

Relationship between Advertising and Telecommunication Marketing in Mubi Metropolis of Adamawa State

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ABSTRACT: *The telecommunication companies despite the huge amount of budgets made on advertising they still face some challenges, they are often faced with problems of interconnectivity, busy networks, and high tariffs yet we are bombarded daily by advertising through both print and the electronic media that often convey to the audience the price, coverage and services provided by the various GSM firms. Advertising helps telecommunication marketers to promote their products and make their customers patronize their products. This study basically looked at relationship between advertising and telecommunication marketing in Mubi metropolis of Adamawa state. The sample size used for this study was 420 respondents. Data was analysed using simple percentage, descriptive statistic and correlation analysis using Special Package for Social Science software (SPSS) version 17.0. The findings of this study revealed that advertising plays a very important role in telecommunication marketing as indicated by the strong relationship in the correlation analysis. The study recommended that all the networks providers should make sure that the advertising is professional as possible. Also the National Communication Commission and government should provide basic infrastructures that would encourage the growth and development of indigenous G.S.M firms.*

Keywords: *Advertising, Telecommunication, Marketing, Packaging, and Pricing.*

I. INTRODUCTION

Man from time immemorial has been on a continuing quest for communicating easily with fellow man. Sign and symbols were the first exploit and then came language. Writing followed suit, then written letters with their various modes of dissemination (messenger ships, Peony Express) Bitner (1989). With the advent of the technological revolution, two centuries ago and its resultant impact on human progress (Chunuwalla, 1995). The need for quick dissemination of messages saw the development of telegraph, radio, telephone with telecommunication following in quick succession.

Today, with so many phone companies now all over the place, the need for advertising to compliment telecommunication marketing has become more paramount. From the early days when advertising used crude methods; from town crying to the use of painted signs to advertise the product or services available to incoming ships at the Greek Ports (Bitner, 1989); to the present, when advertising has become a planned and a sophisticated part of the promotion mix of marketing (Winters and Milton, 1989 as cited in Musa, 2012). Each organization has marketing objectives and a marketing plan to achieve them (Chunuwalla, 1995). And in the process of achieving its marketing objectives an organization usually make the use of four (4) variables,

popularly known together as the 4P's of marketing product, price, place and promotion. And an ideal mix of these elements is known as the marketing mix under the variable of promotion.

Advertising, as a part of the total marketing mix (Heller, 1999) Influences the sale of a product as do the other variables of the mix together with the product or brand, price, promotion, channel of distribution (place), advertising attempts to reach the marketing objectives. When a firm introduces a product with say, premium price, advertising reinforces the idea of high quality and prestige of the product by associating it with prestigious people (Celebrity Endorsement), or events (Chunuwalla, 1995). It is imperative that advertising as a potent tool of marketing should highlight the quality of a product or services and as much as possible try to bring across to the people, that advertising sticks to the "principles of truth" to enforce goodwill of its audience or consumers to the product being advertised (Heller, 1999).

According to Chunuwalla(1995), advertising should be suitably designed to support personal selling efforts. Simply put, advertising, being one of the marketing tools, affects the sales of a firm. Right advertising is as essential as the right product, the right place and the right channel of distribution. Therefore, it becomes imperative that advertising in the line with such variables can be a valuable variable in increasing, justifying and maintaining consumer market.

With the regulation of the telecom sector by the Nigerian Communication Commission and the resultant influx of the various telecom companies; the need for such companies to gain their share of the market has become prominent. Such firms have, and are making extensive use of advertising to highlight the quality, the reach and pricing of their products and services.

Globacom and MTN have used various forms of adverts to get into the consumer psyche, in order to enhance patronage towards their goods and services.

Advertising today, has highlighted, more tariffs charged by such mobile operators and the types of services provided for each tariff group. Some telecommunication firms have expanded rapidly, often at the disadvantage of the customer, while other expanded slowly without compromising quality. But no matter the case of expansion, each has relied heavily on advertising as an integral part of telecoms marketing.

Even though Nigeria has a conglomeration of telecom firms, most are restricted to the big cities. Only the G.S.M (Global System for Mobile Telecommunications) companies have experience a truly national expansion. This is why only the G.S.M companies Globacom and MTN (with the best coverage) would form the bases of this research work. Now, how have these companies made use of advertising to enhance marketing and competition? And how has this gone in achieving their goals of marketing? This research would try and find answers to these questions and more.

II. STATEMENT OF THE PROBLEM

In Nigeria, the telecommunication sector is highly competitive and telecommunication operators attempt to appeal and win customers through various advertising. According to Ayanwale, Alimi&Ayanbimpe (2005), in today's competitive business customers are considered to be king and several choices to make among alternative products and they exercise a high level of influence in the market with respect to product size, quality and price. The telecommunication companies despite the huge amount of budgets made on advertising they still face some challenges, they are often faced with problems of interconnectivity, busy networks, and high tariffs yet we are bombarded daily by advertising (through both the print and the electronic media) that often convey to the audience the price, coverage and services provided by the various G.S.M firms. The telecommunication marketer concern here at the end of the advertising exercise will want to know how advertising influence the patronage of such firms. In view of the above problem this study is designed to examine the relationship between advertising and telecommunication marketing.

III. CONCEPTUAL FRAMEWORK

The Concept of Advertising

Advertising is an important element of the marketing communication mix (Jibril, 2010) to an extent it compliments business especially when it is used to market products and services. It is an important factor in facilitating marketing of a product or services in the sense that it tends to evoke a reaction from the potential

consumer leading to the patronage of such a product or service. According to Alabar (2007), advertising can be seen as an attention-getting, for example, Globacom's communications with its numerous advertisements can communicate specific product benefits to prospective buyers.

Forms of Telecommunication Promotion

Competition: Competition is the most popular form of telecommunication promotion. The main advantage of competition is that the prize provides users with a tangible reason to contact the relevant company. If the prize is interesting competitions will have more chance to be successful. Competitions provide telecommunication users with a great incentive to make contact with a company. One striking aspect of competition is the rate of speed responded, where the company offer a free sample for customers (Barwise and Srong, 2002).

Location Base Service: Location Based Services are services which enhanced with and depend on the information about a telecommunication station's position. This kind of information will not be useful if it is not correlated with some kind of services. Location Based Services take up the role to supply the user of these services with customized information according to their position (Christopher and George, 2002). He further said Location Based Services can be classified in to two broad categories of services: pull and push services. Services in the 'pull category' enable users to 'pull' information wherever and whenever required whereas services in the 'push category' utilize the position of the telecommunication device whether the users meets the criteria of a potential customer.

Coupons: According to Frolick and Chen (2004) as cited in Musa (2012) companies can send coupons to customers through their mobile phones by short message service (SMS). By sending customers advertising coupons, advertisers have created the value to message instead of sending the message with general promotions, they make the message activate and create good feeling for customers.

Alerts: According to Heng, Hock, and Hao (2002) alerts fit well with mobile phones telecommunication media because their location or time is sensitive. Advertisers can reach users at any time because mobile phones devices are carried along by people wherever they go. Even though text message alerts are practically push-based services, it can work well with other push-based forms of mobile advertising.

Sponsorship: Sponsorship for already established services is another way advertisers can use to reach customers. The sponsorship money can be used to add value to the service or reduce costs for telecommunication users. To be successful with sponsorship activities the advisers should care about the service, it should be relevant to the company or brand and service should target specific users so that the company know who subscribe to the service (Heng et.al, 2002)

Advertising and Marketing

Advertising as a part of the total marketing mix influences the sale of a product, as do the other variables of the mix. Together with the product or brand, price, channel of distribution and personal selling advertising attempts to reach the marketing objectives. However, advertising associates the product with prestigious people, place and events. Also the way in which the product is being communicated to people, its message, the timing, the audience targeted makes advertising the most important variable in creating visibility and awareness about a product on a wider scale (Batra et al, 2004). Often marketing executives decide about the marketing mix element to be used and the proportion in which they are to be blended together into their marketing programs. And often the right choice determines the executive's success and makes for the marketers reputation. Almost all consumer goods manufacturers include advertising in their marketing mix.

Advertising's main role is of selling to the potential customer (Chunawalla, 1995). Together with other elements in the promotional mix such as personal selling, point of purchase, trade shows and demonstrations – advertising ensures that these important functions lead to a successful marketing program of selling mass produced, mass marketed consumer goods. Advertising helps to create hype about a product or service to be introduced by informing the potential buyer about such a product and the firm introducing it.

Role of Advertising in the Product Promotional Mix

Chunawalla, (1995) however restates the old marketing an axiom, "Without a good product you have nothing". No doubt advertising does not add an intrinsic value to the product, no amount of advertising can sell a bad product to all the customers all the time. It may achieve initial sales, but as customer dissatisfaction increases so do sales decrease. Product or brand knowledge, to gather with a clear after a well-thought-out marketing strategy is essential to every successful advertising program. The other elements is planning for effective advertising include packaging, trademark, and physical design of the product, colour etc.

He further states that new product packages are important in the marketing of any product, be it telecom related or others product, be it telecom related or otherwise. In the circle of marketing management, in circle of marketing management, however, the term "new product could free to a period line they have been modified or improved; or which completely replaces a similar product, a modification of an existing product. A modification of an existing product, an imitation of a competing product can slow important in the achievement of better marketing result. Advertising, when rightly employed, makes it possible for such strategies to mark beautiful. In segmentation (Lewis, 1998) a product is modified in such a way that it fits the special need which exist among group (segment) of potential buyers. In product differentiation however, customers have to adjust their demand to a product as it exists or to a changed existing product. Advertising is used to persuade consumers that they should purchase a specific item.

In both strategies, advertising plays a great role. It is only through advertising that this achievement is possible. It is only through advertising that the public is made aware of the product attributes, whatever the strategy adopted. Advertising introduces a new product as to the consumer and calls their attention to the changes or modification made in the old product. Without advertising, the process of informing the consumer's about product innovations will either be slow or not exist, resulting in a development. Basically, advertising stimulates the process of product development necessary to a growing economy and for society at large. It is the opinion of some authors (Chinuwalla (1995), Batra (2004), Lewis (1998) that without decision advertising, the implementation of strategic decision of market segmentation, product, differentiation and new product development will not be effective. At times they might not even be feasible. There are other components of advertising that help influence the marketing of the product. These include advertising and pricing, advertising and packaging, advertising and channels of distribution, and advertising and promotion mix.

Advertising and Packaging

Is packaging a component of advertising? Chunuwalla (1995) say "Yes it is", in addition to packaging being a component of a product. It is already known that packaging is an integral component, but in addition, he goes further to say that "Packaging plays an important role in its sale ability", and therefore, it becomes partly a component of advertising. Packaging is no longer a mere outer covering for the protecting of a product; it is very much a contributing factor to its increasing marketability. Adverts often feature a beautiful product, and the product image in the minds of the consumers is to a large extent due to attractive packaging. In case of similar products, the brand difference is only due to differences in the product. Good examples are the Glo mobile's classic and premium prepaid packages. Both are the same brand but are contained in different packages. Good packaging covers an idea about a product; it has a value which is distinct from a value of a product. Attractive packaging is an effective point-of-purchase (POP), and stimulates gift sales. Just as the old saying goes, "Clothes make the man", so does the packaging make a product and there is a close relationship between the advertising and packaging components of the marketing mix.

Though packaging is primarily a means of protection during transportation and storage, our interest in it is basically for its use as marketing and promotional tool. advertising personnel are involved because, in addition to being a protective device, packaging is a vehicle for carrying the manufacturer's name, the brand name, the trade mark, apart from the information its provides about the ingredients and direct advantages of product use.

Packaging as a function has two separate dimension - the physical aspects relate to science and technology and the behavioural aspect relates the art of product design associated with buyer behaviour and motivational research. It enhances the value of the contents and processes on the impression to the consumer directly or subtly.

In the case of consumer products, package serves as a silent sales man. It performs self-selling task by attracting attention and telling the product story. It should build confidence and it should be convenient in handling and usage, as well as in storage. It should reflect good value (Chunuwalla, 1995).

Advertising and Pricing

Price is an important consideration in buying decision. Everyone would like to know the price of the product for comparison before finally deciding to buy (Chunuwall, 1995). Consumers in Nigeria, as in most developing countries, are by and large price conscious. However, some people are sometimes mindful about the price of some products although at other times, the price for most of them is an important factor in them.

Price may also be indicative of quality (Chunuwalla, 1995). Many people equate price with quality. The costlier the product, the better the quality, but the reverse is also true (Chunuwalla, 1995). If a product costs less, we immediately feel that it cannot be of good quality.

Pricing a product is an important and critical activity. If a lower price is fixed, it might affect the profitability of a business. If a higher price is fixed, the product might not be able to stand competition and may be price out of the market. For instance the major problem of the G.S.M companies in Nigeria is often said to be the lack of infrastructural development in the nation (Lack of security, lack of stable power supply etc.), thus the need for charging higher prices becomes imperative. There are, however many pricing method at the disposal of companies, such as skimming and penetrating pricing of new products; the cost pricing of existing product etc.

Advertising sometimes carry the price tag of a product and the print adverts by the telecommunication companies are an example of this. For some product when many identical products are competing with each other for consumer preference, the prices may be an important influencing factor.

Advertising and Promotional Mix

There is another way in which advertising compliments marketing as a whole and that is the relationship between advertising and promotional mix. As marketers, we should be interested in right combination of advertising, publicity, personal selling and sales promotion. An appropriate mix of these four elements helps us to achieve our overall marketing objectives (Chunuwalla, 1995). While advertising is a non-personal communication through the mass media of ideas, goods and services, creating awareness, personal selling is personal presentation it is face to face sale.

Personal selling and publicity stimulate customer purchase and dealer effectiveness. Basically the right dose of advertising, publicity, personal selling and sales tend to compliment marketing.

IV. RESEARCH METHODOLOGY

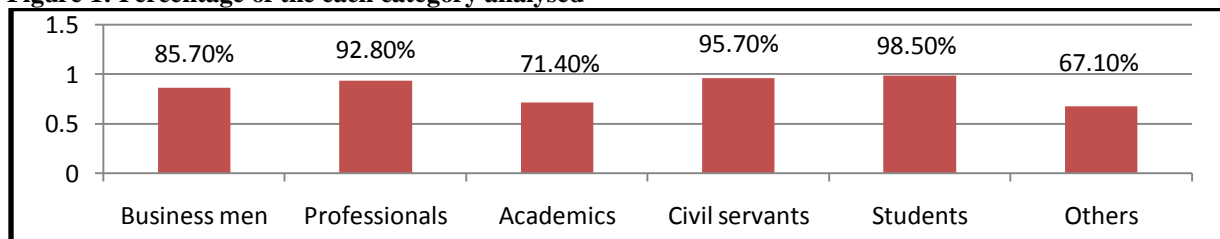
The study adopts survey approach in the form of cross sectional study in which data was collected once across a population through random sampling techniques. Target population are the customers patronising the G.S.M services or having exposure to the various adverts by the GSM firms. The population was carved from Mubi town, Federal polytechnic, Mubi, Adamawa state University, Mubi. The population of Mubi metropolis is 759,045 people based on Census 2006.

The sample for this study is 420. The study used Simple random sampling techniques which give the GSM customers an equal chance of being chosen; with a large population each group was identified, People were chosen at random among Business men, professionals, civil servants, students and others (house wives etc). The study employed both primary and secondary sources of data. Data were analysed using simple percentage, descriptive statistic and correlation analysis using Special Package for Social Science software (SPSS) version 17.0

V. DATA ANALYSIS AND DISCUSSIONS

A total of Four hundred and twenty (420) questionnaires were distributed to six categories of respondents, with each category receiving a total of fifty questionnaires. The respondents of each category were chosen at random. The following were the categories, and the number of questionnaires they returned.

Figure 1: Percentage of the each category analysed



Source: Field Survey, 2011

Figure 4.1, the questionnaires the percentages that describe the respondent having their percentages based on the questionnaires returned; Business men 85.70%, Professionals 92.80%, Academics 71.40%, Civil servants 95.70%, Students 98.50% and 67.10%.

TESTING HYPOTHESES

The following hypotheses were formulated for the study:

- i. There is no relationship between advertising and telecommunication marketing for Businessmen
- ii. There is no relationship between advertising and telecommunication marketing for Professionals
- iii. There is no relationship between advertising and telecommunication marketing for Academics
- iv. There is no relationship between advertising and telecommunication marketing for Civil Servants
- v. There is no relationship between advertising and telecommunication marketing for Students
- vi. There is no relationship between advertising and telecommunication marketing for others

Hypothesis one

Table 1: Determining the relationship between advertising and telecommunication marketing for Businessmen

		Correlations				
		7	8	10	11	12
7	Pearson Correlation	1	.842**	.705**	.766**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
8	Pearson Correlation	.842**	1	.828**	.905**	.784**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
10	Pearson Correlation	.705**	.828**	1	.908**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
11	Pearson Correlation	.766**	.905**	.908**	1	.723**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
12	Pearson Correlation	.822**	.784**	.677**	.723**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

Source: Field Survey, 2011

Table 1 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of sixty (60) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.842(84.2%), 0.705 (70.5%), 0.766(76.6%) and 0.822(82.2%). The result further depicted that the strength of relationship between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products stood at 0.842(84.2%).

Table 1 also shows that Pearson Correlation statistics between the influence of advertising on the patronage of the products is valued at 0.84.2(84.2%), the duration an advertisement and its impact on the audience is valued at 0.705(70.5%). This analysis reveals that the relationship between influences of advertising on the patronage of the products is stronger at 0.842(84.2%) when correlated G.S.M network and interest in advertisement.

However, the duration of advertisement and its impact on the audience is correlated to the duration of advertisement and its impact on sales of a product as well as the influence of advertising on the patronage of the products indicated a correlation statistics of 0.849(84.9%). and 0.606(60.0%) respectively. This result indicates

that the relationship is stronger between the duration of advertisement and its impact on sales of a product and duration of advertisement and its impact on the audience is valued at 0.908(90.8%).

Finally, the result shows that the of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics of 0.723(72.3%). It is therefore logical to conclude that since the correlation statistics and well as the probability values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

Hypothesis Two

Table 2: Determining the relationship between advertising and telecommunication marketing for Professional

Correlations

			7	8	10	11	12
Kendall's tau_b	7:	Correlation Coefficient	1.000	.799**	.690**	.703**	.679**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	65	65	65	65	65
8		Correlation Coefficient	.799**	1.000	.849**	.606**	.756**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	65	65	65	65	65
10		Correlation Coefficient	.690**	.849**	1.000	.549**	.850**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	65	65	65	65	65
11		Correlation Coefficient	.703**	.606**	.549**	1.000	.464**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	65	65	65	65	65
12		Correlation Coefficient	.679**	.756**	.850**	.464**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	65	65	65	65	65

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

Source: Field Survey, 2011

Table 2 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of sixty five (65) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.799(79.9%), 0.690 (69.0%), 0.703(70.3%) and 0.679(67.9%). The result further depicted that the strength of relationship between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products stood at 0.799(79.9%).

Table 2 also shows that Pearson Correlation statistics between the influence of advertising on the patronage of the products is valued at 0.799(79.9%), the duration an advertisement and its impact on the audience is valued 0.690(69.0%). This analysis reveals that the relationship between influences of advertising on the patronage of the products is stronger at 0.799(0.799%) when correlated G.S.M network and interest in advertisement.

However, the duration an advertisement and its impact on sales of a product is correlated the duration an advertisement and its impact on sales of a product as well as the duration an advertisement and its impact on the audience indicated a correlation statistics of 0.180(18.0%) and 0.828(82.8%) respectively. This result indicates that the relationship is stronger between the duration an advertisement and its impact on the audience and the quality of advertising as it encouraged the patronage of a specific G.S.M network is valued at 0.908(90.8%).

Finally, the result shows that the of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics of 0.464(46.4%). It is therefore logical to conclude that since the correlation statistics and well as the probability values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

Hypothesis Three

Table 3: Determining the relationship between advertising and telecommunication marketing for Academic Correlations

			7	8	10	11	12
Spearman's rho	7	Correlation Coefficient	1.000	.849**	.645**	.742**	.815**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	50	50	50	50	50
	8	Correlation Coefficient	.849**	1.000	.597**	.655**	.709**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	50	50	50	50	50
	10	Correlation Coefficient	.645**	.597**	1.000	.786**	.729**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	50	50	50	50	50
	11	Correlation Coefficient	.742**	.655**	.786**	1.000	.891**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	50	50	50	50	50
	12	Correlation Coefficient	.815**	.709**	.729**	.891**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	50	50	50	50	50

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

Source: Field Survey, 2011

Table 3 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of sixty seven (67) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.695(69.5%), 0.461 (46.1%), 0.607(60.7%) and 0.639(63.9%). The result further depicted that the strength of relationship between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products stood at 0.695(69.5%).

The table also illustrate that Pearson Correlation statistics between the duration and advertisement and its impact on the audience is valued at 0.729(72.9%), the duration an advertisement and its impact on sales of a product is valued 0.784(78.4%). This analysis reveals that the relationship between influences of advertising on the patronage of the products is stronger at 0.873(87.3%) when correlated the quality of advertising as it encouraged the patronage of a specific G.S.M network.

However, the duration an advertisement and its impact on the audience is correlated the duration an advertisement and its impact on sales of a product as well as the G.S.M network and interest in advertisement a correlation statistics of 0.729(72.9%) and 0.848(84.8%) respectively. This result indicates that the relationship is stronger between the duration an advertisement and its impact on the audience and the duration an advertisement and its impact on sales of a product is valued at 0.973(97.3%).

Finally, the result shows that the quality of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics

of 0.887(88.7%). It is therefore logical to conclude that since the correlation statistics and well as the probability values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

Hypothesis Four

Table 4: Determining the relationship between advertising and telecommunication marketing for Civil Servants
Correlations

			7	8	10	11	12
Spearman's rho	7	Correlation Coefficient	1.000	.695**	.461**	.607**	.639**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	67	67	67	67	67
8		Correlation Coefficient	.695**	1.000	.729**	.784**	.873**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	67	67	67	67	67
10		Correlation Coefficient	.461**	.729**	1.000	.973**	.848**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	67	67	67	67	67
11		Correlation Coefficient	.607**	.784**	.973**	1.000	.887**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	67	67	67	67	67
12		Correlation Coefficient	.639**	.873**	.848**	.887**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	67	67	67	67	67

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

Source: Field Survey, 2011

Table 4 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of sixty seven (67) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.695(69.5%), 0.461 (46.1%), 0.607(60.7%) and 0.639(63.9%). The result further depicted that the strength of relationship between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products stood at 0.695(69.5%).

The table also shows that Pearson Correlation statistics between the duration an advertisement and its impact on the audience is valued at 0.729(72.9%), the duration an advertisement and its impact on sales of a product is valued 0.784(78.4%). This analysis reveals that the relationship between influences of advertising on the patronage of the products is stronger at 0.873(87.3%) when correlated the quality of advertising as it encouraged the patronage of a specific G.S.M network.

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Finally, the result shows that the quality of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics of 0.887(88.7%). It is therefore logical to conclude that since the correlation statistics and well as the probability

values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

Hypothesis Five

Table 5: Determining the relationship between advertising and telecommunication marketing for Students

Correlations

			7	8	10	11	12
Kendall's tau_b	7	Correlation Coefficient	1.000	.840**	.746**	.686**	.645**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	69	69	69	69	69
8		Correlation Coefficient	.840**	1.000	.849**	.765**	.703**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	69	69	69	69	69
10		Correlation Coefficient	.746**	.849**	1.000	.893**	.812**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	69	69	69	69	69
11		Correlation Coefficient	.686**	.765**	.893**	1.000	.901**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	69	69	69	69	69
Item 12:		Correlation Coefficient	.645**	.703**	.812**	.901**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	69	69	69	69	69

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

Source: Field Survey, 2011

Table 5 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of sixty nine (67) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.840(84.0%), 0.746(74.6%), 0.686(68.6%) and 0.645(64.5%). The result further depicted that the strength of relationship between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products stood at 0.840(84.0%).

The table also demonstrate that Pearson Correlation statistics between the duration an advertisement and its impact on sales of a product is valued at 0.765(76.5%), the quality of advertising as it encouraged the patronage of a specific G.S.M network 0.703(70.3%). This analysis reveals that the relationship between influences of advertising on the patronage of the products is stronger at 0.849(84.9%) when correlated the duration an advertisement and its impact on the audience.

However, the duration an advertisement and its impact on the audience is correlated the duration an advertisement and its impact on sales of a product as well as the quality of advertising as it encouraged the patronage of a specific G.S.M network a correlation statistics of 0.893(89.3%) and 0.812(81.2%) respectively. This result indicates that the relationship is stronger between the duration an advertisement and its impact on sales of a product and the quality of advertising as it encouraged the patronage of a specific G.S.M network is valued at 0.901(90.1%).

Finally, the result shows that the quality of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics of 0.812(81.2%). It is therefore logical to conclude that since the correlation statistics and well as the probability

values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

Hypothesis Six

Table 6: Determining the relationship between advertising and telecommunication marketing for others

			7	8	10	11	12
Spearman's rho	7	Correlation Coefficient	1.000	.745**	.721**	.780**	.703**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	47	47	47	47	47
	8	Correlation Coefficient	.745**	1.000	.836**	.992**	.844**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	47	47	47	47	47
	10	Correlation Coefficient	.721**	.836**	1.000	.843**	.995**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	47	47	47	47	47
	11	Correlation Coefficient	.780**	.992**	.843**	1.000	.849**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	47	47	47	47	47
	12	Correlation Coefficient	.703**	.844**	.995**	.849**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	47	47	47	47	47

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

Source: Field Survey, 2011

Table 6 above shows the relationship between advertising and telecommunication marketing. The Pearson Correlation test of forty seven (47) respondents depicts that there is a positive and strong linear relationship between G.S.M network and interest in advertisement, the influence of advertising on the patronage of the products, the duration an advertisement and its impact on the audience, the duration an advertisement and its impact on sales of a product, and the quality of advertising as it encouraged the patronage of a specific G.S.M network as evidence by the correlation statistics of 1(100%), 0.745(74.5%), 0.721 (72.1%), 0.780(78.0%) and 0.703(70.3%). The result further depicted that the strength of relationship between G.S.M network and the duration an advertisement and its impact on sales of a product stood at 0.695(69.5%).

The table also explain that Pearson Correlation statistics between the duration an advertisement and its impact on the audience is valued at 0.836(83.6%), the duration an advertisement and its impact on sales of a product is valued 0.844(84.4%). This analysis reveals that the relationship between the influences of advertising on the patronage of the products is stronger at 0.873(87.3%) when correlated the duration an advertisement and its impact on sales of a product.

However, the influence of advertising on the patronage of the products is correlated the duration an advertisement and its impact on sales of a product as well as the duration an advertisement and its impact on sales of a product 0.836(83.6%) and 0.843(84.3%) respectively. This result indicates that the relationship is stronger between the duration an advertisement and the quality of advertising as it encouraged the patronage of a specific G.S.M network is valued at 0.995(99.5%).

Finally, the result shows that the quality of advertising as it encouraged the patronage of a specific G.S.M network and the duration an advertisement and its impact on sales of a product indicated a correlation statistics of 0.849(84.9%). It is therefore logical to conclude that since the correlation statistics and well as the probability values are statistically significant, one can conclude by accepting the alternative hypothesis which states that; there is a significant relationship between advertisement and telecommunication marketing.

SUMMARY OF FINDINGS

That advertising plays a very important role in complementing market as advertising seems to have a direct implication on marketing. Majority of respondents were made aware of the various networks and their products largely through advertising in the mass media (item 5 on the questionnaire). It was also seen the G.S.M network that had the most interesting adverts, so often had the most patronage (items 7 and on the questionnaire).

Single advertising of MTN, Glomobile, Airtel and Etisalat emphasized on interconnectivity or the ease of it, as regards pricing some advertising did highlight the prices being charge for SIM packs and charges for calls. But it's worth nothing that mostly prices within a specific network are emphasized to the detriment of prices between the various networks. The disposition of people towards networks with interesting or catching advertising was favourable as evident in the items in the questionnaire. However, it must be observed that advertising through the various media does not completely answer the customer's questions.

Though it did not form part of the questionnaire, it's also worth meaning that most women respondents were drawn to the colour of Glomobile (neon green), which they felt, did catch their fancy. Some respondents mentioned the ease with which Glomobile recharge cards can be scratched. Some people expressed the opinion at the ease in recharge cards can be scratched. Is a big plus for Glomobile and having user friendly scratch cards by other would help other network ease a problem of refilling by their customers. Customers also expressed frustration at all the networks at their inability to fix the "please try again" syndrome. Some wondered if such were to happen in an emergency situation what will become of them.

Almost all the respondents spoken to frowned at the high cost of calls and maintenance of G.S.M lines. The act of getting access days determined by the amount of credits purchased was something the respondents could not understand. Why should there be the idea of purchasing access days? Why can't people just have access days for as long as they are on a network? These were some of the queries that the researcher came across in the course of this study. It should be noted that only on promotion did adverts provide complete information.

Based on the hypothesis tested it is clearly seen that there is significant relationship between advertising and telecommunication marketing. The Businessmen have high correlation at 0.905(90.5%) between the influence of advertising on the patronage of the products and the duration an advertisement and its impact on sales of a product. The Professionals have a high correlation at 0.850(85.0%) between G.S.M network and interest in advertisement and the influence of advertising on the patronage of the products. The Civil servants have a high correlation at 0.973(97.3%) between the duration an advertisement and its impact on the audience the duration and advertisement and its impact on sales of a product. The Students have a high correlation at 0.893(89.3%) between the duration an advertisement and its impact on the audience and the duration an advertisement and its impact on sales of a product. Finally other categories have high correlation at 0.995(99.5%) between the duration an advertisement and its impact on the audience and the quality of advertising as it encouraged the patronage of a specific G.S.M network.

From the results it was clear that the network that most people want to have is MTN followed by Glo mobile, Airtel then Etisalat. MTN came in because of the wide area of coverage and constant network, Glo mobile was wanted because of its array of services including I.T and also it being local owned, endeared it to people. Airtel was wanted because of its free talks minutes and Airtelwazobia recharge. Etisalat was patronized because of its free browsing and innovation. There is also a strong correlation between advertising and telecommunication marketing as shown by the analysis.

VI. CONCLUSION;

Having taking a complete assessment of the relationship between advertising and telecommunication marketing, it is clearly seen that advertising plays a very important role in complementing market as advertising seems to have a direct implication on marketing and there is also a strong correlation between advertising and telecommunication. This concludes that the network that most people want to have is MTN followed by GLO.Mobile, Airtel then Etisalat.

RECOMMENDATIONS

The following recommendations were made from the results

1. Goodwill towards a firm can be sustained through advertising on a long term basis only if advertising can be seen to be credible, truthful and confidence building. The ethics of advertising include being

socially responsible (Arens, 2002), and thus is expected that various G.S.M networks counter negative opinion by being credible (Batra, 2004) as much as possible.

2. The establishment of customer care or help centres is vital, as close to all the respondents expressed that having this in Mubi would enlighten them further about the products and services being offered by the networks, though some did express that not all the problems facing the customers would be solved by the help centres.
3. Quality advertising is having endeared people to patronising products and all the networks should make sure that the advertising are as professional as possible.
4. Innovative adverts have gingered up the customer psyche to patronising such products but did not necessary translate to quality products. Therefore G.S.M firms are urged to follow ethical advertising.
5. Firms should be mindful that one of the major duties of advertising is to inform people. Adverts should answer the questions on call costs within and outside a network and access days. The issue of providing information on promotional packages amounts to being insensitive to customer plight (Perreault and McCarthy 2002).
6. There is need for further study on this topic as every day there is a change in products and services on offer by the G.S.M firms just as there is change in advertising.
7. It is also expected that National Communication Commission and government provide basic infrastructure that would encourage the growth of indigenous G.S.M firms.

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