

The Influence of Out-of-Home Advertising on Subscribers' Awareness on MTN Project Fame

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Abstract

This study investigated the influence of Out-Of-Home advertising on subscribers' awareness of MTN Project Fame. This study which is divided into five parts employed the survey research approach using structured questionnaire for data collection from the target respondents of MTN subscribers. The simple percentage method was used for analysis of survey data. The study established that Out-Of-Home advertising does not significantly influence subscribers' awareness of MTN Project Fame as subscribers are mostly aware of the MTN Project Fame Programme through other advertising media, television being the common medium; again, it was discovered that Out-Of-Home advertising for the MTN project fame programme influences the number of subscribers' to the MTN network. It was therefore recommended that MTN should continue to improve their use of the Out-Of-Home advertising medium by placing advert materials such as electronic billboards, posters etc. in vantage-point positions where the subscribers' views are not obstructed.

Keyword: *Influence, Advertising, Awareness*

Background to the Study

From our first cry at birth, our existence depends on our ability to inform others or persuade them to take some action which ordinarily they will not do. As we develop, we also learn to listen and respond to others' messages (Arens, 2004). From time immemorial communication has been indispensable. It is an integral part of human existence. People always need information for specific needs. It has been acknowledged that the human behavior is largely influenced by the volume and type of information which they receive at any point in time (Bello, 2012). However, there are different channels for the transmission of information. For as long as individuals have a strong desire to share information, business organizations also nurture and display the desire to disseminate information.

Organizations want to create awareness of their existence, products, values, services and orientation. Such awareness is created by means of communication. Communication is a key tool for engaging, informing and entertaining the audience. It is a dynamic process of sharing information. Indeed, the interaction between members of the public (consumers) and any business organization is conducted on the basis of communication. It is important for organizations to sell their products and services, but without communication which advertising helps them to do, it is hardly expected that such products or services can attract customers' attention (Abraham and Saleem, 2012).

Business organizations have embarked on various means and methods of reaching prospective customers with information about their products and services. Such means and methods are constantly being evaluated to determine their cost effectiveness as well as their potency to attract any significant number of consumers. Advertising is used by corporate organizations to relate with customers, create awareness about products and services, as well as provide second responsibility information to existing customers, prospective customers and the entire public. Many organizations experiment with various advertising media are involved in social responsibility projects, which are deemed to attract goodwill. However, the effectiveness of one advertising medium is how it helps to realize an objective.

The challenge has however been to employ an advertising medium that is cost-effective with the capacity to reach and influence a wider proportion of customers within the scope of advertising ethics. Efforts are therefore being shifted to examining out-of-home advertising and the extent of its influence on subscribers to the MTN Project Fame show.

Statement of the Problem

Advertising plays the important role of awareness creation among the public or subscribers for the sustenance and continued show of the MTN Project Fame. Medium of advertising include Radio, Television, Newspapers, Out-Of-Home among others. This study is centered on out of home advertising which includes billboards, neon signs and the rest. Out of home advertising plays a key role in informing the public, but of recent this mode of advertising has started to fade away. Some of the problems that are causing the extreme extermination of the out-of-home advertising are: The growing use in technology; this has increasingly disengaged audience whose attention is diverted from the environment around them by portable technology (e.g. mobile phones, social media etc.). From the organizational

perspective there are hindrances of Out-Of-Home (OOH), they include: fees (expense), client's relationship management and regulatory laws (Business day: the African advertising conference and exhibition 2014).

In a bid to emphasize the influence Out-Of-Home has on product, service, individuals and events with more emphasis on MTN project fame, this study emanated. However, the question of whether or not Out-Of-Home Advertising influences subscribers' awareness to the MTN Project Fame show is an issue or problem which this research project is set out to determine.

Objectives of the Study

The Aim of this project is to examine the influence of Out-of-home (OOH) advertising on subscribers' awareness using MTN Project Fame as a case study

Specifically, the objectives of this project are:

- i. To ascertain how Out-Of-Home advertising of MTN Project Fame has influenced the perception of subscribers of MTN Project Fame.
- ii. To determine the extent or level of awareness Out-Of-Home advertising has created on the subscribers' to show the MTN Project Fame.
- iii. To investigate the awareness created by Out-Of-Home advertising has increased the number of MTN network subscribers.

Significance of the Study

Findings of this present study would help decision makers in the advertising industry, government and various sponsors of television programs to make quality decisions on the importance of awareness creation among the public. Accordingly, the findings of the present study would also help to educate and enlighten subscribers of advertised products to pay in-depth awareness to various forms of Out-Of-Home advertising.

Scope of the Study

The study was restricted to advertising with a focus on the Out-Of-Home medium. An attempt will be made to discover the influence of Out-Of-Home advertising on subscribers' awareness to show the MTN Project Fame. This study majorly involves residents of Alimosho Local Government Area, Lagos, Nigeria.

Theoretical Framework and Review of Relevant Literature

The role of advertising in every society and in particular the business world is significant. Most business organizations employ advertising to project their social responsibility to members of the public. The objective of advertising is to present information about a product, service, and program as well as arouse interest (Jones and Magee, 2011). It is also to build desire and get customers or clients into a favorable frame of mind to offer their patronage.

This chapter presents a review of advertising and its impact on individuals' awareness of an existing object designed to be patronized. In order to place the review within an explanatory theory, a dimension of theoretical framework is assumed. For the purpose of this study, two

theories were used to underpin the study. The theories include Stimulus response theory and Perception theory.

Theoretical Framework

The Media Response Involvement Theory

This theory (by MacInnis 1989; 1991) suggests that motivation, opportunity and ability (MOA) are three determinants of brand information processing from adverts. Motivation has been defined as goal-directed arousal (Park and Mittal 1985). Motivation refers to the desire or readiness to process brand information in an advert. It can be affected by manipulating message characteristics such as message relevance, complexity or picture size (Schleuder 1990). Opportunity is defined here as the extent to which distractions or limited exposure time affect consumers' attention to brand information in an advertisement while Ability refers to consumers' skills or proficiencies in interpreting brand information in an advert. Opportunity and ability are two moderators in the relationship between ad exposure and brand information processing from adverts.

The theory explains that the amount of attention to an advert and mental capacity allocated to processing its information depends on the varying amount of MOA, and thus lead to one's likelihood of an advert recognition and recall. Though, MOA are present prior to advert exposure, they can be enhanced through the use of advertising design strategies. Using ad executioner cues is one such strategy (MacInnis 1991). Meanwhile, in a situation when MOA are higher, one would pay more attention to an advert and allocate a greater amount of working memory to process the information from the advert. With increased attention and deeper engagement in information processing, higher advertising recognition and recall are expected. Hence, it is of importance that we study how subscribers' with varying motivation and ability respond to the Out-Of-Home medium of advertising for MTN project fame.

The Perception Theory

The Perception theory is attributed to B. Berdson and G.A Steiner (Lahry, 1991). The theory attempts to illustrate and explain the process of comprehending and interpreting a message. According to Berdson and Steiner, human beings act on information, and it is information received that enables them to form an opinion and develop a view which further motivates them, on conviction to act. In relation to the study, communicators and advertisers want the audience to pay attention to messages, observe the contents and effect a change in their attitude or behavior. Once a change is observed in attitude or behavior as a result of the impact of the message learnt, then it is evident that message has provided some information or a new view or opinion for an action to be taken.

Lahry (1991) defines perception as the process by which people interpret sensory data. Such data come through fire/natural senses. According to Sever in and Tankard (2001), the process of receiving and interpreting a message involves encoding, decoding and a substantial degree of selective perception. Indeed, perception is a behavioral human action. Again, in both the field and process of advertising, human perception plays a significant role since advertisers have to appeal to the emotion and perception of consumers.

Review of Relevant Literature

The Concept of Advertising

It is the general assumption that advertising is a promotional strategy. Advertising is an age-long concept which has attracted different definitions from scholars and practitioners. Overtime, however, advertising has been viewed from different perspectives. According to Edegoh, Nwanolue and Ezeh (2013), advertising is defined as a paid form of non-personal presentation of ideas, goods and services by a particular sponsor with the aim of disseminating information about the ideas, products and services. Furthermore, advertising is any communication that is directed at a specific audience through the mass media with the objective of creating awareness about goods and services (Kenechukwu, Asemah and Edegoh, 2013). According to Kotler (1980:46) advertising is a strategy whereby potential customer is persuaded by convincing that a product or service is capable of satisfying the immediate and future wants. In so doing awareness is created and knowledge acquired through information on the features of a product or service. More so, advertising improve the brand value of a product or service and creates favorable attitude on customer's choice. Advertising is a communication tool for the purpose of bringing information to those who indeed need the information concerning a specific tangible or intangible thing, be it a service, an event, a product or some other things that meet individual or group needs (Bello, 2012).

Advertising is a concept which of necessity has an aim to the benefit of anyone who initiates the advertising process. From the definitions given above, the common feature is the creation of awareness and dissemination of information. The major purpose of advertising is to promote the sales of a product, service or inform the public about the features of the product or service. Indeed, advertising is seen as an efficient business communication tool which conveys the value of a product or service to the public. All business organizations are engaged regularly in competition to capture the loyalty and commitment of customers. Consequently, advertising is viewed as the process of persuading potential customers to buy a product or patronize a service (Sola, 2012). In the same vein, is a type of communication that attempts to persuade viewers, readers and listeners to act positively in respect of the information they have received.

The underlying object of advertising is to enable an organization sell its products as well as influence prospective customers to patronize its services. In this concept, the focus is essentially on influencing consumers or customers to make a purchasing decision or commit their allegiance to the company. Advertising is the communication link between the buyer and the seller. Simply put, it is the link between an organization and its prospective customers. The philosophy behind advertising is to persuade consumers to accept an idea or buy a product or service with the aid of logical reasoning or emotional appeals (Cotte and Ritchie, 2005).

In the modern business environment, no company can attract popularity to its products or services without investing in promotional activities of which advertising is one. By means of advertising therefore, the primary mission of the advertiser is to meet many prospective customers and influence their awareness, attitudes and buying behavior (Abideen Saleem, 2010).

Classification of Advertising

Advertising is classified into two categories namely Brand-building advertising and Directional advertising (Fernandez and Rosen, 2000). Brand-building advertising is commonly identified with product advertising for which the mass media are noted. It tends to be service/product-oriented more often, and the purpose is to establish a positive image as well as create a demand for a product or service that eventually results in customers making a purchase. Essentially, brand-building advertising is focused on capturing the attention of users. On the other hand, directional advertising is designed to help potential buyers locate valuable information (Wang, Zhang, Choi and D'Eredita, 2002). What is discernible in the two categories of advertising is the communication element. Also the feature of product and service is observable. Irrespective of the category of advertising, the choice of type of media is significant in order to reach the target audience or specific public. Once a medium is selected, it is in a strong position to attract advertisers since advertisers are constantly searching for the audience or customers to whom to disseminate the messages.

Types of Media

Advertising require certain media to transmit the message or information effectively across to the audience or members of the specific public. There is therefore a relationship between effective advertising and choice of advertising media. Effective advertising refers to informing the public about the right product/service at the right time through the right medium (Martey, 2014). Media advertising generally include newspapers, magazines, the radio, the television, posters, the internet, sales promotion and other avenues. Bello (2012) has grouped the media of advertising into two namely electronic media and non-electronic media. Media selection decision refers to the selection of a specific medium of advertising which also include outdoor advertising. In advertising terms, the word medium is a channel of communication. A medium is a means by which a message is conveyed to the consumers in the process of advertising. It is the mediator between the designer of the advert and the consumer or user. However, the focus of this review is out-of-home advertising.

Out-of-Home Advertising as A Concept

Traditionally, out-of-home advertising which is known as outdoor advertising lies in the belief that human beings spend a greater proportion of their time outside. Outdoor advertising is a medium of advertising which is used to reinforce the recall of brand names and pay offs (Okoro, 1998). People will therefore more often encounter out-of-home adverts as they go about from place to place. Area though the cost of outdoor advert space may have increased with the cost of living, it still remains as one of the least expensive advertising media (Amoako, Dartey-Baah, Dzoghenuku and Junior 2012) Out-Of-Home advertising is made up of several types of billboards, transit and street displays. Out-Of-Home advertising provides a platform for members of the public to receive and share messages while in public and in transit. Out-of-home advertising is facilitated by the mobility of consumers who are outside the home for most of the day. Out-of-home advertising is considered efficient because it is delivered at a much lower cost per thousand compared to other media (Amoako et al. 2012).

A feature of out-of-home advertising is transit displays. These are affixed to moving vehicles or positioned in strategic areas of transit stations, terminals, airports or public buildings where people are observed to be frequent. Similarly, the alternative category of out-of-home advertising includes adverts in movie theatres, stadiums, arenas, shopping mall, video screens and indoor venues among others. The potential of out-of-home advertising to engage consumers in public places makes it a powerful tool and a strategic medium for use. From a study conducted by O'Neil (2013), the market of the out-of-home advertising has increased from 3 per cent to 4.5 per cent and many more firms engage in out-of-home advertising considering that 70 per cent of the working hours are spent out of home by consumers. Furthermore, out of every 10 trips, 9 of such trips are in personal and public a vehicle, which means more exposure to Out-Of-Home advertising. It has been shown that out-of-home advertising reaches consumers throughout the day as they commute, and is the last message a consumer receives before making a service or buying decision (O'Neil, 2013).

Out-of-home advertising instills strong brand recognition in consumers. It also tends to attract the attention of commuters at any point as it can be targeted towards a specific audience in certain areas. Researchers have identified a variety of distinctive characteristics of out-of-home advertising. (Fernandez and Rosea, 2000). The advantages of out-of-home advertising include potential placement of the advertisement close to the point of sale, high frequency of exposure to regular commuters, economic efficiency in terms of low production cost, low cost per thousand exposures, brand awareness and visual impact (Martey, 2014). The purpose of out-of-home advertising is to convey the desired message to the target group in an effective way. Outdoor advertising is out-of-home. It costs the consumer no expenditure. Out-of-home advertising has what is referred to as areas-specific quality, which is an important factor that contributes to the success of the medium (Jeop, 2002). According to Lopez (2009), out-of-home advertising will continue to grow and diversify because of its cost-effectiveness and its potential to reach many more people progressively and unavoidably.

Research Methodology

The methodology adopted for this study is highlighted and explained in this chapter. The major research operations will involve research design, population of the study, sampling technique, research instrument, validity and reliability of research instrument, and method of data analysis. The Survey research design was specifically adopted considering the wide range of the residents in Alimosho local government area, Lagos state, Nigeria and subscribers' of the program. The researcher was not practically able to possibly reach every unit of the residents hence the choice of a survey research design.

Population of the Study

The target groups for the study were subscribers to viewers and non-viewers of MTN Project Fame. For the purpose of convenience, the targeted groups were occupant's of Alimosho Local Government Area, Lagos state. They were chosen because this local government currently has the largest amount of occupants in Lagos state which currently stands at 2,047,026 people (National Population Commission of Nigeria (web))

Sample Size

The sample size was determined using the framework for unknown population developed by Cochran (1963) as below:

$$n = Z^2 p(1-p) / e^2$$

$$Z = \text{degree of confidence} = 1.96$$

$$P = \text{degree of variability} = 0.5$$

$$e = \text{degree of precision} = 0.5$$

$$n = 1.96^2 \cdot 0.5 / 0.5^2 = 384$$

Response Rate

The response rate which gives a percentage of the sample that participated in the survey. Validation of the response rate is calculated using the following equation:

$$\frac{\text{Number of useable questionnaires}}{\text{Total sample}} \times 100$$

$$\frac{250}{384} \times 100 = 65\%$$

The response rate suggests a good representation of the sample size thus indicating acceptability of the Responses

Sampling Technique and Research instrument

For this study, a systematic random sampling technique was adopted to elucidate data from the respondents. For the instrument, a survey questionnaire instrument was used and was divided into two major sections; section A and section B. Section A focused on respondents' bio-data while Section B will address the research issue. The research questionnaire was administered with the help of a research assistant.

Validity and Reliability of Research Instrument

The study used content validity to validate the instruments by submitting the instruments to an expert. For the reliability, a pilot study was first conducted on 40 potential respondents drawn via randomly among the students of Babcock University, Ilishan-Remo, Ogun state. A Cronbach's Alphas coefficient of 0.5 as suggested by Cronbach, (1951) was used to determine the reliability of each instrument.

Method of Data Analysis

Primary data is conducted with tables either uni-variants or bi-variants, the study would be dealing with techniques for the data collected. Thus, the simple percentage method was used. The simple percentage method enables the researcher evaluate the responses gotten from the research. The researcher adopts this technique because it is relatively simple to convert responses into percentages. it is represented by the following formula:

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Data Presentation, Analysis and Discussion of Findings

Data obtained through the administration of questionnaire are presented, analyzed and interpreted accordingly. The relevant findings are also discussed, using the relevant data as drawn from response to the appropriate items on the research questionnaire. For every item on the questionnaire, there is a table, showing the item and data computation. This project work investigated the influence of Out-of-Home advertising on subscribers' awareness of MTN Project Fame. A total of 385 questionnaires were sent and 250 of them were fully completed and returned. Data obtained with the survey instrument were analyzed using simple percentage.

Research Question

What extent or level of awareness has Out-Of-Home advertising created on subscribers of the MTN Project Fame.

Data Presentation and Analysis

Table 1: Gender of Respondents

	Responses	% Responses
Male	152	61
Female	98	39
Total	250	100

152 respondents representing 61% are male, while 98(39%) are female. This implies that more males answered were happy to receive and fill the questionnaire, this could have been due to various circumstances which could include the time, place where or when the questionnaire was distributed this result also gives an insight to probable high male subscribers of the network.

Table 2: Age Range of Respondents

	Responses	% Responses
15-20	31	12
21-30	81	33
31-40	97	39
41 yrs +	41	16
Total	250	100

From table 2 it is observed that 97(39%) respondents are between the ages of 31 to 40 years while another 81(33%) are of the age group 21 to 30 years. Another 41 representing 16% of respondents are 41 years and above. 31(12%) are between 15 years to 20 years.

Table 3: Marital Status of Respondents

	Responses	% Responses
Married	191	76
Single	59	24
Total	250	100

From table 3, 191(76%) respondents are married individuals. 139 representing 24% of the whole respondents are single.

Table 4: Educational Qualification of Respondents

	Responses	% Responses
School Certificate	43	17
Diploma	70	28
Degree	108	43
Professional	29	12
Total	250	100

In table 4, of all respondents, 108(43%) are degree holders. Another 70 representing 28% of respondents hold Diploma just as 43(17%) are secondary school leaver. 29(12%) hold professional certificates. This indicates that a majority of the respondents would have an insight or understanding of the questionnaires they received since they are educated.

Table 5: Occupation of Respondents

	Responses	% Responses
Employed	141	56
Unemployed	57	23
Student	52	21
Total	250	100

Data in table 5 shows that 141(56%) are employed while another 57(23%) are unemployed. 52 representing 21% of the entire respondents are students. Research question one: How has Out-Of-Home advertising influenced subscribers' awareness to the show of MTN Project Fame?

Table 6: Data Representation Based on Respondents Awareness of the MTN Project Fame Show

	Responses	% Responses
Yes	215	86
No	35	14
Total	250	100

Information in table 6 shows that 215(86%) of the respondents are aware of MTN Project Fame Show, while the remaining 35 (15%) respondents are unaware of the show.

Table 7: Data Representation Based on Respondents Medium of 'Awareness of the MTN Project Fame Show

	Responses	% Responses
Radio	5	2
Television	171	68
Online	11	5
Word of Mouth	21	8
Out-Of-Home	43	17
Total	250	100

Table 7 shows that 171(68%) respondents are aware of the MTN project Fame Show through its advertisement on Television. Another 43 (17%) are aware of the show through the Out-Of-Home advertisement. 21 (8%) respondents became aware through word of mouth just as another 11(5%) became aware through online medium. Another 5 representing 2% of respondents became aware through the ratio.

Table 8: Data Representation Based on Subscribers' watching Habits of the Show or Programme

	Responses	% Responses
Regularly	181	72
Occasionally	54	22
Never	15	6
Total	250	100

Table 8 shows that 181(72%) watch MTN Project Fame regularly while another 54(22%) watch occasionally. 15 representing 6% of respondents never watch MTN Project Fame.

Table 9: Data Representation to show Respondents level of Advertising Media Exposure

	Responses	% Responses
Television	191	76
Out-Of-Home	43	17
Print	11	5
Radio	5	2
Total	250	100

Table 9 shows that 191(76%) respondents are exposed to television advert. 43(17%) are exposed to Out-Of-Home while 11(5%) are exposed to Print. 5(2%) are exposed to Radio. However, most the respondents exposed to television are also exposed to Out-Of-Home advert.

Table 10: Data Representation to show Respondents who pay Attention to Out-Of-Home Advertising

	Responses	% Responses
Yes	192	77
No	10	4
Occasionally	48	19
Total	250	100

Table 10 shows that 192(77%) respondents pay attention to Out-Of-Home advertisement while (19%) 48 respondents occasionally pay attention to Out-Of-Home advertising whereas (4%) 10 respondents do not pay attention to the advertisement.

Table 11: Data Representation to show if Out-Of-Home Advertising Interests the Respondents

	Responses	% Responses
Yes	211	84
No	39	16
Total	250	100

Information gathered from table 11 shows that 211(84%) agreed that Out-Of-Home advertising interest them, while the remaining 39 representing 16% of respondents disagreed.

Table 12: Data Representation to Show if Respondents Observed any Interference during Exposure to an Out-of-Home Message

	Responses	% Responses
Yes	33	13
No	183	73
Occasionally	34	14
Total	250	100

From table 12, 183(73%) respondents did not observe any interference between them and the Out-Of-Home message. 34(14%) occasionally observe interference. 33 representing 13% of the respondents observed interference between them and the Out-Of-Home message.

Table 13: Data Representation to show Respondents' Exposure to MTN Project Fame Out-Of-Home Advertising

	Responses	% Responses
Yes	211	84
No	39	16
Total	250	100

Information gathered from question 9 in table 13 shows that 211(84%) have been exposed to at least one form of Out-Of-Home advertising. 39 representing 16% of respondents have never seen the advertisement.

Table 14: Data Representation to Measure the Influence of Advertising MTN Project Fame in Respondents watching the Show

	Responses	% Responses
Yes	239	96
No	11	4
Total	250	100

From Table 14, 239(96%) respondents agreed that agreed that MTN Project Fame advert influences watching the show. 15(6%) respondents are not influenced by the advertisement.

Table 15: Data Representation to Measure the Impact of Out-of-Home Advertising in Changing Subscribers' Attitude towards the Project Fame Show

	Responses	% Responses
Yes	88	35
No	129	52
May be	24	9
No idea	10	4
Total	250	100

Table 129(52%) respondents agreed that Out-of-Home advertising impacts on changing their attitude towards the project fame show. 88(35%) disagreed just as another 24(9%) are not sure.

Table 16: Data Representation to Show if Out-of-Home Advertising Arouses a High Level of Respondents' Choice and Viewership of the MTN Project Fame Show

	Responses	% Responses
Yes	80	32
No	137	55
May be	14	5
No idea	20	8
Total	250	100

Table 16, 137(55%) respondents agreed that Out-Of-Home advertisement arouses a high level of consumer choice and viewership of the MTN project Fame Show. 80(32%) disagreed just another 20(8%) has no idea the 14 respondents were not sure.

Summary

This research work attempted to investigate the influence of Out-Of-Home advertising on subscribers' in creating awareness for the MTN Project Fame show and on the general view of MTN as brand by both subscribers and the general public alike. This chapter presents the summary of findings, conclusions and recommendations about the study. The research was carried out to examine the fact that despite the increasing use of other media outlets to create awareness about product, events and services organizations hardly make use of this medium because of certain reasons highlighted in the statement of problem highlighted in chapter one. The research also tries to find out the relationship in variables by reviewing various literatures that concern the study. For this study, Alimosho local Government was the population and this is because the local government in question contains the highest

amount of residents in Lagos state. During the research, the researcher discovered a number of key findings of this study as indicated by the outcome of the research. The research was carried out to find out if the out-of-home medium of advertising has influenced the awareness of the MTN Project Fame show, it was discovered that out-of-home advertising does not influence subscribers' watching the show rather television is the best medium for this implementation.

Furthermore, the research was also carried out to measure the level or extent of awareness out-of-home advertising creates on subscribers'. thus making use of the survey research and distribution of questionnaires, the respondents were doubtful to give an appropriate answer to such research question on the issue which measures the extent or level of awareness of Out-of-Home advertising has created on subscribers to show the MTN Project Fame; thus indicating that Out-Of-Home advertising does not influence subscribers' subsequent awareness to the show of MTN Project Fame Finally, the respondents were of full support that the Out-of-Home advertising of Project Fame increase MTN subscribers; thus indicating that out-of-home advertising influences the number of MTN subscribers.

Conclusion

No doubt Out-of-Home advisement remains crucial in information dissemination especially in Nigeria. In Nigeria, Out-of-Home advisement is conducted through the use of billboards, flyers, banners, wrist bands and the host of others. It is acknowledged as one of the key advisement medium in the country. The MTN Project Fame has attracted huge followership and viewership over some periods as a celebrity show. Out-of-Home advertisement has contributed significantly in enlightening the MTN subscribers and indeed the general public about the project. The various billboards, banners, wrist bands and posters carrying inscriptions of the project, which are seen in the society provides ample awareness of the MTN Project Fame show to the general public but that is not enough for individuals to tune up to the Project Fame Show. Interestingly, most people are aware through television advertisement and by running into the show itself. The awareness of the MTN Project Fame may increase the number of subscribers to the network over the period due to the voting system adopted for the show. It is understandable that the voting system adopted and the entrance of new participants in the project, more MTN Sims Card a purchased by well-wishers, friends and family members to help push participants to the top of the show. Ironically this new subscribers are due to the Out-of-Home advert itself but by the individuals affiliation to participants. In conclusion therefore, Out-Of-Home advertising of MTN Project Fame has not contributed significantly followership and viewership of Project Fame; by implication is has also created enough awareness of the project and enhanced MTN perception as a brand.

Recommendations

The following recommendations were considered based on the relevant findings and conclusion in this study. MTN should continue to employ its use of Out-Of-Home advertising medium in creating awareness about Project Fame and indeed other projects awareness it intends to pass to its subscribers and the general public by employing many of the available out-of-Home advert materials.

The Out-of-Home advertising material (billboards/electronic billboards, flyers, wrist bands, etc.) should be placed and distributed in strategic places especially in locations where social media activities thrive; university and polytechnic campuses are strategic. Furthermore, organizations should adopt the use of out-of-home advertising because of its advantages (persuasive, unrestricted and permanence) Finally, there is also the need for the billboards/electronic billboards, posters to situate at vantage-point position to avoid any obstruction of the views of the subscribers and the general public.

Suggestion of further study

It could be suggested that further study should be carried out on a much larger scale to enlighten individuals, organizations or agencies round the country so that the importance of out-of-home advertising to the economy of the country and agencies as a whole.

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