

THE EFFECT OF TELEVISION ADVERTISING ON THE SUCCESS OF A BUSINESS ORGANISATION

AWOFADEJU PETER OLAYINKA

Mass Communication Department,
Oduduwa University, Ipetumodu,
Osun State,
Nigeria.

TAIWO TOBILOBA FLORENCE

Social Mobilization and Strategy,
Ministry of Information,
Nigeria.

AKINROSOYE ABIODUN IDOWU

Mass Communication Department
Osun State Polytechnic, Iree,
Nigeria.

PHILIP O. EWUOLA

Mass Communication Department
Osun State Polytechnic, Iree,
Nigeria.

ADEAGBO S. ADEREMI

Mass Communication Department
Osun State Polytechnic, Iree,
Nigeria.

Abstract

This paper examines the effect of television advertising on the success of a business organisation. Survey research method was used for the study. Research findings showed that MTN adverts on television have great impact in promoting sales of MTN products and a great number of the residents in Nigeria metropolis strongly believe in MTN advert messages. Television advertising has indeed connected MTN to Nigerians, by helping to create the initial awareness of their services, thereby promoting the demand and purchase of the company's product. Based on these findings, the study recommended that MTN-NG advertising unit should always conduct a research to help them reduce risk to a manageable proportion.

INTRODUCTION

Every business organization that is determined to succeed has to adopt an effective system for the promotion, distribution and sales of its services or product.

Advertising is of three general means in term of communication. We read it and/or watch it, and there are almost countless means of delivery with sales message.

Although Television advertising is very important for a business to succeed, it can also be very expensive. In its first year, a company might spend as much as half of its sales on advertising programs. Business success doesn't happen by accident; it requires careful thought and planning.
Chris Joseph

The heart of your business success lies in its advertisement. Most aspect of your business depend on successful advertisement Without advertisement, your business may offer the best products services in your industry, but none of your potential customers would know about it. Kristie Lorette (1996)

Winston(1975) in his own view report that industries, which advertise heavily, tend to have higher profits rate than low advertiser, so that study will also show how sales is affected by Advertising because of the long term effect it has on sales..

Television advertising has long term effect on sales. Television advertising in short hold out the promises of greater and speed up return that would occur without it. Television advertising stimulate economic growth by acquainting the consumers with value of products widen the market for these products, pushes forward their acceptance by the consumer and encourage the investment and entrepreneurship necessary for innovation.

So Television advertising has a long term effect on consumer because of the informational aspect of the message and the persuasive, aspect as well, which will now serves as a reference point for the consumer when they want to act through buying of the product being advertised. It is most effective as a reinforcing of favourable attitudes, values and disposition already held by consumer

Television Advertising is a very powerful institution and has been the target of considerable criticism regarding its social and economic impact. Critics always argue that television advertising is deceptive and untruthful; that it is often offensive, irritating, or in poor taste; and that it exploits certain groups, such as children. Many people believe, television advertising should be informative only and television advertising should not use subjective claims, puffery, embellishment, or persuasive techniques. Organization clearly understood that effective and efficient communication is inevitable for their success.

Television Advertising is any paid form of non-personal communication about an organization or its product to a target audience by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for.

In the real sense, it is the method used by companies for creating awareness of their products, as well as making new products known to the new and potential consumers.

This thesis however, centres on the effect of television advertising on the success of a business organization. This work shed light on how television advertising can really affect a consumer's buying decisions in a growing economy like that of Nigeria and how successful television advertising can keep businesses going even in the midst a tough competition.

STATEMENT OF THE PROBLEM

This paper work discusses the effect that Television advertising has on consumer perception. The people complaint that the MTN advertising is not accessible by the general public while some said that they received the advert in excess. This paper want to discuss the channels of communication used by MTN to advertise their product and how effective are the channels?

RESEARCH QUESTION

- What are the channels employ by MTN to reach it numerous customers?
- How effective has the channels be?
- To what extent has the advertisement policies of MTN contributed to the sales of their products in Nigeria?
- How many channels of communication are being used by MTN?
- .

THE NATURE OF ADVERTISING

Advertising is a marketing function whose aim is to sell goods and services to consumers. These goods and services are “manufactures” and presented to satisfy human wants. Thus, advertising is one out of the various marketing strategies adopted by organization to achieve their marketing objectives (Wright and Warner, 1966; Bovee and Arens, 1992; Shimp, 2000). According to Wright J.S. et al (1978) “The basic reason for employing the techniques of advertising was the same in ancient and medieval time as it now. To communicate information and idea to group of people in over to change or reinforce an attitude. For advertising to become ablution, it has to be recognize, and its adaptability communicated to potential buyers. This is made possible through advertising agent. The first agents were brokers of space in newspaper and magazines who contracted with publishers for advertising space at bulk rates and resold the space at high price. As advertising become more sophisticated, the market increased in size while advertising budget grows in size and other services added. Advertising today has become the life wire and an indispensable tool in the marketing of goods and services. Advertising is a powerful tool used by companies to fulfill their promotional tasks. There are different views of advertising from different views of advertising from different intellectual and authors who had come up with different definitions of advertising. According to McCarthy (1984), advertising is “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. It is the main form of mass selling. Further definitions state that advertising is a form of communication, through the media about products, services, ideas, personalities or organizations, paid for by an identified sponsor. It is also a profession, a body of experts involved in the conceptualization, planning, creating, and placing of advertisement in the media.

Gillian Dyer says that in its simplest sense, the word “advertising” means drawing attention to something or notifying or informing somebody or something. Bovee and Arens gave the following as a working definition of advertising. “Advertising is the non-personal communication of information usually paid for and usually identified with sponsors through various media”.

American Marketing Association gave the following definition “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identifiable sponsor. Wright and Zeigher (1982) noting that not all advertisements are paid (for instance, safe driving, and forest preservation) gave the following definition “Advertising is controlled, identifiable information and persuasion by means of mass communication media”. Advertising as the advertising practitioners council of Nigeria (APCON) defines it “is a form of communication through media about products, services, or ideas, paid for by an identified sponsor”, etc. many scholars, professional bodies and associations and various authors have given diverse definitions of television advertising. However, it is noteworthy that each definition is unique on its own, thus, we can say television advertising is a complex field.

Longman (2000) says “advertising is an act of telling people publicly about a product or service in order to persuade them to buy it.

Alonge (2001) feels that advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea.

This means that television advertising is branch of commerce which used to create awareness for particular product and it must be paid for. Television Advertising informs, educates and persuade people to buy the advertised goods or services.

Gillian (1982) views it as “means of drawing someone’s attention to something or notifying or informing somebody of something”.

Harri Tuomola says in one his class that advertising must be paid for by an identified sponsor and must be persuasive to influence consumers buying behavior. (Hamk UAS, Finland)

Tuflinger (1996) says “advertising is the non-personal communication of information usually paid for and usually persuasive in nature, about product, services or ideas by an identified sponsor through the various media. So much for academic double talk. Let’s take this statement apart and see what it means.

Non Personal

First what is non-personal”? There are two ways to sell anything, personal or non-personally. Personal selling requires the seller and buyer to get together while non-personal selling involves the use of various media to reach the consumer/buyer.

Television advertising is directed to group of people with no particular person in mind and it thus non-personal in nature.

Communication

This means not only in speech or picture but any way one person can pass information, ideas or feeling to another. Thus, communication uses all these senses, smell, touch, taste, sound and sight. And of all the five only two are really useful in advertising i.e. sound and sight.

Information

Information is described as knowledge, fact or news. However you should bear in mind that one person's information is another's scam, particularly when advertiser talk about their products. Information comes in many forms it can be complete, it can be blare or deceptive.

Paid form

“Paid form” is a pretty straight forward meaning. It is advert created and placed on the media, the costs of creation and time or space in the media must be paid for. This is a major area in which advertising different from public relations.

However, some advertisements are not paid for by their sponsors. Free advertisements are exclusively for public service campaigns.

Identified sponsor

Identified sponsor means whosoever is putting out the advertising, must tell audience who they are. Legally, a sponsor must identify herself as sponsor of an advertisement.

This equally establishes the truthfulness of the message unlike propaganda which is another promotion with anonymous or hidden sponsors.

A company sponsors advertising in order to convince and influence people to buy its products. All these can be shown in model:

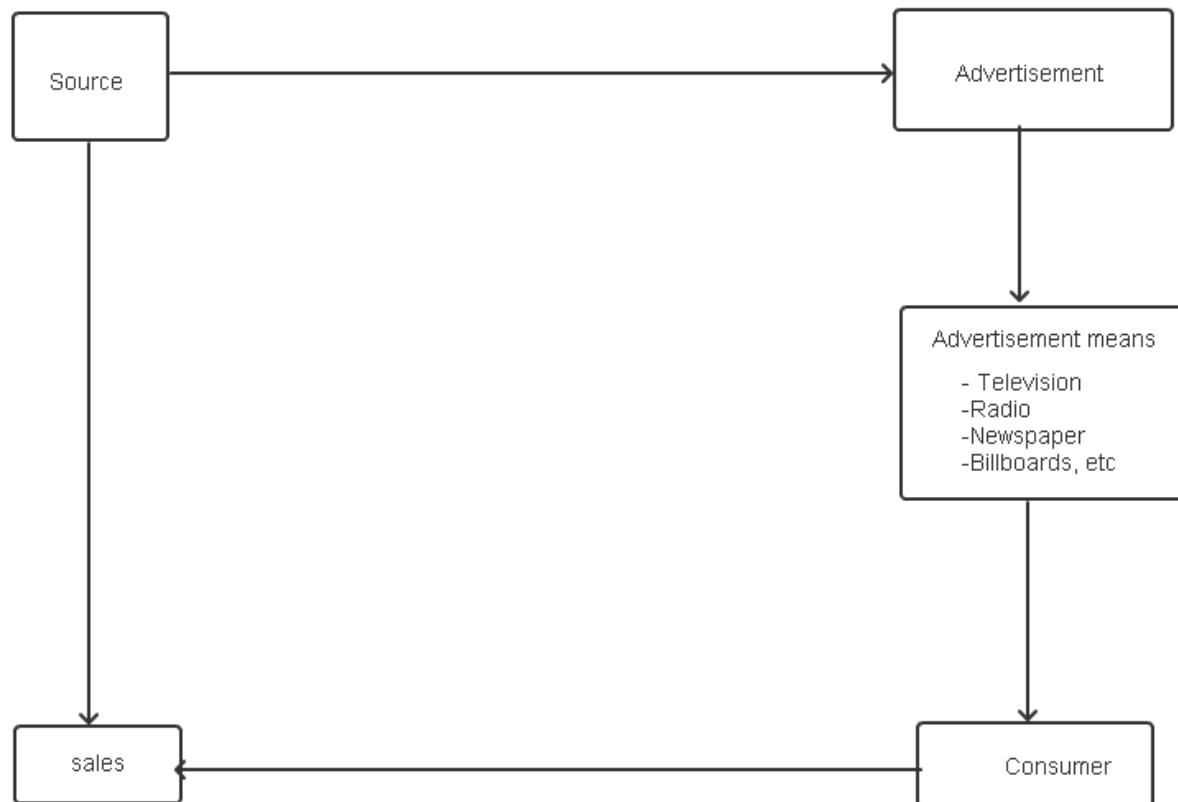


Figure 1 Model of Advertising (Osuagwu (Linus) 1997, 185)

Obviously the ultimate function of Television advertisement is to help produce sales. This is the feedback expected from the consumer. Though Television advertisement may not lay absolute claim to sales, since it is equally the goal of other promotional tools, such as sales promotion, personal selling, etc, its contribution cannot be over-emphasized.

The advert message is put into a symbolic form such as pictures, written words or spoken words. The message is then transmitted to the consumer via television. But, Television advertisement cannot produce immediate sales; sales may come in the long run, since consumers normally don't switch from uninterested individuals to convinced consumers in one instant move or day. (Richard F.T., 1996).

IMPORTANCE OF ADVERTISING

The public/consumers benefits greatly from advertising expenditures. First, advertisements are informative. The newspaper ads are full of information about products, prices, features and more. Businesses spend more on direct mail than radio or magazine advertising. Direct mail (e.g. catalogs and letters sent by mail to people's homes and offices) is an informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspaper, that tells them what's on sales, where at what price, for how long and more.

Advertising not only informs us about products, it also provides us with free television and radio programmes because money advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines.

Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it's expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets. (Philip Kotler, 2005, 776)

Young (2005) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

Major categories of advertisement used by various organizations include the following:

- Retail advertising: Advertising to consumers by various retail stores such as supermarkets and small stores.
- Trade advertising: Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products.
- Industrial advertising: Advertising from manufacturer to other manufacturers known as "business-to-business" advertising.
- Institutional advertising: Advertising designed to create an attractive image for an organization, rather for a product.

- Product advertising: Advertising for a good or service to create interest among consumers, commercial and industrial buyers.
- Advocacy advertising: Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising.
- Comparison advertising: Advertising that comprises competitive products.
- Interactive advertising: Customer- oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allows customers select items to view.
- Online advertising: Advertising messages that are available by computer when customers want to receive them.

PURPOSE OF ADVERTISING

Advertising plays a vital role in marketing consumers' purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa.

The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are;

To introduce new product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

Persuade customers to buy: Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product.

Creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.

To change consumer belief: Advertisement is a very good instrument that can be used to change consumer mind set about a product or service. Hence, help to tap into their buying power and influence their thoughts.

To create brand loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty.

Develop large market: Advertising create large market segment which leads to the development of larger market.

To promote the image of the firm: Advertising builds a corporate image for a company.

- i. It helps to familiarize consumers with the new style of product in the market.
- ii. Alert and sensitizes member of marketing channel.
- iii. Helps to reduce consumer dissonance.

Despite the growing strength of social networks, television advertising is still the most influential medium in peoples purchase decision. A report from the television bureau of advertising and

knowledge networks inc. reveals that 37 percent of television viewers make purchase decision after watching advertisements on television compared to 7percent for social networks. Impact and persuasion are two facts or for a successful Television commercial that arouses viewer interest immediately and remains memorable. Television advertiase4ment demonstrate their influence in a variety ways. Gary White (2008)

Television advertisement influence gender differences between male and female. For example, the frequent use of male voices in voice-overs conveys the notion that males are more credible and authoritative than females. Television advertising influence the impression role appropriate behaviours for both gender, affecting the popular perception of what makes a successful male or female. For instant commercial about cosmetic further the motion that woman's responsibility is to remain attractive forever.

Television advertising promotes the notion that buying products equals happiness. It nurtures a consumer culture that encourage people to buy new products as a way to conform to the society's goals, values and pleasure. Gary White(2008)

Television advertising originally stemmed from radio advertising. Initial, (Goldman 2005) Radio campaigns were simply utilized as a means of selling radios and assortment of other commonly used products. However, when advertisers begin to realize that this could be an effective means of communicating with the audience throughout the day, they begin to look for new and more innovative ways to gain public attention and aim it towards a given product. More than any other point, 1948 proved to be the year television advertising truly began to take center stage. This worked out for a number of reasons including the country coming of World war II and an assortment of other social factor, coupled with their finally begin enough television sets for a given message to be effectively delivered. Finally, after a lot of researches and even more surveys of what the public sort from their television set, marketers moved in the first advertising angel revolved around making the titles of given shows features the name or certain products or products lines. Among the most prominent examples of this included; Call gate comedy hour and Coke time. Eventually as a result of the increased popularity of television, companies began to realize that a more profitable alternative to the one- product-per-show advertising method that they were employing had to exist. It wasn't until NBC executive Sylvester L Weaver did the public first began to get a taste of television advertising as we recognize it today. Weaver and an innovator introduced a new concept of television advertising in which sponsors will purchase blocks of time during a show so as to allow multiple sponsors for any show. It relived agencies of all the cost related to producing a show. By 1969, things became stable and advertising industries grew stronger.

According to the report of **Bovee & Aren on (1995)**. 35 percent (35%) of this capital expenditure goes on Television commercials, 20 percent (20%) on Radio campaigns, 15 percent (15%) on Billboard Ad, 8 percent (8%)on Press Ad, 12 percent (12%)on shows, 5 percent (5%) on below the belt like Posters and Hand bills, while the remaining 5 percent (5%) is on Point of sales.

Television advertising has become such a potent force that it has the power to create and promote the product in the mind of the viewer and finally induce the viewer into buying the product.

Jefkins (2000:98) supports this statement through this example “SUNRISE MTN ADVERT ON TELEVISION” aired on 2006

MacBride, et al (1981:61) states that the rise of television as an advertising media are obviously more striking since they started from a zero base only a few decades ago. Their phenomenal development has not been only in the proliferation of receiving sets but also in the quality of output. Television as an advertising media have multiplied the amount of visual information and entertainment available to the public to a vast degree and have introduced new dramatic sensations which involve the viewer in far flung events and advertising messages.

MEASURING THE EFFECTIVENESS OF ADVERTISING

For an advert to be effective and yield positive results, the organization must clearly define its aim and objectives of advertising which means spelling out what the organization tends to achieve through advertising.

In determining the effectiveness of an advert, it will be a matter of how well the advertiser communicates his plans to the intended audience. This indicates that an organization should gain a better knowledge of its target audience and should also know the appropriate media to use in executing their plans.

Belch and Blech (2001) points out that method of evaluating the effects of a particular sales promotion or advertising. The first is the awareness tracking studies which counts the number of inquiries and demands gotten during the promotion or advertising while the second is the market source system which calculates a break even rate by dividing the sampling investment by the profits.

The evaluation of adverts is necessary to an organization in determining how effective the advertising was and to know if they should change the advert pattern or continue with it. Baron (2004) recognized the following techniques for measuring the effectiveness of advert;

Copy testing involves measuring the effectiveness of adverts by showing them to the sample or a collection of people considered being representatives of the target market. Forced exposure is the second technique, this type is mostly used for television adverts where advertisers bring consumers to the theater where they watch a television program and at the end of the show or programme a new advert will be shown. Recognition test, this technique is used after releasing the advert to the general public. Here people that have seen the adverts are asked in person or by phone whether they remember seeing that specific advert. Finally, recall test where consumers are asked again in person or by phone the advert they most easily remember. This technique is an effective one.

But all these research techniques lacked the ability to demonstrate the influence advert messages on consumer patronage to know whether the advert has helped promote the sales and services of the products or not. So evaluating advertising effectiveness can easily be done by measuring the sales especially when the advert is intended to arouse immediate interest on a product or service and this is exactly what this research work is all about.

EMERGENCE OF TELEVISION IN NIGERIA

Television broadcasting in Nigeria and Africa as a whole started on October 31, 1959 with the establishment of the “Western Nigeria Service”. WNTV was established by an Act of the Western Region Home of Parliament. Popularly known as “first in Africa”, it was a commercial television operation with transmitters in Ibadan and Abafon (near Ikorodu to feed the Ibadan and Lagos metropolitan area. The establishment of WNTV reflected the political atmosphere of Nigeria at that time. It was a period when loyalties and commitment were stronger for individual region than for the federation. This explains why television broadcasting as was the case in radio. It was the commitment of regional competition that led to the then Eastern Nigeria to set up its own television station, the “Eastern Nigeria Television” ENTN on October 2, 1960.

WNTV and ENTN share one thing in common, they were built by the same company – overseas Radiffusion. This company owned shares in two stations and was therefore influential in policy formation and programme content. (80% of the programme content was foreign). Before long, relations between overseas Rediffusion and the two regions become strained and the company was paid off by the regions. The successful take-off of television in the West and East led to the desire to establish a federal owned television, this desire was however faced with a lot of political rancor and filibuster as some federal government officials saw television as luxury of entertainment and therefore any monies to be spent on its development should go into maximizing the gains of radio. In the end, the Federal Economic Council of ministers gave the order for the final approval of the establishment of a Federal Government owned Television studio located in Lagos.

The NBC – International, an American Network owned company, was contracted to build the proposed Federal Government Television Service on April 1962, it went on air as the Nigerian Television Service (NTS) jointly owned by both federal government and the NBC-International of America. The joint ownership as a result of five year contract between bodies which provides that:

1. Ownership would solely become that of the federal government at the end of the five years and;
2. NBC – International would train Nigerians to take over the management of the television service.

At the end of the contract on April 2, 1967 the NTS became integrated with the Nigerian Broadcasting Corporation (NBC). The call latter now became NBC-TV. Meanwhile regional development of television continued. The above was lifted from the works of Ebo (1994).

FUNCTIONS OF TELEVISION

Television has three main functions, first, it informs, and secondly, it entertains and socializes people. However, to broaden the review of the function of television the main functions may be identified as

Information: This consists in the collection and dissemination of news. Facts, message, opinions and comments required in order to understand, react knowledgeably and take appropriate decisions. Television news programmes have become hot property. In earlier days, they were regarded as mere public service that the individual stations and networks felt obliged

to perform. Nowadays, these programmes are important sources of income. A Sambe (2005:99-100).

Entertainment: Television commands the firmer ground than all other media in providing entertainment. This is done through the diffusion of sound and images for personal and collective recreation and enjoyment. Television set provides for relaxation. For instance, after a hectic day's jobs; one sits to watch some of comic plays or the song operas that are meticulously put together by the presents for relaxation. Television programmes also help to reduce tension and at firms stress. Such programmes as drama, funfair, and music are good source of entertainment.

Socialization: By this process a common basis of knowledge is provided which will enable people to behave appropriately as integrated members of the society. It also fosters social unity and awareness, indeed in taking active part in societal activities.

ADVANTAGES OF TELEVISION ADVERTISING

- Advertising on television can give a product or service instant validity and prominence.
- You can easily reach the audiences you have targeted by advertising on television. Children can be reached during cartoons and housewives during the afternoon soap operas.
- Television adverts offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere and show them almost anything.
- Television reaches very large audiences – usually much larger than the audience your local newspaper reaches, and it does so during a short period of time.
- It has the ability to convey your message with sight, sound and motion.

Television commercials share the largest percentage of these total expenditure expended into advertising campaign in Nigeria. It is an amazing discovery that the budget allocation used in producing a 45 to 60 seconds television commercials is much more than what is used in making a full length 2-3 hours home video in Nigeria. Multinationals like Guinness, MTN, Glo (etc) go as far as South Africa to shoot some of their television commercial, paying flight fee, world class production fee, hotel accommodation for their Staff, Ad Agency Staff and Models, Model fees etc. Companies sometimes spend as much as three to forty million Naira (N3, 000,000-N40, 000,000) on a single 45-60 seconds television commercial.

You will spend nine years of your life watching shadowy images moving in a glass tube. These figures you invite daily into your home look like tiny people. They talk, dance, get into trouble, and even die. They like for 36 or 60 minutes a week and disappear like the genre of Aladdin's famous lamp, waiting for your remote control to bring them back to life again. These patterns of dancing phosphors try to make you laugh, or cry or at least feel entertained and enlightened. Some time they ask for your love, and often get it. You become attached to some of these imagines and invite them back more often than your closest relatives. You become best friends with some of these electronic genres and visit them often for years. These genres of the picture tube have the power to change lives. They tell stories, teach you have the world works, show wonders you would see only in pictures books; they try to sell you what they say you need, from

deodorant to fast of course, you don't think of them as ghost or genres; you call them television personalities or celebrities. Jeffrey Shrank (1985:20-22).

These tiny creatures that live in every household were unleashed around 1939. No person is credited with inventing television but it was introduced to the masses at New York world's fair. Hundreds of curious people crowded around a television screen not much bigger than this page to view fuzzy black and white images most thought the invention a clever novelty. The newspaper dismissed the gadgets as a toy the masses had little time to support. These creatures however, have changed the world. They have serve well as messengers of news. And they turned out to be wonderful story teachers. You often talk about them with your friends. The stories they tell on the tube are the myths that shape our society... television is now in its fifties. Some say television is the greatest invention of twentieth century, while others see it as a "cast waste-land" that steals time. Some blame television for teaching violence, while other claim TV. Turn viewers into cough potatoes. Still others see television as history's most effective educator bringing knowledge of the universal to even the poorest citizen. Such education they point out was once available only to the wealthy who could afford to travel and to attend the best schools. Children today seem to know more about the world than their parents or grandparents did at that same age. Jeffrey Shrank (1985:20-22).

When asking for an opinion of television, some described it as a harmless pastime that provides escape from the troubles of daily life other argue that it presents a dangerously unreal picture of the world for every convenience statement about the dangers of television. There seem to be an equally compelling, argument about its benefits. To watch or not to watch that is the decision. Each time you make that decision, you reveal values, Jeffrey Shrank (1985:20-22).

GENERAL IMPACT OF TELEVISION ADVERTISING ON PRODUCTS AND SERVICES OF MTN NIG. PLC.

This part of thesis is aimed at discussing the genuine impact that advertising has been playing on the sales volume of the product and service of MTN.

In a growing economy such as Nigeria, it is often very difficult to have a regular and consistent increase in the sales volume of a product because of the political and socio-economic instability in the country which directly affect the standard of living and the purchasing power of the consumers.

The development of television advertising as the major factor has contributed to the increase in sales volume of any product in Nigeria, even in the world at large. To be sincere, hardly will any product survive in a competitive market without any means of advertisement.

During this work, all effort were made to get some actual figures regarding profit margin when the advertising hold very strong part of the business and how the profits were negatively affected at the fall of this practice but as part of the company policies, it was not allowed.

Nigeria's largest communication network MTN were able to double its profit it reap in South Africa for three years within two years in Nigeria due to an intensive and effective television advertisement they put in place. Big corporation like NB Plc, MTN, Nestle, Cadbury, and so many banks know the impact of television advertisement, to the extent that they always spend so

much to release series of advert from time to time in order to increase their product and service sales.

The economic effect of this on the sales volume is that it makes proper identification of individual brand known and their advertisements easier while the brands advertised are easily recognized at the point of purchase. This has helped to build brand preference for MTN's Yhello product all over Nigeria.

As generally known that reputation connotes emphasis, the more the products and service of MTN are being advertised on television especially during sport sponsorship, educational events and many social functions, the more the advert is registered in the brains of the consumers. Even someone who does not always watch TV but due to the love the person has for sport, he has no choice but to see such adverts, hence advert can change the orientation of such consumer alongside influence his buying behaviour and increase his taste for such product above all other branches.

Information is the fastest travelling element than any other thing in the world. Even communication comes through information. If information is not necessary, communication would have been useless.

Television Advertising has effect because it has set the product apart as being different and superior to other brands, it has been argued by Ferguson (1974) that "television advertising increase barriers to entry and reduces competition on measured by increase in monopoly profit".

Television Advertising has been a great weapon for MTN over the years and this has really given them edge in their industry. MTN Commercially launched in August 2001, MTN is today the largest Fixed Wireless Telecommunications provider in West Africa but gradually falling from where they use to be. Television Advertising and much of promotional activities has been great weapon adopted by MTN by very strong marketing team. In 2011, MTN accomplished a great deal. The Group achieved a sound operational performance under challenging conditions. Recognising the strength of the balance sheet and the continued healthy cash flows, the board decided to increase the dividend payout policy to 70% of annual adjusted headline earnings per share, up from 55% a year before and 25% the year before that.

The Group also took further steps in its journey to produce a more integrated business report that provides meaningful information about all aspects of MTN's performance and position. This followed the launch of the Value added services Fun Box; offering a variety of services that enhance the lifestyle of our users. These services include: 'share and sell' (airtime transfer), MTN Xtratime (airtime borrow) 'Talk Your Text' (Voice SMS), conferencing calling involving up to 30 users at a time. This product package came with serious promotional gifts and basically aggressive television advertising. Almost every street of major cities in Nigeria like, Lagos, Ogun, Ibadan, Abuja and Port Harcourt felt the vibration of the aggressive advertisement. Just about two months after these marketing activities, the total number of customer sky rocket from 5million customers all over the country. This gave MTN wide margin of profit in less than 24months. The sales volume rose with about 60% far above what the recorded the previous year. There is no way advertising could be a dead issue for any company leading in their industry and aiming to achieve their corporate objectives.

This took MTN far again to hit 5million subscribers and definitely have great impact on sales volume of the products and services generally. Television Advertising has made MTN to stand out as Nigeria's largest mobile networks, a clear leader in the introduction of innovative products and services to Nigeria market.

MTN becomes household name with their intensive sponsorship of entertainment industry also in 2009. This brought them many awards from entertainment sector and give them edge as the preferred network operator

USES AND GRATIFICATION THEORY

The theory that has emerged in our discourse so far to help further argue our position is the Uses and Gratifications theory which was first used by Elihu Katz in 1959. Most communication researchers up to the point were questioning "what do the media do to people?" However, Katz suggested asking the question. What do people do with media?"

Uses and Gratification theory assure that the media audience have alternate choice to satisfy their needs therefore they seeks out a media source that best fulfills their needs. This theory perceives the recipient as actively influencing the effect process, since he selectively chooses, attends to, perceives & retain the media messages on the basis of his/her needs, belief etc., that focus was thus shifted from media production & and transmission functions to the media consumption function. Instead of asking "what kinds of effects occur under what conditions?" the question became "who uses which contents from which media under which condition and for what reasons?"

The theory discussed above conforms to the study because it's purely audience centered and addresses needs like surveillance function, excitement, guidance, identification, and socialization and information acquisition. To be able to gratify these needs it must be realized that MTN subscribers uses television as an example.

THE CULTIVATION THEORY

Early work in this area of theory begin with Gerbner et al (1973). In propounding this theory, he discovered that heavy TV viewers had a markedly different view of reality than light viewers. Heavy viewers overestimate and confuse issues. The cultivation theory asserts that the media, especially TV, exert tremendous influence on people by altering the individual's perception of reality. Through exposure, the media (television) message and programmes, people cultivate new reality, preferences and new attitude. This theory has a tremendous stimulus effects that makes the media audience to respond spontaneously. It is also referred to as "hypodermic needle" relating to the response of the audience to the instant instance when a person is pricked with needles. This is made possible considering the proximity of the audience to the media.

RESEARCH METHODOLOGY

Survey method is employed for this paper. According to Adewale (2000) survey is "a method usually adopted when handling a large population especially on issues that include systematic

collection and use of questionnaire, interview and consecration. This section meant to provide details of steps taken and methods used in sourcing for data and information.

Most data used for this work were based on primary and secondary data collection, these ranges from already existing sources like textbook, relevant journals, interview and internet of different websites.

60 staff members of MTN office in Osogbo were randomly selected. The sample size was also stratified to accommodate both male and female in given copies of the questionnaire to be administered, 50 questionnaires were correctly filled and returned. The analysis of data will base on the 50 returned copies.

PRESENTATION AND ANALYSIS OF DATA

Question 1: Which medium do your company use mostly in advertising your product?

	Frequency	Percent
Newspaper	5	10.0%
Radio	12	22.2%
Television	27	54.0%
Bill Boards	3	5.6%
Hand Bills	3	5.6%
Total	50	100%

Source: Field Survey, 2015

The analysis shows that Television is the highest percentage. This means the respondent agreed that Television is the mostly used advertising medium for product.

Question 2: Does television advert have effect on the company's product?

	Frequency	Percent
Yes	40	80.0%
No	10	20.0%
Total	50	100%

Source: Field Survey 2015

The analysis shows that yes is the highest percentage. This means the company's involvement in the use of television have effect on the company.

Question 3: what is the nature of the effect?

	Frequency	Percent
Favourable	40	80.0%
Unfavourable	10	20.0%
Total	50	100%

Source: Field Survey 2015

The analysis shows that the use of Television medium has a favourable effect on the company.

Question 4: Do you think the use of television advertising has an impact in the buying habit of the audience?

	Frequency	Percent
Yes	40	80.0%
No	10	20.0%
Total	50	100%

Source: Field Survey 2015

The analysis shows that the Television advertisement influences the buying habit of the customers positively.

Question 5: Does MTN television advertisement arouse a high level of customer choice and demand of MTN product over other product?

	Frequency	Percent

Yes	40	80.0%
No	10	20.0%
Total	50	100%

Source: Field Survey 2015

The analysis shows that a high level of customer choice and demand of the company's product over its competitors is greatly triggered by Television advertisement.

Question 6: How would you generally rate MTN adverts on Television?

	Frequency	Percent
Very Good	27	54.0%
Good	15	27.8%
Poor	6	11.1%
Very Poor	2	3.7%
Total	50	100%

Source: Field Survey, 2015

The analysis shows that Very Good is the highest percentage. This means the respondent rates their adverts on Television very good.

Discussion of findings

From the analysis, it can be agreed that MTN adverts on television has greatly impacted in promoting sales of MTN products. Also the findings corroborates with the uses and gratification theory and also cultivation theory, which states that media users seeks out a media source that best satisfy their needs, And that the media, especially TV, exert tremendous influence on people by altering the individual's perception of reality. To be able to gratify these needs it must be realized that MTN subscribers uses television as an example.

SUMMARY OF FINDINGS

Television Advertising is without doubt a very important promotional tool, its importance can be understood from its ability to attract attention and having drawn customer's attention, it provides information that can prompt them (consumers) to further actions which means that it encourages continuous patronage.

The findings among others show that:

- Television Advertising has greatly improve the sales of MTN products
- The people expose themselves to MTN adverts on television.
- MTN television commercials have a great impact on potential customers

- The results of the study as recorded in the report, states that MTN Company uses the “KING” of advertising media which is television, as it combines the aural quality of sound and the visual impact of images to produce pictures. For instance, Television uses the complementary nature of sound that makes the universality of the photographic code more meaningful to a homogenous audience luring them to buy.

CONCLUSION

With the conduction of the research and having analysed all the data collected, it was discovered that Television advertising is inevitable if an MTN organization wants its products to remain in the market. It is therefore obvious that advertising creates a highly positive impact on the sales of products by influencing consumer patronage. MTN Advertises on television has indeed connected MTN to Nigerians in early days by helping to create the initial awareness of their services thereby promoting the demand and purchase of the company's product.

Drawing an inference on findings, it is now glaring that advertising helps to build demand for those products that have too much supply and help to locate buying interest in new and old products including product modification that has been undertaken as a result of competition. Advertising is also used to locate a product, a repeat purchase, increases sales, increases profit, breaking brand loyalty etc.

In the light of the above, the researcher concludes that this study is needed at this time as its findings have revealed a lot of insightful information necessary for serious consideration to corporate bodies who will like to enhance organizations products patronage as being employed by MTN Nigeria.

REFERENCES

- Adewale O.A.(2000) The Impact Of Advertising On Sale Volume Of a Product; Bachelors Vthesis Of Hamk University of Applied Science
- Alonge, 2001 Essentials of Commerce for Secondary School, Advertising, Tonad publishing
- Bovee, L., &Arens, H. (1995). *Advertising Excellence*. USA: Mc-Graw Hall Inc
- Baron, A. (2004), *The Retailer – Study on Successful Marketing and Advertising*, London Association Business Press.
- Belch, G. and Belch, M.A (2001) Advertising and Promotion: An integrated Marketing Communications perspective. Boston: Mc Graw-Hill.
- Ferguson, J.M. 1974 Advertising and Competition, Theory Measurement and Fact Cambridge.
- Gary White (2008) *The Influence of Television Advertising*
- Goldman, D. (2005), *The Effectiveness of Television Advertising*, New York: Advertising as a Signal Norway Journal of Political Economy.
- Jeffrey Shrank (1985:20-22).*The Language of Advertising Claims*
- Jefkin, F. (2000). *Advertising*, (5th Edition). Butterworth: Lincere House.
- McCarthy .E. (1984) Basic Marketing, A General Approach, Richard D. Irwin Inc
- McBride, R. (1981), Element of Marketing. The Anersrey Press co. Ltd Island Haut, Rinehart and Winston.
- Philip Kotler, Veronica Wong, John Saunders, Gary Armstrong, (2005) Principles of Marketing, fourth European Edition, Pearson Prentice Hall.
- Richard F.T (1996) A Definition of Advertisement,
- Sambe (2005: 99-100) Introduction to Mass Communication Practice in Nigeria
- Tuflinger (1996) *Advertising Role in Building Brand Equity*, New York: The New Edition Amacon.
- Wright and Warner, 1966; Bovee and Arens, 1992; Shimp, 2000 *The Application of Power and Creative Potential of Television*
- Winston (1975) *Mass Media and Human Communication Theory*. New York:
http://www.wsu.edu.8080/tuflinger/a_define.html.
www.mtnonline.com/about_us.aspx
http://www.nigerianstockexchange.com/quoted_company.jsp?symbol=MTN