

# ABOVE-THE-LINE ADVERTISING MEDIA AND CONSUMERS AWARENESS OF SELECTED CABLE TV NETWORKS IN CALABAR METROPOLIS, CROSS RIVER STATE- NIGERIA

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## ABSTRACT

The study deals with “above-the-line advertising media and consumers awareness cable TV networks in Calabar metropolis”. The specific objectives were to determine the effect of radio advertising on consumers’ awareness of cable TV networks in Calabar metropolis and to examine the effect of billboard advertising on consumers awareness of cable TV networks in Calabar metropolis. Two research hypotheses were formulated and tested for the study. The social penetration and cognitive balance theories were used in the study. Sample size of four hundred was drawn from the population of three hundred and seventy thousand nine hundred and seven consumers using Taro Yamane formula. The instrument was face validated while reliability of the instrument was determined by split-half method and tested by Pearson correlation with the use of SPSS version. Data treatment technique used was simple regression statistical tool with the aid of SPSS version 23. The study concluded that radio and billboard advertisings create positive consumers awareness of cable TV networks in Calabar metropolis. The study recommended that cable TV networks should introduce sponsored radio programmes on local radio stations in Calabar. This will help to increase listenership and as a medium of reminder, awareness, education and persuasion to present and intended consumers to patronize the products.

**KEYWORDS:** Advertising, consumers, media, patronage

## INTRODUCTION

The media consist of the channels through which advertising messages are transmitted to target markets or audiences. Advertising media are very important in actualizing advertising campaign. Media to advertising is like product to marketing, this is largely in essence that without awareness product exchanges cannot take place. In advertising, media fall into two segments and these are, the above- the- line media and below-the-line media.

The above-the-line consists of the mass media through which an advertiser can reach

heterogenous markets that are scattered in place and time, and cannot be reached through below-the-line media. Advertising mass media which is also called above-the-line media of advertising include: the electronics (television and radio), print (newspaper, journal, magazine and so on), and billboard. The below-the-line media of advertising include other small advertising media like calendar, posters, handbills, banners and so on. To reach the heterogeneous consumers in Calabar metropolis, cable TV networks have been advertising their goods and services through the two available types of advertising media lines; that is the above-the-line and below the line media. The television and radio sell

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airtime, the newspapers and magazines sell space, while billboards sell sites. The demand and cost for airtime, space and site are highly influenced by the strategic positions advertising occupies in the medium.

Belch and Belch (2003) revealed that, there are four vital elements or pillars of marketing these are: products, price or monetary cost, place or distribution, and promotion. Advertising, as a constituent of the promotional tool further enhances creation of consumers' awareness towards organization's goods or services, which makes them to patronize such product as it meets their needs or wants, expectancy, and satisfaction. In recent times, the concept of advertising has received the attention of both manufacturers and retail organizations as well as those in the service industry all over the globe. Advertising has grown substantially in recent years within the world and domestic digital television networks industry for the fact that organizations feel advertising is playing an important role in the customer buying or patronage decision making process.

Modern (1991) cited by Olufayo, Ladipo and Bakame (2012) opts that advertising is used to create a staple awareness of goods and services in the minds of the potential customers as well as reminding the existing customers of the existence of goods and services for patronage and to construct idea of it. Kotler (2002) perceives advertising as weapon stems companies, whether profit-oriented or non-profit-oriented use to put forward pleading messages to specific markets plus general knowledge, that it consists of no personal forms of discussion performed through paid channel. The basic objective of advertising is to create prospect attention to the business and its outputs. Advertising focuses or seeks to make available message, creates intention and gives why to accept a particular marketer's offering.

Advertising creates very vital duty in recent market arena as business interacts with both present and future buyers. Producers keep a huge fraction of resources to consumer's information for the reason of achieving organization's goal. To measure if advertising has earned a larger income over investment, it is vital to know how effective advertising captures and maintained target consumers (De Ros, 2008). Hence, this study sought to determine the effect of above-the-line advertising media on consumers' awareness of cable TV networks in Calabar metropolis.

## 1.2 Statement of the problem

In advertising, above-the-line media are the channels through which advertiser can reach large heterogeneous consumers that are scattered in place and time, and so advertiser may not reach them through the other advertising media (below-the-line).

However, this study is by extension focused on the effects of above-the-line advertising media on consumers' awareness of cable TV networks in Calabar metropolis. The absence of studies of this nature in Calabar metropolis is seen as a research gap that needs to be bridged to highlight the relationship between above-the-line advertising media and consumers' awareness in an organization.

## 1.3 Objectives of the study

The main objective of this study was to determine the effect of above-the-line advertising media on consumer awareness of cable tv networks in Calabar metropolis. While specific objectives are:

1. to examine the effect of radio advertising on consumers' awareness of cable tv networks in Calabar metropolis;
2. to examine the effect of billboard advertising on consumers' awareness of cable TV networks in Calabar metropolis.

## 1.4 Research questions

The under listed research questions guided the study;

1. What is the effect of radio advertising on consumers' awareness of cable TV networks in Calabar metropolis?
2. What is the effect of billboard advertising on consumers' awareness of cable TV networks in Calabar metropolis?

## 1.5 Research hypotheses

The under listed hypotheses were tested in this study:

1. There is no significant effect of radio advertising on consumers' awareness on cable TV networks in Calabar metropolis.
2. There is no significant effect of billboard advertising on consumer' awareness of cable TV networks in Calabar metropolis.

## 1.6 Significance of the study

The study is very important to marketing organizations whether profit or non-profit oriented in general and cable television networks companies like Gotv and Startimes networks in

and outside Calabar. Study of this nature contributes to the already existing literature on advertising and consumers awareness. The individual students in the field of marketing in particular and management as a whole, business consultants, marketers and business researchers would find this study's findings useful in solving their basic and applied above-the-line advertising problems.

### **1.7 Scope of the study**

This work was restricted in examining the effect of above-the-line advertising media on consumers awareness of cable TV networks in Calabar metropolis. The study focused specifically on radio and billboard advertisements and consumers' awareness of Gotv and Startimes cable television networks in Calabar metropolis.

### **1.8 Limitation of the study**

The inherent weaknesses of this study were: the sample size which was so large that the researcher found it difficult to cover; the scope of coverage was so problematic considering the large landmass of Calabar South and Calabar Municipality which make up Calabar metropolis. To reach the study respondents, consumers of Gotv and Startimes in their houses was a serious challenge to the researcher.

## **2.1 Theoretical framework**

This study was anchored on two theories of communication: (1) social penetration theory and (2) cognitive balance theory.

### **2.1.1 The social penetration theory**

The social penetration theory was propounded by Irwin Altman and Dalma Taylor in the year 1973. The reason for this theory was to give an under-comprehension of the intimacy or togetherness between two people whether same sex or not (Norris & Colman 2006, p.474).

The social penetration theory propose that, as friendship develops, person to person communication moves from relatively on surface, not-intimately and unfriendly stage to deeper, more friendly and intimacy levels. The social penetration theory opines that the process of relationship takes place primarily through self-openness and nearly mature if the persons continue with a constant and decent manner through ordinary to friendly stages about exchange in terms of duty in these actual and expected results. Altman and Taylor (1973) were

on the belief that, only through disclosing one's self to another person that the later get to know the former very closely. This theory is applied in the context of interpersonal communication and business communication (Norris & Colman 2006, p.474).

### **2.1.2 Cognitive balance theory**

The theory was formulated by Fritz Heider in 1953 to show how individuals form some associations alongside other persons besides other nouns around his or her community. Cognitive balance theory states thus, when individuals sight some bundle of sense subjects which are interrelated, these persons would want a thing to sustain an equal point between the subjects. As people, if we feel that we have gone out of balance, it is proper for us to be motivated and strike or restore a state of balance (Read & Miller, 1994). Logically, balance theory is described thus:

**P:** The person to be analyzed  
**o:** Other person to be compared  
**x:** Something to be compared, such as object, idea. What is then the relationship between each (p-o, Ewa-Atim, and Okon-Atim). In terms of liking or cognitive unit formed e.g similarity or belonging. These could also otherwise penned thus; to indicate positive or negative relationally Ewa likes Atim and (Ewa does not have relationship with Atim, or Ewa has non-friendly relationship with Atim). When there exist only single friendship been studied, this could either penned as Ewa+Atim and Ewa-Okon, as indicate plus and minus friendships. The balance in balance concept is considering that consistency of logic between each relationship (Norris & Colman 2006, p.479).

## **2.2 Background of advertising:**

According to Nwanwene (1999) cited by Ogbu, Tarnongo and Alakali (2013) market message is an old component of man's interaction and draws the foremost concept about market message in reverse to the farm of man when snake showcased evil apple to the woman, the woman also introduced man to the apple. In his account, Sambe (2005), draws market message in reverse to olden Egyptians by the time the Papyrus pictures seen giving reinforcement to servants who came back from escaped. Meanwhile, during the first Greece and Roman eras, symbolboard had been positioned on the entrance of marketing house and

informers who claimed the businessmen had some goods to sell.

Ehikwe (2005) on his part posits that, advertising is one of the most powerful and oldest forms of business communication which has its origin from the time of the first exchange of products in business arena. In the ancient times, trade by barter was the foremost form of exchange of products while advertising was manifested by the display of goods which sought to inform customers of what was available for exchange.

In the contemporary business world, advertising is a component of promotion in the marketing mix which has product, price, and place as other elements. The focus of advertising is to inform customers of available products and thereby induce or create demand, facilitate exchange process and these are translated into increase production. Advertising has been playing major roles in the society by contributing to speedy and mass flow of information, thereby increasing the knowledge bank of the people for their social, economic, technological and political development (Ehikwe, 2005).

According to Nwosu and Nkemnebe (2006), as a human activity, advertising is as old as man. As a communication, marketing or selling, promotional or marketing communication activity, advertising is still as old as man. This is why it has been argued in some quarters that the advertising act or activity actually started in the Garden of Eden, when the snake promoted and convinced Eve to eat or consume the forbidden apple, and Eve in turn also successfully promoted and convinced Adam to eat or consume the forbidden fruit. It is even said that the primitive men and women of the Stone Age had ways of promoting, communicating informing or convincing others to accept their ideas or materials in a manner similar to what is done today in the name of advertising. This school of thought would go further to state that every human civilization in the past had a number of activities, which had very close similarity or resemblance to what we call advertising in present-day societies or civilizations.

Ebitu (2012) is of the opinion that advertising is as old as humanity. People were introduced to some events, foods, goods, ideas and even personalities by other persons. Any person who wanted to exchange his goat for a sheep has to inform the sheep owner about his intention. As the technique of writing developed there was the need to write letters, advertise or

inform others about their goods or intentions. This in effect was a form of advertising.

Wells, Burnett and Moriarty (2005) assert that, the history of advertising has been dynamic and unpredictable. They divide the account about market message into quarter segments. Number one segment was the era of Paper message. Advertisings were firstly grouped in style, and paper medium that circulated messages. The results of such age were introduction of the paper message. The second stage is the industrial revolution and emergence of consumers societies. This was the era, advertising enlarged in significance and weight, due to numerous social as well as scientific advancements. The essence of advertisings system were to drive a functional, and strong message unit capable of selling goods to largely scattered markets. Number three segment was resent advertisings: agencies, sciences and creativities. The advertising industry grew to a remarkable point as a consequence, compelled advancement of sellers grounding in advertisings (agencies, established research techniques) and move toward a period of plenty creativities.

Fourth stage is that accountability era which started in 1970s. Clients wanted advertisements which birth revenue as well as scientific implementation as merchants rented experts who can establish some answer. During the early 1990s, advertising firms recognized that it's fate was linked to the global business environment.

Ehikwe (2005, p.27), Nwosu and Nkemnebe (2006, p.22) opined that, in Nigeria, the early advertising and the modern advertising periods or ages, as was the case in the other parts of the world, were preceded by the primordial and the pre-print media ages. So for convenience, the history of the development of advertising in Nigeria was divided into three stages:

- i. The primordial, rudimentary, pre-print media or early stage.
- ii. The print advertising and business growth stage
- iii. The professionalism and professionalization stage

The primordial or early stage of the development of advertising is in a lot of ways similar in form to what the case was in the developed countries of Europe and the United States, even though in their own accounts, they did not mention Nigeria or indeed Africa, probably due to ignorance, bias, neglect or other such

negativities that led to their perception and presentation of Africa and Africans as primitive, uncivilized, the whiteman's burden and so on. Nigerians had their rudimentary advertising forms that included signs, symbols, spoken words or the town crier models of advertising, slogans dances, drums, gongs, songs and many other means of prospects to buy or exchange goods and services (trade by barter) or carry other desired activities such as community and civil development activities.

And perhaps, the greatest joy of the above true facts is that they are still verifiable. This is because where most, if not all, of the primordial advertising forms may have disappeared in the United States and Europe, or are found mainly in their museums, all of the primordial forms we listed above still exist and are in use in the rural areas of Nigeria where at least seventy five percent of Nigerians reside. In fact, they are so important and useful to the rural dwellers who see them as more credible, available and accessible than the modern advertising forms of television, radio, billboards and others. In most cases, product, services, political and development advertising campaigns that do not include these existing primordial forms in trying to inform, educate, motivate and convince the rural Nigerians to buy, vote, support or accept whatever is meant to be sold to them, will fail woefully. Therefore, they should be recognized as relevant and be carefully integrated into the modern advertising campaign plan in order to achieve the expected result (sales, vote etc) (Nwosu and Nkemnebe 2006, p.45).

Nwosu and Nkemnebe (2006) assert that, the second stage of development of advertising in Nigeria was the print media advertising and business growth stage, was advanced by two major global forces- the invention of printing in 1450 brought about the print media, and the inclusion of foreign multinational into Nigeria which led to growth in business development, which of course required advertising. The emergence of photography in 1831 in the world media scene and penetrated Nigeria at this stage, also added impetus to the growth of advertising in Nigeria. The first Nigerian newspaper, the *Iwe Irohin* was first published in 1839 by Reverend Townsend, the first modern advertisement. That was a classified advertising and was an announcement on shipping to demonstrate the intimate relationship between

the mass media, business and marketing, even in those early periods.

The third stage or phase of advertising's development in Nigeria described as the stage of the development of truly modern advertising in Nigeria (Nwosu & Nkemnebe 2006: p.46). Technically, it could be said to have actually started in the first quarter of the 20<sup>th</sup> century and has continued till the present. It is indeed a period that marked the rapid growth of the advertising industry or advertising practice in all its forms and ramifications. At this stage, advertising in Nigeria moved from the print media or printed forms to the electronic media, which include radio, television and cinema. According to Ehikwe (2005, p.38) advertising media are categorized into four broad divisions based on their characteristics such as media of publication and transmission; methods of message dissemination, how consumers and the public receive the message, the message contents and other aspects that distinguish them like location and site of medium, management of the medium, style and manner of message delivery and the professionalism in execution of the advertising. Ehikwe (2005, p.38) groups advertising media into electronic or broadcast advertising (radio and television) and print advertising (newspapers, magazines and handbills or fliers). The next is outdoor advertising (billboard, sticker and so on).

### **2.3. Meaning of advertising**

Today, meaning of advertising abound. According to Arens (1996) cited by Ayanwale, Alimi and Aynabimipe (2005, p.10), advertising is defined as communication process, marketing process, an economic and social process, a public relation process or an information and persuasion process. Dunn and Barban (1987) cited by Ayanwale et al, (2005, p.11) viewed advertising from its functional perspectives, hence, they define it as a paid, non personal communication through various media by business firms, non-profit organization, and individuals who are in some way hope to inform or persuade members of a particular audience. Morden (1991) cited by Nwosu and Nkemnebe (2006, p.92) apt that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and build up knowledge about it. Kotler (2009, p.210) sees advertising as one of the four major tools companies use to direct persuasive communication to target buyers and publics. It

consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Kolter (2009, p.223), the purpose of advertising is to enhance potential buyers response to the organization and its offering, emphasizing that "it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offering".

Meanwhile, Etzel, Walker and Stanton (1997, p.45) cited by Ebitu (2012, p.112) clearly expressed entire advertising as having four structures:

1. A verbal and / or visual message
2. A sponsor who is identified
3. Delivery through one or more media
4. Payment by the sponsor to media carrying the message

Concluding the premise, these authors apt that advertising then consists of every exercise involves in giving to audiences a non-private, identified sponsor, and paid for idea about products and organizations. Davies (1998) cited by Yinka (2013,p.56) argued that "advertising is any paid form of non- personal media presentation promoting ideas or concepts, goods or services by an identified sponsor". Arens (1996) cited by Ayanwale, et al (2005,p.10) expressing almost the same view describes advertising as "the personal communication of information usually paid for a usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media".

It means that the fact of advertising is to create knowledge of the advertised products and provides message that would help consumers to execute purchases or choice. The impact of advertising as a promo strategy, therefore, stands on its abilities to influence consumers not only but eventually create brand loyalty. As an output, many marketers spend a large sum of cash on advertising and product management.

## **2.4 EMPIRICAL REVIEW**

### **2.4.1 Radio advertising and customers retention**

Rajagopal (2010) in the study of "role of radio advertisements as behavioral driver among urban consumers. He employed a total sample of one thousand four companies in Mexico city. The study analyzed the impact of radio advertisements on urban consumers towards buying behaviour in retail stores. Data collection tool was the questionnaire. The responses were

analysed using the chi-square and comparative-fit index. The radio advertisement has significant impact on making buying decisions. The weakness of the research lies in its nonchalant daring of sample size without recourse to any stated objective".

Motshedisi and Geoffrrey (2011) examined "the impact of customer retention strategies in the South African cellular industry. One of the objectives of the study was to identify the customer retention strategies employed by the cellphone network providers in South African. The study was an empirical investigation and relied on primary data collected using asset of quantitative and questionnaire, copies were distributed and analyzed by ANOVA with the use of SPSS version 17.0. The study concluded that, though they were employed in the South African cellular industry, the most vital and effective are those related to quality, affordability and provision of customer support services".

Norris and Colman (2006) evaluated the effect of radio advertising on cognitive processing of embedded programming. Even point rating scales were used. Data were collected with the aid of questionnaire while ANOVA statistical tool was used to analyze responses of the respondents. The study concluded that there was significant difference in memory for the advertisements and programme.

Ayimey, Awunyo-vitor and Gadawusu (2013)'s study "on a does radio advertisement influence sale of Herbal product in Ghana? This study was conducted on the effect of radio advertising on the business sales. Convenience sampling technique was used. Data were collected from a sample of 50 respondents. Questioning guides were used to elicit datum from the sellers of herbal products and questionnaire copies were used to collect information from the buyers of herbal products. Analytical tools were parametric statistics and correlation. The study revealed that the majority of buyers became aware of the product through radio adverts".

Furthermore, Panagopoulos and Green (2008) evaluated the effect of radio advertisements on political fight." The study showed that, the different effects of advertising companion of leading and challenge retail outlets on expected sales of something revealed that radio advertisements produce large arousal among customers and enable quantity of sales in different outlets of retail shops. Moreover, communities in city areas enjoy higher quality

advertising broadcasts differentiated by sound, movement information and news outlines. Listeners in comfortable places like motors in large cities and fighting markets benefit from higher quality radio advertising services than household listeners listening radio programmes at amusement time. Hence, it is argued that lack of different pattern causes low listenership and as a result, the competitive markets are underserved by public radio stations”.

#### **2.4.2 Billboards advertising on brand-switch**

Appiah-Gyimah, Boohene, Aguapong and Boohene (2011) “determined customer satisfaction in the outdoor advertising industry: A case of alliance media Ghana limited. A multi regression analysis was employed to find out which of the service quality variables had significant impact on customer satisfaction .Simple random sampling was used to select forty customers. The result revealed that service quality indicators such as responsiveness and empathy significantly impact on customer satisfaction. It was recommended that management should develop strategies to enhance its service quality delivery”.

Cunningham and Coleman (2003) conducted a study to “determine the recall effectiveness of outdoor advertising. One of the hypotheses tested was “distractions, such as cell phone use, listening to the radio, and having other passengers in the car, will be significantly associated with lower levels of recall of bill boards. A survey research design was adopted. Randomly selected adult residents who drive along a one-mile stretch of interstate were used. Data were collected by interviews and questionnaire. The study concluded that outdoor recall was better than recall of other media”.

Alhrezat (2013) investigates “factors affecting consumers’ attitudes toward outdoor advertising. Data were collected from a convenience sample using a questionnaire. Data were analyzed using several statistical techniques to test the stated hypotheses. Multiple regression analysis was used to find the effect of the independent variables on the dependent variable the result confirm that all the independent variables had a significant effect on consumers’ attitudes towards acceptance outdoor advertising”.

Tariq, Humayon, Bhutta and Damish (2014) evaluated “the impact of effective advertisement on brand equity and brand

scratching behavior: Study of food and beverages industry in emerging market. The objective of this study was to examine the relationship of effective advertisement on brand equity and brand scratching behavior of the customers of soft drinks in Pakistan. A sample size of 206 students of higher learning Institutes of Lahore, Pakistan were selected on the basis of simple random sampling. Open-ended questions form of questionnaire was used and interviews to investigate their intrinsic feelings. SPSS version 16.0 was used to measure the results of data collected. The finding revealed that, effective advertisement is positively related to brand equity and negatively related to brand- scratching behaviour of the customers”.

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Research design**

The study adopted survey design. This design was preferred over the others because it is used to find the meaning and obtain an understanding of the present conditions as well as evaluating the frequency with which something occurs or the relationship between two constructs. The result obtain from the design can be statistically analyzed. This type of design is also usually guided by one or more initial hypotheses as in the case of this study with two hypotheses.

#### **3.2 Study area**

The area of this research was Calabar metropolis which comprises Calabar South and Calabar Municipality Local Government Areas of Cross River State. It is the capital of the state, and in the southern senatorial district. It is bounded on the north by Akamkpa, East by Odukpani, West by Akpabuyo and South by Atlantic Ocean. It is located at latitude and longitude at 4°57N and 8°19E respectively. It has an area of 406km<sup>2</sup> and a population of 586,877 at 2006 population census (NPC, 2006).

Calabar is a tourist destination, there are tourists inflow and outflow, businessmen and women, civil servants, and lot of categories of people. Its native languages are Efik and Qua. English language is the general language even in marketing communications.

Calabar metropolis has different media of communication such as the Nigerian Television Authority (NTA), Cross River Broadcasting Corporation – Television and Radio (CRBC – TV & Radio), and Cannan FM which represent Federal Radio Corporation of Nigeria. In print

media, Calabar has the operation of the State Newspaper, the Chronicle and other private communication media all actively contributing to the growth of marketing communication in the area. In the aspect of telecommunication networks, several GSM service providers have their presence in Calabar. Like MTN, GLO, 9mobile, Airtel etc. It is also pertinent to know the presence of cable television network providers as in the likes of Multichoice, Gotv, Startimes, CCTV to mention but a few. These networks use the facilities of the NTA, CRBC-TV and Radio, and the Cannan FM to advertise their goods and services in Calabar metropolis. Calabar indeed is a fertile ground for marketing television products or services for Gotv and Startimes networks. Calabar municipality has 10 wards while Calabar South has 12 wards, making it a total of 22 wards.

### 3.3 Population of the study

The population consists all consumers of Startimes and Gotv networks in Calabar metropolis, numerically, the total population of this study was 370,907 subscribers/customers (Gotv & Startimes' Records, 2016).

### 3.4 Sample size determination

In this study, the researcher adopted Taro Yamane technique to determine the sample size from the known population of Gotv and Startimes users in Calabar metropolis.

The formular is used:

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

Where;

n	=	Sample size
N	=	Population of the study
l	=	Constant
e	=	Tolerable error

$$n = \frac{370907}{1 + 370907(0.05)^2}$$

$$= \frac{370907}{1 + 927.268}$$

$$\frac{370907}{928.267}$$

$$= 400$$

Sample size for this study is 400 respondents

### 3.5 Sampling technique and procedure

Selecting a unit of analysis of this study was done by stratified sampling technique, to achieve the desired sample size of 400 consumers of Gotv and Startimes in Calabar metropolis. Calabar metropolis has 22 wards. 400 persons were divided among these wards and each ward 18 persons. Each ward was further divided into three different strata, each stratum was assigned 5 persons. Simple Random sampling was then applied for the selection of the respondents for the study.

### 3.6 Sources and method of data collection

The source of data collection for this study was primary with the aid of self administered questionnaire.

### 3.7 Instrumentation for data collection

To examine the effects of above-the-line advertising media on the consumers awareness of cable TV networks the researcher used Above-the-line advertising media and consumer awareness Questionnaire (AAMCAQ) as the data collection instrument.

The questionnaire was structured into two major sections. The first section focused on eliciting information from the respondents on their demographic data. The second section focused on media of advertising and consumer awareness based on the respondent's perceptions measured on a five point Likert scale.

### 3.8 Validity of the instrument

In order to ascertain whether the instrument which was developed by the researcher was adequately designed to measure adequately what it is meant to measure; the questionnaire was given to experts in marketing for necessary corrections and confirmed its content validity.

### 3.9 Reliability of the instrument

For reliability test of this study, split-half method was applied. The Pearson product moment correlation analysis was calculated and used to adjudge the reliability of the instrument. The values of the coefficient of correlation (r) were: part 1 = .779 and part 2 = .845. These were above 0.5 which confirmed the instrument as reliable.

**3.10 Data analysis**

The data analysis was carried out with simple regression using Statistical Package for Social Sciences (SPSS) version 23.

**4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS**

**4.1 TEST OF HYPOTHESES**

**Test of hypothesis one**

$H_1^0$ : There is no significant effect of radio advertising on consumers awareness of cable TV networks in Calabar metropolis.

$H_1^1$ : There is significant effect of billboard advertising on consumer awareness of cable TV networks in Calabar metropolis.

**Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.313 <sup>a</sup>	.098	.096	1.113

a. Predictors: (Constant), RADIO\_ADVERTISING

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.580	1	51.580	41.624	.000 <sup>b</sup>
	Residual	474.617	383	1.239		
	Total	526.197	384			

a. Dependent Variable: CONSUMER\_PATRONAGE

b. Predictors: (Constant), RADIO\_ADVERTISING

**Coefficients<sup>a</sup>**

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	7.837	.219		35.762	.000
	RADIO_ADVERTISING	.060	.009	.313	6.452	.000

a. Dependent Variable: CONSUMER\_PATRONAGE

**Interpretation**

The tables above reports the regression analysis carried out to test  $H_1^0$ . The results show thus: The value of R in model summary Table above is 0.313 and R-square is 0.098. The value of R shows a positive relationship between variables. The Table above shows the sum of squares for regression, residual and the total. The regression sum of square value is 51.580, and the residual sum of square is 474.617. The value of F test is 41.624 significant at  $\alpha$  0.000. This shows the models goodness of fit in explaining the variations. This validates the researcher's alternative hypothesis ( $H_1^1$ ). The Table shows the beta values of constant and the

variables in the model. The beta values show the importance of each variable in the model. It also represent t-statistics values for each variable in the model. The value of 't' for preparedness is well above +2 that is 6.642, which makes it a useful predictor. Therefore, reject null hypothesis and accept alternative hypothesis.

**Test of hypothesis two**

$H_2^0$ : There is no significant effect of billboard advertising on consumer awareness of cable TV networks in Calabar metropolis.

$H_2^1$ : There is significant effect of billboard advertising on consumer awareness of cable networks in Calabar metropolis.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446 <sup>a</sup>	.199	.197	1.040

a. Predictors: (Constant), BILLBOARD\_ADVERTISING

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	102.405	1	102.405	94.691	.000 <sup>b</sup>
	Residual	412.039	381	1.081		
	Total	514.444	382			

a. Dependent Variable: CONSUMER\_PATRONAGE

b. Predictors: (Constant), BILLBOARD\_ADVERTISING

**Coefficients<sup>a</sup>**

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.411	.293		21.884	.000
	BILLBOARD_ADVERTISING	.119	.012	.446	9.731	.000

a. Dependent Variable: CONSUMER\_PATRONAGE

**Interpretation**

The tables above reports the regression analysis carried out to test  $H_2^0$ . The results show thus: The value of R in model summary Table above is 0.446 and R-square is 0.199. The value of R shows a positive relationship between variables. The Table shows the sum of squares for regression, residual and the total. The regression sum of square value is 102.405, and the residual sum of square is 412.039. The value of F test is 94.691 significant at  $\alpha$  0.000. This shows the models goodness of fit in explaining the variations. This validates the researcher's alternative hypothesis ( $H_2^1$ ). The Table shows the beta values of constant and the variables in the model. The beta values show the importance of each variable in the model. It also represent t-statistics values for each variable in the model. The value of 't' for preparedness is well above +2 that is 9.731, which makes it a useful predictor. Therefore, reject null hypothesis and accept alternative hypothesis.

**4.2 Discussion of findings**

The statistical analysis of hypothesis one of this study revealed that there is significant effect of radio advertising on consumers awareness of cable TV networks in Calabar metropolis. This finding is in agreement with Rajagopal (2010) that radio advertising creates

consumers' awareness and favorable buying decision.

The statistical analysis of hypothesis two showed that there is significant effect of billboard advertising on consumers awareness of cable TV networks in Calabar metropolis. This finding is in agreement with Cunningham and Colman (2003) that billboard advertising creates consumers awareness and consumers recall the message on billboard better than other media.

**5.0 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS****5.1 Summary of findings****Hypothesis one**

The null hypothesis was rejected while the alternative hypothesis was accepted. This shows that there is significant effect of radio advertising on consumers awareness of cable TV networks in Calabar metropolis.

**Hypothesis two**

The null hypothesis was rejected while the alternative hypothesis was accepted. Which indicates that, there is significant effect of billboard advertising on consumers awareness of cable TV networks in Calabar metropolis.

**CONCLUSION**

Radio and billboard are ideal advertising media for creating consumer awareness towards availability of cable TV networks. This is because the media are able to reach wide targeted listener demographics in urban habitat. This study is on above-the- line advertising media and consumer awareness of selected TV networks in Calabar metropolis. Advertising via radio and billboard brings quick objectives attainment of marketing organization or advertiser. Listeners of radio messages are made to have knowledge of technological advancement in cable TV industry. Billboard as a medium of advertising communicates the new available goods and services to the publics, thereby creating awareness. Awareness creation is not only determine by radio and billboard advertising but by other media of advertising such as television, newspaper and other below-the-line advertising media. Therefore, marketers should not depend on single advertising medium to market goods and services. This study revealed that goods and services of Gotv and Startimes were made known to the consumers through radio and billboard advertising in Calabar metropolis.

**RECOMMENDATIONS`**

Based on the study's findings, the researcher suggested the following recommendations for Gotv and Startimes networks.

- (1) They should introduce sponsored radio programm on local radio stations in Calabar. This will help to increase listenership and as a medium of reminder, awareness, educating and persuasion to present and intended consumers to patronize the products.
- (2) They should erect their billboards in higher educational institutions campuses in Calabar like the University of Calabar and Cross River University of Science and Technology, Calabar campuses. This will create effective awareness among the staff and students on campus and influence the target audiences to patronize their products.

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