Effect of advertisement on consumer brand preference in telecommunication industry at Abuja, Nigeria

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Abstract
The aim of this study is to examine the effect of advertisement on consumer brand preference of telecommunication companies in Abuja, Nigeria. The study employed survey research design and data was collected using self-administered questionnaire from 552 telecommunication customer in Kwali Area. Structural Equation Modelling (SEM) on Smart-PLS was used to analysis the data and test the hypothesis about the relationships between the variables. The findings indicated that electronic media and print media have significant positive effect on consumer brand preference in telecommunication companies in Kwali area council Abuja based on the statistical data of this study. The study recommended that customers should leverage electronic media platforms and should pay attention to print media.

Keywords: Advertisement, Consumer brand preferences, Electronic media, Print media

1. Introduction

Telecommunication is a rapidly growing service industry that provides short- and long-term benefits for countries, companies, and individuals. Due to its rapid growth in recent years, many mobile network providers have emerged in Nigeria, leading to fierce competition. Whenever a new service is introduced in the market, providers compete to earn substantial profit and market expansion. To support rational purchase decision-making when selecting a service provider, service differentiation is encouraged. Mobile network advertisements combine form and content to convey messages about mobile network characteristics, consumer behavioral intention, and satisfaction (Williams & Kwofie, 2022). Currently, both electronic and print advertisements are utilized. Telecommunication industry is pivotal in driving technologies like 5G, informed consumer behavior and market trends, ensuring regulatory compliance optimizing infrastructure, offering competitive advantage, reducing costs, future proofing operation and improving customer experience, all of which are essential for growth, competitiveness and sustainability (Lawal & Adejuwon, 2023). However, the survival of marketers is contingent upon consumer happiness, which is derived from their perception and preference for a specific brand. Brand selection is heavily influenced by advertising (Femi-Oladunni et al., 2024). Advertisers have a duty to ensure that their advertisements comprise no misinformation regarding service brands and are grounded on an academic basis to satisfy consumers' needs (Tran et al., 2023). Advertisements should use understandable language to convey the message effectively. Advertisements have a strong positive influence on brand preference, as stated by some respondents, and do not influence brand switching for others, as they believe that brand selection is determined by individual decision-making. The advertisements can only

create awareness, although strong brand influence over time may change consumer orientation. When other brands are not considered, need fulfillment may lead consumer preference to a single service provider (Mac-Ozigbo et al.2021).

Essentially, It is logical for firms to conduct campaigns that possess the ability to influence customers' purchasing decisions. This is when brand management and advertising come into play. One of the four Ps of the marketing mix—product, pricing, place, and promotion—is the promotion mix, which includes advertising as a subset. As a marketing tactic, advertising is a vital instrument for raising a potential customer's awareness of a product before they decide to make a buy. It is vital for scholars and practitioners to comprehend the mechanism by which advertising impacts customer choice (Okiyi et al., 2020). Marketers have access to public relations, sales promotion, and advertising as mass-communication techniques. All forms of advertising have an impact on viewers, but television is one of the most effective. Given its widespread influence, it has the potential to affect not only people's attitudes, behaviour and lifestyles but also, over time, the nation's culture (Omeje et al., 2023).

Reaching potential consumers and influencing their awareness, attitudes, and purchasing behaviour is the main goal of advertisers. Organization has to invest a lot of recourses to maintain consumers' (markets') enthusiasm in their offerings. They must comprehend what drives the behaviour of potential clients if they want to be successful. One of the objectives of the advertisers is to obtain sufficient pertinent market data to create precise customer profiles and identify shared groupings (and communication symbols). This entails observing how customers behave, including their mental and emotional states as well as their physical actions when making purchases and utilising products and services to fulfil specific requirements and desires (Soetan et al., 2021).

notwithstanding, choosing what to advertise is challenging for corporate leaders. This is due to the fact that, as uncontrollable external factors, potential customers' tastes are difficult to foresee, estimate, or assess with accuracy. Consequently, it is pertinent businesses to participate in advertising campaigns that have the power to sway consumers' decisions to buy their goods, given the significance of advertising for the survival of businesses and the relationship between brand preference and consumer behaviour (Galadanchi et al., 2022).

contemporarily, advertising has an impact on almost everyone. Both public and commercial sector organisations have discovered that successful communication with their target audiences depends on their capacity to execute in an expedited and effective manner. In Nigeria, there are currently over five telecom providers operating (MTN, Glo, Etisalat, Airtel, Visafone, etc.). As a result, fierce competition exist which forces businesses to employ comprehensive advertising to gain consumers' preference for their products.

Statement of the Problem

Despite their significance telecommunication industry faces some challenges, according to a report in 2023 the sector experiences a decline of ₦219.97 billion that 8.38% decline (punch 2023). In another report According to reports, MTN reported a post-tax loss of $137 billion for 2023, a significant difference from the N348.7 billion profit it recorded in 2022 (Oparada, 2024). However, the study identified several issues with telecommunication networks in Abuja, Nigeria. Calls are often difficult to connect, get diverted, and incur higher costs, leading to consumer dissatisfaction about various brands. Customers often switch networks not only due to service issues but also because they are unaware of better service

packages, promotions, or cost-saving bundles offered by their current provider, as many telecom companies fail to effectively communicate their services, leading consumers to believe that alternative providers offer better deals; additionally, when customers are unaware of new technologies, such as 5G networks or improved data plans, they may feel their provider is falling behind in innovation, prompting them to switch to more modern or faster networks that competitors effectively promote.

However, the underperformance of telecommunication industry could indeed be attributed to various factors. Among these, a deficiency in electronic media advertisement and print media advertisement stands out as a critical issue. Without effective advertisement, telecommunication industry may struggle to navigate the complexities of the business environment and achieve their desired outcomes. Addressing this gap by emphasizing robust Advertisement practices could significantly enhance telecommunication industry. Additionally, this research aims to explore the effect of advertisement on consumer brand preference in ttelecommunication industry at Abuja, Nigeria, shedding light on the mechanisms through which Advertisement practices can influence and enhance consumer brand preference in ttelecommunication industry in the region.

Objectives of the Study

1.   To examine the effects of electronic media advertising on consumer brand preference of telecommunication company in Nigeria

2.   To evaluate the effect of print media advertising on consumer brand preference of telecommunication companies in Nigeria.

2. Literature Review
Concept of Brand Preference

Preference in marketing literature refers to the choice or desirability of an option.

Above all behavioural inclinations are preferences (Lolia & Harcourt, 2022). There are several ways to describe brand preference: the degree to which a consumer favours one brand over another; the customer's biases towards a particular brand; and the consumer's predispositions towards a brand that vary depending on the salient beliefs that are triggered at a given time. Since determining customer brand preference is crucial to comprehending consumer brand choice, marketers have long given it considerable consideration. Paul, Adeyemi, and Omowumi (2022) provide evidence for the significance of brand preference data in the brand choice model. Consumer inclinations to favour a specific brand are represented by brand preferences (Obayelu et al., 2022).

Concept of Advertising

Advertising is defined by scholars in a various way. Mac-Ozigbo (2021) characterise it as a process including information and persuasion, public relations, marketing, economic and social, or communication. Chamberlain & Precious (2023) defined advertising as a paid, non-personal communication through various media by businesses, non-profit organisations, and individuals who are somehow identified in the advertising message and who hope to inform or persuade members of a particular audience. This definition is based on their functional perspectives of the term.

Empirical Review

Solomon (2022) investigated the relationship between media advertisement and consumer buying behavior for Top Water Company in Addis Ababa, using three media types (print, outdoor, and broadcast) and five socio-economic variables. The study utilized a cross-sectional dataset of 270 samples, analyzed through descriptive analysis and OLS regression. Of the eight regressors in the OLS estimation, seven were statistically significant, including sex, education, income, and the three media types, all

positively associated with buying behavior. Occupation was negatively related, and age was statistically insignificant. The study found that females and more educated, employed individuals exhibited better buying behavior, with income being a crucial factor. Seven out of eight hypotheses were accepted. The study concluded that media advertising effectively influences consumer behavior, particularly among higher-income individuals, and recommended that the company cater to lower-income customers by offering products suited to their financial capacity.

However, the study is restricted to Addis Ababa and the specific consumer base of Top Water Company, which may limit the applicability of the findings to other regions or industries. Expanding the geographic scope or including other product categories could improve generalizability. The use of cross-sectional data provides a snapshot in time but fails to capture changes in consumer behavior over time. Longitudinal studies could offer deeper insights into how advertising influences buying behavior in the long run. The negative relationship with occupation and the insignificance of age are not well-explained. Further investigation into why these variables do not align with the others would provide a more nuanced understanding of the data. The summary mentions that seven out of eight hypotheses were accepted but does not specify what these hypotheses were. Including this information would give a clearer picture of the research questions and the specific aspects of consumer behavior being tested.

Eseoghene, et al. (2020) investigated strategic advertising communication in Nigeria's telecommunication sector: assessing customers' perception of celebrity endorsement and brand preference. A sample size of 384 customers of telecommunication services was determined using random sampling. Copies of structured questionnaire were administered and the retrieved data was analysed using regression analysis. The result of the study revealed that the dimensions of celebrity endorsement, such as celebrity image, trustworthiness and expertise had their different levels of impact on brand preference dimensions, including, consumer brand loyalty, brand association and perceived quality. The study concluded that celebrity endorsement has a role to play in consumer brand preference. Conclusions and Implications were established in the study. However, The study focuses only on young consumers in two cities in southern India, which may limit the applicability of the findings to other demographics or regions. The use of cross-sectional data limits the ability to observe changes over time and establish causality more robustly. While a conceptual model is mentioned, the summary does not provide details about its components and how they are operationalized, which makes it difficult to assess the comprehensiveness and relevance of the model. The critique could be more specific about the implications for advertising literature and practicing managers. General statements about implications do not provide actionable insights or clearly articulate how the findings advance existing knowledge.

Ejike (2021) examined the effect of television advertisement on the marketing performance of insurance companies. The study aimed to determine how television advertising enhances the viability of insurance firms using a descriptive survey research design. Data were collected via questionnaires and analyzed using mean statistics and Pearson Product Moment Correlation Coefficient (PPMCC) at a 0.05 significance level through SPSS (version 20.0). The findings indicated a significant impact of television message content, frequency, and reach on premium payment, policy volume, and customer acquisition, respectively. Recommendations included ensuring television messages are accurate,

comprehensive, and timely to improve premium payments, designing content to address customer issues to enhance acquisition and patronage, and creating advertisements to reach diverse income groups to better explain the benefits of insurance. The study concluded that the extent of television advertising in terms of message accuracy, frequency, and reach significantly influences premium payments, policy sales, and customer acquisition in insurance firms. However, The use of a descriptive survey design and questionnaire-based data collection may limit the generalizability of the findings to other contexts or industries outside insurance. The cross-sectional nature of the survey does not account for changes over time, which could provide a more dynamic understanding of the impact of television advertising.

Theoretical Review

Behavioral Learning Theories:

Behavioral learning theories focus on how individuals learn behaviors through interactions with their environment. These theories emphasize the role of external stimuli and responses, as well as the processes of reinforcement and punishment in shaping behavior. The main concepts of behavioral learning theories can be understood through the works of prominent theorists such as Ivan Pavlov, John Watson, B.F. Skinner, and Albert Bandura. (Suzuki & Suzuki, 2024).

Ivan Pavlov's theory (1849- 1936) a physiologist, made a significant scientific discovery accidentally while researching salivation in dogs. His theory known as classical conditioning or pavlovian condition states that learning occurs when a neutral stimulus is connected to a significant stimulus and produces a response that is similar. Unconditioned Stimulus (UCS): A stimulus (such as food) that elicits a reaction spontaneously and naturally. Salivation is an example of an unlearned response (UCR) that happens naturally in response to the UCS. A previously neutral stimulus that causes a conditioned response after being linked to the UCS is known as a conditioned stimulus (CS). The learnt response to the initially neutral stimuli is known as the Conditioned Response (CR).

According to Burrhus. Frederic. Skinner, operant conditioning: definition Operant conditioning is a learning strategy in which behaviour is rewarded and punished. Its main objective is to increase or decrease voluntary behaviours. Any circumstance that fortifies or raises the probability of a behaviour is called reinforcement. Adding a pleasurable stimulus to enhance a behaviour is known as positive reinforcement (e.g., offering a treat for excellent behaviour). Removing an unpleasant stimulus to enhance a behaviour is known as negative reinforcement. (e.g., turning off a loud noise when a desired behaviour occurs). Punishment: Anything that makes a behaviour less likely or weaker. Adding an unpleasant stimulus to reduce a behaviour is known as positive punishment (e.g., scolding a youngster for misbehavior). Removing a pleasurable stimulus in order to reduce a behaviour is known as negative punishment (e.g., taking away a toy for misbehaviour). Shaping: Gradually guiding behavior toward a desired goal by reinforcing successive approximations of the target behavior.

Albert Bandura (1977) renowned for his social learning theory, which bridges the gap between traditional behaviorism and cognitive approaches:

Observational learning: Bandura proposed that individual learn by observing and imitating others, they acquire knowledge, skill, attitudes and beliefs through watching action and their consequences. Observational learning involves four steps: Attention, retention, reproduction and motivation he adds two important ideas:

1.Mediating processes occur between stimuli & responses.

2.Behavior is learned from the environment through the process of observational learning

Mediation processes: cognitive factors play a crucial role. These mental factors mediate (i.e., intervene) in the learning process to determine whether a new response is acquired. Therefore, individuals do not automatically observe the behavior of a model and imitate it. There is some thought prior to imitation, and this consideration is called the mediational process. This occurs between observing the behavior (stimulus) and imitating it or not (response). However, there are four mediational processes proposed by Bandura (1969, 1971, 1977). Each of these components is crucial in determining whether or not imitation occurs upon exposure to a model

Attention: Attentional processes are crucial because mere exposure to a model doesn't ensure that observers will pay attention (Bandura 1972).

Retention: he highlighted the retention process in imitation, where individual symbolically store a model's behavior in their minds. For successful imitation, observers must save these behaviors in symbolic forms actively organizing them into easily recalled templates (Bandura 1972)

Motor Reproduction: This is the ability to perform the behavior that the model has just demonstrated. We see much behavior daily that we would like to be able to imitate, but this is not always possible. Our physical ability limits us, so even if we wish to reproduce the behavior, we sometimes cannot.

Motivation: motivational and reinforcement processes refer to the perceived favored or unfavorable consequences of mimicking the model's actions that are likely to increase or decrease the likelihood of imitation. The will to perform the behavior. The observer will consider the rewards and punishments that follow a behavior.

Observational learning is the process of picking up skills by copying the actions of others. Modelling is the act of watching and copying someone else's behaviour. Vicarious reinforcement is the process of learning by seeing how decisions affect other people.

Self-Efficacy: The conviction that one can succeed in particular circumstances or complete a task.

Essentially, theories of behavioral learning offer a basis for comprehending how interactions with the environment shape the acquisition, maintenance, and modification of behaviours. These ideas emphasise how crucial observational learning, punishment, and reinforcement are in modifying behaviour. Vicarious reinforcement is the process of learning by seeing how decisions affect other people.

Self-Efficacy: The conviction that one can succeed in particular circumstances or complete a task (Rumjaun & Narod, 2020).

3. Methodology
The research design used was survey research design. According to the survey design, the researcher only communicates with each respondent once. The design is useful for characterizing a phenomenon as it exists during the study process (Short, 2014). The study design was appropriate for consumer brand preference of telecommunication company and advertisement in Abuja. According to the Nigerian Communication Commission (NCC), the population of the is 29499 telecommunication customers in Kwali Area Council, Thus, the population's sample size was determined for the study using the following formula, which was created by Taro Yamane in 1967:

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

Where:
n = Sample size.
N = Population size.
e = Sampling error.

$$n = 29499$$

$$\overline{1+ 29499\ (0.05)^2}$$

n   = $\dfrac{29499}{1+73.7475}$

N   = $\dfrac{29499}{74.7475}$

n   367.89

n   =   368

According to Zikmund-Fisher et al. (2013), to deal with the possibility of non-response error, a sample size might be raised by 10% to 50% to account for missing questionnaires and difficult respondents. As a result, the sample size in the current study was raised by 50%. In order to ensure that each responder in the sample frame had an equal chance of being chosen, a total of 552 copies (150% of 368) of the questionnaire were disseminated.552 people in kwali Area council. simple random sampling was performed. The study employed a standardized questionnaire with closed-ended questions to analyze the level of advertisement that influence consumer brand preference.

The questionnaire was divided into four components. The first section's five queries aimed to understand the participants' backgrounds. These items were created using nominal and ordinal measurement scales. 6 items made up the second portion, which tried to determine how Advertisement contributed to the consumer brand preference in Kwali Area council Abuja. These items were designed according to a 5-point Likert scale. 6 items made up the third segment, which aimed to comprehend the difficulties encountered by consumer brand preference in Kwali Area Council. A 5-point Likert scale was also used to create these items. 6 items in the fourth segment attempted to gauge the degree of Advertisement contributed to the consumer brand preference in Kwali Area council Abuja. Additionally, the items were created using a 5-point Likert scale. Every interval question used a 5-point Likert scale, with 1 being the strongest disagreement and 5 being the strongest agreement. The questionnaire was adapted from the work of (Malik et al., 2013)

The obtained data were examined using several methods. SEM with SMART-PLS was chosen as the best suitable statistical technique to examine the Effect of Advertisement and consumer brand preference as indicated in the conceptual framework. Structural Equation Modelling using SMART-PLS (PLS-SEM), according to Hair, (Byrne, 2013), is an advanced form of principal component analysis and regression that looks at the link between several independent factors and a single dependent variable.

4. Results and Discussion

The participants in this research were customers of telecommunication company from the Kwali Area Council Abuja. Data collection spanned roughly a two-month period. During this time, regular courtesy calls were made to designated contacts to remind the participants and enhance the response rate. Following the sample size guidelines set by (Bartlett et al., 2008), 552 questionnaires were disseminated, out of which 400 were retrieved. The effective response rate was therefore 400. Pallant (2020) suggests that for regression analyses, the sample size should be five to ten times the number of independent variables. Given that this study has two independent variables, a sample size of 368 is recommended. Adhering to these guidelines, the 400 collected responses, which represent 92 percent of the distributed questionnaires, are deemed sufficient to proceed with the regression analysis.

Assessment of Measurement Model

As stated in the preceding chapter, this study used PLS structural equation modelling (SEM) to calculate its theoretical model using the software application Smart PLS. In PLS analysis, the first step is to evaluate the measurement model, or the outer model. The measurement model assessment includes

defining reliability of individual item, reliability of internal consistency,

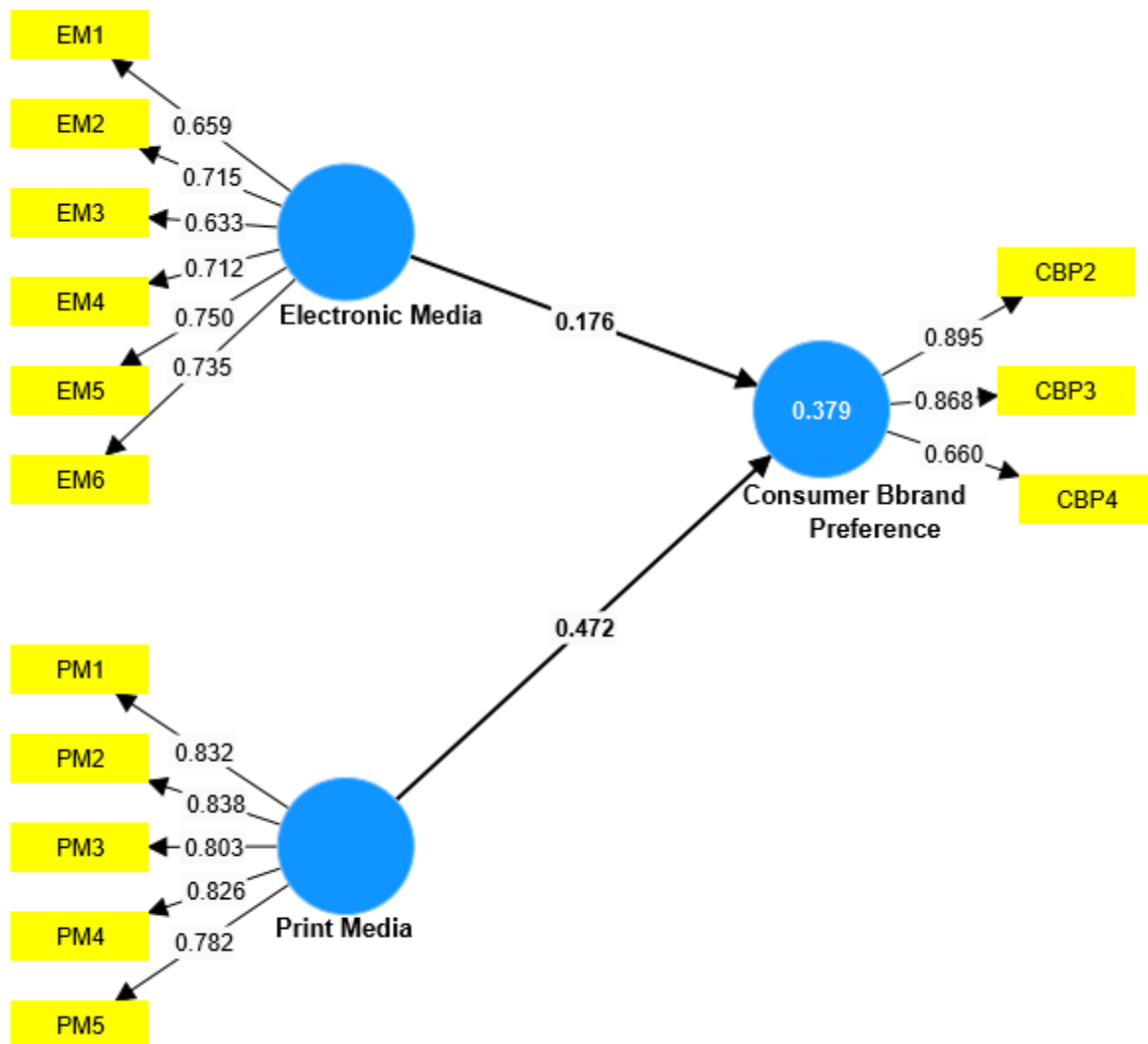convergent validity and validity of discriminant.

Figure 4.2: *Modified Measurement Model*

Individual Item Reliability
The first criterion for the reflective measurement model is the assessment of individual item reliability which is usually measured by assessing the outer loadings of each variable's measure (Hair et al., 2019). Based on Sarstedt et al. (2014) rule of thumb, an indicator with 0.70 outer loading is reliable and acceptable for previously developed scale. Despite this, Hair et al. (2019) recommended that the loadings ought to be 0.60 or above. Figure 4.2 shows that after deleting some items, a

total of 14 items, that is the 6 measurement items of electronic media advertising, 5 items of print media advertising, and 3 items of consumer brand preference, had outer loading values of 0.60 and above. Based on the suggestions of Hulland (1999) and Hair, *et al.* (2011) to delete items that substantially increase composite reliability and average variance extracted (AVE), 2 outer loading items (CBP1 and CBP5) that had below 0.60 loadings were dropped, making it 14 items retained for further analysis (refer to Figure 4.2 above and table 4.2 below).

Table 4.2 Measurement Model: Reliability and Convergent Validity

Construct	Item	Loadings	AVE	CR
Electronic Media	EM 1	0.659	0.522	0.872
	EM2	0.715		
	EM3	0.633		
	EM4	0.712		
	EM5	0.750		
	EM6	0.735		
Print Media	PM1	0.832	0.596	0.898
	PM2	0.838		
	PM3	0.803		
	PM4	0.826		
	PM5	0.782		
Consumer Brand Preference	CBP2	0.895	0.657	0.851
	CBP3	0.868		
	CBP4	0.660		

EM=Electronic media, PM= Print media and Consumer brand preference.

Convergent Validity

Convergent validity measures the extent of relatedness or high degree of correlation of measures to a specific construct, while discriminant validity measures the degree of dissimilarity of measurement items from another construct. The convergent validity of this study was established using AVE, which is the mean value of indicators' squared loadings of a related construct and each indicator's reliability (Hair, et al., 2019). The relevant values are presented in Table 4.2 above. To accomplish satisfactory convergent validity, Wong (2019) suggested that the AVE of each variable must be 0.50 or more. Following Wong (2019), the AVE values (see Table 4.2) presented high loadings (> 0.50) on their particular variables, suggesting the presence of convergent validity for all the constructs.

Assessment of the Structural Model

Having confirmed that this study's measurement models (inner model) are reliable and valid, this section evaluated the structural model. The present research used the standard bootstrapping technique with a number of 5000 bootstrap samples and 370 cases to evaluate significance of the path coefficients (Hair et al., 2019). The structural model of this study is composed of three latent constructs, namely; electronic media and print media as independent variables; and consumer brand preference as the dependent variable (see Table 4.2). The structural model usually confirms the level to which the empirical data collected support the existing theories (Hair et al., 2019).

Hypotheses Testing

Figure 4.1, 4.2 and Table 4.2 illustrate the estimates for the full structural model in respect of the direct relationship represented by the following hypotheses:

H_01: Electronic media has no significant effect on consumer brand preference of Telecommunication Companies in Abuja.

H_02: Print media has no significant effect on consumer brand preference of Telecommunication Companies in Abuja.
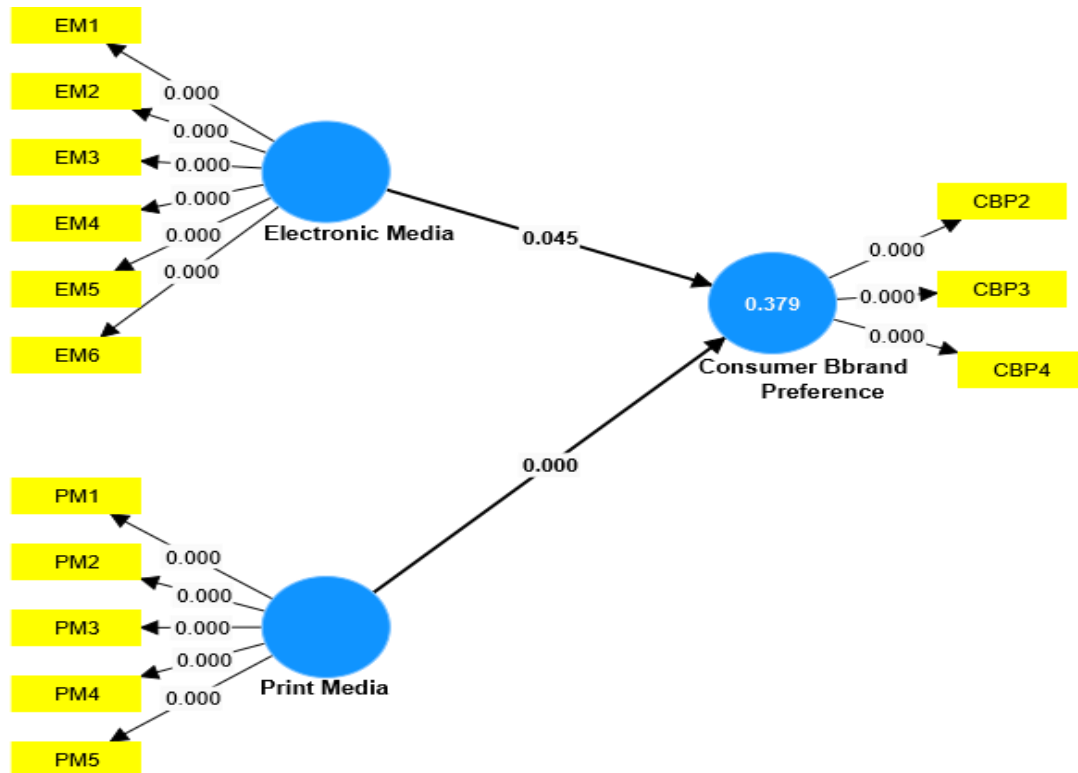
4.4 7*Bootstrapping (Direct Relationships*)

Test of Significance for Direct Relationships

The hypothesis testing for direct relationship has been done to understand the signs, size and statistical significance of the estimated path coefficients between the constructs. Higher path coefficients suggest stronger effects between the predictor and predicted variables. Generally, the path coefficients have standardized values between +1 and -1; estimated path coefficients close to +1 establish strong positive relationships and vice-versa (Hair et al., 2019). The path coefficients closer to zero are weaker and very low values close to zero are mostly non-significant According to Hair et al. (2019), every significant coefficient eventually depends on the standard error which is usually obtained by means of bootstrapping.

The significance of the supposed relationships has been established by measuring the significance of the *p*-values for each path with threshold equalling *p* <0.05 be used to assess the significance of the path coefficient estimations (Black & Babin, 2019; Hair et al., 2019). Moreover, the strength of path coefficients can be measured through the direct and indirect effects. The sum of both direct and indirect effects is referred to as 'total effects' and this analysis is mainly helpful in those studies which are aimed at exploring the differential impact of different latent variables on the dependent variable/s through the mediator/s (Hair et al., 2019).

Table 4.3 Structural Model: Test of Significance for Direct Relationships

Hypotheses	Relationship	Beta	SE	T Statistics	P- Value	Decision
$H0_1$	EM -> CBP	0.487	0.064	5.674	0.000	Accepted
$H0_2$	PM-> CBP	0.486	0.067	7.296	0.000	Accepted

EM=Electronic Media, PM= Print Media and CBP=Consumer Brand Preference.

Table 4.3 presents the results of the structural model based on the direct relationships between the independent variables and dependent variables of this study are presented in Table 4.4 below. These results are interpreted using the coefficients (Beta) of the path relationship, the standard error (SE), t-value (T Statistics) and P-value.

The result of bootstrapping has shown that H_{01}, and H_{02} are statistically significance and the relationship is positive. From the Table 4.3, the statistical analysis has proved that electronic media significantly affects consumer brand preference (β=0.487; P-Value = 0.000), and print media is significantly related to consumer brand preference (β=0.486; P-Value = 0.000). In summary, all the direct relationships between the independent variables and dependent variable are all supported empirically based on the statistical data of this study.

R-Squared Coefficient of determination for Direct Relationship

The determination of the coefficient R^2 provides the percentage of variation in exogenous variable explained by endogenous variables (Chin, 2010). Moreover, R^2 represents the level of latent variables explained variance and consequently measures the regression function (Hair et al., 2019). Its value essentially ranges from 0 to 1. Essentially, the value of R^2 varies according to the number of measuring exogenous variables, i.e. a higher number of such variables mostly produce a higher value of R^2 and vice-versa. According to Wong (2019), models having R^2 as 0.67, 0.33 and 0.19 are considered as significant, moderate and weak respectively. In this case, if the inner path model structures explicate endogenous latent variables by a few (e.g. one or two) exogenous latent variables, moderate R^2 would be acceptable (Wong, 2019). If there are a good number of exogenous variables then the value of R^2 must exhibit a significant level.

Table 4.4 Coefficient of Determination for Direct Relationships: R-Squared

Construct	R-Squared Value (R2)
Consumer Brand Preference	0.379

As shown in Table 4.4, the exogenous latent constructs of this study (Electronic media, and Print media) explain approximately 64 percent variance of consumer brand preference of the telecommunication companies in Kwali Area council Abuja. Following Wong (2019) recommendation, the R^2 value explained by the exogenous constructs on the endogenous construct in their direct relationships is significant.

Discussion of Findings

This study empirically assessed a structural model of the relationships between electronic media, print media, and consumer brand preference. The views of

the four selected telecommunication companies' customers were the sources of information for testing the hypotheses and model involved in the study. Similarly, the findings of this study were discussed based on the research objectives, which were stated in hypotheses in accordance with the research questions that were earlier developed from the problem statement.

The first objective of this study is to examine the effect of electronic media on consumer brand preference of telecommunication companies in Kwali Area council Abuja. In order to achieve this objective, the null hypothesis which predicted no significant effect of electronic media on consumer brand preference of telecommunication companies in Kwali Area council Abuja was assessed in line with PLS output. Based on the result of this hypothesis testing, it was found that there is a positive and significant effect of electronic media on consumer brand preference. This made us reject the null hypothesis and accept the alternate hypothesis which states that there is a significant effect of electronic media on consumer brand preference of telecommunication companies in Kwali Area council Abuja.

The second objective of this study is to investigate the effect of print media on consumer brand preference of telecommunication companies in Kwali Area council Abuja. In order to achieve this objective, the null hypothesis which predicted no significant effect of print media on consumer brand preference of the telecommunication companies in Abuja was assessed in line with PLS output. Based on the result from this hypothesis testing it was found that there is a positive and significant effect of print media on consumer brand preference of telecommunication companies in Abuja. This made us reject the null hypothesis and accept the alternate hypothesis which states that there is a significant effect of print media on consumer brand preference of

telecommunication companies in Kwali Area council Abuja.

5. Conclusion and Recommendations
Conclusion
This study has extensively investigated the effect of advertisement on consumer brand preference of telecommunication companies in Abuja, Nigeria. Based on the analysis carried out, this study concluded that there is a positive and significant effect of electronic media and print media on consumer brand preference in telecommunication companies in Kwali area council Abuja based on the statistical data of this study.

Recommendations
The following recommendations were made based on the findings of the study:

1. Customers should leverage electronic media platforms such as social media, company websites, and email newsletters to stay updated on the latest offerings, service updates, and customer reviews in real-time. These platforms often provide interactive features like customer service chats, user forums, and direct feedback options, enabling customers to quickly resolve issues, participate in discussions, and gain insights from other users' experiences. Engaging with electronic media allows customers to make timely and informed decisions based on the most current information available.

2. Customers should also pay attention to print media sources like newspapers, magazines, brochures, and direct mail from telecommunication companies. Print media often provides in-depth articles, detailed comparisons, and comprehensive analyses that can help customers understand the nuances of different telecom services. Additionally, print media frequently includes exclusive

promotions, discount coupons, and detailed advertisements that might not be available online. By utilizing print media, customers can access valuable information and special deals that enhance their brand preference and overall satisfaction.

Suggestions for Further Research

further studies need to be carried out on manufacturing companies, industries, and government organizations in order to compare and contrast with the current research findings.

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