

©IDOSR PUBLICATIONS

International Digital Organization for Scientific Research. ISSN:2550-7958.

IDOSR JOURNAL OF COMMUNICATION AND ENGLISH 2(1) 20-40, 2017.

**Audience Perception of Etisalat “#200 Recharge” Television
Commercial Influence among Service users in
Awka Metropolis.**

Chinelo Ude-Akpe and Bapyibi Guyson Job

¹. Television Journalism Department, NTA Television College, Jos, (Affiliated to Ahmadu Bello University, Zaria) Plateau State, Nigeria

Email: neloudeakpeh@yahoo.com, bapyibijob@gmail.com

ABSTRACT

Television is an audio-visual medium used for the presentation of issues for viewers' appreciation. Its commercial quality is to attract audience attraction, stimulate interest on advertised item and elicit patronage from those exposed to the message, as its primary target audience. It becomes necessary to investigate how Etisalat has used the television medium to address reality in product offer comprehension. The survey research method is used to understand how 340 telecommunication service users in Awka respond to the “#200 recharge” sales offer. It is an exercise on how message comprehension associates with offer understanding in the generation of the desired patronage.

Keywords: Audience perception, Etisalat commercial, #200 recharge, Service users.

INTRODUCTION

Seeing is believing. “We believe what we see and see what we believe” (Arens, 1999)[1] in Okoro and Nnadiukwu, 2000)[2]. It is probably the need for fact verification that made Thomas in the bible insist on putting his finger in the hole created in the hand of the risen Christ. The concept of authenticity in fact verification is, therefore, an issue in human decision-making process (Kotler and Philip, 2005)[3]. It is this understanding that leads marketers and service providers to seek the most believable approach to provide evidence for audience understanding, designed to elicit patronage. This is the situation of the “#200 recharge” sales offer commercial by Etisalat, presented on television for product patronage. It is an exercise in sales promotion for positive consumer behaviour realization[4].

The use of food quantity in the explanation of sales offer by a telecommunication service provider is an incursion into the association theory of film presentation (Owuamalam, 2007)[5]. It is probably the relationship between quantity of food and that of offered service which is brought to the fore by the Etisalat “#200 recharge” sales offer on television. The commercial producers may have felt that viewers would easily switch or patronize the offered service on the account of what they have seen and its reality as presented. The issue arises, therefore, as to ascertain if the presented audio-visual experience on television has been able to influence the desired patronage in an area where telecoms service users abound, like Awka metropolis in Anambra State. This is the focus of the study as to understand if exposure to the television commercial generates patronage to the offered service by Etisalat[5].

OFFER SYNOPSIS

The Etisalat “#200 recharge” commercial on television is the subject of this study. It is shown as news break on major television stations in Nigeria, particularly on the NTA, AIT and Channels, among others, at news times. The presentation shows a man who enters an eatery and requests for #200 rice and stew without meat or fish. To his surprise, more tables were added to his with a variety of food. He immediately calls the attention of the attendant to remind her that he requested for only #200 meal. A woman arrives and addresses the man to “relax and enjoy” his meal for #200.00 (two hundred naira) only. She relates the “bonus” on the request to what service users would get from #200 recharge for #1,400 airtime. It is on such assurance that the man calls his friend to “show right now[6].”

CONCEPTUAL DISCUSSION

The Etisalat offer is made in a situation of economic depression as witnessed in present day Nigeria. This fact is illuminated by the man’s request for #200 meal without meat or fish, considered luxury at this time. His purpose of reminding the attendant that his request for #200 was to ensure that he ate only what his money could buy. The extra tables with food items added to his request of #200 rice and stew with meat fish, show

what “bonus” means to the service provider, Etisalat. It was designed to show how a purchase of #200 can translate to 7 times or #1,400 of obtained value. It is the use of television as an audio-visual medium that brings the offer and its bonus to the fore for audience comprehension.

Oskamp (1977)[7] tells us that opinion change, is a product of an interface between existing belief and in-coming information. It is the veracity of facts in predisposing existing belief that facilitates attitudinal change to a raised issue. Attention getting is crucial to message content consumption in the mass media (Greyser, 1999)[8]. It is the perceived relationship between message content and need satisfaction that explains interest arousal (Arens, 1999)[1]. The stimulation of desire for an advertised product, service or idea is the essence of the television commercial, such as the Etisalat #200 recharge bonus offer. Persons are persuaded to act in a predetermined way if exposed to a particular media content (Borchers, 2002)[9]. It is the relevance of content to need satisfaction that determines the level of patronage expected from a media audience (Miller, 2002)[10]. In such a situation, the significance of obtained message becomes a compelling factor in attitudinal change, when the desired satisfaction is considered.

The presentation of a forensic evidence, like how #200 can be translated to #1,400 bonus was vividly presented through the “extra” food which was provided with the requested value. The import is that in the business of advertisement, creativity plays a significant role in the direction of reasoning for decision-making. Thus, the joining of “extra” or more tables with food items shows how Etisalat intends to add value to a request of #200 only. The persuasive influence of the argument was directed at content consumption, based on the scale of values. It is the economic portrayal of need that was used to generate patronage in the referral attribution of the communication (Fiske, 2000)[11] between the offer presenter and the television audience. It becomes necessary to investigate if the generated meaning from the television commercial made any level of

impact on users of recharge cards, particularly, those who use mobile phones in Awka metropolis.

Also, the commercial brings the issue of economy, as a unique selling proposition (Ozoh, 2014)[12] for review. The economic crunch in Nigeria at the present, demands frugality in expenditures and financial discipline in consumption choices. For instance, a recharge valued #200 is not expected to provide the same airtime like that of #1,400, which is seven times such a value. It implies that doubt and believability have to be addressed by the television commercial, in order to become acceptable for patronage. It is the insistence of #200 as value of desired food that directed the said frugality or judicious expenditure of money in an economic depressed situation. In that case, undesired consumption is minimized, like in the case of food without meat or fish. It is the desire to show how the requested #200 translates to #1,400.00 that was brought to public notice through the added tables and food items for the value of less than the actual amount. Believability is expected to be stimulated on the viewer since no extra money was charged for the provided value as confirmed by the purchaser who on satisfaction, called his friend to “show now,” meaning try the offer.

This investigation understands that three major consumers exist in a consumption situation. The first is the potential consumer, who has need for the advertised product. In this case, users of cellphone as well as those who already do not own a phone but may desire the facility belong to the group of potential customers of the product. Those who use the products of other service providers were also targeted since competitive offer is at stake in purchase decision-making (Kotler, 2000)[13]. Here, brand-switching is encouraged, so that other service users can understand what “bonus” means, in terms of quantity and variety at the offered price, as an index for comparing what they are receiving from their respective service providers. It is expected that unsatisfied and economically low consumers would “grab” the offer and change to Etisalat. Finally, the third class of targeted market is the brand loyalists, who already use Etisalat. This group of users are assured an

increased value on their airtime purchase as well as being able to use obtained value for various purposes, like calls, browsing, playing games and other uses. It is the affordability of the advertised product at #200 that reduces the financial burden on offer patronage.

STATEMENT OF PROBLEM

How to make bonus offer believable to product consumers is a problem to telecommunication service providers in Nigeria. It becomes necessary to use various creative approaches to explain bonus, as a sales offer concept and extra value on purchased airtime by consumers. Does the Etisalat #200 bonus offer television commercial, provide the needed explanation for understanding how #200 translates to #1,400? Does the commercial influence desire to purchase the advertised product? Obtained answer, no doubt, provide answer to the stated problem.

RESEARCH OBJECTIVE

Two objectives were set to guide the study as follows:

1. To ascertain if television viewers associate the meaning of extra food to extra airtime value.
2. To ascertain if the bonus offer persuade customer patronage for the Etisalat product as advertised.

RESEARCH QUESTIONS

Two research questions were posed to direct the study as follows:

1. Do viewers of the Etisalat bonus offer associate extra food to extra airtime value as presented on television?
2. Does the bonus offer persuade customer patronage for the Etisalat product as advertised?

RESEARCH HYPOTHESIS

The research hypothesis formulated for the study was as follows:

H₀: Television viewers are not significantly persuaded to patronize the Etisalat bonus offer.

H₁: Television viewers are significantly persuaded to patronize the Etisalat bonus offer.

SCOPE OF STUDY

This study was conducted among cellphone owners in Awka metropolis. It covered users of all networks since brand-switching and loyalty are expected by the television commercial. Only residents of Awka metropolis were qualified to participate in this study. The investigation crossed various demographic and psychographic classes, within the area of study.

THEORETICAL FRAMEWORK

The theory of reasoned action was used to explain how message interacts with its consumer in order to generate action. According to Miller (2002)[10], this theory shows how expectation conditions reasoning and predisposes individual action. The behaviour of the message consumer, therefore, is explained by how the message is processed in line with an existing belief. It is the extent to which the in-coming message is able to influence the already existing belief that determines manifest behaviour.

Every mobile phone owner patronizes a specific service provider's products. Even where the incidence of dual SIM card exists, one service provider is more preferred to the other by the same user because of reasons peculiar to the individual. Explanation, therefore, is needed to convince a service user or even a new user why a product should be patronized. It is the explanation that influences perception and predispose the individual to a specific consumption action.

METHOD OF STUDY

The survey research method (Bitner, (2000)[14] was adopted as a quantitative approach for obtaining analysable data, while the focus group discussion was used as the qualitative research method for understanding how the Etisalat commercial resonated among cellphone users in Awka. Topman's formula was used in the determination of sample size for the survey research method, while a screener questionnaire (Hawkins, Best

and Coney (1989)[15] was used to select 7 discussants for each of the three discussion sessions conducted in Awka. The essence of the survey was to include a cross-section of Awka residents in the field, where the investigated phenomenon exists [4].

It is an understanding that a methodological triangulation approach (Best and Khan, 2006) would provide a more reliable result than when a single method is used for the study hence, the combination of both the qualitative and quantitative approaches as used.

The population of cellphone users in Awka is not known since there is no authentic number of such persons in the area. This study, therefore, decided to use the Topman's Formular (Owuamalam, 2010)[5], to determine the sample size. The formula used was

$$n = \frac{Z^2pq}{e^2}$$

where n = sample size

p = positive response

q = negative response

e = margin of tolerable error.

Z = value on Z score table associated with degree of confidence as selected.

In the study, the sample size was determined from the responses obtained from 80 users of cellphones in Awka. They were asked if they used Etisalat as a telecommunication service. In their responses, 50 said that they used other services while 30 said that they used Etisalat. The values were calculated based on a Z-score value of 1.96 and a 5% margin of tolerable error. The obtained details were, therefore, as follows:

n = to be determined

Z = 90% on the Z-score table = 1.96

p = 50 out of 80 or 62.5% = 0.62

q = 30 out of 80 or 37.5% = 0.38

e = 5% or 0.05

$$\therefore n = \frac{(1.96)^2 \times 0.62 \times 0.38}{0.0025} = \frac{3.84 \times 0.38 \times 0.62}{0.0025}$$

$$= \frac{3.724 \times 0.38 \times 0.62}{0.0025} = \frac{0.877}{0.0025}$$
$$= 350.95 \approx 351.$$

It means that the sample size of **351** as determined, was used for the study. The used sample size according to Comrey (1973), in a multivariate study such as this current one, “a sample size of 50 = very poor; 100 = poor; 200 = fair; 300 = good, 500 = very good and 1,000 = excellent”. It shows that the used sample size of 351 is good as recommended.

Again, a sample of 7 was selected using the screener questionnaire, (Kotler and Okoro, 2000)[13],[16]. Occupation and residence location were the major determining factors, used for the selection. See Appendix 1 in this study. The essence was to ensure that duplication of research interest in respect of cellphone ownership was avoided. In that way, the study selected only one person per profession, within the three centres used for the Focus Group Discussion. Results obtained at each centre was documented for comparison and deductions.

The questionnaire was used as the measuring instrument for the study, in the survey research method. Open-ended and closed-ended questions were asked in the questionnaire to give respondent an opportunity for free expression as well as to save response time. Also, the interview guide was designed for the discussions, based on the study’s objectives. On the other hand, the questionnaire contained questions designed to answer the two research questions posed in this study. Responses were expected to help in providing solution to the stated problem of the study. The pilot study approach was used to determine the reliability and validity of the tool for data collection in respect of the survey research method.

Five major areas in Awka metropolis were selected, using the simple random without replacement method (Haskins, 1981)[17]. The purposive sampling technique was used in the allocation of sample to the study units, based on assumed population density and nature of residents.

Table 1: Sample allocation to study units.

Study Unit	Allocated Sample	Percentage
Government secretariat	65	18.52
Ifitte	75	21.37
Amaenyi	74	21.08
Udoka	60	17.09
Amaobia	77	21.94
Total	351	100.00

Source: Field Survey, 2017.

A review of the selected areas show that the government secretariat area is populated by workers who can purchase television, hence have access to the Etisalat offer. The high-brow area of Udoka also fell into this same group. Ifitte is populated by students who have different avenues of having access to television contents. Amaenyi is a village setting or semi-urban area within the Awka metropolis. The same is applicable to the satellite town of Amaobia.

Simple percentage was used in the determination of result for answering the research question. The weighted mean value approach or Likert scale was used to test the hypothesis formulated for the study. It is expected that obtained result would be generalized among the population of cellphone users in Awka metropolis. The decision point for the Likert scale was calculated as follows:

$$DP = \frac{SA+A+U+D+SD}{5} \quad \text{or} \quad \frac{5+4+3+2+1}{5} = 3.$$

Where DP = decision point; SA = Strongly Agree; A = Agree; U = Undecided; D = Disagree and SD = Strongly disagree.

DATA PRESENTATION AND ANALYSIS

It was found that 11 copies of the distributed copies, out of the 351 administered in the five study units through the convenience method, were not valid for this study since 6 were not returned and 5 were not properly completed. It means that 3.13% of the

questionnaire was invalid while the remaining 96.87% or 340 copies were valid and used for the study. The study used respondents who owned cellphones and had access to television programmes alone in Awka metropolis. The details of findings made from answering the research questions were as follows:

ANSWERING RESEARCH QUESTION ONE

Do television viewers associate extra food to mean extra airtime in the Etisalat bonus offer on television?

Item 1 in the questionnaire was used to obtain analyzed data in respect of the above research question. Obtained data were documented as follows:

Table 2: Association of extra food to extra airtime value

Response	Frequency	Percentage
Yes	235	69.12
No	37	10.88
Can't say	68	20.00
Total	340	100.00

Source: Field Survey, 2017.

Result from table above shows that more than two-thirds of the respondents or 69.12% were able to relate extra food to extra airtime, as presented by the Etisalat bonus offer. Only one-tenth of the respondents or 10.88% could not relate the two concepts, while one-fifth or 20% did not hold any specific opinion. It means that those who held a positive association reference were 2.24 times more than those who held contrary views.

Item 2 in the questionnaire was also used to answer research question one. The item enquired if the explanation provided by the woman was convincing enough to persuade belief in the offer. Results obtained were documented as follows:

Table 3: Belief in the Etisalat bonus offer

Response	Frequency	Percentage
Yes	178	52.35
No	72	21.18

Not sure	90	26.47
Total	340	100.00

Source: Field Survey, 2017.

Result from Table 3 above shows that those who agreed that the Etisalat offer was believable accounted for 52.35% or more than half the total number of respondents. About one-fifth or 21.18% disagreed while slightly above one-quarter or 26.47% held no particular opinion. It means that those who believed in the television commercial were more than the others by a difference of 4.7%.

RESEARCH QUESTION TWO

Does the bonus offer persuade customer patronage for the Etisalat product as advertised?

Item 3 in the questionnaire was used to answer the above question. The item wanted to know if the television commercial moved respondent to accept the made offer. Results obtained were documented as follows:

Table 4: Acceptance of the offered bonus

Response	Frequency	Percentage
Yes	166	48.82
No	85	25.00
Can't say	89	26.18
Total	340	100.00

Source: Field Survey, 2017.

Result above shows nearly half of the respondents or 48.82% said that the offered bonus was acceptable as real, while one-quarter or 25% disagreed and slightly above one-quarter held no specific opinion. It means that those who agreed were more than those who disagreed by a significant margin of more than one-fifth or 23.82%.

Again, item 4 in the questionnaire was used to obtain the respondent’s opinion of their feeling on how persuasive the television commercial was to cellphone users. Results obtained were documented as follows:

Table 5: Expressed views on commercial’s persuasion.

Response	Frequency	Percentage
It is a creative exercise that arouses interest	84	24.71
It does not tell the duration of offer as to stimulate patronage	98	28.82
It is like any other service commercial that does not last	86	25.29
Not simply moved by the offered bonus	72	21.18
Total	340	100.00

Source: Field Survey, 2017.

The result above shows that only about one-fifth of the respondents or 21.18% were not moved while about one-quarter or 25.29% agrees that it only arouses interest in the offer. More than one-quarter or 28.82% believe that it does not stimulate patronage while the other 24.71% or about one-quarter said that commercial only arouses interest on the bonus offer. It means that those who held any definite opinion as negative viewpoint of the commercial. It implies that majority of the respondents were not moved to patronize the product.

TESTING RESEARCH HYPOTHESIS

H₀: Television viewers are not significantly persuaded to patronize the Etisalat bonus offer.

H₁: Television viewers are significantly persuaded to patronize the Etisalat bonus offer.

Item 6 in the questionnaire was used to test the above hypothesis. The item wanted to know whether the commercial moved respondents to seek the product as advertised. The result obtained was documented as follows:

Table 6: Impact of Etisalat Bonus Offer Commercial

Used Item 5	Response					Total	Mean value \bar{X}
The bonus offer has moved you to patronize the product as advertised by Etisalat.	Code	SA=5	A=4	U=3	D=2	SD=1	15
	Frequency	25	102	66	115	32	340
	Code Value result	125	408	198	230	32	993
	Percentage	7.35	30.00	19.41	33.82	9.41	100.00
							$\frac{993}{340} = 2.92$ $\bar{X} = 2.92$

Source: Field Survey, 2017.

Result from the above table shows that the calculated mean value of 2.92 which was less than the decision point value of 3. It means that the Etisalat commercial has no significant impact on the television viewer since $X = 2.92 < 3.00$ by a difference of - 0.08. It implies that the null hypothesis, H_0 , was accepted while its alternative was rejected.

Also, item 7 in the questionnaire was used to test the above hypothesis. The item sought to know if respondents' interest was stimulated as to desire to buy the advertised product. The obtained result was as follows:

Table 7: Interest Stimulation to Purchase Product by the Commercial

Used Item 7			Response					Total	Mean value \bar{X}
The Etisalat offer has aroused interest to purchase advertised product.	your the	Code	SA=5	A=4	U=3	D=2	SD=1	15	991 =
		Frequency	28	98	69	107	38	340	$\frac{2.91}{340}$
		Code Value result	140	392	207	214	38	991	$\bar{X} = 2.91$
		Percentage	8.23	28.82	20.30	31.47	11.19	100.00	

Source: Field Survey, 2017.

Result from the table above shows that the calculated mean value $\bar{X} = 2.91$ which is less than the decision point of 3.00. It means that $X = 2.91 < 3.00$ accepted the null hypothesis, H_0 , and rejected its alternative, H_1 . It implies that television viewers are not significantly persuaded to patronize the Etisalat bonus offers.

RESULT FROM THE FOCUS GROUP DISCUSSION

Four major questions and four other follow-ups were asked at the respective centres, selected for the discussion, the centres were located at Ifitte, Udoka Estate and Amaobia. Obtained answers were documented as follows:

QUESTION ONE

How do you see the Etisalat bonus offer on television?

ANSWER OBTAINED

The bonus offer is an interesting dramatic experience. It shows how small amount of money, #200 can buy plenty food of different variety as a given extra by the service provider.

When asked whether there is any relationship between the extra food provided at #200 and the extra airtime bonus offered by Etisalat. The discussants respond in the affirmative since according to them, the offer shows how extra time can be joined to the

purchased value in order to obtain more airtime for talking, browsing and other applications on mobile phones. It means that the respondents were able to associate the commercial with extra airtime bonus offer.

QUESTION TWO

Are you moved by the bonus offer commercial to purchase and confirm the offer as real?

ANSWER OBTAINED

The offer is attractive but does not necessarily move one to purchase the bargain, since it will mean obtaining a new SIM card for non-etisalat service users. The offer did not say how long it will last because it can be abruptly stopped by Etisalat. What then happens to those who switch over to Etisalat based on the offer?

When asked if the offer of #200 recharge to obtain #1,400 airtime was believable, the discussants agreed that based on the facts, since #200 rice with stew could give added tables of extra food, then the offer looked real. It shows how small money can give extra time.

DISCUSSION OF FINDINGS

The study found that viewership of the Etisalat bonus offer as television commercial was believable and acceptable. It agrees with the authentic nature of photographs as shown on television (Comrey, (1973; E. O. (2007); E. O. (2010)[18],[19],[20]. It presents the power of pictures in facilitating understanding and believability. According to in Okoro and Nnadiukwu, 2000)[2], “no other medium can bring life and reality so close as does photographs ...” This viewpoint was also confirmed by both the answer to research question one and the first answer provided by discussants at the focus group sessions.

Again, the bonus offer presented aroused interest in the explanation of “extra airtime” with extra food. It is the association theory in film production as outlined by Owuamalam, (2007)[5] and steps in comprehension, from attention to interest arousal as expanded by McGuire in Oskamp (1977)[7] that brought the reality in issue clarification.

Again, both answers to the research question and from the focus group discussion agreed with this viewpoint.

However, it is intriguing to observe that in spite the provided clarification of the meaning of extra airtime at a lesser price, many of the respondents were not persuaded to patronize the Etisalat product offer. Hawkins, Best and Coney, (1989)[15], believe that consumer situation influences decision-making in advertised products. According to them, “situational influences may have very direct influence but they also interest with product and individual characteristics to influence behaviour.” Also, both the desired state, like the need for extra airtime and the actual state influenced by the consumer’s lifestyle and current situation.

The major finding in this study is that exposure to a television commercial does not necessarily guarantee patronage. It may attract attention to the product, arouse interest in its use but many other intervening factors determine patronage decision.

It is the degree to which consumers associate the brand’s qualities to their needs” [6].

SUMMARY AND CONCLUSION

Results from the findings show that

- Television viewers associate the meaning of extra food to extra airtime value as offered by Etisalat. It made the #200 offer for #1,400 airtime recharge bonus a reality through the creative presentation of need satisfaction. This finding satisfied the first objective of this study.
- In spite of the attracted attention and aroused interest in the bonus offer by Etisalat, product consumers were not moved to grab the offer as presented. It means that an understanding of intervening factors needs to be understood for a better response to the presented offer. This finding satisfied the second objective of the study.

RECOMMENDATIONS

- ❖ Offer duration needs to be made known to aid decision-making in the consumption of advertised offer. It is when the time allowed for brand switching convenience that the unique selling proposition has a better influence on the product consumer.
- ❖ There is need to show the import of added airtime as offered so that those who could not associate the extra food with extra airtime, can then appreciate what 7 times the value of #200 recharge can do for the product consumer. It is when understanding becomes easier that favourable consumer behaviour can be expected.
- ❖ There is need to conduct a further research in order to understand how intervening factors influence decision-making for offered service consumption. It is when the result of such a study is added to the current one that a better understanding of how to make the Etisalat bonus offer more acceptable for patronage.

CONTRIBUTION TO RESEARCH AND SOCIETY

This study is in the realm of marketing communication and consumer behaviour. It shows how message content interacts with referents in order to generate meaning. It is the shared meaning that determines communication success or failure.

Also, how human needs and desires are proposed to be satisfied by a television commercial, like the Etisalat bonus offer, explain the significance of the audio-visual medium, in public information. It is the creation of awareness of the bonus, the sensitization of target market and their mobilization that are expected to facilitate mutual understanding and social harmony in the society. It is audience perception of the advertised product that determines patronage from the target market.

REFERENCES

1. Arens, W.F. (1999). *Contemporary advertising*, 5th ed. Boston: Irwin.
2. Okoro, N. and Nnadiukwu, I. (2000). *Perspectives of photography and photojournalism*. Nsukka: Prize Publishers.
3. Kotler, P and Philip. (2005). *Marketing management*. New York: McGraw Hill.
4. Asika, N. (2000). *Research methodology in the behavioural science*. Lagos: Longman Nigeria.
5. Owuamalam, E. O. (2007). *Radio - TV production*. Owerri: Top Class Agencies Ltd.
6. Assael, H. (1981). *Consumer behaviour and marketing action*: Belmont, CA.: Wadsworth, Inc.
7. Oskamp, S. (1977). *Attitudes and opinion*. Englewood Cliffs, NJ: Prentice Hall Inc.
8. Greyser, S.A. (1999). *Cases in advertising and communications management*. Englewood Cliffs, NJ: Prentice Hall Inc.
9. Borchers, T. A. (2002). *Persuasion in the media age*. Boston: McGraw Hill.
10. Miller. K. (2002). *Communication theories: perspectives, process and contents*. Boston: McGraw Hill.
11. Fiske, J. (2000). *Introduction to communication studies*. 2nd ed. London: Routledge. Foundation.
12. Ozoh, H. (2014). *Advertising concepts, practice and management*. Enugu: Rhyce Kerex Publishers. Wimmer, R.D. and Dominick, J.R. (2000). *Mass media research: an introduction*. 6th ed.
13. Kotler, P. (2000). *Principles of marketing communication*. London: Free Press.
14. Bitner, (2000). *Introduction to mass communication*.
15. Hawkins, D.I; Best, R.J. and Coney, K.A. (1989). *Consumer behaviour, implications for marketing strategy*. Hoomwood Il: BPI Irwin.
16. Okoro, N. (2000). *Mass communication research: Issues and methodologies*. Nsukka: AP Express Publishers.

17. Haskins, J.B. (1981). How to evaluate mass communication. New York: Advertising Research Foundation.
18. Comrey, A.L. (1973). *A first course in factor analysis*. New York: Academic Press.
19. E. O. (2007). *Film and screen directing*. Owerri: Top Class Agencies Ltd.
20. E. O. (2010). Who the cap fits. *Jotrend Journal* Vol.1, No.1 p.

APPENDIX 1

SCREENER QUESTIONNAIRE

Please fill the blank spaces

1. Do you live in Awka, the capital of Anambra State?

2. Where do you reside?

3. Do you own a cellphone/mobile phone?

4. Do you have access to television programmes?

5. Have you seen the Etisalat #200 bonus offer advertisement on TV?

6. Would you want to discuss the bonus offer advertisement?

7. What is your occupation?

8. Please provide a phone number to reach you if selected to take part in the discussion.

9. Choose which centre is most convenient for you.
(a). Ifitte -----

- (b) Udoka Estate _____
- (c) Amaobia _____

Thanks.

APPENDIX 11
SURVEY QUESTIONNAIRE

Please tick ✓ on the answer that suit you best and provide your own answer where no option is provided.

1. Do you relate the extra food in the Etisalat bonus offer to extra airtime?
(a) Yes [] (b) No [] (c) Can't say []
2. Are you convinced about the explanation of how a #200 recharge translates to #1,400 airtime?
(a) Yes [] (b) No [] (c) Not sure []
3. Does the TV advertisement move you to accept the bonus offer as presented?
(a) Yes [] (b) No [] (c) Can't say []
4. What is your feeling about the Etisalat advertisement?

5. The bonus offer has moved you to patronize the product as advertised by Etisalat.
(a) Strongly agree [] (b) Agree [] (c) Not sure [] (d) Disagree []
(e) Strongly disagree [].
6. The Etisalat offer has aroused your interest to purchase the advertised product.
(a) Strongly agree [] (b) Agree [] (c) Can't say [] (d) Disagree []
(e) Strongly disagree [].

Thanks.

