VOL. 10 NO. 7,
NOVEMBER, 2025
E-ISSN 3026-9679
P-ISSN 3026-9423

African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Business Dev. and Management Res. (JBDMR)

Television Advertising Content and Customer Patronage of MTN Services in South-East, Nigeria

Nwaeze Peter Kelechi PhD
Department of Marketing, Faculty of Management Sciences, Imo State University
DOI: https://doi.org/10.70382/ajbdmr.v10i7.053

Abstract

This study examined the relationship between television advertising content and the patronage of MTN services in South-East, Nigeria. The objective of this study was to determine the extent to which TV advertising humour and credibility influence customer referrals and loyalty. In line with the study objectives, four corresponding research questions and null hypotheses guided this study. The researcher employed survey research design, 650 copies of questionnaires were distributed to MTN customers in the five capital cities of South-East, Nigeria. Tables and percentages were used in data presentation, while hypotheses formulated were tested using the Spearman's Rank Correlation Coefficient. The study showed that both humour appeal in TV advertising and credibility have significant effects on customer referrals and loyalty. It was therefore recommended that MTN should use humourous and credible adverts as this will induce customer referrals and loyalty.

Keywords: Television Advertising, Customer Patronage, Television advertising Humour, Television advertising Credibility, Customer Referrals, Customer Loyalty.

Introduction

The importance of television advertising content cannot be over-emphasized (Iwara, 2011). Television is the fastest growing advertising medium in the world today and has the best appeal. Itowa (2004) states that the most important component of TV advertising is the visual component which permits the transmission of sight, motion and colour on an instantaneous basis. Through television advertising content, advertisers can demonstrate products, focusing attention on their most visually appealing attributes and

emphasizing packages and corporate Logos through close-up camera shots. (Ogwo, 2006). With both visual and sound capacities, television comes closer to the ideal of person-to-person salesmanship than any other media (Anyanwu, 2013). The uniqueness and strength of television lie in its ability to combine many of the functions preferred by other media put together. All efforts and expenditures on advert only have one aim across all industries and that is to persuade (Gibson, 1983). According to Robert (2009), advertisement on television can have powerful persuasive effects without recall (Heat, 2000) and also without liking (Rossiter, 2008).

However, while advertising is relatively good at improving the ad viewer's objective knowledge (e.g facts about a product), it is often less effective in enhancing subjective knowledge about a product or service (self-confidence about product information) (Monroe, 1988).

Television as an advertising medium according to Ebert (2015), allows advertisers to combine sight, sound, and motion, thus appealing to almost all the viewer's senses. Information on viewer demographics for a particular programme allows advertisers to promote their audiences. In the same vein, Kotler (2006), states that the advantages of television are combination of sight, sound, and motion hence audio-visual; appeal to the high senses, high attention, and high reach through taking into consideration its disadvantages such as high absolute cost, high clusters, fleeting exposure; and less audience selectivity.

As one of the operators of the Global System for Mobile Telecommunication (GSM) in Nigeria, MTN Nigeria communications Limited is a GSM service provider and television is one of the media chosen by the firm to market its service. It is on this strength that the relationship between the TV advertising reach features of credibility and humors (taken here as independent variables) are associated with this impact or effects on the patronage of the firm's services by customers measured by brand loyalty and customer referrals taken as dependent variables.

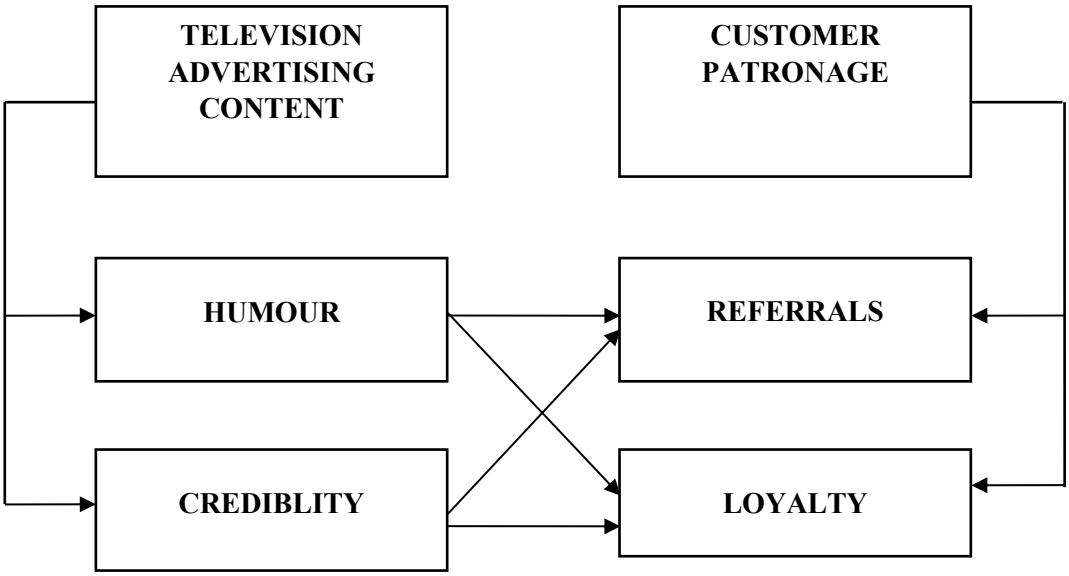
STATEMENT OF THE PROBLEM

Television as a medium of communication has gained importance in the marketing of products, services, persons, ideas, and corporate entities. Television advertising has been one of the competitive tools used by the television operators to attract, inform, and persuade customers (Owusu, 2015).

Many adverts of organizations are placed on faulty advertising contents, images and music appeals which have failed to catch the attention of the target audience which bring about low advertising returns. Despite the fact that marketers spend great amounts of money to expose consumers to television commercials (Sriniva San & Rober, 2013), consumers so often turn away during commercials (Wedel, 2010). Numerous studies have been conducted on the use of television advertising to promote customer patronize of MTN services and products. Nielsel (2000), Corfman (2006); Ukaegbu (2013).

However, none of these studies paid specific attention to the issues of humors and credibility as crucial factors in television advertising content. Most of these studies assessed by the researcher were carried out in the South-Western and South-South region of Nigeria with little or no attention paid to the South-Eastern part of Nigeria. Thus this study is positioned to fill this geographical gap and to evaluate the effect of credibility and humour in advertising contents on brand loyalty and customer referrals.

OPERATIONAL CONCEPTUAL FRAMEWORK



Independent and dependent variables of the study

OBJECTIVE OF THE STUDY

The major objective of this study is to appraise the effectiveness of television advertising content on customer patronage of MTN services in the South-East, Nigeria. This study further specified the following objectives; to:

1. appraise the effect of television advertising humour on customer referrals.
2. evaluate the extent television advertising humour enhances customer loyalty.
3. access the effect of television advertising credibility on customer referrals.
4. ascertain the relationship between television advertising credibility and customer loyalty.

RESEARCH QUESTIONS

The following are research questions that guided this study:

1. What is the effect of television advertising humor on customer referrals?
2. To what extent does television advertising humor influence MTN customer loyalty?
3. What is the effect television advertising credibility on customer referrals?
4. What is the effect of television advertising credibility on customer loyalty?

RESEARCH HYPOTHESES

The following null hypothesis were tested in this study.

$H0_1$: There is no significant relationship between television advertising humour and customer referrals.

$H0_2$: Television advertising humour does not have significant effect on customer loyalty.

$H0_3$: There is no significant relationship between television advertising credibility and referrals.

$H0_4$: Television advertising credibility does not significantly relate with customer loyalty.

SCOPE OF THE STUDY

The content scope of this study is focused on the television advertising content and customer patronage MTN Services. The study is delimited to television advertising content holding other variables such as frequency, and reach constant. The unit scope of this study is the MTN regular customers who are willing to supply the needed information. The geographical scope of this study is in the South-East, Nigeria comprising of Anambra, Enugu, Imo, Abia and Ebonyi.

Definition and Concept of Advertising

Advertising is defined as a means of mass communication which attracts and encourages people to accept a product (Laver, 2004). Anthony (2007) states that advertisement is a marketing tool to attract prospective customers to a company and its products or services. It is also a form of communication with the aim of persuading its audience to a particular action (Diamond, 2013). In the view of Ogwo (2006), advertisement can be personal and non-personal. Non-personal advertisement is a promotion of product or service done through the media outlet. Though the role of advertising in marketing has been changing with time (Ryverson, 2011), as main objectives are to create awareness of a company products, to persuade people to accept and patronize a product, to make a product or service superior to other products or services and to create good image and goodwill for a company. (Anyanwu, 2013). Of all marketing tools, advertising is known for its permanent effect on viewer's mindset. It has an extensive and broader exposure to the consumer (Kalke, 2007). Advertisement is an effective tool to encourage consumers and shift their attitude confidently towards a product (Naizi, 2012). According to Naizi (2012), advertising is marketing persuasive tactics to win people's attention for a particular product or service.

It is a subcategory of promotion mix which is part of the 4p's in the marketing mix i.e product, price, place and promotion. As a promotional tool, advertisements serve as a key approach to creating product awareness in the mindset of an audience to make a buying decision (Latif & Abideen, 2011). Anandel (2009), indicated in this work that every advertisement tactic

comprises two focal features which direct and inform the advertisement. The information is mostly offered to the aimed audience via the company's chosen advertising medium. Scholars have agreed on six essential pillars on which advertisement can be done: to raise awareness; to get attention; to create and maintain that awareness; to develop want, to provoke action and to establish goodwill (Shahid, 2007).

Television Advertisement

The word television is derived from the combination of two words "tele" and "vision" meaning "far" and "to see" respectively. Television means "seeing from a distance" which has today come to mean "viewing of distant object or event by electrical transmission waves" (Ugbor, 2013). Advertisers uses television advertising as a medium because they can reach mass audience with their message at relatively low cost per target reached, this is why it is considered to be the most powerful and influential medium among advertising experts and practitioners. The medium has the ability to combine sound, light, sight, motion, colour, and action which makes its advertising message very attractive and effective. Television has remained the most popular medium of advertising (Benson, 2005) in spite of some of its weaknesses or limitations such as the high cost of television advert production and placement, the problem of cluttering of advertisements on television, channel raise problem in television network transmission and its high level inaccessibility, especially in rural communities (Bovee & Arens, 2003). According to Ogwo (2006), television advertisement is generally considered the most effective mass market advertising and this is reflected by the high prices television networks charge for advertising airtime during popular television events. Television advertisement appear between shows, but also interrupt the programme at intervals. This method of screening advertisement is intended to capture or grab the attention of the audience and keep the viewer focused on the television shows so that they will not want to change the channel.

According to Udochi (2013), TV advert are normally considered as the most active mass market advertisement and this is revealed by the high cost television networks charge for airtime advertisement especially during famous television events.

Television Advertising Content elements

Television advertising contents has some elements that could aid in influencing consumers in their decision making towards company products, purchase and consumption (patronage). These elements of television advertising contents are humor, music appeal and credibility (Iwara, 2001). For the purposes of this study, our focus is on humour and credibility, however:

Humour

Humor in television advertising is a favourable emotion which plays an important role for consumers to attain a great influence over brand attitude, brand consumption etc (Swani, 2013). According to Swani (2013) humor in television advertising is the effective and convenient way to attract any consumer because they are emotional based content and makes the consumer too special for satisfaction.

On the most basic level, something that connects all humans is laughter (Iwara, 2000). Laughter is an important part of human psychology. It gives us a way to process all kinds of information, from funny stimuli to a situation where laughter is the only possible reaction because circumstances are tough. Humor grabs customer's attention and that is why it is often used in advertising. With people constantly using smart phones or distracted by conservation with others, TV advertisers have turned to humor with more frequency to catch the attention of consumers – once the consumer is watching, the hope is that the customer enjoys the humor and remembers the product in the future. Many companies opt for bold humorous TV advertising campaigns in front of a big audience, such as the Super Bowl or Season Finale of a popular show (Journal of Marketing).

Credibility

Advertising credibility is defined as the extent to which consumers perceive the message in the advertising to be believable, and based largely on the trust a consumer places in the sources of the particular advertising (Zimand, 2019). Message credibility refers to the characteristics of a message that influence the believability of the message (Roberts, 2010). Novell & Goldsmith, (2001), states that the message credibility is said to be the impressions and judgements the receiver has in relation to a message. Ideally, the perception of the message is positive (Ohanian, 1991). It refers to the characteristics of messages that could make them more or less credible (Metzger, 2003). This could be further supported by, Roberts (2010) who states that the individual that receives the message decides on the credibility of the message. Appelman & Sundar (2016) found that to be able to measure message credibility, the adjective accurate, authentic and believable should be used together to demonstrate message credibility. O'Keefe (2002) suggests that credibility could be characterized as an individual perception of how believable the communicator's content is. According to Appelman & Sundar (2016), it is the receiver's opinion of how true the communicated content is which could be seen as an attribute of message credibility. Appelman & Sundar (2016) have also recognized objectivity as a factor of credibility, meaning that the message should be unbiased.

Furthermore, Roberts (2010) has also recognized unbiasedness as an item within message credibility to consider.

Customer patronage of Television Advertising

The essence of marketing communication is to change customer behaviour from where he is to what he does to what the firm wishes him to do, from what he is currently purchasing and consuming to what the organization wants him to purchase in the future, and generally change the consumer's tastes and preferences towards the company's goods and services and this is the concept behind customer patronage of a firm's goods and services. The more a customer patronizes a firm's goods and services the more he becomes a brand loyalist to the firm and its offerings and this may likely result to brand loyalty, and referrals to other customers (existing or potential).

According to Lucas (2015), patronage has to do with the business or support given to an organization or shop, etc by a customer – Lucas (2015) further stated that customer patronage is made up of two parts: customer and patronage while customer is someone who buys from a particular firm or store, patronage goes further to reveal the level at which the customer buys, the frequency, the amount etc. The New Webster Dictionary (2014) defines patronage as the material help and encouragement given by a patron; in the sense that the patron is seen to be a customer in an exchange transaction. It could therefore mean the act of being a regular customer to a shop.

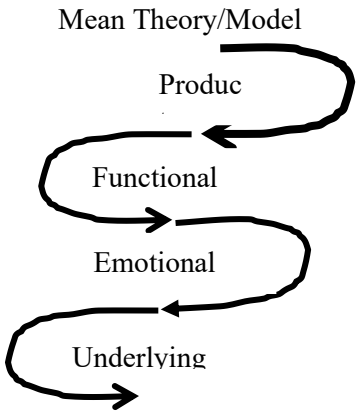
Loyalty is developed and exhibited when customers continue to purchase the same brand over and over again, despite competitors offering similar products or services. (Ogwo, 2006). Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings towards the brand. According to Ebitu (2002), brand loyalty has a lot to do with how customers perceive company brand, its actions, and its values.

Cultivation Theory

Cultivation theory explains the relationship between institutional processes, message system, public assumptions, images, and the policies they cultivate (Gerbner, 1973). According to Gerbner (1973), the cultural transformation of our time stems the extension of the industrial-technological revolution into the sphere of message production. He envisioned cultivation as mass media's ability to acculturate an audience through repeated exposure – the development of a mediated view. Gerbner believed that television advertising "reality" is cultivated by heavy viewing of television over time and that television presents a unified (homogenized) view of reality reflective of the dominant, mainstream values of society. Cultivation theory helps to explain why MTN Company could use visual images to influence consumer behaviour. Based on the cultivation theory, messages on television advertising about the products of MTN Company are patronized heavily for profitability. Cultivation theory indicates that behaviours and attitudes are learned from mass media, including advertising.

Means end-theory

This is one of the most recent theoretical approaches which states that an advertisement message should include messages that will point the consumer to a satisfied end. (Kenneth & Donald, 2014). Kenneth & Donald (2014) referred to a satisfied end as personal values, they pointed out that the theory allows the consumer to see the products being advertised as satisfying for their personal values. The means end leads to the means end conceptualization of components for an advertising strategy. This study is anchored on this theory.



Verbal and Visual Model

This model suggests that advertising messages can be conveyed in two ways. The first way is through verbal messaging. Verbal messaging is when an advertisement shows more words than images. On the other hand, visual messaging relies more on image (Kenneth & Donald, 2014). It is presumed that the customer will remember more of a visual message than that of a verbal one, as consumers easily remember pictures in particular, even when they cannot remember the name of the product.

EMPIRICAL REVIEWS

Joshua (2011), conducted a study on the influence of television advertising on consumption of Indomie Noodles in Taraba State. The study adopted a Survey research design and a structured questionnaire was used for data collection. The study found that message on television advertising influence the consumption of Indomie Noodles among the female staff of tertiary institutions in Taraba State.

Anyawela (2005) conducted a study on the impact of television advertising of Bournvita on consumer buying behaviour in Enugu State, Nigeria. The data for this study was collected from both primary, secondary sources. Questionnaire was adopted as a data collection instrument. It was found out that television advertising has major influence on consumer likeness for Bournvita food drink.

Adeniyi – Williams (2019) carried a research on the effect of television advertising reach and frequency on brand loyalty of consumers of MTN and GLO companies in Abeokuta, Nigeria.

A structured questionnaire was used for data collection. The results revealed that the more companies advertize their products/services through advertising, the more customers become aware and attractive towards the firm's offering.

Ukaegbu (2013) conducted a study on the influence of television advertising on consumer buying habits of Guinness Stout in Ikeja community of Lagos State. The data for this study was collected from both primary and secondary sources. Questionnaire was used as a data collection instrument. Findings revealed that television was viewed as the most preferred medium of advertisement of Guinness stout.

Niazi et al. (2012) conducted a research on effective advertising and its influence on consumer buying behaviour in India. The data for this study was collected from both primary and secondary sources. Questionnaire was used as a data collection instrument. This research revealed that there is moderate relationship between consumer purchase attention, environmental factors and emotional factors.

Olise (2006) conducted a study on the influence of television advertising messages through communication technology channel on consumer buying behaviour, in international journal of communication. The data for this study was both primary and secondary sources. Questionnaire was used as a data gathering instrument. Findings show that people are influenced by what they see, hear or read, since there are targeted at the mass psyche of relatively large number of people.

Ugbor (2013) looked at the "Impact of Television Advertising in Promoting the Sales of MTN Products in Enugu Metropolis". Survey research method was used for the study and purposive sampling technique was used to draw the sample size. Questionnaire was used as a data gathering instrument. Research findings showed that MTN adverts on television have greatly impacted in promoting sales of MTN products.

Kumar (2011) conducted a study on the impact of television advertising on customer buying behaviour with special reference to Nestle Limited in India. Survey research method with structured questionnaire were employed by the study and administered. He found that television advertising together with the image of the company influence the consumer buying decision.

GAP IN LITERATURE

After extensive review of literature, some gaps were noted which include;-

Most of the studies accessed by the researcher focused on the effects of television advertising on company's sales using various economic tools without operational conceptual framework. In the study, most literature were from outside Nigeria and a few were done in the West zone of the country, not much has been done regarding to the television advertising and consumer patronage in the South-East, Nigeria.

Previous studies applied mostly quantitative methodology, qualitative instruments such as IDI, FGD, were not used for purpose of triangulation. Thus, in this study both IDI, FGD, is used alongside the questionnaire to the findings of this research.

Many of the previous literature used Chi-Square and simple regression in testing of hypotheses of the studies, none used Spearman's Rank Correlation. This study is positioned to fill the gap. In addition, the review of literature indicates that no current research has done in this area. The most recent study available to the researcher was done in 2019 and from then till now, new television advertising strategies has not come up in the global world of business. As such, this study is positioned to fill these identified gaps.

RESEARCH METHODOLOGY

Research Design: In this study, survey research design was used. In view of Anyanwu (2016), survey research design is both a plan and a structure. As a plan, it maps out stage-by-stage pattern of investigations to be able to obtain answers to the research questions. As a structure, it lays down the framework, organization or configuration of the relationship among variables of the study (Ogwo, 2007). For this research, the survey design was used because of the nature of the study whereby the opinion and views of people was sampled.

Population of the study: The population of this study is made up of MTN services customers in the South-East, Nigeria comprising of Anambra, Imo, Enugu, Abia and Ebonyi state. According to the statistics of phone active users in the South-East, Nigeria as at 2021, the population is 9,491,451.

Source: MTN Report, 2022.

Sample Size Determination: Sample is the total number of elements actually studied from the entire population. Since the population was known, the researcher adopted Taro Yamane formular for sample size determination. The formular is given as follows;

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

Where n = Sample size
N = Population figure
e = Error margine (0.04)
I = Constant figure

Substituting the population variables of this study into the formular above, the sample size is neatly computed as follows;

$$n = \frac{9{,}491{,}451}{1+9{,}491{,}451\,(0.04)^2}$$

$$n = \frac{9{,}491{,}451}{1+9{,}491{,}451 \times 0.0016}$$

$$n = \frac{9{,}491{,}451}{1+15186.3216}$$

$$n = \frac{9{,}491{,}451}{15187.3216}$$

n = 624.95885
n ≅ 625

Therefore, the sample size of this study is 625.

Research Instrument: In this study, the researcher used both primary and secondary sources of data. The use of questionnaire was employed to gather necessary and relevant data. The researcher adopted snowballing sampling technique to reach the respondents. Besides, secondary data were collected through literature review.

Validity and reliability of instrument: Content and face validity were used to validate the instrument. More so, the researcher used test-re-test reliability method. In addition, the Crumbach alpha test was conducted yielding a result of 0.79, which is considered reliable, according to Nunnely (2005).

Methods of data analysis/Statistical Technique: Data collected were analyzed using simple percentages, and mean statistics, while the Spearman Rank Order Coefficient Correlation was adopted in the test of the Null hypotheses formulated, with the aid of SPSS 21.0

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Out of 625 questionnaire distributed, only 600 were returned and used.

Data presentation and Analysis

a. Demographic of respondents

Table 1: Sample profile

Description	Percentage
Age	
Less than 31	26
31 – 40	32
41 – 50	22
51 and above	20
Gender	
Male	66
Female	34
Educational Attainment	
SSCE	22
Higher Education	48
Post-Graduate studies	30
Marital Status	
Married	65
Single	35

Description	Percentage
Income distribution of Respondents	
Below 30,000	17
30,000 – 60,000	24
60,000 – 100,000	27
100,000 and above	32
Years of using MTN services of the respondents	
Less than 1 year	
1 – 3 years	15
4 – 6 years	25
7 and above	26
	34

Source: Field Survey, 2023

Table 1 summarizes demographic data of respondents, Age has respondents of less than 31 (26%), 31 – 40 (32%), 41 – 50 (22%) and 51 and above (20%); Gender has respondents of male (66%) and female (34%); Educational attainment has respondents of SSCE (22%), Higher education (48%) and Post-Graduate studies (30%); Marital status has respondents of Male (65%) and (35%); Income distribution has respondents of below 30,000 (17%), 30,000 – 60,000 (24%), 60,000 – 100,000 (27%), 100,000 and above (32%) while years of using MTN services has respondents of less than 1 year (15%), 1 – 3 years (25%), 4 – 6years (26%) and 7 and above (34%).

Table 2: Television advertising Humour appeal and Customer referrals

S/N	Questionnaire items	SA	A	D	SD	N	εx	x	Decision
1.	Purchasing a brand of humorous advertisement is rewarding	293 (48.8)	298 (49.7)	5 (0.8)	4 (0.7)	600 (100)	2081	3.5	Agreed
2.	Customer mostly recall of humorous advertisements on television	315 (52.3)	273 (45.5)	8 (1.3)	4 (0.7)	600 (100)	2099	3.5	Agreed
3.	Homourous advertisements have effect on gender stereotype which influence consumer's intention to buy MTN products	317 (52.9)	264 (44.0)	10 (1.7)	9 (1.5)	600 (100)	2089	3.5	Agreed
4.	Humour appeal has buying power across gender and age group of MTN customers	317 (38.9)	269 (44.8)	4 (0.7)	10 (1.7)	600 (100)	2093		Agreed
5.	Humour appeal enhances the amount of attention given to television advertising	318 (53.0)	262 (43.7)	11 (1.8)	9 (1.5)	600 (100)	2089		Agreed

Source: Researcher's Field Work (2022)

Note Figures in brackets are in percentages

Table 2 shows the univariant analysis of questionnaire on TV advertising Humor and customer referral of MTN services. The results revealed that greater percentages of the respondents agreed and strongly agreed to each of the questionnaire on MTN brand awareness communication to friends and family members by the company's customers.

Table 3: Humour appeal of television advertising and customer loyalty

S/N	Questionnaire items	SA	A	D	SD	N	εx	x	Decision
1.	Humour can enhance persuasion indirectly by increasing motivation to process adverts that brings brand loyalty.	316 (52.7)	271 (45.2)	5 (0.8)	8 (1.3)	600 (100)	2095	3.49	Agreed
2.	Humorous communication messages are more memorable and can also be shared more frequently than more serious messages which arouse customer attention	314 (52.3)	268 (44.7)	8 (1.3)	10 (1.7)	600 (100)	2086	3.47	Agreed
3.	Humour has a positive effect on the interest/ desire-arousing effectiveness of television advertisements towards influencing customers	313 (52.2)	270 (45.0)	7 (1.2)	10 (1.7)	600 (100)	2086	3.48	Agreed
4.	Humour has a positive effect on the recall of TV adverts contents	340 (56.7)	236 (59.3)	6 (1.0)	18 (3.0)	600 (100)	2098	3.5	Agreed
5.	Humour enhances the level of attention they give to TV adverts	318 (53.0)	263 (48.8)	9 (1.5)	10 (1.7)	600 (100)	2089	3.48	Agreed

Source: Researcher's Field work (2022)

Note: Figures in brackets are in percentages

It is seen in Table 3 above all the items were accepted. This is because item 1 has a mean of 3.49, item 2 has a mean of 3.47, item 3 has a mean of 3.48, item 4 has a mean of 3.5 and item 5 has a mean of 3.48, hence all the items have a mean scores of more than 2.5 and above. It is therefore concluded that there is a significant relationship between TV advertising Humour and Brand Loyalty.

Table 4: Television advertising credibility and customer referrals

S/N	Questionnaire items	SA	A	D	SD	N	εx	x	Decision
1.	Television advertising credibility arouses a high level of customer choice and demand of MTN products	314 (52.3)	269 (44.8)	6 (1.0)	11 (1.8)	600 (100)	2086	3.48	Agreed
2.	MTN TV advertising persuades customers to make more demand of their products and services than other networks.	319 (53.2)	271 (45.2)	4 (0.7)	6 (1.0)	600 (100)	2103	3.5	

S/N	Questionnaire items	SA	A	D	SD	N	εx	x	Decision
3.	MTN customers take pleasure in thinking about the company products towards patronage	309 (51.1)	27.4 (45.7)	8 (1.3)	10 (1.7)	600 (100)	2084	3.47	Agreed
4.	The trust MTN customers have on television advertising makes them to persuade other customers for the company patronage	318 (53.0)	273 (45.5)	4 (0.7)	5 (1.8)	600 (100)	2106	3.51	
5.	MTN customers find television advertising credible and trustworthy	316 (52.7)	260 (43.3)	10 (1.7)	14 (2.3)	600 (100)	2078	3.46	

Researcher's Field work (2022)

Note: Figures in bracket are in percentage

Table 4 shows the univariante analysis of questionnaire items on TV advertising credibility and customer referrals. The result revealed that greater percentages of the respondents agreed and strongly agreed to each of the questionnaire items on MTN services of referrals to friends by the company customers. Each of the questionnaire item on Television advertising credibility has mean score value (3.48., 3.5, 3.47, 3.51, and 3.46 respectively) that is above the weighted (group) mean value (2.5). Based on these result, it could be statistically concluded that the respondents accepted and are in agreement with all the questionnaire items on MTN service referrals.

Table 5: Television advertising credibility and customer loyalty

S/N	Questionnaire items	SA	A	D	SD	N	εx	x	Decision
1.	MTN TV advertising expertise induces customers willingness to patronize their products	316 (52.7)	264 (44.0)	7 (1.2)	13 (2.2)	600 (100)	2083	3.47	Agreed
2.	There is a positive significant relationship between attitudes of MTN customers and their products due to trustworthiness of TV advertising	314 (52.5)	268 (44.7)	8 (1.3)	10 (1.7)	600 (100)	2086	3.46	Agreed
3.	The perception MTN customers have on television advertising brings about loyalty	301 (50.2)	291 (48.5)	5 (0.8)	3 (0.5)	600 (100)	2090	3.45	Agreed
4.	The content of MTN TV adverts helps to retain customers	316 (52.7)	268 (44.3)	8 (1.3)	10 (1.7)	600 (100)	2094	3.49	Agreed
5.	MTN advert message in data usage induces customers loyalty	306 (51.0)	280 (46.7)	5 (0.8)	9 (1.5)	600 (100)	2083	3.47	Agreed

Researcher's Field work (2022)

Note: Figures in brackets are in percentages.

As Table 5 shows, greater percentages of the respondents agreed and strongly agreed that MTN television advertising credibility has a positive impact where the customers reside that

increases their brand loyalty for patronage. All the mean values in the questionnaire items (3.47, 3.46, 3.48, 3.49 and 3.47 respectively) are greater than the weighted mean of 2.5. On the strength of the observations, it could be concluded that the constant repetition of MTN advert through TV advertising aids customer Loyalty.

TESTING OF RESEARCH HYPOTHESES

Ho_1: There is no significant relationship between television advertising humour and customer referrals.

H_1	**There is a significant relationship between television advertising humour and MTN customer referrals**	**Spearman Rank Correlation Coefficient = 0.803 Sig. (2 tailed) = 0.01 N = 600**	**VALID**

From the table above, the Spearman Rank Correlative Coefficient is 0.803. It means there is a significant and positive relationship. The significant result which is 0.01 is lower than the Spearman Rank Correlations Coefficient meaning the variables (Television advertising humour and customer referrals) significantly related. Therefore, there is significant of influence of television advertising humour on customer referrals of MTN services.

Ho_2: There is no significant relationship between humour appeal of television advertising and customer loyalty.

H_2	**Humour appeal of television advertising significantly enhance customer loyalty**	**Spearman Rank Correlation Coefficient = 0.817 Sig. (2 tailed) = 0.01 N = 600**	**VALID**

From the table above, the Spearman Rank Correlation Coefficient is 0.817. This shows that there is a significant and positive relationship. The significant result which is 0.01 is lower than the Spearman Rank Coefficient meaning the variables (Humour appeal of television advertising and customer loyalty) significantly related. Therefore there is significant of influence of humour appeal of television advertising and customer loyalty.

Ho_3: There is no significant relationship between television advertising credibility and customer referrals.

H_3	**There is significant relationship between television advertising credibility and customer referrals**	**Spearman Rank Correlation Coefficient = 0.761 Sig. (2 tailed) = 0.01 N = 600**	**VALID**

From the table above, the Spearman Rank Correlation Coefficient is 0.761. This shows that there is a significant and positive relationship. The significant result which is 0.01 is lower than the Spearman Rank Correlation Coefficient meaning the variables (television advertising credibility and customer referrals) significantly related. Therefore, there is significant of influence of television advertising credibility and customer referrals.

$H0_4$: Television advertising credibility does not significantly influence loyalty.

H_4	**There is significant relationship between television advertising credibility and customer loyalty**	**Spearman Rank Correlation Coefficient = 0.758 Sig. (2 tailed) = 0.01 N = 600**	**VALID**

From the table above, the Spearman Rank Correlation Coefficient is 0.758. It means there is significant and positive relationship. The significant result which is 0.01 is lower than the Spearman Rank Correlation Coefficient meaning the variables (television advertising credibility and customer loyalty) significantly related. Therefore, there is significant of influence of television advertising credibility and customer loyalty.

Concise Table for Hypotheses Testing

S/N	HYPOTHESES	STATISTICAL APPLIED	TOOLS	
H_1	There is significant influence of television advertising humour on customer referrals	Spearman Rank Coefficient = 0.803 Sig (2 Tailed) = 0.01 N = 600	Correlation	VALID
H_2	Humour appeal of television advertising enhance customer loyalty	Spearman Rank Coefficient = 0.817 Sig (2 Tailed) = 0.01 N = 600	Correlation	VALID
H_3	Television advertising credibility has a positive influence on customer referrals	Spearman Rank Coefficient = 0.761 Sig. (2 Tailed) = 0.01 N = 600	correlation	VALID
H_4	There is significant relationship between television advertising credibility and customer loyalty	Spearman Rank Coefficient = 0.758 Sig. (2 Tailed) = 0.01 N = 600	Correlation	VALID

DISCUSSION OF FINDINGS

From the data analyzed and hypotheses tested in this study major findings were made.

In the first place, it was found that humourous television advertising stimulated customer referrals after testing hypothesis 1. This finding is in line with that of Joshua (2011) who studied the influence of TV adverts on consumption of Indomie Noodles in Taraba state.

Based on hypothesis two, this study discovered that television advertising humour significantly enhances customer loyalty of MTN services. Anyawela (2005) discovered that humourous television advertising positive enhances customer loyalty of consumer buying behaviour.

Hypothesis three also revealed that television advertising credibility has a positive influence on customer referrals. Ukaegbu (2013) said that credible television advertising stimulates consumer buying behaviour. Niazi (2012) was of the view that good television advertising induces customer patronage positively.

The test of hypothesis four discovered that there is a significant influence of television advertising credibility on customer loyalty. Ugbor (2013) asserted that credible TV adverts enhances customer loyalty. Kumar (2011) opined that loyalty of customers is based on television advertising credibility.

CONCLUSION

From the observation made it could be concluded that MTN as a telecommunication firm providing communication services to its customers in the South-East has made great effort in reaching its target market through its TV advertising programs which come in the forms of high credibility and humourous. The customers of the firm have been responding highly to the company's TV advertising programs and the services offered as they are always on the know of what the company has done, is currently doing and intends doing in future.

RECOMMENDATIONS

The following recommendations were made:

1. MTN should apply humourous television advertising to instigate customers for referrals.
2. The company should use humourous television advertising with full comedy, comic wit hence it brings customer loyalty.
3. MTN should use presumed, reputed and surface credibility in their advertising to induce customer referrals.
4. The company should apply terminal and derived credibility in their television advertising as this will enhance customer loyalty.

REFERENCES

Ogwo (2007), *Marketing in Nigera*; Concepts, Principles and Decisions.

Anyanwu (2003) *Promotional Strategy*; A systematic Approach, Owerri: Alva Global Publication.

Kotler, Brom and Makewa (2006) *Marketing for Hospitality and Tourism*, Upper Saddle River, New Jersy: Pearson Education, Inc.

Ebert, Starke and Drawpoulous (2015) *Business Essentials*, 7th Canadian Edition, Toronto, Pearson Canada Inc.

Latif and Abideen (2011) *Fundamentals of Destination Management and Marketing.*

Bovee and Arens (2010) *Contemporary Advertising*, MaGraw-Hill Education – Europe Publishers.

Swani (2013) *Social media Services branding*: The use of corporate brand name.

Lucas (2015) *Customer Service Skills for success standalone Book*, 6th Edition McGraw-Hill publisher.

Robert (2010) *The Essentials of Marketing Research* 3rd Edition, e Book Publishers, New York.

Appelman and Sundar (2016) *Measuring Message Credibility*: Construction and validation of an exclusive scale.

Goldsmith (2022) *Principles of Marketing*; Open Star Publishers

O'keefe (2002) *Complete Guide to Internet Publicity*: Creating and Launching.

(Metzger) *Marketing Strategies of Small Traditional Travel Agencies*.

Ebitu (2016) *Effect of Marketing Strategies on the Performance of Small and medium Business*, World Journal of Innovative Research.

Gabner (1973) *Theories of communication, barriers and coding*.

Kenneth and Donald (2014) *Integrated Advertising, Promotion, and Marketing Communication* 5th Edition, Pearson College Publishers.

Butner (2012) *Services Marketing, Integrating Customer Focus Across the Firm*. 6th Edition, McGraw-Hill Education Publisher.

Joshua (2011) *Introducing Marketing*; BC Campus Publishers.

Olise (2006) *Influence of Advertising Messages on caritas*.

Zimand (2019) *Marketing Intelligence and Planning Purposes Academic Publication.*

Benson (2005) *Business Marketing strategies*, Jeffry Benson publishers

Laver (2004) *Marketing Research*: Book Review: Brand Loyalty: Measurement and Management.

Patel (2019) *Methods of Business Marketing*: Cyber Technology, United States.