further Research

The researcher recommends that further studies should be conducted among workers, civil servants to find out whether the factors that affect their patronage of GSM service provider differ from those of students.

Furthermore, a comparative study on advertising influence on perceptions and preferences of GSM services should be carried out among students in several states so as to know whether there is variation in terms of factors affecting their patronage of GSM services.

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APPENDIX (Questionnaire)

DEPARTMENT OF MASS COMMUNICATION
FACULTY OF SOCIAL SCIENCES
AHMADU BELLO UNIVERSITY, ZARIA

Dear respondent,

This is a questionnaire on the study ***Influence of Telecommunication Advertising on Students' Perceptions and Preferences for GSM Services in Kogi State Tertiary Institutions*** that requests you to fill the items. It will be appreciated if honest responses are given. The study is for academic purpose and responses will be treated confidentially.

Yours Sincerely,

Name: ABIMAJE Moses David
REG No: M.Sc/Soc-Sci/1086/09-10

Demographic Data (please tick {√} appropriately)

1. Sex

a. Male ( )

b. female ( )

2. Age

a. 18-24 ( )

b. 25-31 ( )

c. 32 and above ( )

Exposure (please tick {√} appropriately)

3. Have you ever seen a GSM network advertisement?
a. Yes ( )

b. No ( )

If no please do not proceed further

4. Which of the GSM network prepaid advertisements have you seen? **Tick {√} as many as applicable**
a. MTN ( )

b. GLO ( )

c. ETISALAT ( )

d. AIRTEL ( )

5. What type of prepaid GSM package advertisement have you seen?

MTN Family and Friends ( )

MTN Pulse ( )

GLO Infinito ( )

GLO G-bam ( )

AIRTEL Club 10 ( )

AIRTEL 2Good ( )

ETISALAT You and Me ( )

ETSALAT Home Zone ( )

Advertisement Appeal

6. Which mode of advertisement do you think appeal to you the most in your choice of GSM services?

a. Mass Media ( )

b. Billboard ( )

c. On Campus Show ( )

d. Mobile advertisements ( )

e. Interpersonal channel ( )

7. Which element of advertisement do you consider the most appealing in your GSM service patronage? Tick only one

a. Slogan of the service provider ( )

b. Cultural elements in the advertisement ( )

c. Colour of the service provider ( )

d. Graphics of the advertisement ( )

e. Message of the advertisements ( )

f. Jingle of the advertisement ( )

g. Logo of the service Provider ( )

Perception of Advertisement

8. What do you think about GSM service prepaid package advertisement? **Tick {√} only one option for each network**

MTN prepaid package advertisements are:

Truthful ( )

Believable ( )

Honest ( )

Deceptive ( )

Unreliable ( )

Exaggerates facts ( )

GLO prepaid package advertisements are:

Truthful ( )

Believable ( )

Honest ( )

Deceptive ( )

Unreliable ( )

Exaggerates facts ( )

AIRTEL

Truthful ( )

Believable ( )

Honest ( )

Deceptive ( )

Unreliable ( )

Exaggerates facts ( )

ETISALAT prepaid package advertisements are:

Truthful ( )

Believable ( )

Honest ( )

Deceptive ( )

Unreliable ( )

Exaggerates facts ( )

Preference (Please tick {√} appropriately)

9. How many GSM networks do subscribe to?

One Network ( )

Two Networks ( )

Three Networks ( )

Four Networks ( )

10. Which of these GSM networks do you currently subscribe to?

MTN Only ( )

GLO Only ( )

ETISALAT Only ( )
AIRTEL Only ( )

MTN & GLO ( )
MTN & ETISALAT ( )
MTN & AIRTEL ( )
GLO & AIRTEL ( )
GLO & ETISALAT ( )
AIRTEL & ETIASLAT ( )

MTN, GLO & ETISALAT ( )
MTN, ETISALAT & AIRTEL ( )
MTN, GLO & AIRTEL ( )
GLO, ETISALAT & AIRTEL ( )

MTN, GLO, AIRTEL & ETISALAT ( )

11. Which is your most preferred GSM service?

a. MTN ( )

b. GLO ( )

c. ETISALAT ( )

d. AIRTEL ( )

12. Kindly tick the rating of these GSM services in order of your preferred network (for those who subscribe to more than one network only. Note: 5 is the highest and 1 the lowest)

GSM Service	Rating scale	(5)	(4)	(3)	(2)	(1)
a. MTN		( )	( )	( )	( )	( )
b. GLO		( )	( )	( )	( )	( )

c. ETISALAT	( )	( )	( )	( )	( )
d. AIRTEL	( )	( )	( )	( )	( )

13. Are there other factors than advertising that motivates your choice of GSM network you use?

a. Yes ( )

b. No ( )

14. What are these extra advertorial factors that motivate your choice of the GSM service you preferred?

a. _____

b. _____

c._____

d._____

Influence (please tick {√} appropriately)

15. Do you think advertising motivates your choice of GSM network?

a. Yes ( )

b. No ( )

c. Do not Know ( )

16. What is the level of advertising influence on your GSM service patronage? Kindly tick the rating below.

GSM Service	Rating scale	(VH)	(H)	(N)	(L)	(VL)
a. MTN		( )	( )	( )	( )	( )
b. GLO		( )	( )	( )	( )	( )
c. ETISALAT		( )	( )	( )	( )	( )
d. AIRTEL		( )	( )	( )	( )	( )

16. A list of statement as to how advertising influences your choice of GSM network. Kindly indicate your level of agreement. **Completely agree (CA), Agree (A), Neutral (N), Disagree (D) and Completely Disagree (CD)**

Advertising Influence	**CA**	**A**	**NA**	**D**	**CD**
Adverts inform you of different GSM network Products/services	( )	( )	( )	( )	( )
Adverts make you familiar with GSM services	( )	( )	( )	( )	( )
Advertising persuades you to try Other GSM network	( )	( )	( )	( )	( )
Advertising makes you to switch GSM brand	( )	( )	( )	( )	( )
Advertising gives you room to Compare the products/services Of other GSM brands	( )	( )	( )	( )	( )
Advertising enables you to recognize The different GSM brands	( )	( )	( )	( )	( )
Advertising enables you to recall information of GSM network service	( )	( )	( )	( )	( )

Thank you.