

## **Contributory Roles of *Who Wants to be a Millionaire* (RTV) Sponsorship to MTN Brand Loyalty.**

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### **Abstract**

The mobile telecommunication industry in Nigeria is a very competitive one for the service providers. This makes sponsorship and advertising very strategic marketing tools for the stimulation and reinforcement of brand loyalty so as to achieve the desired profit margin. *Who wants to be a millionaire* is one of the many forms of television reality content adopted for sponsorship by MTN to achieve those goals. Paradoxically, our study reveals that whereas it is very successful in reinforcing loyalty to the brand among the subscribers, it is far less effective in stimulating brand loyalty. Two relevant theories were applied to guide this research. Using cross sectional research design with the population derived from MTN active subscriber base of 3.95 million in Rivers State, a sample size of 400 was taken from Port Harcourt, Obio/Akpor and Emuoha Local Government Areas of Rivers State to provide a good balance of urban and rural respondents. The research work used a multi-stage sampling technique. A set of questionnaire was used to generate data. Data generated were analysed using Pearson Product Moment Correlation analysis. Our study revealed that there was no significant relationship between subscribers' exposure to *who wants to be a millionaire* and their motivation to patronize the MTN brand. The study, therefore, recommends that sponsorship of Reality shows be supported with other communication tools and not as a stand-alone campaign material so as to achieve set objectives.

**Keywords:** Sponsorship communication, Reality TV, Attitudinal loyalty, Brand loyalty, Reinforcement.

### **Introduction**

Over the decade, Reality television shows have shown incredible popularity with the viewing public. However, overtime other genres and subgenres have evolved that further bolstered and attracted more viewers and engendered more patronage by sponsors for commercial purposes. For example, Observational docusoap which is a combination of observational documentary and soap opera border on issues of security, medical emergencies, etc. Another form of Reality TV is Formulated docusoap which takes people out of their own worlds and place them in a formulated, contrived or specially constructed environment to see how they behave and co-exist. A typical example is Big Brother Africa. Yet another genre of Reality game show also known as *gamedoc* is also a formulated *docusoap* but this time contest is the focus. Contestants are placed in a demanding situation which may involve the use of their intellect or some other natural talents to win or survive in the show. These various genres are part of broadcast contents of most TV stations in Nigeria and are sponsored by different marketing companies. *Who wants to be a millionaire?* falls within the *gamedoc* genre.

Brand loyalty with its multidimensional construct is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." (Gommans, Krishnan & Scheffold, 2001: p.1). However in this study, the term brand loyalty is operationalised and seen as the degree to which buyers are committed to a brand both affectively and emotionally which manifest in satisfaction, trustworthiness, image and intimate relationship/bonding toward the brand.

Worried by the avalanche of TV Reality shows of various genres on Nigeria's television stations, researchers, scholars and even marketers would want to understand what these shows like *Who wants to be a millionaire* contribute, either in stimulating brand loyalty or adding value to the sponsor. This is the essence of this paper on: Contributory Role of *Who Wants to be a Millionaire* Reality Television Sponsorship and Brand Loyalty in Rivers State.

### **An Overview of Nigeria GSM Mobile Telecommunication Market**

The Nigerian Mobile Telecom Market is steadily evolving with great potentials as regarded by industry watchers as the fastest growing market in Africa. The total active subscriber base in the GSM segment as at June 2013 holds at over 117.4 million (NCC, 2013). Nigerian telecommunication came to the front burner in 2001 when the deregulation of the subsector of the economy gave way to private participation. This initiative was opened up with the issuance of Global System for Mobile communication (GSM) unified license in 2001. GSM license in Nigeria cost about US\$285million. Prior to this time Nigerian Telecommunication (NITEL) was the only operator in the market with a subscriber base of about 500,000 from a population of about 140 million. The deregulation ushered in telecom players like MTN, Glo Mobile, Econet (Zain) now Airtel, Etisalat, and Mtel. The Nigerian Telecommunication Commission (NCC), is the industry regulator empowered by NCC Act 2003; 3-(1) “There is establishment of a commission to be known as Nigerian Telecommunications Commission with responsibility for the regulation of the telecommunication sector in Nigeria”. The market is divided into urban and semi-urban, and rural market. Tele density in the urban is about 65% while semi urban is about 45% and rural is less than 15%. (www.ncc.gov.ng, June, 2013).

Presently, the market share for the five GSM mobile telephone operators are as follows: MTN 55,238,430 subscribers (47%), Globacom 25,019,862 subscribers (21%), Airtel 21,591,904 subscribers (19%), Etisalat 15,303,647 (13%) and Mtel 258,520 (0%) (www.ncc.gov.ng, June, 2013). All the operators are privately owned with the exception of M-tel that has government stake but likely to be privatized. Although the industry is controlled and regulated by Nigeria Communication Commission (NCC), competition between the operators has become very serious and fierce, each seeking for subscribers loyalty and increase of share of consumers’ mind.

### **Statement of the Problem**

In recent years, sponsorship of TV Reality shows have received the attention of marketers as a major promotional strategy to engender brand loyalty. Huge resources are employed in the sponsorship of TV reality shows covering auditioning, rehearsals, various production stages and cost of air time. Recent developments in the marketing communication industry and the academia are beginning to question how the show impacts on the brand in terms of winning new customers or keeping the old ones loyal to the brand, especially, in the face of competitive activities and rising cost of media? However, the concern of this study is to establish the contributions if any, of *Who Wants to be a Millionaire* Reality Television Sponsorship to the stimulation of Brand Loyalty in Rivers State.

### **Objectives of the Study**

1. To find out the extent to which subscribers’ exposure to *Who wants to be a millionaire* has contributed to their patronage of MTN brand in Rivers State.
2. To establish the extent to which subscribers already held attitudes are reinforced by *Who wants to be a millionaire*.

### **Research Questions**

The following research questions were used in realizing the objectives of the study.

1. What contribution does subscriber’s exposure to *Who wants to be a millionaire* bring to the patronage of MTN brand in Rivers State?
2. To what extent does *Who wants to be a millionaire* reinforce already held attitudes in facilitating brand loyalty among existing subscribers?

### **Research Hypothesis**

The hypothesis is stated in the null form (for explicitness and clarity in addressing the research problem).

H<sub>01</sub> There is no significant relationship between subscribers’ exposure to *Who wants to be a millionaire?* and their loyalty to the MTN brand in Rivers State.

### **Significance of the Study**

There is a growing popularity of the use of broadcast sponsorship as a promotional tool. Despite this popularity, broadcast sponsorship has received only limited research attention. By researching the contributions of *Who Wants to be a Millionaire* Reality Television Sponsorship to the stimulation of Brand Loyalty in Rivers State, an aspect of sponsorship is analysed which has not been researched before. This would open up this aspect to researchers, scholars and the entire academia for further investigation. Smith (2004) acknowledges the possible effect of sponsorship on brand loyalty and refers to it as a future research direction.

Beside the academic relevance of brand-sponsored television Reality show programmes on brand loyalty, it also has a managerial relevance. It is important to know the impact of sponsorship on current customers of the brand.

### **Theoretical Framework**

#### **Attitude Change Theory**

Attitude change as defined by Cacioppo, Petty and Crites (1994) is the modification of an individual's general evaluative perception of a stimulus or set of stimuli. Therefore, the changes that may occur for any reason in a person's general demeanour be it favourable or unfavourable with regard to some person, object, or issue fall within the gamut of attitude change. Cacioppo et al (1994) however noted that changes in knowledge, skill and changes in behaviour that requires another's surveillance are not included within the broad spectrum of attitude change.

The basic principles and assumptions of attitude change theory are that human beings are both rational and irrational depending on the situation and motivations driving them at any point in time. This theory propounded by Katz and his associates in 1960 argue that the tendency for people to operate with various ways of thinking has tremendous implication in understanding attitude change.

Katz (1960) further argues that both attitude formation and change must be understood within the framework or functions that attitude change serves in defining one's personality. As these functions defer so also the conditions and techniques of attitude change. Katz contends that a researcher dealing with only the exposure to a film is not really able to fully understand or predict attitude change because impact and motivation for people differ. To this end, Katz suggests that it is imperative to understand the psychological need behind holding an attitude without which we stand at a weak position to predict when and how attitude change may occur. Advancing his thesis Katz (1960), further highlighted four major functions that attitudes can serve in a personality: (a) *Instrumental, Adjustive or Utilitarian function*, (b) *Ego-Defensive function*, (c) *Value-Expressive function* and (d) *Knowledge functions* are attitudes held by individuals and are preponderance of individuals responses to attitude change.

Katz therefore suggests that a persuasive message should be tailored to match the motivational stance for which an attitude is held or create messages that reinforce attitudes held. Katz's postulation on attitude change has direct relevance and application to this paper since the study seeks a relationship between sponsorship communication and attitudinal loyalty. It helped in the analysis of the attitudinal responses and perceptions of the consumers to the various promotional messages and how these support their various personalities and predispositions.

#### **Uses and Gratification Theory**

Uses and gratifications theory is one of the traditional theories in media research propounded by Blumler and Katz in 1974. At the onset the approach was based on explaining the great appeal of certain media contents. The main thrust of the research is: Why do people use media and what do they use them for? (McQuails, 2011). In other words, it offers another avenue for explaining why people expose themselves to some communications and not others say, for instance, why they prefer some channels or programmes above others; why they perceive at least a fraction of these to which they are exposed to and why they remember –correctly or incorrectly some of the messages put out on the media. There are five basic

assumptions of Uses and Gratification theory put together by Katz, Blumler and Gurevitch (1974, pp.15-17) looked at the goal of the mass media; the process of linking need gratification and media choice rest with the audience member; media vie with other sources of need satisfaction; people are aware of their own interest and can indicate such in cases of research and that value judgements and its cultural implications should be set aside while exploring audience satisfaction.

Again, there was a sudden shift in the 20s and 30s led by Katz and Blumler that stressed that the media have uses and gratifications. Therefore instead of the functionalist model which asked what the media does to its audience, Katz and Blumler were now investigating what people do with the media. Uses and gratifications theory brought to light four categories of need gratification: (1) Diversion – escape from routine and problems; emotional release; (2) Personal Relationship – Social utility of information in conversation; substitution of media for companionship; (3) Personal Identity or Individual Psychology – Value Reinforcement or assurance; self-understanding, reality exploration; and (4) Surveillance – Information about factors which might affect one, or will help one do or accomplish something. Further research by Katz, Gurevitch and Haas (1973) revealed how the mass media are used as a means by which people connect or disconnect themselves with others. In that research they developed thirty-five needs based on the social and psychological functions of the mass media and crystallised them into five major categories: (a) Cognitive needs – Acquiring information, knowledge and understanding; (b) Affective needs – Emotion, pleasure, feelings or passion; (c) Personal integration needs – Credibility, stability, status; (d) Social integration needs – Family and friends; and (e) Tension release needs – Escape and dive.

Therefore, this paper explored those needs as encapsulated in the aforementioned five categories of Katz and his associates in evaluating attitudinal loyalty of MTN consumers and how by watching *Who wants to be a millionaire?* their loyalty is stimulated and audience's needs satisfied.

## **Conceptual Review**

### **Advertising Effects and Consumer Behaviour Models and their import on Consumer Loyalty**

Over time, it has been established that advertising does have effect on consumers of media and products. Scholarly papers and literature abound on several research works that have been carried out on the subject. Suffice it to say that there are several works that show distinct alternative theoretical formulations of how advertising produces its impact on consumers of goods and services – Active Learning Theories, Low Involvement Theories and Dissonance Reduction Theories. Weilbacher (1984) summarises these three theories as follows:

**Active Learning theory** of advertising assumes that advertising communicates information that brings about attitudinal change which in turn brings about behavioural change in brand choice and preferences.

**Low Involvement theory** on its part, posits that at least in some advertising situations that the advertising message is not too important to the consumer rather such messages are passively stored and evaluated in relation to the consumer reactions in the market place. This advertising theory corroborates with Cultivation theory to the effect that advertising effects are cumulative and increases brand awareness, relevance and salience resulting in changed purchase behaviour and brings about a revised attitudinal change after a brand has been purchased and used.

**Dissonance Reduction theory** suggests that behaviour may bring about attitudinal change and that newly formed attitudes are reinforced and established or stabilized by information from advertising.

The purpose all communication is basically to influence the attitudes of individuals by changing the mental state or psyche and better still the predispositions of the person at whom the communication is addressed. As seen from linear communication model, one key thing for marketers and marketing

communication practitioners is in receiving consumer feedback or response which helps in measuring the effectiveness of the communication efforts.

Advertising, a mass communication tool is therefore very suitable to cover heterogeneous recipients known as consumers scattered in various geographical locations.

### **Research Design**

The research technique used was cross sectional survey. Cross sectional survey involves generating questions, collecting responses from a single point in time, the data is analysed and conclusions drawn. The total national subscriber base for Global Satellite Mobile (GSM) according to the Nigeria Communications Commission (NCC) as at 2013 has reached 117million (www.ncc.ng. 2013). Out of this figure, MTN has reached the 50million mark nationwide. However, the population of this study was Rivers State and according to the South-South Regional Sales Manager of MTN, the network has about 3.95million active subscribers in Rivers State. This figure represents the population for the study.

### **Sample and Sampling Technique**

The sample was taken from Port Harcourt local government area (PHALGA), Obio/Akpor local government area (OBALGA) and Emuoha local government area (EMULGA). They were purposively chosen because the first two local government areas form the core metropolitan area or city centre of the state while Emuoha is regarded as a hinterland. This choice was necessary so as to have a good representation of both urban and rural areas to facilitate the generalization of the findings to the population of this study. A multistage sampling model was used and specific locations were randomly chosen from the wards of the three local government areas and from these wards a systematic random sampling of one of every three household was chosen for sampling. Table 1 indicates the number of selected wards and communities for the study.

**Table 1: Selected Wards/Communities for the study**

PHALGA		OBALGA		EMULGA	
WARD	COMMUNITY	WARD	COMMUNITY	WARD	COMMUNITY
2	Ogbunabali	8	Rumumasi	1	Rumuoro/Okporo/Ahai
6	Ibimina-Polo (Town)	12	Rumuigbo/Omoi Orosi	4	Rumuche/Ngbuitanwo/Ngbueto
10	Nkpolu (Diobu)	13	Rumuokwuta/Rumuola/Rumuadolu	6	Ibaa
20	Azuabie/Abuloma	15	Ekini/Osi/Choba/Aloguu	7	Ndele
<b>Total 4 wards</b>	<b>SAMPLE SIZE= 134</b>	<b>4 wards</b>	<b>SAMPLE SIZE= 133</b>	<b>4 wards</b>	<b>SAMPLE SIZE =133</b>

The sample size for each community was calculated with a sampling fraction of 1:9751 persons.

This implies that the sample fraction is applied in the distribution of the sample within each of the selected ward since the population making up the subscriber base for MTN is known. Also, the sampling error of  $\pm 0.09$  deduced from sampling fraction already stated. To this end, each of the local government area was allocated 133.33 equally as its sample size; this was further approximated to 134, 133, and 133 respectively with PHALGA having plus one since it has the highest number of wards. This number was further divided by four wards each from each local government. This meant that each ward was allocated 33 samples each.

### **Validity/ Reliability of the Measuring Instrument**

In a study like this, it is important to ensure that the measuring instrument is such that will produce a valid result and at the same time reduce or marginally eliminate error. Field (2007) in Moolla and Bisschoff (2012) defined validity as the evidence that a study allowed inferences about the question it was aimed to answer, or that a test measured what it set out to measure conceptually. For this study, content validity was used to assess the validity of the measuring instrument. Content validity refers to a subjective but

systematic evaluation of how well the content of a scale represents the measurement task at hand (Malhotra, 2000). Furthermore, by assessing content validity, it is considered whether the questionnaire covers the entire construct that is being measured (Iacobucci and Churchill, 2010).

For any measuring instrument to be reliable, it must be dependable, stable and consistent over time. The test – retest method was used to test for reliability of the instrument. The same people were used at different points in time and the coefficient between the two scores was computed. The correlation coefficient statistical tool was applied for analysis. If therefore the  $r_{xx}$  approaches +1 it indicates that a person's score at Time A was similar to his/her score at Time B showing consistency overtime. In this study, 20 subjects were tested and re-tested within a space of two weeks in Rumuokwuta, Obio/Akpor Local Government Area. Pearson product-moment correlation formula was used in calculating  $r$  and the result was positive.

### Method of Data Collection

The questionnaire was administered to the respondents in the selected wards of the local government areas chosen. However, this study kept a contingency and questionnaire mortality rate very low. A 5% drop-out rate was observed in accordance with the prediction for unforeseen circumstances which eventually brought returned questionnaire to 387. A face-to-face approach was adopted in administering the questionnaire which ensured that proper responses to the items were obtained. Table 2 summaries the distribution and collection of the research instrument.

**Table 2: Distribution of Questionnaire and Responses**

	Frequency	Percentage Frequency%
Population of MTN Subscribers in Rivers State	3.95millions	100
Sample size	400	100
Total copies of questionnaire administered	400	100
From Obio/Akpor LGA	129	96.75
From Port Harcourt LGA	128	
From Emuoha LGA	130	
Total copies of questionnaire retrieved	387	
Total copies questionnaire not retrieved	13	3.25
Total copies of questionnaire valid	378	94.5
Total copies of questionnaire not valid	9	2.25

The 378 copies valid copies of the questionnaire formed the 100% that were computed and analysed.

### Method of Data Analysis

The measuring instrument was divided into two sections 'A' and 'B' for easy collection of data relevant to the study – the demographic section was A, comprising gender, age, level of education, marital status and occupation while section B was the thematic area that formed the core area that addressed the topic under study.

The data obtained used inferential statistics in testing the research hypotheses which involved A Two-Way ANOVA, Student t-test, f-factor and Pearson Correlations statistics.

### Data Presentation and Analysis

The data generated for this study emanated from the sample size of 400 which was taken from the population of subscribers of MTN network in Rivers State. A total of 400 copies of the measuring instrument were distributed in line with the sampling procedure as stated in the sample/sampling technique. Out of the 400 copies of the questionnaire administered, 387 copies were returned. However, 9

copies of the retrieved instrument could not be used for analysis as the respondents never watched the game show *Who wants to be a millionaire?* This therefore, brought the number of copies used for analysis to 378.

### Demographic Data

The individual and personal characteristics of the respondents were examined in section A of the research instrument and presented in the bar chart as follows:

**Table 3: Demographic Analysis Based on Gender**

S/N	MALE		FEMALE		TOTAL	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	198	52.4	180	47.6	378	100

Table 3 shows that the obtained result from the field indicated that the cumulative frequency for the three Local Government Areas was 180 or 47.6% for the female respondents and 198 or 52.4% for the male respondents. The implication of this result shows that there are more males viewers of *Who wants to be a millionaire* than females. It also shows that there was a marginal preponderance of males at 4.8% more than the female respondents in the area of study. It confirms the notion that there are more males who participate in the programme.

**Table 4: Demographic Analysis Based on Age**

S/N	15-24		25-34		35-44		45-54		TOTAL	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	164	43.4	116	30.6	69	18.3	29	7.7	378	100

There were four age bracket provided in the research instrument. Respondents between the ages of 15 to 24 years formed the highest number of respondents at 43.4%. as seen from Figure 4. This group was followed by those between 25 and 34 years who constituted 30.6%, those between 35 and 44 years were 18.3% and those between 45 and 54 were 7.7%.

A major discovery of this section is that young adults whose ages ranged between 15 and 24 constitute primary viewers of the programme. This is corroborated by the age eligibility of contestants in all the segments of the programme except for special editions. The researcher intentionally excluded ages 5 to 14 from the study for the aforementioned reason, more so since this age bracket does not possess purchasing power but rather depends on their parents or guardians for financial assistance.

**Table 5: Shows Education of Respondents**

S/N	Non-Formal		Primary		Secondary		Tertiary		TOTAL	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	46	12.1	17	4.5	96	25.4	219	58	378	100

Table 5 indicates that the result obtained from the field, respondents with tertiary education has a cumulative frequency of 219 which represents 58% of the sample size. Those with secondary education were 25.4% while non-formal education stood at 12.1%. This suggests that the majority of those who watch and participate in the programme were those with tertiary education. This is evident by the type of questions asked in the programme and the responses by hot-seat contestants, fast-fingers and those sitting

in the audience. It also implies that the illiterate and semi-literate viewers who form the bulk of the non-formal education group (12.1%) are totally ignored since the level of knowledge evinced in the questions and the entire programme content did not take cognizance of this group.

**Table 6: Shows Marital Status of Respondents**

S/N	Single		Married		Divorced		Separated		TOTAL	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	241	63.8	111	29.4	14	3.6	12	3.2	378	100

The result in Figure 6 shows that singles constitute the highest number of 63.8% followed by married people with 29.4%, while divorced and separated were 3.6% and 3.2% respectively. It shows that singles and married account for 93.2% implying that they form the majority of those who patronize MTN network and watch the Reality game show. It also confirms the programme as a family entertainment programme.

**Table 7: Occupation of Respondents**

S/N	Public Servant		Self-Employed		Student		Unemployed		TOTAL	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	78	20.6	87	23	156	41.3	57	15.1	378	100

The result from Figure 7 shows that students at 41.3% form the majority of those who patronize the network and watch the programme because of the Reality show's educational and informative qualities. This figure is followed by self-employed respondents at 23%, public servants at 20.6% and the unemployed at 11.9%. This result infers that the programme being a family one attracts and is of interest to both students and working class people. However, the self-employed group is remarkable since this shows that those who participated in the programme would like to invest the prize money into their businesses or use it to improve their lives generally.

### Answering Research Questions - Thematic Data

There are two research questions that form the core of this study and the results from the field work are presented in frequency, simple percentages and weighted mean score in the tables below:

#### Research Question One

**Does subscriber's exposure to *Who wants to be a millionaire* contribute to patronage of MTN brand in Rivers State?**



**Table 8: Composite table showing contributions of WWTBM to Brand Loyalty**

S/N	Contributions	Strongly Agree in Likert 5 points	Agree /4 points	Undecided/ 3 points	Disagree/2 points	Strongly Disagree/1 point	Weighted	Sample size	WMS	Decision
		Freq/%	Freq/%	Freq/%	Freq/%	Freq/%		Freq/%		
1.	<b>Personal &amp; Corporal Image Enhancement</b>	130	156	38	31	23	1473	378	3.8	Positive
		34.4	41.3	10	8.2	6.1%		100		
2.	<b>Bonding &amp; Relationship Sustenance</b>	62	134	93	56	33	1270	378	3.3	Positive
		16.4	35.4	24.6	14.8	8.8		100		

**Personal & Corporal Image Enhancement**

Summing Table 8 up it implies that 75.7% (34.4% +41.3%) of the respondents believed that *Who wants to be a millionaire* creates positive image to the sponsor of the programme (MTN network) and enhances self esteem of the subscribers. The cumulative percentage of those who were undecided and disagreed was quite infinitesimal compared to those who believe that *Who wants to be a millionaire* contributes to the enhancement of individual subscribers' image and the corporate image of MTN.

This result is in tandem with the assertion of Pope and Voges (1994) and Abiodun (2011) that sponsorship helps to build an organization's image or maintains a high level image of the sponsor. On the part of the subscribers, loyalty to the brand is sustained since belonging to the network enhance the personal image of the subscriber. This claim was subsumed in the response to item 8 of the research instrument.

**Bonding and Relationship Sustenance**

Table 8 shows that 16.4% strongly agreed that *Who wants to be a millionaire* encourages bonding and sustaining of relationship while 35.4% of respondents agreed. Coming on the heel of those who agreed to the statement on item 8 of the research instrument was the undecided group which had 24.6% while those who disagreed and strongly disagreed were 14.8% and 8.8% respectively. The weighted mean score of 3.3 of the field result further validated the statement on item 8 of the research instrument. However, studies have shown that longevity between the sponsored programme and the sponsoring brand enhanced relationship with the consumer. Generally, the longer a sponsorship has to establish and maintain the relationship between the programme and the brand, the better it performs. This result is in tandem with Leahy (2008) that 'bonds are those which join two parties together and when present can lead to the development of brand loyalty' (p.9).

**Research Question Two**

**To what extent does *Who wants to be a millionaire* reinforce already held attitudes that facilitate brand loyalty among existing subscribers?**

**Table 9: Composite table showing Reinforcement Variables to Brand Loyalty**

S/N	Attitudinal Reinforcement Variables	Strongly Agree in Likert 5 points	Agree /4 points	Undecided/ 3 points	Disagree/2 points	Strongly Disagree/1 point	Weighted	Sample size	WMS	Decision
		Freq/%	Freq/%	Freq/%	Freq/%	Freq/%		Freq/%		
1.	<b>Reliability</b>	53	146	79	67	33	1271	378	3.3	Positive
		14.1	38.6	20.9	17.7	8.7		100		
2.	<b>Contentment</b>	53	143	76	75	31	1246	378	3.2	Positive
		14.1	37.8	20.1	19.8	8.2		100		
3.	<b>Dependability</b>	65	131	75	81	26	1262	378	3.3	Positive

		17.2	34.7	19.8	21.4	6.9		100		
4.	<b>Credibility</b>	114	154	49	43	18	1437	378	3.8	Positive
		30.2	40.7	12.9	11.4	4.8		100		
5.	<b>Passionate</b>	85	135	50	76	32	1299	378	3.4	Positive
		22.5	35.7	13.2	20.1	8.5		100		
6.	<b>Sense of Pleasure</b>	82	117	65	77	37	1264	378	3.3	Positive
		21.7	31	17.2	20.4	9.8		100		

The Composite table above addressed the second research question and shows the variables responsible for attitudinal loyalty.

### Reliability Reinforces Loyalty

In responding to item 12 on the research instrument, Table 9 shows that 14.1% of respondents strongly agreed that *Who wants to be a millionaire* enhanced their belief in MTN as a reliable network while 38.6% agreed. Those who were undecided came to 20.9%. The disagreed and strongly disagreed respondents were 17.7% and 8.7% respectively.

Cumulatively, 52.7% (14.1% + 38.6%) of the respondents agreed that the programme depicts reliability thereby reinforced and elicited a positive attitude towards the brand. The cumulative percentage of those who were undecided and those who disagreed was 47.3% showing a thin line with those who agreed that *Who wants to be a millionaire?* reinforces their belief that MTN is a reliable network.

Naturally, when a product or service is reliable, the proclivity to patronize and re-patronize will be higher. It is important to note that the weighted mean score for reliability though positive indicated 3.3 but on the low side. This implies that MTN should do more and improve on their services so as to encourage increased patronage.

### Contentment Reinforces Loyalty

Responses from item 18 on the research instrument as indicated in Table 9 show that 14.1% strongly agreed and 37.8% of respondents agreed that *Who wants to be a millionaire?* reinforced their sense of contentment towards the brand. The table further showed that 20.1% was undecided in their response to item 19 of the research instrument while 19.8% and 8.2% disagreed and strongly disagreed respectively to the statement.

Satisfaction comes as a result of product quality adding up to other variables. From the field report, subscribers were satisfied with the general services of the brand. However, the weighted mean score of 3.2 showed a near borderline threshold for contentment. It implies that though respondents seemed contented, the level of contentment should be improved upon by MTN.

### Dependability Reinforces Loyalty

Dependability as a factor of loyalty reinforcement had the following response: 17.2% strongly agree and 34.7% agree that *Who wants to be a millionaire?* reinforced their loyalty to the brand. While 17.7% were undecided, 21.4% disagree and 6.9% strongly disagree that the programme did not represent MTN as a dependable network hence did not reinforced their loyalty to the brand. A further evaluation indicated that 3.3 weighted mean score though positive seem rather low and implies that the brand may be susceptible to competitors' whims and brand switching by subscribers.

### Credibility Reinforces Loyalty.

The field result as seen on shows that the responses to the statement on item 11 of the research instrument indicated that those who strongly agreed came to 30.2%, 40.7% agreed, 12.9% were undecided, 11.4% disagreed and those that strongly disagreed were 4.8%. Summing up those who strongly agreed and those who agreed to the statement show a cumulative of 70.9%, a marginal difference of 41.8% with those who were undecided, disagreed and strongly disagreed and a weighted mean score of 3.8 clearly indicate that credibility has been the hallmark of the game show, a factor that positively enhances brand loyalty.

Also, credibility can be attributed to the integrity of the sponsor of the show which has been exhibited in the programme. So far there has been no complaint by participants of none payment of prize money won. The data on the credibility reflected the perception of the subscribers about the network which showed enhancement of brand association and loyalty.

### **Passion Reinforces Loyalty for MTN Brand**

Responding to the statement if *Who wants to be a millionaire* makes them passionate about MTN services, the data showed that 22.5% strongly agreed, 35.7% agreed, 13.2% were undecided, 20.1% disagreed and 8.5% strongly disagreed. From this result, over 50% of respondents agreed that the programme creates passion for the brand. The weighted mean score of 3.4 further indicated positive confirming the result obtained in percentages.

Being passionate about something is evinced in obvious excitement and hysterics. Both viewers of the programme, studio participants and major protagonists of the programme showed passion in one way or the other. A factor also transferred to the sponsor by association. This is validated from the field result as indicated in response to item 10 and 16 of the research instrument. This implies that passion being one of the dimensions belonging to the semantic spectrum of satisfaction, working in consonance with other factors contributes to attitudinal loyalty.

### **A Sense of Pleasure Reinforces Loyalty**

The column on the Sense of Pleasure shows that 21.7% of respondents strongly agreed to the statement on item 17 of the research instrument, 31% agreed, 17.2% were undecided, 20.4% disagreed while 9.8% strongly disagreed. Again, an aggregate of 52.7% respondents derived pleasure from watching *Who wants to be a millionaire*, an attribute also implied in their use and allegiance to the brand.

However, cumulatively the undecided, disagree and strongly disagree came to 47.4% with a marginal difference of 5.3% and a weighted mean score of 3.3 showed that though the subscribers may derive some pleasure from the used of both programme and the network, more needs to be done in improving the programme and quality delivery.

### **Testing Hypothesis One**

**H<sub>0</sub>** There is no significant relationship between subscriber's exposure to *Who wants to be a Millionaire* and their loyalty to the brand.

**H<sub>1</sub>** There is a significant relationship between subscriber's exposure to *Who wants to be a Millionaire* and their loyalty to the brand.

Item 7 in the research instrument was used to test the above hypothesis. The result obtained used the following t-test equation for analysis:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\left[ \frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2} \right] \left[ \frac{n_1 + n_2}{n_1 n_2} \right]}}$$

where  $\bar{X}_1$  is the mean for variable 1,  $\bar{X}_2$  is the mean for variable 2 and the denominator is the standard error for the variables –  $n$  represents the number of people in each group while  $s$  represents the estimate of variance. The SPSS print out detail is found below.

**Figure 1: Correlations Of Exposure And Loyalty To The Brand.**

		exposure	motivation
exposure	Pearson Correlation	1	-.009
	Sig. (2-tailed)		.858
	Sum of Squares and Cross-products	8.786	-.690
	Covariance	.023	-.002
	N	378	378
motivation	Pearson Correlation	-.009	1
	Sig. (2-tailed)	.858	
	Sum of Squares and Cross-products	-.690	632.331
	Covariance	-.002	1.677
	N	378	378

**Figure 2: t-Test: Paired Two Sample for Means for exposure to who wants to be a millionaire and loyalty to the brand in River State.**

	Variable 1	Variable 2
Mean	3.478836	1.97619
Variance	1.67727	0.023304
Observations	378	378
Pearson Correlation	0.00926	
Hypothesized Mean Difference	0	
Df	377	
t Stat	22.37883	
P(T<=t) one-tail	1.75E-71	
t Critical one-tail	1.648905	
P(T<=t) two-tail	3.5E-71	
t Critical two-tail	1.814276	

### Result

Using the Pearson Product Moment Correlation (PPMC), as indicated on Figure 2 the calculated t-value of 1.81 is less than the table t-value of 2.571. We therefore accept the null hypothesis ( $H_0$ ) that there is no significant relationship between subscribers' exposure to *Who wants to be a millionaire* and their loyalty to MTN brand. This result means that the loyalty of subscribers to the brand is not a function of their exposure to the programme. This implies that there are other factors that are responsible for brand loyalty.

### Discussion on Findings

Deductions and discussions in this study used the research questions and results of the testing of the hypotheses as basis to interpret the findings in the research work.

### Contributions of *Who wants to be a millionaire* to the patronage and loyalty to MTN brand

The Research Question One and shown on Composite tables 8 - ***What is the contribution of subscribers' exposure to Who wants to be a millionaire to the patronage of MTN brand?***

A thorough look at the field results showed that *Who wants to be a millionaire* has contributed variously and particularly to the enhancement of consumer loyalty for MTN brand. This assertion is supported by the attitudinal loyalty variables of product satisfaction, image, relationship and trustworthiness. However, these variables were further bolstered by the underlying communication tools that drive them. For as much as these variables are interrelated, they individually contribute to brand loyalty being driven by the media and other promotional activities. Following the attitudinal loyalty components as discussed and deductions made, *Who wants to be a millionaire* contributes in the following areas based on the field result tables:

**a. Consumers' Emotional Gratification.**

Media consumers expose themselves to various media for several reasons; be it for entertainment, relaxation or information. However, the sum total is basically to gratify their desires. In the main, the media provide the platform through which media consumers use the media in gratifying emotional, psychological or material needs. This is in tandem with Katz and Blumler tenets on uses and gratification theory, to the effect, that people use the media for purposes of meeting individual psychological and surveillance needs which involve value reinforcement, assurance and obtaining of information that will impact on them and will help change attitudes and habits or accomplish things in their lives. These same gratifications are derived from specific media content that is of interest. It must be noted that while watching these programmes, there is a subliminal emotional transfer that occur. The stronger the viewer's relationship is with a programme, the more effective sponsored TV programmes are in driving positive emotions towards the brand.

**b. Personal and Corporate Image Enhancement.**

It was observed that majority of the respondents comprising 75% (34.4% + 41.3%) of respondents indicated strongly agree and agree respectively on the Composite table 8 that *Who wants to be a millionaire* contributes to image enhancement both to the sponsor and to the subscribers of the network. Ghodeswar (2008) sees the essence of a brand as an amalgam of both the physical product and the notional images that go with the brand. Image is a product of people's perceptions and perception according to Berelson and Steiner (1964) is the complex process by which people select, organize and interpret sensory stimulation into a meaningful and coherent picture of the world. Again, drawing the same inference from Gerbner et al (1980) in their postulation on Resonance stated that those whose life experiences resonate or in consonance with experiences depicted on television will be most affected by the television messages. This study therefore argue that the sponsorship of *Who wants to be a millionaire* by MTN promotes and enhances the perception of personal image of individual subscriber as it resonates with their life style and status since the overall brand image of MTN and its services are in tandem with that of the subscribers.

**c. Bonding and Relationship Enrichment.**

Studies have also shown that TV viewing enhances family ties, encourages bonding and intimacy. This view is in tandem with the social integration needs of why people use the media as postulated by Katz et al (1973). In it, Katz pointed out the role television plays in connecting family and friends and encouraging good family values, exchange and love.

In any form of relationship, a high level of trust must exist; all parties involved are convinced that the other is committed to mutual success of the organization or satisfaction of the individual. Therefore, developing a positive trust attitude encourages a reciprocal trust between subscribers and the network thereby a stronger relationship is built. Summing it up, therefore, sponsored TV programme like *Who*

*wants to be a millionaire?* has a way of connecting consumers to a brand thereby fostering business relationship.

#### **d. Brand loyalty Reinforcement and Reality Television Sponsorship.**

One good strategy for advertising campaign is the use of sponsorship communication as a way of building brand loyalty reinforcement. According to Katz (1960), to reinforce attitude or initiate attitude change it is imperative to understand why an attitude is held in the first place without which we stand at a weak position to reinforce already held attitude. Reinforcement strategy has among its advantages, facilitates a reduction in customer defection or brand switching, a greater share of customers' wallet and more referrals (Ghodeswar, 2008).

The aforementioned Composite table 9 on reinforcement variables indicated the following six elements of reliability, credibility, contentment, dependability, passion and sense of pleasure dimensions responsible for reinforcement of MTN brand loyalty. These factors or variables also conjure up matrix for the evaluation of sponsorship communication effectiveness.

To this end, as much as sponsorship communication content has got its place in engendering reinforcement of loyalty, the entire communication value chain for the brand should be constantly evaluated so as to maintain optimum loyalty to the brand.

#### **Conclusion**

Marketing and marketing communication companies are constantly in search of promotional media content that would engage their target consumers. In the light of this, the discovery of Reality shows as strong vehicles in sponsorship communication has overtime raised the financial bottom-line of many corporate organizations and increased the effectiveness of their marketing efforts. However the issue of congruity and relevance to brand personality and image should be thoroughly examined before engaging the use of sponsorship. If well conceptualized, the benefits accruing to the sponsor would raise the brand's equity while on the contrary might harm the brand.

#### **Recommendations**

In view of the conclusions drawn from the study, the following recommendations are offered:

1. The result revealed that there are more males viewers of *Who wants to be a millionaire* than females. To this end, producers of the programme work out ways for more female participation so as to woo more female viewers to the programme.
2. There may be several objectives a sponsor (MTN in this study) sets out among which was retention of existing subscribers. To achieve this, it is recommended that an integrated marketing communication approach be adopted. The entire communication of the sponsor need to be cohesive and synergized, whether it's through ads, sponsorships, point-of-sale (POS) or online in order to create passion for the brand and initiate attitudinal change which will bring about motivation for the brand.
3. From the results, the indications are that *Who wants to be a millionaire* contributes in reinforcing already held attitudes by subscribers but is far less effective in motivating prospective subscribers. It is important that sponsors of Reality Television should carefully examine every broadcast content presented for sponsorship and see how this will meet their marketing objectives.
4. Finally, the study recommends that reality TV should not be a *sine qua non* or a stand-alone material for campaigns but must be supported with other promotional tools depending on the objectives set by the sponsor of the programme.

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