The influence of advertisement on customer loyalty in the telecommunications industry in Ghana: a case study of Kumasi metropolis

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The objective of this study was to investigate the influence that advertisements have on customer loyalty within the Telecommunications industry in Ghana, with the Kumasi Metropolis as the case study. A sample size of 450 was chosen for the study. Descriptive, regression analysis, and correlations were conducted using the Statistical Package for Social Sciences (SPSS) The study demonstrated that the more customers are frequently exposed to advertisements, the more they will become loyal. Through a regression analysis, it was further established that consumers who are less loyal are those who currently strongly agree that the level of message contents in advertisements is standard. Furthermore, consumers who are very loyal believe that high levels of humor and use of personalities in an advertisement are influential in maintaining their loyalty levels. Loyalty trend investigations also revealed that customers were currently neither very loyal nor disloyal. Vodafone and MTN were also adjudged by customers as having the best advertisements in the industry. It was recommended that all six networks should increase the frequency of exposure to their advertisements to induce loyalty, and also improve the message content of their advertisements. Telecommunication companies should also work to improve their services and improve satisfaction levels of their customers.

Keywords: Advertisement, humor, loyalty, personalities.

INTRODUCTION

Advertising is said to be paid, non-personal communication from an identified sponsor using the mass media to persuade or influence an audience (Wells, et al (2003) Richards and Curran(2002). Advertising has been in existence for a very long time and can be traced back to the very beginnings of recorded history. Archaeologists working in the countries around the Mediterranean Sea dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights. During the Golden Age in Greece, town criers announced the sale of cattle, crafted items and even Cosmetics (www.slideshare .net, accessed June, 2013).

Advertising is used to establish a basic awareness of a product or service in the mind of the potential customer and to build up knowledge about it. The need for advertising cannot be emphasized enough and as such companies the world-over employ it as one of the main forms of promotion which they adopt in pushing their products and services .It is mainly aimed at creating awareness and providing education about their products and services. The need for advertising is highlighted by Latif et al (2011) as they identify that the primary aim of advertisers is to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior. They further indicate that advertisers commit huge amounts of time, effort and money to this activity. This is done to identify the particular segmented market to target with their advertisements, the content and message of the advertisement and also how exactly to obtain the desired response of the advertisements from the targeted audience.

Latif et al (2011) also identified that advertisers need to understand what exactly would make prospective or potential customers behave in the way that they would like. They also found that advertising may has the potential to contribute to brand choice among consumers.
One industry that really understands and regularly undertakes extensive advertising is the Telecommunications industry.

Telecommunications can be defined as the exchange of information by electronic and electronic means over significant distance. The main function of these telecommunication companies is to enable communication. Communication entails keeping people and businesses in touch with each other. It is for this reason that telecommunication companies strive to keep all areas of the country connected and keep its indigenes in touch with each other and abreast with happenings and current events.

There are six telecommunication companies currently in Ghana pitching against each other to provide their services to the greatest number of Ghanaians, through increasing market share by growing their subscriber base and also do so very profitably. In order to achieve this feat, these companies adopt various methods of reaching out to as many people as possible to persuade them to join their network. Amongst the methods employed is the creation of awareness of their existence and of their products and services. They undertake this through carefully planned and executed advertising activities. They adopt several vehicles for advertisement including; Television, Radio, Internet, Magazines Billboards, Flyers, Events and through undertaking Corporate Social Responsibility (CSR). Large amounts of funds are channeled into the undertaking and advertising of their products, services, events and activities. This study seeks to find out the relation advertising has in maintaining loyalty to particular telecom brands.

**Problem Statement**

It is reported that in 2009, mobile telecommunication companies spent and recorded about 14.5 billion dollars (43.5 billion Ghana cedis) out of a total of 63 billion Ghana cedis (184.9 billion Ghana cedis) in advertisement. That is about 23.5% or close to a quarter of the entire national advertising budget. (myjoyonline business report July, (2013) It is of no doubt that advertisers in the Telecommunication industry do spend huge amounts of money and effort in creating and broadcasting their advertisements, but they may not be necessarily aware of the actual effects that these advertisements have on the retention of their customers Deighton et al (1994).

Also, customers are loyal because they believe that they receive superior products or commendable services and favorable treatment from their service providers, and also because they believe they don’t have a better alternative. However, these customers may not be aware of the influence or impact that their service providers ’advertisements really have on keeping them “hooked” to their brand (loyalty) McIlroy and Barnett (2000).

Therefore, on one hand advertising has lots of components and its resulting effects; on the other hand there are many factors which influence a customer’s loyalty. This research seeks to find out at which point advertisers’ advertising appeal to that which induces loyalty within a customer.

In order to understand the gap that exists, the researchers aims to fill the academic loophole resulting from past researchers failing to address this particular gap. This gap therefore requires scientific enquiry or research to investigate into the nature of advertisements used, the factors within the advertisement that influences the customer, customer perception of Telecommunication service providers’ advertisements and the loyalty trend that currently exists in the Telecommunication industry.

This research will be relevant to advertisers in identifying the link that exists between the advertisements they carry out and their influence on retaining customers and making them loyal. It also seeks to provide relevant findings and recommendations to marketing practitioners.

**Theoretic and Empirical Framework**

Advertising does have a degree of relevance to brand loyalty. According to a study by Tellis (1988), advertising seems to reinforce preference for current brands rather than stimulate brand switching. He found that features, displays and most especially price have a stronger and deeper impact on response than advertising does. He therefore concluded that the effect of brand loyalty dominates that of the other variables. He also purported that the effect of advertising is generally nonlinear and its impact on volume purchased is mediated by brand loyalty Tellis (1988).

In the research by Kuusik and Varblane (2008) titled “How to avoid customers from leaving: A case study of the Estonian Telecommunication Industry”, the aim of the research was to show that the major factors affecting loyalty are dependent on the level of loyalty of customers. The Logit model was used in order to examine which factors influence the probability of the customers remaining on their loyalty level or to moving to another loyalty level. The findings of the study revealed that it is not accurate to treat all customers equally in terms of methods of increasing their loyalty. The results reveal that four analyzed factors affecting customer loyalty (satisfaction, trustworthiness, image and importance of relationship) are playing different roles in the different levels of customer loyalty. Kuusik and Varblane (2008) further indicated that the overall satisfaction and importance of a relationship builds the foundation of any kind of loyalty.

The next study was an “Analysis of the Antecedents of Customer Loyalty of the Telecommunication Industry in Ghana”. With Vodafone (Ghana) used as a case study. This research was authored by Boohene and Agyapong...
The main objective of the study was to investigate the determinants of customer loyalty in Vodafone (Ghana). The main variables concentrated on were; service quality, customer satisfaction and image, even though other factors were also considered. The SERVQUAL model was adopted as the main framework for the study. The results or findings of the study revealed a positive relationship between service quality and customer loyalty. However, the results showed a negative relationship between customer satisfaction and customer loyalty.

The recommendation from the findings suggests that Telecom management needs to emphasize service quality. Due to the fact that telecom firms do not provide tangible products, their service quality is usually assessed by measures of the service provider’s relationship with customers. Thus, telecom service management should pay attention to staff skill possession and offering fast and efficient services.

Another study worth noting is that of Afzal et al (2013), the study was titled “Factors behind brand switching in cellular networks”. The aim of the research was to determine the reasons and facts that are responsible behind switching in cellular network through examining the factors that affect customer satisfaction. The research sample was taken from Larkana city, and consisted of the three batches of Shaheed Zulfiqar Ali Bhutto Medical University Larkana (SMBBMU) and BBA & MBA students of Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology Larkana (SZABIST). The findings of the study revealed that; Service quality does not influence customers to switch the network and also price is positively associated with Brand Switching. Other findings were that, Trust has a negative impact on Brand Switching and also if there is high brand loyalty then brand switching will be less. The authors came out with the recommendation that cellular organizations have to be careful because the needs, wants and the expectations of the customers has to be analyzed and then formulate the appropriate strategies to focus.

“Factors behind brand switching in the mobile telecommunication network and its impact on the customer satisfaction and loyalty”, by the authors Aminu (2012) which aimed to investigate the determinants of customer satisfaction and loyalty in Nigeria's GSM market. The study sought to find out whether advertising adopted by telecommunication companies in Ghana, most specifically in

Research Objectives

The objectives of this research include;

- To investigate the determinants of customer satisfaction and loyalty in the mobile telecommunication industry within the Kumasi Metropolis.
- To investigate the influence of advertisement on customer loyalty in the mobile telecommunication industry within the Kumasi Metropolis.
- To determine customer perception of advertisements within the mobile telecommunication industry in the Kumasi Metropolis.

Research Questions

The study seeks to find out whether advertising adopted by the telecom companies in Ghana, most specifically in
the Ashanti Region, influences their customers to stay loyal and committed to their brands. Below are the research questions that this study seeks to find answers to:

- What is the nature of advertisements carried out by telecommunication companies in Ghana?
- Which factors in an advertisement influences customer patronage within the mobile telecommunication industry in the Kumasi Metropolis?
- What is the Loyalty trend within the mobile Telecommunication Industry in the Kumasi Metropolis?
- How do advertisements influence customer loyalty within the telecommunication industry in the Kumasi Metropolis?
- What is the customer perception of advertisements within the mobile telecommunication industry in the Kumasi Metropolis?

MATERIALS AND METHODS

As a descriptive research, a combination of techniques was used to describe the influence of advertisement on customer loyalty in the telecommunications industry within the Kumasi Metropolis in the Ashanti Region. Quantitative data was required to show the Influence of advertisement on customer loyalty, to describe the phenomenon and to provide the findings.

The population of this research was selected from the estimated mobile phone users or customers of telecommunication networks within the Kumasi metropolis. As earlier on indicated, the Kumasi Metropolis was used and the convenience sampling technique was employed. This technique presented the researchers the opportunity to sample subjects due to convenience and accessibility to the researchers. The study was done using a combination of research instruments such as observation and the use of questionnaires. One set of questionnaire was designed for administration. The researchers used random mobile phone users/telecommunication subscribers. The researchers distributed the questionnaire in four selected areas within the Kumasi Metropolis. The areas included: Bomso, Buokrom Ahinsan and Ayeduase. Four hundred and fifty (450) questionnaires were administered and completed and returned by the respondents. This represented a 100% response rate. Information from the questionnaires used for collection of data was extracted and analyzed and has been presented in the form of tables, pie charts, graphs and percentages were deemed appropriate. These were used to describe and analyze the situation with respect to the research questions. Qualitative and quantitative data were however, presented as facts to buttress the existing situation and to enable the researchers perform the impact analysis.

The researchers used regression to analyze quantitative data and to perform the impact analysis. Here, the researchers regressed variables such as Message content in an advertisement, Humor in the advertisement and Personalities within the advertisement against the dependent variable, which is Loyalty. Microsoft Analytical tools used was SPSS 16.0 and Microsoft excel, which processed and presented the data in various forms like tables, pie charts and others for ease of reference and understanding. These were used to answer the research questions and objectives.

RESULTS

This topic deals with the analysis and discussion of a research to investigate the influence of advertisement on customer loyalty in the telecommunications industry using a case study of the Ashanti Region. The research seeks to specifically establish the exact nature of advertisement currently by the various telecommunications in Ghana, determine factors that influence customer patronage, examine the perceptions of customers of the telecommunication companies on advertisement and essentially define how advertisement influences customer loyalty.

Educational Background of Respondents

There was a significantly large percentage (69.3%) of the respondents who had acquired tertiary education whilst just 0.7% of respondents had no education. The remaining almost 30.1% of the respondents had some form of secondary, vocational or technical education. This information is summarized in Table II. The 69% is a very significant number and this is considered by the researchers as very ideal, since the respondents were then likely to provide more reliable and well thought out answers which would be reliable for this research.

Period of Mobile Phone Usage

Majority of the respondents representing 69% have been consumers for between 4 to 15 years whilst very few (6%) have been subscribers for 15 years or more. 171 respondents which fell in the bracket of those who had used mobile phones between eight to fifteen years were the highest group, representing 38%, whereas the lowest bracket group of years of mobile phone usage was the fifteen years and over group who had 27 respondents representing 6.0%. This is justified because of the dominant age group between eight to twenty seven years. The researchers considers this as favourable as they were more likely to have been influenced or not by advertisements for some considerable period of time.
Mobile Telecommunications Network that Respondents Patronize

This was to determine the patronage by the respondents of all the Telecommunication companies available in the Ashanti region. The study revealed that MTN was the most patronized network amongst the respondents with 255 subscribers and representing 56.7% followed by Vodafone with 105 subscribers representing 23.3%. Tigo came third with 51 subscribers representing 11.3%, followed by Airtel with 24 representing 5.3%. Glo and Expresso had the least subscribed respondents with 9 and 6 representing 2% and 1.3% respectively. This is justified by MTN being the current market leader in the Ghanaian telecommunication industry and Expresso having the least market share nationwide. Table III shows the results from the actual existing data collected and existing market share distribution of the telecommunication networks. (NCA Official website, assessed July,2013)

Nature of Advertisements

This was to investigate the nature of advertisements most used by the telecommunication companies and nature of advertisements which interests respondents the most. Respondents were asked what nature of advertisement was most used by telecommunication companies and which medium they would opt for as the best form of advertisement that interests them or appeals to them. There is an indication of some form of dependence of the medium used by the companies and the form of advertisement that interests consumers as shown by the trends in Figure.

Influence of Advertisements on Consumers and Potential of Advertisements to Influence Consumer’s First Time Choice

Respondents were asked questions on how the nature of advertisements influenced their interest in a particular network and also how advertisements aided them in choosing a network for the first time. Table IV shows the summary of responses for respondents on the nature of advertising in influencing their interests in a particular network operator and secondly for potential of advertisement to influence a consumer’s first time choice of a mobile telecommunication provider. The results show that more than half (up to 60.7%) of respondents agreed that adverts used by telecommunication companies influences their interest in a particular mobile network. Also up to 75.3% of the respondents claimed that advertisements convinced them in choosing a network provider the first time.

Factors in Advertisements

Factors in Advertisement That Influence Loyalty

Respondents were asked questions on the factors within an advertisement that convinced them in choosing a network provider the first time. The results show that more than half (up to 60.7%) of respondents agreed that adverts used by telecommunication companies influenced their interest in a particular mobile network. Also up to 75.3% of the respondents claimed that advertisements convinced them in choosing a network provider the first time.

Effects of Message Content and Personalities Used in an Advertisement on Inducing Interest and Loyalty

The researchers asked questions on the extent to which the message content of the advertisement and also the Personalities within the advertisement induced interest and loyalty amongst respondents. The results showed that 48% indicated some level of agreement that personalities in an advertisement do have an influence on loyalty to the service provider. 34.7% indicated that the influence of personalities within advertisements is moderate. 17.3% showed some level of disagreement that personalities within an advertisement on loyalty was “moderate”. Other 34.7% indicated some level of agreement that the message content of the advertisement does influence loyalty to the service provider. With regards to message content, 50.7% indicated some level of agreement that the message content of the advertisement does influence loyalty to the service provider. This was followed by 26.7% of the respondents also representing 26.7% of the total response indicating that they believed that message content “moderately” influenced loyalty, 93 representing 20.7% indicated that they “strongly agreed”. Some 2.7% of respondents indicated some level of disagreement that message content has an influence on loyalty to the service provider.
provider.

These findings go to answer the 2nd objective of this research, which aims to investigate the factors within an advertisement which most interests and induces loyalty. The message content, humour, personalities and to some extent background music were all found to induce some level of interest amongst respondents.

Satisfaction Level of Customers with Their Current Network Provider

Respondents were asked to indicate their level of satisfaction with their current provider. This question was posed because the researchers believes that unsatisfied customer is less likely to be loyal to their network provider. The result indicates from Table VIIindicate that 51.5% of respondents indicated levels of dissatisfaction with their current network. Whereas23.3% indicated different levels of satisfaction. This justifies the impression that currently most subscribers of the Ghanaian telecommunication industry are not satisfied with current services, as reported by daily graphic. (graphiconline.com, 2013)

Perception of Advertisements

Satisfaction Level of Advertisements existing in Telecommunication Industry

Respondents were asked to rate their perceptions and satisfaction levels of the advertisements existing in the Telecommunication Industry. Table VIII displays the results;

On the level of satisfaction of current advertisements in the Ghanaian Telecommunication industry, 210 respondents representing 46.65 % indicated that they were “moderately” satisfied with the current advertisements. 198 representing 43.95 % indicated a “high level of satisfaction with 30 representing 6.7 % indicating a "very high" level of satisfaction. These two groups together make up 50.65 % of respondents who indicated some high level of satisfaction of advertisements which currently exist. 12 respondents representing 2.7 % indicated a “low” level of satisfaction. This is very relevant to this research as it gives an overall picture of customers’ dissatisfaction within the Ghanaian telecommunication industry. This dissatisfaction is evident and has been reported consistently by the Ghanaian media. Such dissatisfaction is often caused by call drops, call breaks, network congestion and Internet interruptions have compelled some users to subscribe to more than one network. (graphiconline.com, assessed July 2013) This reveals that many customers are fairly satisfied with the current advertisements in the industry. It helps to inform this research as to customer perception and interest in the advertisements currently aired/produced by service providers.

Perception on the Quality of Advertisements by Telecommunication Networks Being Subscribed To

The researchers posed questions to respondents on their perception of the quality of advertisements displayed/produced by their service providers. Table IVdisplays the results; 69.4 % indicated their perception of the quality of advertisements that exist in the industry was “satisfactory”. 22.7 % showed they were very satisfied and 8.0 % showed “unsatisfactory” results. These results imply that a good number of subscribers are of the view that good quality advertisements are currently being produced by service providers. This revelation helps in the addressing of one of the objectives of this research relating to perception of customers.

Respondents Ranking of the Mobile Telecommunication Companies According To Respondents Perceived Quality of Advertisements

Respondents discussed their perceptions of the ranking of the mobile Telecommunications Company based on their advertisements. This data is captured in Table Xbelow.

According to the Relative Importance Index used, Vodafone was ranked 1st as having the best advertisements by respondents. MTN came in 2nd, Airtel and Tigo came in 3rd and 4th respectively according to respondents. Glo was ranked as having the 5th best advertisements and Expresso was chosen as 6th on the ranking of best advertisements of mobile telecommunication providers.

User Perception of Service Provider's Advertisements In Relation To Their Service Offering

Respondents were asked questions on how they perceived the quality of service rendered by their service providers in relation to the advertisements made about the nature of their products and services.

Out of the 450 respondents, 37.3 % indicated some level of satisfaction with the actual services provided by their service providers as compared to the advertisements they carry out about their products and services. This finding perhaps goes to confirm the continuous complaints from customers about the service they receive from their network providers. It provides this
research with adequate information about exactly how customers perceive the services rendered by their service providers.

**DISCUSSION**

This research examined the influence of advertisement on customer loyalty in the Telecommunications industry, and a questionnaire was used to solicit the views of 450 subscribers of the various networks. The study brought to the fore the importance which consumers attach to various factors within an advertisement, which go on to influence them.

**Nature of Advertisements carried out by Telecommunication Companies**

The research revealed that customers believed that the Television was the most used nature or vehicle of advertisement by telecommunication service providers. It was no surprise that the research further found that customers also considered Television as the nature of advertisement that interested and "turns their heads" the most. This was followed by the Radio being the 2nd most used and influential to customers. Magazines turned out to be the least used nature of advertisement amongst the factors and in turn the least influential amongst customers.

**Factors within an Advertisement That Influence Customer Patronage**

The factors the researchers investigated include; Message content, Humor, Personalities within the advertisement and the background music in case of broadcast advertising. The respondents indicated their level of influence of each factor and it was found from the research that the Message content of the service provider’s advertisements was the most influential of the factors; this was followed by the humorous nature of the advertisements i.e. the comical lines, expressions, gestures and appearance of the advertisement. The various personalities used in the advertisement, as well as the background music in cases of broadcast advertising were found to be 3rd and least most influential factor in the advertisements respectively. This finding agrees with Olufayo et al (2002) who indicated that advertising has an unquestionable effect on first time of context, stylistic properties and context of the message in the adverts were effective and standard Arguelles et al (2009)

**Loyalty Trend of Customers in the Telecommunication Industry**

The researchers found that loyalty trend of customers/subscribers in the Ghanaian Telecommunications industry was that they were neither too loyal nor too disloyal. The measures employed revealed that though a substantial number indicated that they were not satisfied, they were not willing to switch but rather to keep subscribing to their network providers.

**The Influence of Advertisement on Customer Loyalty in the Telecommunication Industry**

In relation to loyalty, it was found that the more a customer is exposed to his/her service provider’s advertisement the more he/she will keep subscribing (which is only an indicator of loyalty) to that particular network.

It was further discovered that the more a customer is exposed to his/ her service providers the more he/she will remain very loyal to that particular network.

Again, the researchers discovered that the decision of a customer to keep subscribing to a network due to advertisement leads to continual usage of that particular network (which is also another indicator of loyalty).

It was further revealed that switching to a particular network by customers does not lead to loyalty to a particular network. This is justified because a customer who is said to be loyal does not exhibit characteristics of switching and also a customer who is known to switch cannot be said to be loyal.

**Customer Perception of Advertisements in the Telecommunication Industry**

The researchers discovered that a greater number of respondents representing the population were of the view that the advertisements carried out by service providers mostly about their products and services did not match the actual quality of services they provided. More than 65% had this view. According to customers perception, Vodafone was ranked 1st in providing the most catchy and influential advertisements in Ghana. MTN was found
Table 1. Media Type / Nature of Advertising

<table>
<thead>
<tr>
<th>Type/ Nature of Advertising</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TV</strong></td>
<td>Demonstrations, image building, good attention, wide reach, cable can be selective</td>
<td>“Clutter”- ads competed for attention, expensive</td>
</tr>
<tr>
<td>Radio</td>
<td>Wide reach, segmented audience, inexpensive, Presenters often have good rapport with listeners</td>
<td>Weak attention, many different rates, short exposure</td>
</tr>
<tr>
<td>Magazines</td>
<td>High reader involvement, very targeted, good detail, good “pass-along”</td>
<td>Inflexible, long lead times, cost can be high</td>
</tr>
<tr>
<td>Billboard</td>
<td>Captive audience</td>
<td>“glance” medium</td>
</tr>
<tr>
<td>Internet</td>
<td>Ads link to more detailed website, some “pay for results,” to track results</td>
<td>Hard to compare costs with other media</td>
</tr>
</tbody>
</table>

Source: Table developed by author based on Zenith optimedia data provided in “Annual 2010”. Advertising age (special issue), December 28, 2009, 9.11

Table 2. Educational Backgrounds of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative %</th>
</tr>
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<tbody>
<tr>
<td>Tertiary</td>
<td>312</td>
<td>69.3</td>
<td>69.3</td>
</tr>
<tr>
<td>Secondary</td>
<td>48</td>
<td>10.7</td>
<td>80</td>
</tr>
<tr>
<td>Vocational/Technical</td>
<td>48</td>
<td>10.7</td>
<td>90.7</td>
</tr>
<tr>
<td>JHS</td>
<td>39</td>
<td>8.7</td>
<td>99.4</td>
</tr>
<tr>
<td>None</td>
<td>3</td>
<td>0.7</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 3. Mobile Telecommunications Networks used by Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
<th>Nat. Market Share</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTN</td>
<td>255</td>
<td>56.7%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Vodafone</td>
<td>105</td>
<td>23.3%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Airtel</td>
<td>51</td>
<td>11.3%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Expresso</td>
<td>6</td>
<td>1.3%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Glo</td>
<td>9</td>
<td>2.0%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Tigo</td>
<td>24</td>
<td>5.3%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100.0%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 4. Influence of Advertisements on Consumers

<table>
<thead>
<tr>
<th></th>
<th>Stimulating Interests</th>
<th>First time Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>63</td>
<td>14</td>
</tr>
<tr>
<td>Agree</td>
<td>210</td>
<td>46.7</td>
</tr>
<tr>
<td>Moderate</td>
<td>120</td>
<td>26.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>39</td>
<td>8.7</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field data, July 2013
Table 5. Effect of Humor in Telecom Advertisement

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>42</td>
<td>9.3</td>
</tr>
<tr>
<td>High</td>
<td>153</td>
<td>34.0</td>
</tr>
<tr>
<td>Moderate</td>
<td>204</td>
<td>45.3</td>
</tr>
<tr>
<td>Low</td>
<td>51</td>
<td>11.3</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 6. Effects of Message Content and Personalities used in Advertisement

<table>
<thead>
<tr>
<th>Personalities</th>
<th>Frequency</th>
<th>Percent</th>
<th>Message Content</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>57</td>
<td>12.7</td>
<td>93</td>
<td>20.7</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>159</td>
<td>35.3</td>
<td>225</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Moderate</td>
<td>156</td>
<td>34.7</td>
<td>120</td>
<td>26.7</td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>60</td>
<td>13.3</td>
<td>9</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>18</td>
<td>4</td>
<td>3</td>
<td>0.7</td>
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</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100</td>
<td>450</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 7. Satisfaction level of respondents with their current network

<table>
<thead>
<tr>
<th>Level of satisfaction</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unsatisfied</td>
<td>87</td>
<td>19.3</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>145</td>
<td>32.2</td>
</tr>
<tr>
<td>Neutral</td>
<td>112</td>
<td>24.9</td>
</tr>
<tr>
<td>Satisfied</td>
<td>91</td>
<td>20.2</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>15</td>
<td>3.3</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Field data, 2013.

Table 8. Customer Satisfaction Level of existing Advertisement in Telecommunication Industry

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>30</td>
</tr>
<tr>
<td>High</td>
<td>198</td>
</tr>
<tr>
<td>Moderate</td>
<td>210</td>
</tr>
<tr>
<td>Low</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Field data July 2013
Table 9. Users’ perception on the quality of the advertisements

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfactory</td>
<td>102</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>317</td>
</tr>
<tr>
<td>Unsatisfactory</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 10. Respondents ranking of Mobile telecom service providers in terms of the quality of their advertisement

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Total</th>
<th>(\Sigma W)</th>
<th>RII</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>450</td>
<td>3282</td>
<td>0.729</td>
<td>1st</td>
</tr>
<tr>
<td>Expresso</td>
<td>450</td>
<td>672</td>
<td>0.149</td>
<td>6th</td>
</tr>
<tr>
<td>MTN</td>
<td>450</td>
<td>2935</td>
<td>0.652</td>
<td>2nd</td>
</tr>
<tr>
<td>Airtel</td>
<td>450</td>
<td>2207</td>
<td>0.490</td>
<td>3rd</td>
</tr>
<tr>
<td>Tigo</td>
<td>450</td>
<td>2124</td>
<td>0.472</td>
<td>4th</td>
</tr>
<tr>
<td>Glo</td>
<td>450</td>
<td>1659</td>
<td>0.369</td>
<td>5th</td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Table 11. Users perception on Service Providers adverts in relation to the service offered

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfactory</td>
<td>87</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>81</td>
</tr>
<tr>
<td>Unsatisfactory</td>
<td>258</td>
</tr>
<tr>
<td>Very unsatisfactory</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Field data, July 2013

Figure 1. Respondents’ period of mobile phone usage
Source: Field data, July 2013
to be 2nd in the ranking of best advertisements. Airtel was the 3rd and Tigo came in 4th. Glo and Expresso came in 5th and 6th respectively in the ranking of best advertisements.

**ACKNOWLEDGEMENTS**

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