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Students' Preference and Purchasing Decision through Mobile Network Advertisements

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Abstract

Studies in advertising show that although television advertisements and product placements introduce viewers to products or act as a reminder, many times consumers make their purchase through another medium. Employing media dependency theory, the study adopted the survey research method using quantitative and qualitative data gathering methods. 400 students of Polytechnic Ibadan were sampled for the survey questionnaire while focus group discussions were held with other students of the institution. Quantitative data were analysed using frequency count and T-test while qualitative data were coded with relevant issues selected to support the findings. There is a significant correlation between mobile television advertisements and consumer purchasing decision (Pearson=.622, p<.002). This means that the more mobile network advertisements people watch, the more likely there is an influence in their choice of mobile network products and services at the point of purchase. The use of music, slogans and drama serves as aesthetics in influencing respondents through advertisement messages; hence they see the advertisements as captivating, true, informative, educative, entertaining and convincing. This implies that television advertisement is productive in influencing consumers' decision, hence mobile network service providers need to be more creative and strategic in placing advertisements on television due to high competition within the industry.

Keywords: Advertisements, Mobile Network, Purchasing Decision, Students, Polytechnic Ibadan

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Introduction

The media is a tool for influencing, persuading, informing and enlightening the target audience on a particular product through the means of advertising. Advertising is the activity of informing people about a product, service or idea in order to persuade them to buy it. This is a very strong element used in influencing consumers of a particular product in order to purchase the product (Ansari and Joloudar, 2011). Therefore, advertising is meant to simply attract consumers' attention to a product, service or idea and also to create motivation for them to buy.

The evolution of advertising dates back to the ancient times. Symbols and pictorial signs were used to attract product users and also as promotion tools of products. Today, advertising plays an important role in persuading customers to purchase products and services. Advertising seems to be everywhere and ever present wielding a far reaching influence on the daily lives of people. It is the most convenient route to reach consumers (Gayatri and Gaur, 2012). It has become one of the major sources of communication between the manufacturer and the user of products. Hardly is there any business in the modern world which does not advertise. However, the form of advertising differs from business to business. Advertising about an organization, its products or services can be transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or mass-transit vehicles.

All the media are used for advertising. Newspapers, magazines, radio and television are competing for consumers' attention but according to Asemah, Edegoh and Ojih (2013), the television is regarded by many viewers to be the most 'real' form of media. The television is a medium of information, education and entertainment which involves the use of sounds, pictures and words to communicate to people. Television is a vehicle of advertising products and services. It is a very important tool for advertising because of its dynamic nature of carrying both sounds and moving visuals and also because of its broad reach, demonstration ability, intrusion value, ability to generate

excitement, one-on-one reach, ability to use humour, and ability to achieve impact (Shimp, 2007 as cited by Pandey, 2011). Moreover, television enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to communicate and display ideas to large and widely scattered audience. Television reaches very large audiences more than newspapers reach their audience, and it does so during a short period of time. It also has the ability to give a product or service instant validity and prominence.

According to Ekeanyanwu, Igwe and Igbinoba (2009), on average, people spend over four and a half hours a day in front of the television, making television watching one of the most common modern leisure activities. Many television advertisements feature songs or slogans that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign.

The combination of television and advertising is lethal and has become an integral part of modern society. It is the most convenient route to reach consumers (Pandey, 2011). Research studies have shown that television advertisements have a great impact on social behaviour, including purchasing behaviour because television has charm (Pandey, 2011) and it is often referred to as the "king" of the advertising media (Ansari and Joloudar, 2011). Television advertisement is the main media in current time; it is a convenient way that organizations generally employ to increase demand of goods or services by influencing customers' preferences. Television advertising can show and tell many people about a product or service, the product features, the differences between the product and other brands, indicate when and where to buy such a product and actually demonstrate the benefits of ownership (Ansari and Joloudar , 2011). Television as an advertising medium has three key advantages. First, its influence on consumers' taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact (Ansari and Joloudar, 2011). Television advertisements affect consumer

behaviour by pushing consumers to buy specific products through frequent advertisements and also to change their attitude toward the products.

Statement of the Problem

Ayanwale, Alimi and Ayanbimipe (2005;1) are of the opinion that "advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it". Clark (2013) says that although television advertisements and product placements introduce viewers to products or act as a reminder, many times customers make their purchase through another medium. Akpoyomare, Adeosun and Ganiyu (2012) are of the opinion that product attributes also influence the purchase decision of consumers.

Some researchers also found out that television advertisements create product awareness, brand knowledge, as well as intention to purchase. According to Pandey (2011: 2), "television advertisements usually play a role in introducing a product, reinforcing familiarity to the product and also emphasising how realistic it is to purchase the product". In Nigeria today, since the announcement of the Mobile Number Portability by the Nigerian Communications Commission, television advertising for mobile network services has gone viral with attention-grabbing tricks such as attractive and lovely music, lyrics, jingles, humour, funny characters, repeated messages, slogans, celebrities, drama, choreography and animation. Although all these features attract the attention of the audience, do they influence the decision to buy mobile products and services or just to entertain consumers? In Nigeria, the major mobile network service providers are MTN, Globacom, Airtel and Etisalat. All these four telecommunication networks have been running adverts incessantly wooing subscribers to switch over to their networks. The question to be answered is, do these advertisements influence the decision of consumers to purchase these products and also to opt for their services? Hence, this study seeks to assess the influence of television adverts on consumers' purchasing decision of mobile network

services by the students of the Polytechnic of Ibadan.

Research Questions

1. What is the perception of consumers about mobile television advertisements?
2. What are the features of mobile television advertisements that influence consumers' decision?
3. How do mobile television advertisements influence consumer decision?

The Concept of Advertising

Advertising is defined by the Institute of Practitioners in Advertising (IPA) as the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost. Advertising is the most conspicuous of all marketing activities. According to Bearden, Ingram and LaForge (2007), advertising is defined as a marketing communication element that is persuasive, non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons or ideas. The medium through which advertisement is transmitted or published is paid for. Advertising isnon-personal; the contents, timing and direction of an advertisement message are controlled by the advertiser; and the channel used for transmission of the advertisement message is a mass medium, which could reach many people simultaneously.

Adekoya (2011) as cited in Sajuyigbe, Amusat and Oloyede (2013) says that advertising is a branch of commerce which is used to create awareness for a particular product and it must be paid for. Advertising informs, educates and persuades people to buy the advertised goods or services. Akanbi and Adeyeye, (2011) as cited in Sajuyigbe, et al (2013) see advertising as a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message. It has become one of the major sources of communication between the manufacturer and the

user of products. Hardly is there any business in the modern world which does not advertise. Hence, advertising is carried out through various media – on radio, television, newspaper, magazines, billboards, cars and buses. Advertising through all these media influences audiences, but television is one of the strongest media of advertising because of its mass reach. Television advertisements can serve as a means of entertainment to consumers, create awareness about a particular product or service but not necessarily influence the need to purchase such product or service.

Influence of Television Advertising

Television advertising according to Gayatri and Gaur (2012)is considered an important means of multimedia in the world which gives special importance for different interviewers. It allows producers to make their products known to a lot of consumers through sound and picture. Television advertising makes it possible to reach large audiences. It is the most convenient route to reach consumers (Pandey, 2011). Research studies have shown that TV advertisements have a great impact on social behaviour, including purchasing behaviour because television has charm (Pandey, 2011) and it is often referred to as the "king" of the advertising media (Ansari and Joloudar, 2011). Television advertisement is the main medium in current time; it is a convenient way that organizations generally try to increase demand for goods or services by influencing customers' preferences. Television advertising can show and tell many people about a product or service, the product features, the differences between the product and other brands, indicate when and where to buy such product; and actually demonstrate the benefits of ownership (Ansari and Joloudar , 2011).

Television advertisements affect consumer behaviour by pushing consumers to buy specific products through frequent advertising and also to change their attitude toward the products. Television

commercials share the largest percentage of these total expenditure expended on advertising campaign in Nigeria. It is an amazing discovery that the budget allocation used in producing a 45 to 60 seconds TV commercials is much more than what is used in making a full length 2-3 hours home video in Nigeria. Multinationals like Guinness, MTN and Glo go as far as South Africa to shoot some of their TV commercials, paying flight fee, world class production fee, hotel accommodation for their Staff, Ad Agency Staff and Models etc. Companies sometimes spend as much as three to forty million Naira on a single 45-60 seconds TV commercial (Ariyibi-Oke, 2007).

Challenges of Television Advertising in Nigeria

Inspite of the challenges faced by the advertising sector in Nigeria, there are specific challenges that are exclusive to the television aspect of the Nigerian advertising industry. One of these challenges is poor reproduction of advertisements' transmission. The transmission qualities of television advertisements are usually poor. We sometimes have pictures without sound and sometimes, sound without pictures (Doghudje, 2010).

Another challenge is digitalization. Though most television stations in Nigeria have upgraded from analogue to digital broadcasting, they have not fully transited to digital broadcasting. Digital broadcasting will lead to more quality television viewership for advertisements. With the introduction of digital broadcasting, television advertising in Nigeria will experience radical changes. The introduction of mobile television by MTN and Multi-choice which gives the audience the opportunity to watch television on their mobile devices, the expansion of Multi-choice DSTV and GOTV, and the introduction of Startimes will create a great deal of opportunity to advertisers wishing to reach current and prospective customers (Ekeh, 2009). Government interference of advertising is another problem facing television advertising in Nigeria. The emergence of the internet is another problem as most young people prefer surfing the internet to watching television. Some of these challenges constitute problems

for the growth of television advertising in Nigeria.

An Overview of the Nigerian Mobile Market

The first Global System for Mobile (GSM) communications call was made in August 2001 under the democratic regime of President Olusegun Obasanjo. This event ushered in " the era of GSM technology", which has completely changed the face of doing business in Nigeria.

Corporate Profile of MTN

With over 35 million subscribers and counting, MTN Nigeria Communications Limited is the largest subsidiary in the MTN Group - Africa's leading mobile telephony company with operations in 21 countries in Africa and the Middle East. MTN Nigeria secured one of four licenses to operate digital GSM telephony on February 2001. MTN Nigeria has invested billions of dollars in Telecoms equipment and infrastructure providing sub stations, base stations and other amenities both in urban and rural areas in Nigeria. With all these investments, MTN has made socio economic life a lot easier for Nigerians. It has created thousands of jobs directly and hundreds of thousands more indirectly in Nigeria. Among all mobile phone networks in Nigeria, MTN is the most widely spread in terms of coverage and availability.

Corporate Profile of Etisalat

Etisalat is a Nigerian company incorporated in 2007. Etisalat made the first official call on its network on 13 March 2008. In September of same year, it kicked off commercial operations with the innovative '0809uchoose' campaign which enabled Nigerians choose numbers special to them as their mobile numbers. Full commercial operations began in October 2008.Etisalat has received several awards and endorsements for its quality and innovative services. Barely six months of operations in Nigeria, the Nigerian Communications Commission (NCC) pronounced Etisalat, Nigeria's best network based on quality of service indices. Other notable awards include - Brand of the Year award, Fastest Growing GSM Company of the Year,

Best Marketing Company, Most Innovative Corporate Social Responsibility Company, Friendliest Tariff Mobile Operator, Best Telecoms Customer Service and Most Innovative Mobile Operator among others.

Corporate Profile of Airtel

Airtel Nigeria is a telecommunication services provider based in Nigeria. In June 2010, the company acquired Celtel from Zain and rebranded it as Airtel. The company offers mobile telephony, internet and other related value added services. It also offers special blackberry enterprise solutions to its customers. The company had over 20.0 million subscribers and holds approximately 19% of the mobile market share in Q4 211. The company is wholly owned subsidiary of Indian telecom operator group, Bharti Airtel.

Corporate Profile of Globacom

Globacom Limited is a Nigerian multinational telecommunications company headquartered in Lagos, Nigeria. Glo is a privately owned telecommunications carrier that started operations on 29 August 2003. Glo is privately owned by the Mike Adenuga Group. It has an estimate of over 25 million subscribers as at June 2009 and it is a 100 percent Nigerian owned company. The company built a $800 million high-capacity fibre-optic cable known as Glo-1, a submarine cable from the United Kingdom to Nigeria. In 2005, Glo Mobile introduced the Glo Fleet Manager which is the most comprehensive Vehicle Tracking Solution offered. Glo Fleet Manager helps transporters/fleet operators manage their fleet. They also introduced the Glo Mobile internet service which provides subscribers with high speed access to all popular internet sites which have been customized for mobile phone browsing.

Media Dependency Theory

Media dependency theory was originally proposed by Sandra Ball-Rokeach and Melvin DeFleur in 1976. The theory proposes an integral relationship among audiences, media and the larger social system. This theory predicts that an individual depends on media

information to meet certain needs and achieve certain goals. The key idea behind this theory is that social institutions and media systems interact with audiences to create needs, interests, and motives in a person, though an individual does not depend on all media equally. Two factors influence the degree of media dependence. First, the individual will become more dependent on the media that meets a number of his needs than on the media that provides just a few. This degree of dependence is influenced by the number and centrality of information functions. Media functions include: entertainment, monitoring, government activities, education and social cohesion.

The second source of dependency is social stability. When social change and conflict are high, established institutions, beliefs, and practices are challenged, forcing the individual to re-evaluate and make new choices. At such times, his reliance on the media for information will increase. At other more stable times, his dependency on media may go way down. One's needs are not always strictly personal but may be shaped by the culture or by various social conditions. In other words, an individual's needs, motives, and uses of media are contingent on outside factors that may not be in the individual's control. These outside factors act as constraints on what and how media can be used and on the availability of other non-media alternatives. Furthermore, the more alternatives an individual has for gratifying needs the less dependent he or she will become on any single medium. The number of functional alternatives, however, is not just a matter of individual choice or even of psychological traits but is limited also by factors such as availability of certain media. Some questions this theory addresses are: "do media create needs? Are media needs personal, social, cultural, political, or all of these?"

In evaluating this theory and since the audience has an independent mind of its own in deciding the use of media products, it is practical for an individual to depend on media information to meet certain needs and achieve certain goals. Therefore, to make a decision to purchase mobile network products or services, it is important to depend on media information that informs, educates, and entertains about the telecommunication products and services. Therefore, the

media dependency theory is considered appropriate to drive this study.

Study Methodology

The survey research method was used to carry out the study. This involves the use of questionnaire and focus group discussion (FGD). 450 (four hundred and fifty) students of the Polytechnic Ibadan from 5 faculties, consisting of Business & Communication Studies; Engineering; Financial Management Studies; Environmental Studies; and Science who are mobile network subscribers were purposively selected as sample for the survey questionnaire while 16 students were also selected for the two focus group discussion sessions. 400 duly completed questionnaire copies out of the 450 administered to students were used to analyse the data from the respondents using the simple percentage statistical method and t. test analysis. In addition, data from the FGD were tape recorded, transcribed and analysed through coding with issues of interest extracted to support the findings of the study.

DATA PRESENTATION AND DISCUSSION OF FINDINGS

Demographic Characteristics of Respondents

Table 1: Respondents' Sex and Age Range

Sex	Frequency	Percentage (%)
Male	206	51.5
Female	194	48.5
Total	400	100.0
Age range	Frequency	Percentage (%)
15-20	119	29.75
21-25	196	49
26 and above	85	21.25
Total	400	100.0

Table 4.1 above shows 51.5% male and 48.5% female while 29.75% are between the ages of 15 – 20, 49% between the ages of 21 – 25 and 21.25% are between the ages of 26 years and above.

Table 2:Students' Mobile Network Use

Mobile Network used	Frequency	Percentage (%)
MTN	135	33.75
Glo	108	27
Airtel	59	14.75
Etisalat	49	12.25
More than one network	49	12.25
Total	**400**	**100.0**

Table 2 shows that, 33.75% of students are MTN subscribers, 27% are Glo subscribers, 14.75% are Airtel subscribers, 12.25% are Etisalat subscribers while 12.25% are subscribers of more than one mobile network service provider.

Table 3: Students' outlook about Mobile Network Advertisements

Have you seen any of the mobile network television adverts	Frequency	Percentage (%)
Yes	383	95.75
No	17	4.25
Total	400	100.0

Table 3 shows that 95.75% of students have seen at least one of the mobile network advertisements aired on television.

Table 4: Students' Perception about Mobile Network Advertisements

S/N	The adverts of Mobile networks on Television do the following:	MTN	Glo	Airtel	Etisalat	Total
1.	draw attention to the product.	153 (38.3%)	90 (22.5%)	60 (15%)	97 (24.3%)	400 (100%)
2.	give direction to purchase the product	92 (23%)	104 (26%)	82 (20.5%)	122 (30.5%)	400 (100%)
3.	give true information about the product.	46 (11.5%)	61 (15.3%)	94 (23.5%)	199 (49.8%)	400 (100%)
4.	help me to make decision for purchase.	71 (17.8%)	73 (18.3%)	137 (34.3%)	119 (29.8%)	400 (100%)
5.	contain statements that are true and convincing about the product.	23 (5.8%)	159 (39.8%)	77 (19.3%)	141 (35.3%)	400 (100%)

Table 4 above shows that 38.3% of the students perceive that MTN television advertisements draw their attention to MTN product and services, 30.5% perceive that Etisalat television advertisements give direction to purchase the product, 49.8% believe that Etisalat television advertisements give true information about Etisalat services, 34.3% believe that Airtel television advertisements help them make decision to purchase and 39.8% believe that Globacom advertisements on television contain statements that are true and convincing about the product. Though the perception of students about the television advertisements of the four mobile telecom services varies from a mobile network service provider to another but they have a favourable perception about Etisalat mobile network services than other networks

Fig 1: Quality of mobile network TV adverts

	MTN	GLO	AIRTEL	ETISALAT
	34	28	203	135
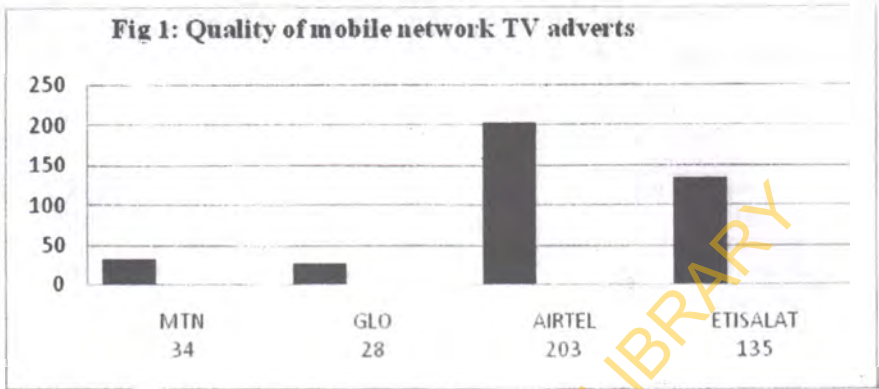
Fig 1 above shows that Airtel 203(50.8%) and Etisalat 135(33.7%)are rated above other mobile telecom services with good TV adverts quality.

Fig 2: Mobile network TV adverts influence on product choice at the point of purchase

ETISALAT, 112   MTN, 105   GLO, 71   AIRTEL, 112

ETISALAT	MTN	GLO	AIRTEL

Fig 2 above shows that Airtel 112(28%) and Etisalat 112(28%) adverts influence students' product choice at the point of purchase than the other two mobile networks-MTN(26%) and Globacom (18%).

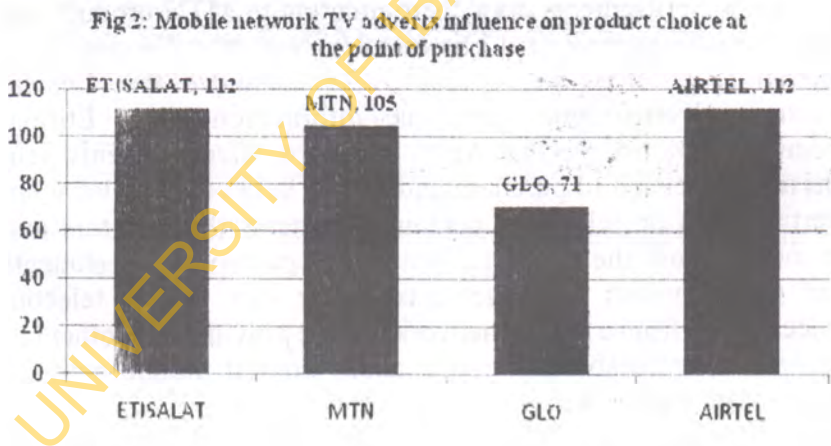## Table 5:Students' degree of attraction to mobile network adverts

S/N	What attracts students attention to mobile network adverts	MTN	Globacom	Airtel	Etisalat	Total
1.	Creative Messages	67 (16.8%)	86 (21.5%)	111 (27.8%)	136 (34%)	400 (100%)
2.	Exciting Musicals	121 (30.3%)	79 (19.8%)	71 (17.8%)	129 (32.3%)	400 (100%)
3.	Captivation Slogans	253 (63.3%)	47 (11.8%)	46 (11.5%)	54 (13.5%)	400 (100%)
4.	Dramatic techniques	145 (36%)	99 (25%)	63 (16%)	93 (23%)	400 (100%)

Table 5 above reveals that the creative messages (34%) and exciting musicals (32%) of Etisalat network adverts attracted students to their mobile network products and services more than other networks while captivating slogans (63.3%) and dramatic techniques (36%) of MTN TV adverts attracted students to their mobile network products and services more than other mobile networks.

Table:6 Correlation of Mobile Network Adverts and Students' Decision

S/N	Mobile Network Adverts	Pearson Correlation	MobileNetwork Adverts
1.	Choice of product	Pearson Correlation Sig. (2-tailed) N	.618 .026 400
2.	Demand for the products	Pearson Correlation Sig. (2-tailed) N	.742 .040 400
3.	Recall of product or service	Pearson Correlation Sig. (2-tailed) N	.793 .011 400
4.	Decision for purchase products	Pearson Correlation Sig. (2-tailed) N	.622 .002 400
5.	Spend money on the products and services	Pearson Correlation Sig. (2-tailed) N	.605 .036 400
6.	Loyal to a network provider	Pearson Correlation Sig. (2-tailed) N	-.019 .712 400
7.	Loyal to the mobile network products	Pearson Correlation Sig. (2-tailed) N	.061 .226 400
	Use of Celebrities influence loyalty to mobile network provider	Pearson Correlation Sig. (2-tailed) N	.824 .034 400

Table 6 shows Pearson Correlation results were significant in that mobile network adverts will influence students' decision to purchase products. Hence, the adverts will significantly influence students' choice of product (Pearson=.618, p<.026), demand for products (Pearson=.742, p<.040), recall of advertised products and services (Pearson=.793, p<.011), decision to purchase products (Pearson=.622, p<.002) and decision to spend money on products and services (Pearson=.605, p<.036). This shows that mobile network advertisements correlate positively with students' choice of product at the point of purchase. However, mobile network adverts cannot influence students' loyalty to a mobile network (Pearson= -.019, p<.712) and decision to stick to a mobile network (Pearson=.061, p<.226).

Discussion of Findings

The power of the media especially television media in influencing the audience has been shown in several studies. Pandey (2011) stated that television advertisements usually play a role in introducing a product, reinforcing familiarity to the product and also emphasising how realistic it is to purchase the product. This statement was established in the study in which students perceive mobile network adverts on television as having good quality, informative, giving true information about the product, and containing statements that are true and convincing. Students also see these advertisements as potent enough to draw their attention to the advertised product or service, help them make decision for purchase, encourage them to spend money on the products and services advertised, and influence their choice of product at the point of purchase. This shows that mobile television advertisements area good platform for mobile network providers to create awareness for their products and services through attention-grabbing and convincing messages.

Asemah, Edegoh and Ojih (2013) stated that the television is a medium of information, education and entertainment because of the advantage of sounds, pictures and words to communicate to people. This advantage was utilized by advertising as an avenue for the

promotion of their products and services. This was evident in the study which reveals that mobile adverts on television draw and sustain student's attention to the mobile network products and services. Etisalat adverts were shown as more potent than other mobile network providers, MTN, Airtel and Globacom. The music and the slogan were found potent in supporting the message recall in the adverts. Hence, messages in adverts are enhanced by other techniques like music and slogan for easy recall of products and brands as they are advertised. According to Belch and Belch (2003), the meaning of an advertising message lies not in the message but how the people see and interpret it. This shows that there is a need to use various techniques to enhance adverts' messages on television for proper message comprehension by the consumers. That is why Belch and Belch (2003) stated further that music creates advert recall in viewers as it tends to linger in listeners' minds. It is used in adverts for customers to remember product features, brand names, slogans, among others. This was shown in the study in Table 5 in which the importance of music in mobile adverts draws student's attention to the advertised product and service thereby creating a recall of the advertised product. Ekeanyanwu, Igwe and Igbinoba (2009) supported this assertion that many television advertisements feature songs or slogans that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. However, the advertising features used in all these mobile network advertisements include message, drama, music, slogans, animation and humour. These features altogether serve as influencing factors in audience's use of the media information received. Hence, mobile network services providers usually employ attention-grabbing techniques such as drama, music, slogans, and repeated messages to captivate viewers thereby convincing them to purchase the advertised product. Nevertheless, Ansari and Joloudar (2011) recommend that TV advertisers should make sure their adverts are of good quality in sounds and pictures because these two create a strong impact on the audience.

Also, the media dependency theory by Sandra Ball-Rokeach and

Melvin DeFleur (1976) postulates that because the audience have an independent mind of their own in deciding the use of media products, then it is wise to make them depend on media information to meet their needs and achieve their goals. Therefore, to make decision to purchase mobile network products or services, it is important to utilize appropriate techniques in sounds and pictures to influence student's decision to purchase mobile network products and services through media information. The study revealed through the Pearson Correlation that mobile network adverts influence the consumers' (students) decision in terms of recall of adverts, choice and purchase of products. This shows the potency of the adverts in influencing student's decision. This suggests that there is a strong positive influence of mobile network adverts and the decision to purchase mobile network products and services. This is indicating that media users like the students can use particular media content for a particular reason to satisfy their needs. This establishes the power of the media in influencing consumers (students) at the point of purchase.

Conclusion and Recommendations

The study established the influences that mobile network adverts have on students' purchasing decision. Hence, through television advertisements students can be easily influenced to respond to advertised products by taking decisions to purchase products or services. By using features like slogan, music that makes advertisements messages more captivating, educating, informative, and entertaining in a convincing way, the attention of the audience can be sustained to a significant level that will prompt them to eventually purchase the product. This establishes the need for mobile network service providers to be more creative in employing advertising features to attract and sustain the interest of students bearing in mind that multiple exposures to advertisements are required to achieve message retention and consumer action.

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