

**AN EVALUATION OF THE FUNCTIONAL ROLE
OF MARKETING IN THE MEDIA INDUSTRY**

BY

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ZARIA.**

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DECLARATION

I declare that the work in the project report entitled “An evaluation of the functional role of marketing in the media industry.” has been performed by me in the Department of Business Administration. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this project report was previously presented for another degree or diploma at any university.

OGUNRINDE Elijah Olufemi

NAME OF STUDENT

SIGNATURE

DATE

DEDICATION

With love and affection, I dedicate this project to my late parents,

MRS. RACHEAL D. JONATHAN

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CERTIFICATION

This is to certify that this project titled “*An Evaluation of the Functional Role of Marketing in the Media Industry*” written by OGUNRINDE, Elijah Olufemi meets the partial regulations governing the award of the degree of Master of Business Administration (MBA) of Ahmadu Bello University, Zaria and it is therefore approved for its contributions to knowledge, and literary presentation.

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.

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ABSTRACT

This research work which discusses the evaluation of the functional role of marketing in the media industry is divided into five chapters.

Chapter one deals with the background of the study, statement of the problem, which is the main problem of the study finding out how media houses evaluate the functional role of marketing as a contributing effect to the growth of the industry. It also deals with the purpose of the study objective of the study, scope and limitations of the study.

Chapter two deals with the review of relevant literature on marketing functions, marketing concepts, roles of marketing, marketing strategy,

opportunity analysis, development of marketing in Nigeria environment and benefits of marketing concepts.

Chapter three deals with the methods used in collecting data for the work.

Chapter four deals with the candidates' area of study, presentation and data analysis.

Chapter five involves the summary of findings, as well as conclusions made.

Based on the findings, Recommendations were made for consideration.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Marketing is everywhere, formally or informally, people and organizations engage in a vast number of activities that could be called Marketing. Good marketing has become an increasingly vital ingredient for business success and marketing profoundly affects our day-to-day lives. Marketing links two basic functions in the society, namely, those of production and consumption. As society has become more complex, and the processes of production and supply more varied, so the, means by which community is supplied with goods and services it demands has itself become more complicated and important. Within the business enterprise, it is the marketing activity, which should provide this means by ensuring that the enterprise supplies its market with goods and services that customers wish to buy.

It is true that marketing is central to any business organization. The ultimate goal of any business organization is to identify and satisfy customers. This goal can only be accomplished if the organizations embark on effective marketing activities.

Marketing is not merely selling goods or services, what is mere marketing should not also be narrowly restricted to a particular division or

department of an organization; rather it is an attitude of mind and a business philosophy that must be adopted by the entire organization's personnel.

Marketing is a crucial human invention; it embraces the activities we engage in to satisfy economic needs and wants. Early in man's history it became clear that no household could be economically self-sufficient for long; specialization in production and the exchange of items produced with items needed were introduced. Thus Marketing was born.

According to the American Marketing Association in 1985:

“marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.

The word ‘conception’ in the definition means ‘devising’ or ‘putting together’ what is to be marketed and for product. The objects of exchange in marketing involve not only tangible goods, but also services such as media services and even people can be marketed, such as when political aides plot the campaign of their candidate, often making heavy use of media advertising and personal appearances.

In addition, there should be a marketing department with a marketing executive, marketing staff, and integration of marketing functions which makes the marketing concepts and process possible. In Rosenberg's view, integration is necessary because marketing is in nature, one part, art, while

the other is science. The conceptual imagination and operational skills of arts must therefore be integrated with the statistical and behavioral aspects of science. Also, marketing makes use of all the possible elements or actions for reaching and influencing consumers and customers - product design, price, distribution and promotion (both selling and advertising). It involves all top executives of an organization regardless of their assigned responsibilities. All the steps or actions must be united together in a purposeful plan. A profitable volume criterion (not just sales volume) as an honorable goal is required. This ensures continued service to customers.

1.2 Statement of the problem

The knowledge of research problem gives the organization the fundamental idea as to the use of marketing and that of marketing Functions. Media industry is of course, no stranger to a volatile rapidly changing market place, hence, executives of media houses have come to realize marketing's importance, marketing functional role to their respective business organizations, basically, because of such forces, the business environment has operated to strengthen the case for marketing's significance as an organization function.

The main problem of this study is to find out how media houses evaluate the functional role of marketing as a contributing effect to the growth of the industry.

1.3 Purpose of the study

As a potential manager of corporation, in the future there is a need for thorough understanding of the ever changing nature of the modern market economy and the challenges arising there from.

Specifically, the study will provide meaningful and purposeful guide for the evaluation of the marketing roles in media industry. Assist government, industrialists and business executives in formulating the necessary policy guidelines on commercial and industrial development.

Assess dimensions of marketing roles in media industry and examine the extent to which the study market its services through marketing concepts.

To highlight the changes brought about by a lot of environmental forces on marketing and their quality and the changes brought about by government policies and directives, how they have serve the people with quality services.

Recommend more effective ways for marketing services in Nigeria.

1.4 Objective of the study

Sales volume, market share and profitability are some of the marketing objectives for product performance that are normally stated in the marketing plan.

Furthermore, marketing objectives can be stated in terms of the marketing mix components required to attain the sales, market share and profit objectives.

Keeping customers happy through the marketing mix, is the very basic of the marketing concept that many media industry claim to follow. The primary aims of this study are to identify and evaluate critically how an improved relationship between media house and its marketers/agencies can leads to consumer's satisfaction.

In addition, this study has the following objectives:

1. To attempt to gauge consumers' cognition; affections; intentions and action in relation to the distribution of media industry services for the period of five years that is, 2001 to 2006.
2. Examine the importance of media industry services in meeting the needs of consumers.
3. Examine factors involved in developing and maintaining improved services.
4. Examine the quality and quantity of feedback between the media house and her agencies/marketers towards customer's reactions and complaints.
5. Examine factors that make for long term relationship between media house and her customers.

- 6 Examine, whether consumer's satisfaction with the media house's customers lead to greater brand loyalty and, advise accordingly.

1.5 Hypothesis of the study

Having decided on the easier methodology drawn, the following hypothesis would be examined and tested from the perspective of the respondents.

- ❖ Lack of effective marketing system
- ❖ Non recognition of the modern way of marketing system
- ❖ Inadequate networking system
- ❖ Lack of relationship between the marketers and customers
- ❖ Lack of customers satisfaction
- ❖ Delayed delivery of products to the customers.

1.6 Scope and period of study

The scope of this study/research work will be restricted to only one of the media industry in Nigeria, i.e, the Nigerian Television Authority (NTA).

In the interest of usefulness and practicality, the earlier history of marketing in Nigeria will be treated briefly. In essence, the study is limited to the very sensitive aspect of marketing functions and its roles in NTA.

The study also focused on the marketing analysis and benefits to the NTA as making up its distribution channels. And how the management of the channel member affects NTA's decision as to consumer's satisfaction.

The study shall cover the period of 2001 to 2006.

1.7 Limitations of the study

This research is intended to cover the major points of the study contained in the statement of objectives. It will, however restrict itself to NTA Headquarters, which has been selected as the case.

A study of this magnitude cannot go without suffering some kickbacks.

Preliminary investigations have shown that a project like this is met with some stiff resistance from workers and customers alike, who should be interested in the study. There is likely to be lack of co-operation from managers and customers of the company under the pretence of protective confidentiality of information expected to be given by them on the management and operation of their distribution networks systems, for fear of competition. However, due to genuine explanations, the researcher did his best to assure and reassure both parties of absolute confidentiality of all information received.

The other limitation, the researcher has is that of coverage. The study covers the activity of one company only. Lastly, is the limitation of resources, financial constraints and time factor, did not permit personal availability at each worker's desk or customer's trading points.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Every business man must have an understanding of marketing concept, for it is a major factor in the success of all firms.

The management and staff of an organization's marketing department are responsible for a number of inter-related activities that enhance the organizations ability to achieve its objectives. These activities include, but not limited to the following {kotler, 1991 }:

- a, identifying market opportunities and needs,
- b, keeping abreast with relevant technological developments,
- c, managing its products/services
- d, choosing and motivating channels of distribution,
- e, advertising and promoting its product/services,
- f, selling its products/services,
- g, setting prices and terms of supply, and
- h, planning the marketing activities.

2.2 An overview of marketing and marketing concept

Nonyelu, {1996} defines marketing as “an activity which is directed at satisfying the needs and wants of customers through exchange processes Which occur in the market.”

The United Kingdom institute of marketing defines it as “the management process responsible for beautifying and satisfying customer requirement profitably”.

According to Kotler {1991}, marketing means working with markets, which means attempting to actualize potential exchanges for the purpose of satisfying human needs and wants certain things or activities must be carried out considering the day-to-day exchange process, these activities will include product planning, pricing, promotion and distribution. Put in another way, Kotler believes that “marketing is a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging products and value with others”.

Since marketing is seen as a matching process and the satisfaction of needs and wants through exchange of products and value, it therefore appears natural that any mis-match will lead to a failure. It follows then that, a business, whether private or public, exists by selling its products and services.

By doing this it seeks to achieve its profit and other objectives. To be able to achieve this, the marketer has to adopt a method of carrying out his marketing activities effectively.

The marketing concepts

Drucker (1958) admits that the origin of the marketing concept lies with three prominent authors in the 1950s.

1. Peter Drucker in his landmark book “The Practice of Management”,
2. John B Mckilterick of General Electric, and
3. Ted Lebitt, the noted Harvard Professor and author of the seminal article “Marketing Myopia”. According to Schnars “all three agreed that the purpose of business is to create satisfied customer”.

The marketing concept could be seen to be a common sense managerial orientation that understands the needs and wants of customers in the market, and adopts the operations of the organization to deliver the right goods and services more effectively and efficiently than company’s competitor.

Kotler (1980) puts this into two practical perspectives namely: “Company management remaining sensitive to market needs and company management operating the enterprise in a market-oriented manner”.

These constitute the two main areas of responsible for the management in an organization. This is, more so, where the organization concerned is a service oriented one.

Kotler therefore describe the marketing concepts as: the most important managerial task within the organization responsible for understanding the needs and wants of consumers in the market; and for adopting the operations of the organization to deliver the right goods and services more effectively and efficiently than its competitors. According to Kotler, the premises of the marketing concept are:

- a) That organizations must find out not only needs but wants;
- b) Must adapt right at the beginning and not at the end of the production cycle;
- c) That is every adjustment both in name or slogan or in machinery or men must be adapted to the needs of the customer right from the beginning.

Effectively and efficiently have to do with profitability and meet objectives which will keep the organization in business to continue serving.

2.3 Development of marketing in Nigeria

Modern marketing is a relatively recent phenomenon on the Nigerian economic scene and a truly post-independence development. We will look

at two periods: for the purpose of this study; the 1900-1967 periods and the post 1970 period thus leaving out the civil war period, 1967-1970.

The 1900-1967 period

During the colonial period (1900-1960) and up to the outbreak of the civil war in 1967, marketing was largely synonymous with the importation of finished goods from abroad and the distribution and retailing of the same throughout the country in addition to the traditional trade in foodstuffs and handicrafts. The major actors in the import trade were the foreign merchant houses, notably UAC, John Holt, SCOA, Union Trading Company (UTC) and Leventis.

By the late fifties the expatriate trading companies had started moving into import – substituting industries like sewing machines, assembly plants, cigarette factories, breweries, bicycle assembly lines, cement, soap, corrugated iron sheets, tyres and tubes. Advertising became more visible, while distribution essentially followed the channels already established for the imported products.

An import development in this early period was the successful introduction of foreign consumer goods into Nigeria and the people ready acceptance of these goods.

Channels of distribution were characterized by many layers of middlemen, most of whom were petty (small-scale) traders with very little capital. There was absence of specialization by stages of distribution; the same firm may transact business in widely different sizes. This, the term 'wholesale' and 'retail' used in industrialized countries were largely blurred. The above situation has largely persisted to the present times.

The post 1970 period

Marketing made impressive gains in post-civil war in Nigeria. First, the oil boom period in the seventies ushered in a modern consumer sector in Nigeria.

Marketing as a managerial function was increasingly recognized and applied in the operations of Nigerian businesses. In the pre-civil war era, you could hardly see the word 'marketing' on the organization chart of any but the large consumer products companies like Lever Brothers (Nigeria) Plc. The Sales Manager was the highest level marketing man in the typical company's hierarchy. The situation is vastly different today. Many firms' even relatively small ones now have positions like Marketing Manager, Director of Marketing, Sales Manger and so forth, reflecting the growing sophistication of marketing operations.

There is a heightened awareness of marketing through course offerings in Universities and Polytechnics in the country as well as through management seminars and workshops and the efforts of the Nigerian Marketing Association (NIMARK) in striving to elevate the practice.

Marketing of some goods was no better than rationing. However, in industries not experiencing chronic shortages, marketing received full expression and adopted heavy use of advertising and sales promotion to woo customers.

A serious economic depression gripped Nigeria for most of the eighties, but, it took marketing as a managerial function would emerge in a stronger shape by the time the economy fully turns around.

In 1986 more stringent economic measures were therefore adopted under the Structural Adjustment Programme (SAP) with the overall objective of moving economy from an import dependent over-regulated economy to a self-reliant, de-regulated and market-driven economy.

The Structural Adjustment Programme has transformed the marketing scene. The steep fall in the value of Naira and the subsequent double digit inflation rate eroded consumers standard of living – especially the new middle class – and left them with dwindling purchasing power.

Marketing suddenly realized that they had to do more sophisticated marketing in order to woo back the disillusioned and choosy consumers.

The conditions called for appropriate adjustment of marketing strategies, and while some companies were rising to the demands, some others which could not cope were facing stagnation and possible fold up.

With heightened awareness of the importance of marketing for survival under the Structural Adjustment Programme; forward-looking companies started recognizing the vital role to be played by experienced marketing personnel. According to Ogbechie and Aligbe (June 1989,29-37):

“In many companies, marketing divisions were pulled down during the ‘sellers market’ era only for such companies to now intensify efforts to hire experienced staff from other companies. It must be recognized that the present economic realities dictate that most companies should be marketing-led. Not only should marketing executives always get the ear of management, but the whole company management should be oriented to ‘think marketing’ first before their special areas”.The outlook for marketing is that with steady, even if slow, gains in the economy, a truly Nigerian modern marketing system will emerge and grow.

2.4 Marketing functions

Within any business organization, the marketing arm of the company fulfils some important functions which are activities that must be performed in

order to conceive, produce, price, promote and move goods from producers to consumers. Eleven of such activities may be identified as follow:

1 **Market Research and Sales Forecasting** - marketing must gather and analyze information about demand, consumer wants, competition, government policies, new products and general changes in our social structure. This function underscores the fact that marketing begins even before the product is produced.

2 **Product Planning and Development** - marketing advises on what to produce; the quality, style, design, brand name and packaging – all based on consumer and market research.

3 **Pricing** – marketing plays a large role in setting prices, whether at, above or below the competitor's prices, and in determining a system of discounts for the middlemen who handle the products.

4 **Buying** – this involves the selecting from an assortment of goods, determining quantity and quality, selecting sources of supply and negotiating the terms of purchase (this is sometimes called purchasing or procurement).

5 **Advertising** – advertising is the impersonal presentation of goods through the mass media –radio, television, newspapers etc.

Advertising agencies may assist marketing in performing this function.

6 **Personal Selling** – this is selling done through person-to-person contact. A large number of salesmen are engaged in outside sales work or in retail sales in shops and market places. The sales force must be properly selected, trained and motivated to perform.

7 **Sales Promotion and Merchandising** – this involves the development of such tools as point-of-purchase displays, window displays, free samples of product, exhibitions at trade fairs, news releases, price reductions during special ‘sales’ and so forth.

8 **Selecting Channels of Distribution and Middlemen** – the proper channels – whether direct or indirect through which the product will be distributed must be selected and the distributors, retailers, and agents appointed to participate.

9 **Physical Distribution** – marketing arranges for the physical handling of goods: storage, transportation and proper inventory management.

10 **Credit Management and Financing** – credit is often used in serious business transactions where firms buy and sell on credit. In addition, various types of financing provide permanent as well as temporary capital for the marketing process.

11 **Post-Sale Transactions** – marketing must arrange to handle customer complaints after the sale, and provide for after-sales service,

especially for machines, equipment and consumer durable goods. This shows that marketing does not end with the ringing of the cash register.

2.5 Marketing roles in economic development

The role of marketing in economic development has been discussed by a number of marketing scholars and development economists, notably, Bauer, Drucker, and Moyer. Overall, marketing fulfils the critical function of integrating the economy into society to serve human needs. Specifically, marketing contributes to material progress in the following ways:

- a) By the extension of markets, with the resulting promotion of specialization and of production for sale.
- b) By stimulating the accumulation of capital needed for industrialization.
- c) By creating a merchant class which in turn is the major source of entrepreneurial and managerial talent needed to establish and run manufacturing enterprises.
- d) By linking local communities to the outside world and acquainting people with the processes of the exchange economy and promoting the habits and attitudes appropriate to it.

Marketing's role in breeding entrepreneurs and managers is of special importance because according to Drucker, economic development is the

result of action, the purposeful, responsible, risk-taking action of men as entrepreneurs and managers. The leading contribution of merchants to early industrialization is the finding reported in various empirical studies, such as Papenek's study of 250 leading industrialists in Pakistan, Bauer and Yamey's study of West African trade, Alexander's studies of industrialists in Greece, and in Turkey, and Carroll's study of Filipino manufacturers.

It should be noted that the marketing system and the economy have reciprocal effects on each other. Marketing provides the driving force for economic development, and the level of economic activity in turn affects the sophistication or development of the marketing system.

2.6 Marketing significance as an organisational function

In recent years, a number of related forces in the business environment have operated to strengthen the case for marketing's significance as an organizational function. These, according to Capaldini (1974) are:

- 1) The emergence in the last several decades of an overall economic condition wherein the availability of goods and services is greater than the demand for them continues as the characteristic economic condition of contemporary times. This state of affairs is commonly referred to as a "buyer's market". A buyer's market gives rise to intense competition among product/service

suppliers, whereas in a “sellers market” the market tends to buy what is available.

2) Substantive increases in personal disposable income leading to greater mass-market opportunity, which in turn contributes to intense competition among suppliers to the market. It becomes incumbent upon the marketing function both to detect emerging market opportunities before the competition and to develop effective means for outdoing them once they arrive on the scene.

3) Advancing technological sophistication in the economy contributing to more and more technological “sameness” among competing products and services in many industries. In circumstances where competing products or services become more or less alike, marketing tends to emerge as the real opportunity for distinguishing one from its competitors.

For example media A may be unable to market a superior programme from a “technical” or “production” stand point. Media A may be able to achieve a disproportionately high share of the market in shooting programme with effective cross selling – the “packaging” of such programmes with other services, sensitive pricing practices, well-executed advertising and so on. These activities are all marketing activities and are quite strategic in context.

4) Accelerating social, economic, technological, political and competitive change impacting on the shape and nature of markets on a continuing basis. As the market changes, so must the firm that serves it. Importantly, a marketing oriented organization, it is marketing' job to “manage” the market by initiating changes within the control of the firm (new products/services, change advertising strategy, different sales – training methods) to adapt to environmental changes beyond the control of the firm that nonetheless impact on its markets.

2.6.1 Marketing strategy

Briefly, the term ‘strategy’ is widely used to describe a seemingly endless number of marketing activities. Today, everything in business seems to be strategy. There are strategic advertising and probably even strategic strategy. In recent years, the appellation has appended to nearly every marketing action in order to make the ordinary sound modern and competitively inspired (Schnaars, 1988).

2.6.2 Total quality marketing

Total quality marketing (TQMKT) is concerned with the production and marketing of products and services that consumers perceive as good quality and value. It is a market driven concept. It is different from the

production-oriented total quality management (TQM) concept. The underlying truth is that perfect products do not sell themselves without proper marketing effort. This proper marketing effort is what – Total quality marketing is all about.

2.7 Market opportunity analysis

A marketing opportunity is an area of buyer need in which a company can perform profitably. One way to classify opportunities is according to their attractiveness and their success probability. A company's has what it takes to operate in the target market. For the company to succeed its strengths should not only match the key success requirements for operating in the target market; it should exceed those of its competitors. Having competence only is not enough; in fact it does not constitute a competitive advantage.

With opportunities are always threats, threats are challenged posed by an unfavorable trend or development that would lead in the absence of defensive marketing actions to deterioration in sales or profit. Threats are categorized according to seriousness and probability of occurrence. Confronted with a constantly turbulent environment, each business unit needs to develop a marketing information system (MIS) to track trends and developments. Each trend and development can be sorted out and

categorized as opportunity or threat, and an assessment made of the feasibility and action required to either exploit the opportunities or minimize the impact of the threat.

2.7.1 SWOT analysis

An organization's internal environmental strengths and weaknesses and external environmental opportunities and threats are determined through a SWOT analysis. The SWOT analysis is based on the environment (both internal and external). The internal environmental factors analysed for strengths and weaknesses are:

- a) Management
- b) Structure
- c) Resources, system process
- d) Sales
- e) Profits
- f) Objectives
- g) Costs and assumptions

The key performance areas are:

1. Customer's satisfaction/Brand loyalty: Customer satisfaction and brand loyalty have been cited to be the only forward looking indications of

company success, monitoring customer satisfaction and compare with competition.

2. **Product and Service Quality:** Critically and objectively compare product (or service) components with competition, customer expectation and needs. Here the company is concerned with waiting time, accuracy of transactions, and making the customer's experience friendly and positive.
3. **Brand/Firm Associations:** What customers think of a brand or firm is very important. For instance what are NTA's associations? A brand association is a key enduring business asset; it is anything that is linked directly or indirectly in memory to a brand. NTA is linked to stallion "you can't beat the reach", "the Unity Station" is an asset for differentiation.

The external environment factors analyzed for opportunities and threats are:

- a) **Technology:** To what extent are existing technologies maturing?
- b) **Government:** What changes in regulations are possible? What will their impact be? What tax or other incentives are being developed that might affect strategy? What are the political risks of operating in a governmental jurisdiction?
- c) **Economics:** What are economic prospects and inflation? How will they affect strategy?

d) Culture: What are the emerging trends in life, style, fashion etc?

What are their implications on strategy?

e) Demographics: What demographic trends will affect market size of the industry?

f) Competitor Analysis: Leads to the discovery of areas that are underserved and attempt is made to exploit the opportunity.

Competitors are analyzed based on the following:

a) Cost structure

b) Size, growth, profitability

c) Objectives and assumptions,

d) Current and past strategies of competitor, and

e) Competitor's organization and culture.

2.8 Benefits of marketing concept

Rosenberg (1977) provides the following benefits of implementing the marketing concept:

a) Reduced business risk as a result of systematic market research, the scientific acquisition and analysis of market data relevant to decision making and better market and sales forecasting.

b) Improved business planning as a result of earlier identification and assessment of future market trends and opportunities and the acceptance

of a planning discipline based on defined objectives with which all departments must gear their programs, and

- c) Greater competitiveness based on marketing skills. As more and more of our competitors achieve technological and manufacturing efficiency, the difference in the products from companies will tend to narrow.

2.9 Summary

Marketing is that organizational activity which links the points of production of goods/services to the points of consumption. It is a vehicle which management uses to deliver society's standard of living and satisfaction.

Sustaining this activity is the marketing concept, a philosophy that preaches total understanding of customers' needs and wants and ways of satisfying those needs more effectively and efficiently than the competition.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is concerned with the procedure to be used in collating the data for this study. In this respect, the researcher will state clearly the type of data to be collated and the various instruments that will be used for the collation of such data to see how NTA incorporates the functional role of marketing to its services, new relations and information are unfolded through careful inquiries and this helps to verify and broaden existing knowledge.

3.2 Research methods

The nature of the problem determined the type of research to be used. Hence, there must be a thorough knowledge of the basic methods of research to guide the researcher in the choice of a primary research method to be used in solving problem.

The basic methods of research that will be used in this context are categorized as follows:

3.2.1 Historical research method:

This type of research tries to explain what took place in the past. The essence of the types of research is to be able to understand what is

happening now based on your understanding of the past, i.e., to be able to interpret past trends of attitude, events and fact.

We can comfortably link present with future through various sources of data from eye witness account, official records, publications, legal documents, newspaper report, bulletin etc these is to arrive at an accurate account of the past and purpose of gaining a clearer perspective of the present as related to the past.

3.2.2 Descriptive research method

This type of research describes and interprets the actual phenomenon we are studying. It gives one a picture of a situation through description. It is the basis for all other types of research in assessing situation as a pre-requisite to inferences and generalizations. Other categories of research that comes under this umbrella are:

- a) Case study: This is a close study of a subject (NTA) for the purpose of ascertaining its typical behavior, personality of influence on its character of actual reasons for peculiar condition of things.
- b) Survey: Survey involves observations and description of events and realities that are of interest to the researcher.

Above all, the sample elements will be based on simple selection technique, using tables and graphs to present data.

3.3 Sources of data collection

Data will be collected by the aid of research instruments. These instruments are devices used in measuring or recording data. The researcher will for the purpose of this study rely on the questionnaire techniques and interviews as well as study of available documents and publications which depicts the information about NTA.

3.3.1 Questionnaires

The use of questionnaires will be employed in the course of this study to keep the respondent on the subject of the study. It is simple and it took little time and it is relatively objective.

3.3.2 Interview

This is an oral questionnaire in the course of conversation, researcher will be able to get more information than writing, which helps to know may be information is correct or not.

The use of this technique will enable the researcher to gain in-dept knowledge to the concept of the project topic.

3.3.3 Documents, publications and records

Data will be gathered from office documents, records, publications and files, which contain relevant information about NTA on the topic under study such as the historical background of NTA and the performance.

During the course of this study, data will also be gathered from various textbooks, journals and some other valuable materials.

3.4 Target population

A population refers to any group or objects which are similar in one or more ways, and which form the subject of study in a particular survey.

Populations can consist of groups or inanimate objects e.g. machine tools, as well as human populations which may, in certain cases refer to special sections of the general population of a country such as those over the age of 18 and under 65. Before a research is possible, population to be surveyed must be clearly defined. Chisnall, P (1978:65). The population for this study comprise of staff of NTA and customers respectively.

3.5 Tools of data analysis

Analysis is defined as the ordering and breaking down of data into constituent parts consisting of the statistical calculation performed with raw data to provide answers to questions initiating the research.

The tools of analysis used in this study are the percentage tabulation, and graph method. These two analytical tools will be used to interpret and present the data thus collected.

3.6 Justification of the method

It has been proved beyond doubt that every organization/company not only NTA need or apply relevant marketing concepts because, every

organization makes decision, and to make a meaningful and appropriate decision one needs to apply relevant marketing concepts and function.

For the researcher to cover all the relevant data/information in this study, such as historical background, objectives marketing of NTA more than one technique will be employed.

Out of all the techniques to be used in this study, documentation and publication will be concentrated on, as the data needed involved historical background, and some other past operations of NTA.

Questionnaire and interview are equally very important in this study as they will enable us to assess initial information which cannot be documented.

3.7 Summary

In the course of this study, several methods were employed to generate, collate and analyse data using the techniques appropriately for the research work.

The research methods and techniques mentioned above stood as an instrument and sources in collecting and obtaining valuable data and information for the study. These include the study of existing documents and system of questionnaire, interview, documentation and publication record of NTA.

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CHAPTER FOUR

PRESENTATION AND DATA ANALYSIS

4.1 Introduction

Every fully– articulated marketing system is essentially a unity, in relation to the single entity for which it is designed. Its ultimate concern is always based on market research needed to define a strategy for growing the company’s business – a very clear idea of where the company want to be and how is going to get there.

There is every indication that NTA is the largest Television station in African and is unique among existing Television station and above all, carried out some activities which involved marketing policies for decision making and for it to be useful.

The aim of this chapter is to trace the work carried out by NTA in to details. It gives the historical background of the company and also analysis of data and interpretations.

4.2 HISTORICAL BACKGROUND OF NTA

General historical background

From its inception, the power of television and its impact on every facet of society and life has always been generally acknowledged. It is

obvious to all, that television has set the agenda for growth, pace and standard for development.

Forty-six years after the humble beginning of television broadcasting, over 100 million people from Nigeria, and Neighboring countries now receive signals of their television sets from what has now metamorphosed into the Nigeria Television Authority.

The beginning

The history of the Nigeria Television Authority (NTA) can be traced to that modest beginning on 31st October 1959 when the Western Nigeria Television (WNTV the fist television in Africa) beamed out the first Television signals in Nigeria. Barely a year after, in 1960, the Eastern Nigerian Television (ENTV) came alive. The Radio Television kaduna (RTK) followed in 1962.

Still in 1962, the development was given an added boost by the Federal Government with the establishment of the Nigeria Television Service (NTS), Lagos. Midwest Television service (MTS) came on stream in 1973 while Benue / plateau, jos, made history by commencing transmission in colour from inception in 1974.

The birth of NTA

The entire television landscape was with the promulgation of Decree 24 by the then Federal Military Government in May 1977, given birth to the NTA as we now have it and also empowering her to undertake network television broadcasting in the country. So, the vision that became a reality in Ibadan 1959 has metamorphosed into a giant Network of NTA stations. At the last count, there were about one hundred NTA stations in all, utilizing a huge transmitter Network with a view to ensuring that new challenges are met.

The second Republic Government granted that state Governments could establish their own television stations under the UHF band. This broke the monopoly of NTA in states but did not affect its monopoly on network. The history of NTA will not be complete without a mention of Decree 38 of 1992 which established the National Broadcasting Commission (NBC) and also deregulated the broadcast industry. Thus allowing individuals to acquire Television Stations, with NBC as a regulating body. This led to a partial commercialization of NTA programming in terms of quality and content and also enhanced fair pricing of broadcast adverts. These facilities have no doubt established NTA as Africa's largest Television Network and ranks among the world's biggest television organization broadcasting about 8,760 hours of different programmes annually. Viewer ship has grown from few

thousands in the early days to a conservative estimate of over seventy (70) million today.

NTA Headquarters

As a result of the movement of the Federal Capital from Lagos to Abuja, all government and private establishments were mandated to move their headquarters to Abuja.

Consequently, the NTA followed suit, and in October 1996, NTA headquarters moved to Abuja and has since been transmitting from there. It has a network distribution center that contributes to network. There include Lagos, Kaduna, Enugu, Benin, Sokoto and Maiduguri.

The premises house, the TV mast, Domsat Station, News Studio, Editing Suite, Master Control Room, the Post – Production Studio, News Room and Administrative blocks, all these are variously located in the building complex, and the premises which the proposed permanent location of the headquarters.

4.3 NTA Mission statement

The mission of NTA is to:

* Inform, entertain and enlighten the Nigerian Television audience, while maintaining its leadership position in Television Broadcasting;

- * Enrich the life of the Nigerian by influencing positively his social, cultural, economic, political and technological thinking through a wide choice of programmes;
- * Operate for the benefit of all Nigerians, recognizing and reflecting diversities in cultures, values, interests and need;
- * Contribute to the development of a shared national Consciousness, cohesion and identity;
- * Produce high quality programmes, which are commercially viable, employing new technologies and up – to – date techniques available in the industry; and remain competitive in a profit – oriented manner

4.4 MARKETING ACTIVITIES OF NTA

1. NTA Programmes online

NTA is and has always been African's largest network. By the end of this year, when the network expansion programme will be done, NTA will become the third largest in the world, with over 102 transmitters. Network programmes will be beamed from all these broadcast points reaching many more people than ever before. NTA will tap into the frontiers of current technology to try and make sense of the rapidly changing world around us.

Making business the mainstay of the morning hours, garnishing it with entertainment and family issues.

In turbulent times as we are society relies on the young ones, under paper supervision to play a vital role.

2. NTA Business directory

A Business Directory is an online resource for consumers and companies to find business listings of products and services. The directory serves as an easily accessible point for investors and customers worldwide to locate companies which offer the goods and services they require.

3. New technology

As a TV station in a class of its own, NTA will continue to be in the forefront of innovation and strive to be among the global landscape with creative programmes, services, news and entertainment.

4. e - pages

NTA has implemented a business directory on its website for the benefit of companies and individuals in and outside Nigeria. Branded “e – pages”, the business directory allows Nigerian businesses to promote their companies, products and services and provide contact details to the local and global audience free of charge. “e – pages” is set to be the definitive business directory for all legitimate Nigerian commercial organizations.

5. Other activities

Other quality of business decision taken to promote the company upon the quality of the information they have are:

1. Marketing research: making sure that the market entering will help focus the mind of the company on the variables that will affect the profitability of the venture.
2. Marketing objectives: either your knowledge or skills bring greater financial rewards.
3. Marketing plans: conducting the SWOT analysis of the company:
 - Strengths** – what NTA do well and the positive aspect of their product
 - Weakness** – what lets business down, how can it be reduce or eliminated?
 - Opportunities** – new openings in the market, resources and time to open these new opportunities.
 - Threats** – what factors could harm the business?
4. Internet Marketing: the World Wide Web had opened up new marketing channels for NTA as freelance as well as making joys of working from home a real possibility for tens of thousands of UK freelances.
5. Market checklist: marketing has to be repetitive, communicate services each time to customers. Do research, performing it continuously, done in a continuous basis not when feel like it or when needed to do so.

Marketing creates impact gradually not immediately; the results of marketing efforts will reap their rewards over time, not overnight.

4.5 Corporate structure of NTA

The Decree establishing NTA for a Board of Directors, which has overall responsibility for policy and standard.

The Director – General is the chief executive officer assisted, at the headquarters, by a team of Executive Directors in charge of State Operations and Marketing, Engineering, Finance and Administration, News, Programmes Special project and Training and Capacity Building. The Director General and the Executive Directors Constitute the Board of management, which is responsible for the day-to-day running of the Authority. They are also members of the Governing Board. The Authority currently has over 104 stations located all over the country of which is headed by General Managers and assisted by managers in charge of Engineering, Finance, Administration, marketing, News and Programmes.

4.6 Operation areas

NTA'S management has constituted into seven Directorates. The Director General, as the chief Executive, Co-ordinates the activities of all the Directorates

1. Director General's office

The Director-General is the chief Executive Officer. The office carries out its functions through six (6) departments, namely:

- i. Internal Audit
- ii. Secretary / Legal
- iii. Public Affairs and International Relations
- iv. Corporate Planning
- v. Training and Man Power Development
- vi. TV College, Jos.

2. Directorate of engineering

The Directorate of Engineering is headed by an Executive Director assisted by two Deputy Directors and three Assistant Directors in-charge of projects, Headquarter Engineering Services, operation and communications.

3. Directorate of finance and administration

The directorate of finance and Administration is headed by an Executive Director assisted by two deputy Directors in charge of Administration and finance respectively. There are also five assistant Directors two each for finance and Administration and one for pension.

The Directorate is responsible for the following:

- i. General Administration
- ii. Personnel

- iii. Pension Administration
- iv. Finance which embodies ten distinct section, viz: salaries and wages, cash office, foreign Exchange, final Accounts, management information, Natural Accounts, Staff Advances, Purchase and Creditors Control, Debtors Control and National Credit Control Unit.

4. Directorate of news

The Directorate of News is headed by an Executive Director. He is also assisted by a Deputy Director and two Assistant Directors; the Directorate is responsible for the daily news, current Affair and sports programmes.

5. Directorate of programmes

The Directorate of programmes is headed by an Executive Director, assisted by a Deputy Director and three Assistant Directors. The Directorate is responsible for non-news programmes, is structured into planning, Development and projects, Entertainment and Enlightenment Departments.

6. Directorate of state operations and marketing

The Directorate of state operations and marketing is headed by an Executive Director, assisted by two Deputy Directors and two Assistant directors. The Directorate is charged with the responsibility of coordinating the operations of NTA stations nationwide and marketing the products and services of the Authority.

4.7 NTA RANGE OF SERVICES

Programmes categories

1. News Programmes

- a. News
- b. Current Affairs

2. Non-news programmes

Culture, Public Enlightenment, Family Enlightenment, Family Support, Entertainment, Education, Religion, Science and Technology, Fashion/Styles and Recreation, Special Events, Information Support Services and Mobilization.

3. Programmes types:

- * Entertainment Drama – i.e. features, soap opera, children's Adventure, cartons, specials, series and serial.
- * Variety and light Entertainment – i.e. comedy, musicals, talk shows, Quiz and debates.
- * Public Enlightenment – i.e. Documentary, Discussions, Docu-Drama, Magazines and features.
- * Travelogue, family support services, Educational support services, traditional and Cultural Ceremonies, supplement, indigenous language programmes.

The programmes are broadcast in either of the following ways:

1. Network Programmes;
2. syndicated Programmes;
3. Local programmes – usually designed to take care of local and diverse interest of each station or state.

4.8 National coverage

NTA currently has 100 full-fledged stations in all with two of them located in Abuja and another two in Lagos, thus strategically position to secure a major market share. The authority covers approximately 90% of the total land areas of the country utilizing a huge network of transmitters located nationwide. This gives the authority an enviable position of network monopoly. NTA is viewed worldwide via the satellite.

4.8.1 Viewer ship

The projected population in the country in 2005 is over 150 million with a projected television viewer ship of over 100 million both in Nigeria and all over the world watch NTA.

4.8.2 Quality of reception

With the aid of television receive only system (TVROS) and decoders now strategically located in all station, the reception is excellent.

4.8.3 Human resources

NTA has a large number of highly trained professional in all field of television broadcasting. Most professional staff of private state television station is product of NTA.

4.8.4 Strength

NTA's strength and advantages include;

- The largest TV network in Africa;
- Over 90 million viewers;
- Cover 95% of the land areas of the county;
- Network Reach;
- Creativities;
- Credibility(it is most often quoted source of vital information);
- Goodwill associated with its name;
- Maintenance of professional ethics and standards;
- Commitment to excellence,
- Corporate and individual resourcefulness;
- Good taste and judgments;
- High local programmer content;

4.9 Analysis and interpretation of respondents

In all 50 questionnaires were sent out to the respondents. However 45 were returned. That is 90% of the entire number. The respondent is responded very well by completing the questionnaires instrument very well. Hence the finding of the field processes will be presented and analyses in the chapter.

SECTION A

NTA Staff responses

TABLE 4.1: Being a staff of NTA

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes, I am a staff	38	84
No, I am not a staff	7	16
Total	45	100

Source: Field survey September 2006.

From the above table, 84% of the respondents are staff, while 16% are non staff.

TABLE 4.2: Sex of the Respondent

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Male	25	56
Female	20	44
Total	45	100

Source: field survey, September 2006

From the above table, 56% of the respondents are male staff, while 44% are female

TABLE 4.3 Year of employment in NTA

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Less than 2 yrs	5	11
3 to 5 yrs	15	33
More than 5 yrs	25	56
Total	45	100

Source: field survey September 2006

56% of Respondent has worked more than 5years while 33% worked between 3 to 5 years while 11%are less than 2years. The information is reliable.

TABLE 4.4: Roles of marketing in NTA

Possible Responses	Number of Responses	Percentage of Responses (%)
Sales Support Function	2	4
Identifying and meeting Clients need	35	78
A guiding philosophy for the whole organization	8	18
Total	45	100

Source: Field survey September 2006

Table 4.4 Show that 4% respondent are of the view that marketing is regarded as a sales support function while 78% support the idea that

marketing identifies and meet consumers needs. The remaining 18% are of the view that marketing is considered as a guiding philosophy for the whole organization. This shows that NTA will be able to meet up with their customers.

TABLE 4.5: status of marketing department in NTA.

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Equal Status	40	88.9
High Status	5	11.1
Lower Status	-	-
Total	45	100

Source: Field survey September 2006

Table 5 revealed that, 40 respondents representing 88.9% are of the view that marketing department is taken to be of equal status with other functional areas in NTA while 5 respondents representing 11.1% viewed marketing to be of a higher status compared to other functional areas, and no respondents view marketing as lower status to other functional areas. There fore marketing department is very important for NTA to survive.

TABLE 4.6: Relationship of marketing department with other department.

Possible Responses	Number of Responses	Percentage of Responses (%)
Very Close	33	73
Fairly	12	27
Not At All	-	-
Total	45	100

Source: Field survey September 2006

The tables above shows 33 respondents representing 73% are of the view that marketing department of NTA works very close with other functional areas, while 12 respondents representing 27% are of the opinion that the department works fairly close with other functional areas in the company. This shows that there is cordial relationship with other departments for service delivery.

TABLE 4.7: Methods of selling NTA' products

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Through Advertisement	18	40
Through Personal selling	2	4
Through marketers/distributors	25	56
Total	45	100

Source: Field survey September 2006

The above table shows that 18 respondents representing 40% said that NTA products are sold through advertisement, 2 respondents representing 4% believed that it is through personal selling while 25 respondents representing

56% are of the opinion that NTA products are sold through appointed distributors and independent marketers.

TABLE 4.8: Level of customers satisfaction

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	35	78
Partially	8	18
No	2	4
Total	45	100

Source: Field survey September 2006

The result obtained from the table above show that 35 respondent represent 78% are of the view that NTA is gives her customers maximum satisfaction 8 respondents representing 18% believed that the satisfaction is partials while 2 respondents representing 4% maintained that NTA does not give its customer maximum satisfaction. The level of customers satisfaction is satisfactory based on the 78% respondent opinion.

TABLE 4.9: Respondent feelings on accurate delivery of products.

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	39	87
Partially	4	9
No	2	4
Total	45	100

Source: Field survey September 2006

Respondents rating in the above table, indicates that 39 respondents representing 87% are of the view that prompt delivery of products to customers will increase consumers satisfaction, 4 respondents representing 9% are of the opinion that prompt deliveries will partially increase customers satisfaction, 2 respondents representing 4% however, disagree with the statement. The implication of this is that prompt delivery will increase customers satisfaction.

TABLE 4.10: Respondent feelings on late delivery of product
Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Good	-	-
Bad	37	82
Fairly Patient	43	7
Impatient	5	11
Total	45	100

Source: Field survey September 2006

In the table above 37 of the staff respondents representing 82% said they will feel bad over delayed delivered to customers, 3 respondents representing 7% said they will feel fairly patient with a situation of delayed delivery to customers, the remaining 5 respondents said they will feel impatient when customers goods are delayed. The implication is that late delivery will put customers off.

TABLE 4.11: Respondents feeling on NTA networking

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
A Reliable Authority	36	80
A Customer Oriented Authority	8	18
A Product Oriented Authority	1	2
A Frustrating Authority	-	-
Total	45	100

Source: Field survey September 2006

The table above indicates 36 respondents, representing 80% of the view that NTA is a reliable company, 8 respondents representing 18% said that NTA is a customer oriented company while 3 respondents representing 2% opinion that NTA is a product oriented company. The networking is perfect.

TABLE 4.12 Relationship between the marketers and NTA

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Satisfaction	20	44.5
Fair	10	22.2
Unsatisfactory	5	11.1
Don't know	10	22.2
Total	45	100

Source: Field survey September 2006

The result obtained from the table above, indicates that 20 respondents representing 44.5% said that the relationship is satisfactory, 10 representing

22.2% opined that the relationship is fair, while 5 respondents said it is unsatisfactory. The remaining 10 respondents representing 22.2% say they do not know.

TABLE 4.13: Respondents view on incentives given to customers

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	30	66.7
No	10	22.2
Don't Know	5	11.1
Total	45	100

Source: Field survey September 2006

From the table above highest staff number says yes representing 66.7%. this shows that NTA used incentives to attract their customers to keep on patronizing them.

TABLE4.14: Types of incentives given

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Cash	-	
Gift Items	7	15.6
Promotion	-	-
Discount	10	22.2
Rebate/Commission	28	62.2
Total	45	100

Source: Field survey September 2006

The table above reveals that 7 respondents representing 15.6% are of the view that NTA provide gift items incentives, 10 says discount is given while the remaining 28 respondents representing 62.2% said NTA provide Rebate/Commission form of incentives to her marketers/distributors.

TABLE 4.15: Respondents feeling on relationship between NTA and its customer.

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	30	66.7
Partially	10	22.2
No	5	11.1
Total	45	100

Source; Field survey September 2006

Rating in the above table, indicates that 30 respondents representing 66.7% agreed that an improved relationship between NTA and her distributors/independent marketers will enhance customers' satisfaction while 10 respondents representing 22.2% said such improved relationship will partially increase consumers' satisfaction only 5 respondents representing 11.1% disagreed with the statement above.

TABLE 4.16:Marketers performance satisfaction

Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	22	49
Partially	14	31
No	9	20
Total	45	100

Source: Field survey September 2006

The result obtained from the table above shows that 22 respondents representing 49% gave a pass mark to the marketer, 14 respondents representing 31%, said that the marketers have performed partially well, while 9 respondents representing 20% opined that they have not performed well.

SECTION B

Customers' response

TABLE4.17: Being a customer of NTA

Classification of Responses	Number of Responses	Percentage of Responses (%)
Male	12	60
Female	8	40
Total	20	100

Source: Field survey September 2006

The number of customers that responded to the questionnaires was total 20, 12 male (60%) 8 female (40%).

TABLE 4.18: Age of the Respondents

Classification of Responses	Number of Responses	Percentage of Responses (%)
15-30 years	-	-
21-30 years	4	20
31-40 years	12	60
41-50 years	3	15
51-60 years	1	5
61-and above	-	-
Total	20	100

Source: Field survey September 2006

The result obtained in the above table reveals that if respondents representing 20% are in the age brackets of 21-30 years, 12 respondents, representing 60% are in the 31-40 years, 3 respondents representing 15% are in the 41-50 years bracket while the remaining 1 is 5% in the 51-60 years age brackets.

TABLE 4.19 Occupations of the Respondents

Respondents Relative Frequency

Classification of Responses	Number of Responses	Percentage of Responses (%)
Civil Servant	2	10
Businessman	9	45
Company	8	40
Others	1	5
Total	20	100

Source: Field survey September 2006

Responses as regards to occupation show that all respondents were in to Business and Company.

TABLE 4.20: Customers of NTA

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	20	100
No	-	-
Total	20	100

Source: Field survey September 2006

The result obtained in the table above has shown that all 20 respondents representing 100% are customers of Nigeria Television Authority.

TABLE 4.21: Period of relationship with NTA

Possible Responses	Number of Responses	Percentage of Responses (%)
Less than 2 years	3	15
2-5 years	13	65
6-10 years	3	15
11 years and above	1	5
Total	20	100

Source: Field survey September 2006

Table 5 shows that 3% of the respondents have been trading with NTA for less than 2 years, 13 (65%) have traded for up to five years, 3 (15%) have been trading with NTA as customers for ten years, while 1 (5%) have been customers for over eleven years.

TABLE 6: Methods of of appointment
Respondents Relative Frequency

Possible Responses	Number of Responses	Percentage of Responses (%)
Through formal application	12	60
Through online application	7	35
Through Advertisement	1	5
Total	20	100

Source: Field survey September 2006

From the above table 12 (60%) respondents were customers through formal applications, 7 (35%) through online application while 1 (5%) got appointed through advertisement.

TABLE 4.23:Customers feeling on service delivery

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	15	75
No	2	10
Partially	3	15
Total	20	100

Source: Field survey September 2006

Table 7 reveals that 15 respondents representing 75% are satisfied with NTA'S service, 3 respondents representing 15% said they were partially satisfied with their services while 2 respondents representing 10% indicated dissatisfaction with the service.

TABLE 4.24: Period of service to customers

Possible Responses	Number of Responses	Percentage of Responses (%)
Booked Time	15	75
Few Minutes Delay	4	20
An Hour Delay	1	5
Few Days Delays	-	-
Total	20	100

Source: Field survey September 2006

The result obtained from the above table, reveals that 15 respondents representing 75%, said they deliver service at the appropriate time, 4 (20%) said they delivered it few minutes late while 1 (5%) said one hour late.

TABLE 4.25: Customers satisfaction on level of distribution

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	12	60
No	8	40
Total	20	100

Source: Field survey September 2006

The result obtained from the table above, indicated that there is need for improvement in this marketing where by 12 respondents out of 20 representing 60% says Yes while 8 (40%) are not satisfied with their service.

TABLE 4.26: Incentives received by customers

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	20	100
No	-	-
Total	20	100

Source: Field survey September 2006

The results obtained from the above table, indicates that NTA customer receive some form of incentives. All the 20 respondents representing 100% are of the opinion that they receive incentives from NTA.

TABLE 4.27: Types of incentives received by customers

Possible Responses	Number of Responses	Percentage of Responses (%)
Cash	-	-
Trade Discount	20	100
Gift	-	-
Total	20	100

Source: Field survey September 2006

The rating by all the twenty respondents representing 100% in the above table indicates that the incentives they receive from NTA is in form of discount.

TABLE 4.28: prompt delivery of products to customers

Possible Responses	Number of Responses	Percentage of Responses (%)
Yes	16	80
No	1	5
Partially	3	15
Total	20	100

Source: Field survey September 2006

The result of the above table reveal that 16 respondents representing 80% agreed that prompt deliveries by NTA will increase consumer's satisfaction,

1 (5%) say no while 3 (15%) said it will partially increase consumer's satisfaction.

TABLE 4.29: Delayed delivery of products to customers

Possible Responses	Number of Responses	Percentage of Responses (%)
Good	-	-
Bad	17	85
Fairly Patient	1	5
Impatient	2	10
Total	20	100

Source: Field survey September 2006

The result obtained from the above table is as natural as possible given the time value of money. 17 respondents, representing 85% said they feel bad over a delayed from NTA, 2 respondents representing 10% accepted they were always impatient over a delayed delivery from NTA, only 5 % of the respondents said they would be fairly patients.

TABLE 4.30: Thoughts of respondents on NTA

Possible Responses	Number of Responses	Percentage of Responses (%)
A reliable Authority	7	35
A Customer Oriented Authority	10	50
A Product Oriented Authority	3	15
A Frustrating Authority	-	-
Total	20	100

Source: Field survey September 2006

The result obtained from table 14 above reveal that 7 respondents representing 35% believe NTA is a reliable company, 10 respondents 50%, are of the view that NTA is a customer oriented company while 3 respondents representing 15% viewed NTA as a product oriented company. Considering, the respondents rating as to what kind of media industry NTA is, it then goes to confirm that most media industries operating in Nigeria among them is AIT, MBI, Channels, DBN, State Television and NTA, are viewed from different perspectives. Therefore, NTA can not be said to be a wholly marketing concept oriented industry.

TABLE 4.31: Total cost incurred by marketing department
(2001 – 2005)

YEARS	AMOUNT
2001	500,105
2002	620,000
2003	625,100
2004	680,200
2005	710,000

Field survey September 2006

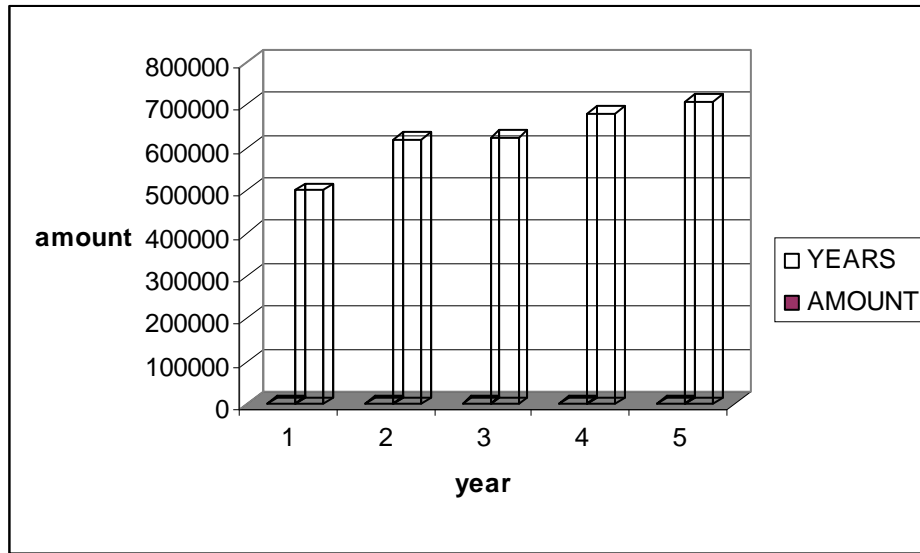


FIGURE 1

TABLE 4.32: Income generated (2001-2005)

YEAR	AMOUNT N'000
2001	350.2
2002	358.1
2003	500.3
2004	680.4
2005	750.5

Field survey September 2006

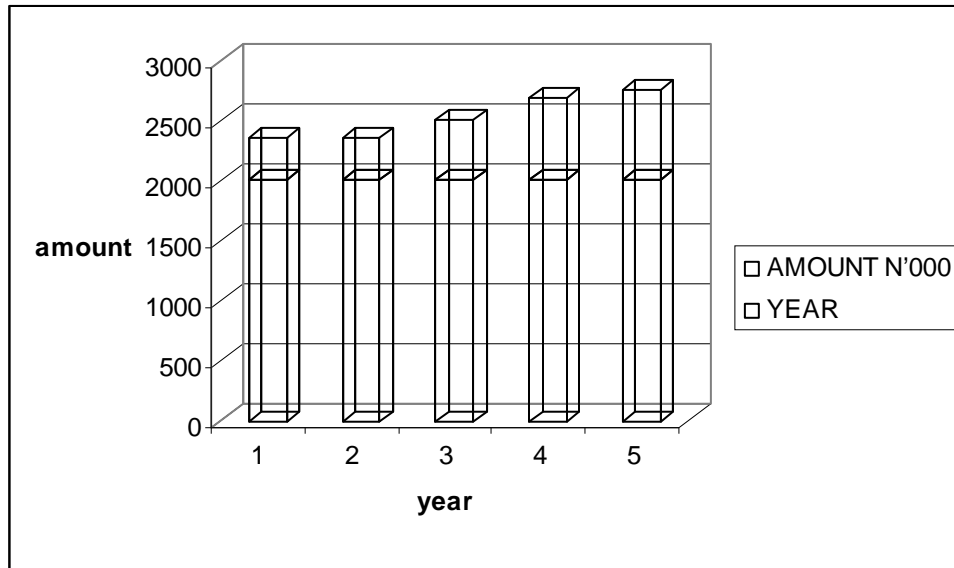


FIGURE 2

TABLE 4.33:Total asset base (2001 – 2005)

YEAR	AMOUNT ₦'000
2001	900.5
2002	120,00
2003	160,105
2004	170,100
2005	188,200

Field survey September 2006

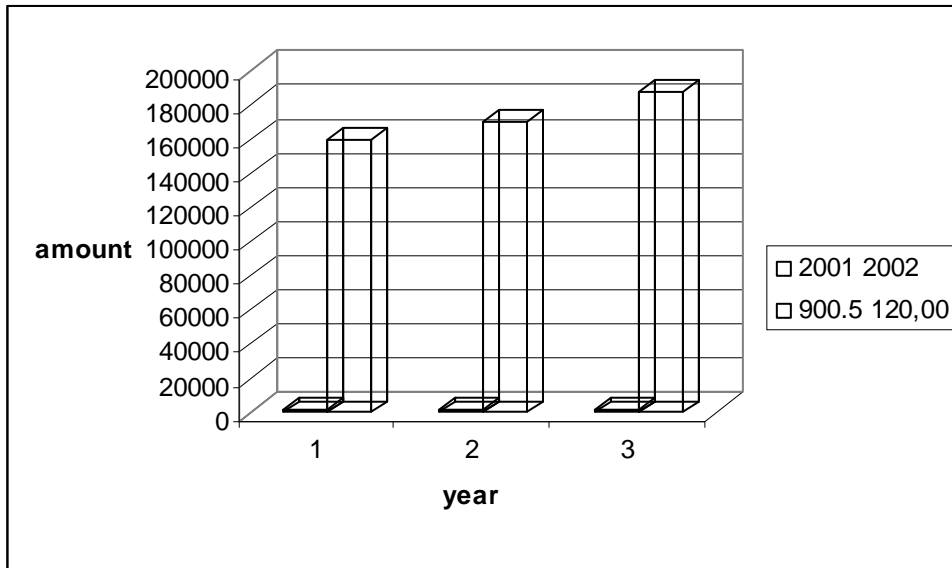


FIGURE 3

From the analysis above, NTA has recorded good outstanding performance.

4.10 Summary

The chapter deals with data analysis and presentation. The historical background of NTA range of services, operation areas, corporate structure were dealt with the company recognizes the importance of having a well managed channel of distribution. This is reflected in the number of respondents who indicated that it is necessary to have an improved relationship between the Authority and their clients. A majority of respondents also believe that NTA would not have faired well without the existence of distributors.

REFERENCES

<http://www.nta.ng.com>

Nigerian Television Authority Tour Guide

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 Introduction

This study sets out for itself the task of functional role of marketing. NTA headquarter was used as case studies. The data related to the above issues were analysed in proceeding chapter and the summary of the major findings arising from the exercise is presented below.

5.2 Summary of major findings

Most of the findings of this study conform to the prior expectations about the functional role of marketing in a media industry. Our findings in this research confirm that Authorities don't have to sacrifice profitability to keep customers happy.

In chapter one, the researcher's main objective was to define the problem, the purpose of the study and the scope of the study. Chapter two basically dealt with existing literature on marketing function and its implication in achieving customers' satisfaction. Chapter three constitutes the research methodology, and was seen as a strategic plan which the research activity is to be carried out. Chapter four focused on the data analysis and interpretation. A Total of 65 respondents 45 staff and 20 customers of NTA were deemed as a fair representation of the subject – matter under examination. Their

response to the questions in the questionnaires formed the basis of the researcher's analysis and interpretation.

Based on the research work, the following findings were made.

1. Happy Customers are unbeatable advantage keeping customers happy is the best defense against competition.
2. The firm that keeps its customers happy is virtually unbeatable. Its customers are more loyal. They patronize more and they stick with the company through difficult periods, allowing it time to adapt to changes.
3. According to NTA'S slogan "you can't beat the reach" the network is growing wide and wider even beyond Africa, this slogan should be kept and maintained.
4. Customer satisfaction creates market success. This is the central premise of the marketing concept – keeping customers happy is good business. Company that consistently ranks high on customers' satisfaction also ranks high in profitability.

CONCLUSION

Attempt has been made in this study: ‘functional role of marketing in media industry’; to explain the concept of marketing and its practical relevance to broadcasting industry. It also advised the basic aspect of marketing and marketing concept marketing function and its significant role in economic development. The study has also made effort at stimulating debate on the principles and procedures on physical distribution networks of NTA to the satisfaction of customers.

It is my belief that the findings and recommendation emanating from this study would go a long way in assisting broadcasting industries in Nigeria to formulate policies that will help it to attain its marketing objectives.

5.4 Recommendations

On the basis of the data analyses and the finding discovered; we shall now proceed to make some policy recommendation. Having dealt extensively in the course of reviewing past literatures on the different strategies that broadcasting industries can adopt to be able to fully analysed their marketing effectiveness.

No matter how well and prosperous an organisations may be, there are still rooms and avenues of greater improvements and higher heights.

Maximizing customer's satisfaction also gives the Authority time to react to changes in customers needs.

In the light of the forgoing, the researcher would like to make the following recommendations:

1. The organization should ensure that marketers are engaged to handle their customers and try to broaden the knowledge of the staff on the need for information.
2. The recommendation as regards set a standard, policies review, rules and regulation and solution to problems that may arise should be strictly be adhered.
3. The training and development programmes should be based precisely on the outcome management and evaluation of performance and that appraisal and recommendation should be free of personal prejudice.
4. NTA should devote more time to understanding and managing customer's expectations e.g. what customers expect of their products and services in term of performance, convenience and value has a profound effect on their overall satisfaction with the company they deal with.
5. NTA should be more selective in its appointment of Agents. How well the channel of distribution is controlled and managed, depends largely in which intermediaries or channels were used.

6. Information system should be more customers oriented in terms of “messages” passed to the clients. Clients’ attitudes and expectation are affected before the sales by advertising promotional flyers and offers, with more incentives to make your service worth a try.
7. Also the chief executives and other officers of the organization must give leadership and continuous support so that effective marketing can be sustained among employees
8. NTA should show more commitment to develop a network of relationships for the long – term. This is a continual process that requires regular contact with your network and attendance of networking functions.
9. NTA should focus on giving not getting to show an interest in other’s needs rather than getting your sales point across. Try to help others with referrals, introductions, information and feedback; rewards will come back naturally over time.
10. Be rigorous with your follow up: you need to follow up immediately. If you leave it for six months your contact will have forgotten you. Even if you can’t see an immediate benefit for you or your contact, you never know what’s around the corner so keep in touch.
11. Have courage, speak to strangers, it expands your network of contacts.

12. Also the acquisition of information technology should be made a top priority, embarking on this new approach would improve the quality of services rendered like the British Broadcasting Corporation (BBC) Cable Network News (CNN) and the Voice of America (VOA).

NTA is strongly advised to take the foregoing findings, recommendations and conclusions very serious, because happy customers constitute unbeatable advantage and help in creating market success. Everything you do and everything you say will communicate about your business.

Marketing aims to identify the market, build the company profile and promote the product. Ultimately the point of marketing is to generate more profit. The objectives of various campaigns to achieve that level of profit may be to attract, or increase a certain target audience – either by sector or geographically.

13. Finally, an effective communication and prompt and accurate feed back of information are also essential for the success of the programme.

APPENDIX

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