COMPARATIVE EVALUATION OF CUSTOMER SERVICES IN PRIVATE AND PUBLIC BROADCASTING ORGANIZATION: A STUDY OF NTA AND AIT

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ABSTRACT

This study comparatively evaluated customer services in government and privately owned broadcasting organizations. It determined whether customer services exist in NTA and AIT, customer services of NTA and AIT meet up with the expectations of their customers, job specification customer services in NTA is similar to AIT, NTA and AIT evaluate the performances of their customer service department, NTA has the plans of exceeding their competitors AIT in customer service delivery, and customer service activity is given more priority position in NTA than in AIT. The survey research design was adopted for this study and the population of the study comprised of the Staff and Customers of NTA and AIT in Enugu State. The sampled size for the staff and customers of the organizations were determined to be 148 and 120 respectively. Data was collected with the aid of questionnaire and presented descriptively using frequency tables, percentages and charts. Chi-Square statistics was used in testing hypotheses 1 and 3, ANOVA was used in testing hypotheses 2, 4 and 6 while the Z-test statistics was used in testing hypotheses 5 and 7. These were done with the aid of the SPSS 17.0 statistical software. The study revealed that NTA and AIT have customer service department; do not meet up with the expectations of customers in their service delivery; give customer services priority position in their organization; have different method of customer service delivery; evaluate the performance of their customer service section; and do not compare their customer service delivery with that of their competitors. It was recommended that broadcasting organizations should be very proactive in their customer service activities; ensure that programmes and activities are initiated and implemented to ensure customer satisfaction; and place greater focus and emphasis customer services; imbibe the spirit of competition.
CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The main motive of every business organization, whether manufacturing or service industry, is to make profit. This cannot be achieved without much consideration to the concept of consumer sovereignty, market segregation and segmentation, and customer attraction and retention. Customer relation has to do with the concept of customer services and loyalty. In an attempt to achieve customer loyalty, business organizations’ efforts should be geared towards adequate provision of customer services to their customers.

This study concentrates on the customer services of broadcasting organizations. Broadcasting organizations are the organizations responsible for sending out information and/or messages in all directions especially through the electronic media (like radio and television). The broadcasting media which include radio, television, video and cinema are among of the most popular and most effective media of communication (Nwosu 2010:61). This radio and television media can be government or privately owned broadcasting organizations. In Nigeria today, competition among government and public organizations has brought about inevitable need of customer services and the same thing is applicable to broadcasting industries. There are many broadcasting organizations such as FRCN, ESBS, AIT, Cosmo FM, Caritas Radio, Silver Bird etc but this study concentrates on comparing the customer services of government and private broadcasting organizations using NTA and AIT as studies. These organizations practice customer services so as to ensure quality satisfaction. Thrill (1992:730) defined customer services as that activity which encompasses everything an organization does to satisfy its customers and to help them realize the
greatest possible value from the goods and services they are purchasing. Having considered this definition, the researcher is of the view that the importance of customer services in an organization cannot be over-emphasized.

Because of this reason, every broadcasting organization should have customer service department which handles their customers’ complaints. The broadcasting organizations (NTA and AIT) work tirelessly towards maintenance of effective quality of customer services because customer loyalty is increasingly being recognized as the key determinant of long term profitability and success especially for private broadcasting organizations. This study is prompted by the need to assess and evaluate the customer services being rendered to customers of NTA and AIT in Enugu metropolis.

1.2 STATEMENT OF THE PROBLEM

In contrast to the ancient days, the time when organization were in the era of “Let the Buyer Beware” (Caveat Emptor) is over. What is presently reigning in the present competitive market is “Let the Seller Beware”. In the ancient era, there was no much room for customer’s choice because the organizations which rendered services to customers’ needs were very few but now in the modern era, the customers now have choice because there are many broadcasting organizations including private ones. This has resulted to competition between the government and private organizations. Every broadcasting organization can out perform their rivals only if it can establish a difference in their mode of customer service delivery.

Doyle et al (1998:10) stipulated that every business strategy should be geared at effectively meeting up with their customers’ needs more than their competitors. So every broadcasting organization like NTA and AIT needs improvement in their
customer services. An organization which fails to improve on its customer services will drastically experience reduction in profit and clientele. This also applies to government organizations that are not established for profit maximization. When the government broadcasting organization is unable to make use of their real time in handling customers’ complaints of dissatisfaction of services rendered to them, these customers will go for alternative supplier of such desirable service in a private organization.

However, upon the fact that customer service is very necessary, some government establishments in their activities showed that effective customer service delivery is yet to be fully incorporated. Despite efforts put in by broadcasting organizations towards customer satisfaction, customer switching is still experienced.

This study is instigated by complaints and movement of customers among broadcasting organizations despite their efforts in handling, keeping and sustaining customers.

1.3 OBJECTIVE OF THE STUDY

The major objective of this study is to evaluate and compare the customer services of government-owned broadcasting organization (NTA) and private broadcasting organization (AIT). The following specific objectives are considered relevant to the achievement and realization of the major objectives of this study.

1. To determine whether customer services exist in NTA and AIT.

2. To know if the customer services of NTA and AIT meet up with the expectations of their customers in their service delivery.

3. To find out whether the job specification customer services in NTA is similar to AIT.
4. To determine whether NTA and AIT evaluate the performances of their customer service department.

5. To know if NTA has the plans of exceeding their competitors AIT in customer service delivery.

6. To find out if customer service activity is given more priority position in NTA than in AIT.

1.4 RESEARCH QUESTIONS

1. Do NTA and AIT have customer service department in their organization?

2. To what extent is customer services given priority position in NTA and AIT?

3. To what extent does the customer services of NTA and AIT meet up with the expectations of its existence?

4. To what extent is the method of customer services delivery in NTA similar to that of AIT?

5. Do NTA and AIT broadcasting organization ever evaluate the performances of their customer service section?

6. To what extent does management of NTA compare their customer service delivery with their rivals?

7. To what extent is customer service delivery in NTA better than that of AIT?

1.5 RESEARCH HYPOTHESIS

H₀₁: NTA and AIT do not have customer service department.

H₀²: NTA and AIT have customer service department.
$H_01$: Customer services of NTA and AIT do not meet up with the expectations of customers in their service delivery.

$H_{A1}$: Customer services of NTA and AIT meet up with the expectations of customers in their service delivery.

$H_03$: The management of NTA and AIT do not give customer services priority position in their programme.

$H_{A3}$: The management of NTA and AIT give customer services priority position in their programme.

$H_04$: The method of customer service delivery in NTA is not similar to that of AIT.

$H_{A4}$: The method of customer service delivery in NTA is similar to that of AIT.

$H_05$: NTA and AIT broadcasting organizations do not evaluate the performances of their customer service section.

$H_{A5}$: NTA and AIT broadcasting organizations evaluate the performances of their customer service section.

$H_06$: The management of NTA and AIT do not compare their customer service delivery with their competitors.

$H_{A6}$: The management of NTA and AIT compare their customer service delivery with their competitors.

$H_07$: Customer service delivery in NTA is not better than that of AIT

$H_{A7}$: Customer service delivery in NTA is better than that of AIT
1.6 SIGNIFICANCE OF THE STUDY

The importance of this study cannot be over emphasized because the decisions made after comparing and evaluating the customer services of NTA and AIT will contribute immensely to both broadcasting organization as well as their customers. Mehen and Lehmann in Onunkwo (2002:2), defined evaluation as the process of delineating and obtaining information for judging decision alternatives. Gronlund in Onunkwo (2002:2) stated that it means a systematic process of collecting, analyzing and interpreting information to determine the extent to which people or organization achieves their aims and objectives. The comparative evaluation of those broadcasting organization will help any of the two that have not been able to establish proper customer service department to endeavour to establish it so as to be like others.

The study will be significant to the management of both organizations because it will remind or help them commence performance evaluation of their customer services section with a view to enhancing customer satisfaction, thereby retaining customer loyalty. This study will also help to improve total quality of customer services and make either private or government organization to always have the plan or strategy of exceeding their rivals as regards performance in customer services.

Furthermore, on the side of the customers, it will serve as a determinant factor in finding whether NTA customer services section are better than that of AIT or whether AIT is better than that of NTA as regards to customer satisfaction.

The study will also help both organizations to know more on those things which contributes to effective and efficient broadcasting programmes and enhancing profitability through quality services.
1.7 LIMITATION OF THE STUDY

In carrying out this study, the researcher encountered certain challenges, such as:

The non-challant attitude and lack of interest from most of the sampled staff of the two organizations as they thought the research was an attempt to expose the weaknesses of the customer service department of their organization. This uncooperative attitude of the staff led to inability of the researcher to gain access to some relevant data usually referred to as secret document.

Another limitation is geographical location of the private organization AIT. Their office is located at the extreme or upper side of Aguabor hills, very difficult to reach.

1.8 DEFINITION OF TERMS

Organization: It can be defined as an entity, to mean “a group of people bound together in a formal relationship to achieve organizational goals. Okpata (2004:67).

Customers: is referred to those who buy the services rendered by these broadcasting organizations. Egboke (2005:14).

Public broadcasting organizations: are those organizations who engage themselves in the affairs of the people, they are owned by the government and they are not fully for profit oriented organization. Ugbo (2003:49).

Private broadcasting organization: is referred to those organization established by private individuals or entrepreneurs with the full motive of profit maximization. Ugbo (2003:49).

Consumer sovereignty: is a marketing concept which deals with creation of customers’ satisfaction and at the same time derives profit in doing that. Achumba (2000:34).
**Business:** is defined as all legal profit directed to economic and commercial activities that profit goods and services necessary to a nation’s standard of living Boone et al in Okafor (2002:1).

**Evaluation:** can be defined as the process of delineated, obtaining and providing useful information for judging decisions alternatives. It can also be seen as the systematic process of collecting, analyzing and interpreting information to determine the extent to which something is better than the other. Onunkwo (2002:2).

**Customer service:** is a total package involving all functional units in an organization in the quest to ensure that efficiency is achieved in creating time and place utility. (Ekeke 2009:104).

**Theories:** Are systematized, organized knowledge which aim at establishing the relationship among variables in a particular field with a view to providing a proper understanding of such a phenomenon and sound basis for predicting actions in such a place in future. Onodugo et al (2010:3).

**Utility:** This is defined as the amount of satisfaction that can be derived from a commodity or service at a particular time Okeke et al (1993:7).

**Facilitation:** Enhancing exchange process. (Designed by the researcher).

**Mnemonics:** This means those variables or things mapped out for improving marketing activities. Udeagha (1995:98).

**Proposition:** Customer values that are hard to deal with.

**Drastically:** High increase in the number of customers of the organization. Designed by the researcher (25 August 2011).

**Competitors:** This consist of individuals and other organizations that offer products or services that are similar to or that can be substituted for those of the given organization. Udeagha (1995:37).
**Strategy:** Are the means an organization derived to overcome their competitors Designed by the researcher. (25 August 2011).

**Modify:** This involves alterations in the strategy used in carrying out customer service activities in an organization. Designed by the researcher (25 August 2011).

**Proficiency:** Adequate skill needed to carry out a particular task. Onunkwo (2002:5)

**Assessment:** Means a process of collecting information for the purpose of specifying and verifying problems as well as for making decisions about a particular trait in an organization. Onunkwo (2002:1).

**Objectives:** This is referred to statements of what is to be achieved. They are stated in terms of desired levels of attainment within a specific time frame. Eze et al (2002:68).

**Profit:** Is the income of the entrepreneur or organization, his compensation for undertaking risk, for being innovative in various aspects of marketing, research, production, finance and for successfully managing the marketing mix elements. Udeagha (1995:11).
REFERENCES


CHAPTER TWO
REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

Most often, people’s idea or written works influences other people’s work or study directly or indirectly about the same subjects. The essence of this chapter is to review and highlight previously but related documented materials of various authors which concern the present study. This chapter covers the discussions on the background, history of the study, models and theories relevant to the research questions, hypotheses, current literature in relevant variables, etc.

Essentially, the researcher in this chapter will discuss the relevant existing knowledge theories, models and then relate them to the study at hand.

2.2 MEANING OF CUSTOMER SERVICES

The concept customer services have been defined by many authors in different ways but geared towards the same meaning. Some of these authors includes; Ekeke (2009:104) who opined customer services as the total package involving all functional units in an organization in the quest to ensure that efficiency is achieved in creating time and place utility. Customer service therefore strives and describes the organization’s ability to meet customer need and desires. He also went further to state that the customer has both stated and unstated needs. An efficient and effective customer service programme is expected to meet and possibly exceed the customer expectations with series of satisfying activities which begins the moment the customer places an order for an item and ends with timely delivery of the service to the delight of the consumers.
Safra (2003:879) identified that customer services involve an array of activities to keep existing customer satisfied. An example is computer software manufacturers who allow consumers to telephone them to discuss problems they are encountering with the software. Servicing equipment in the field and training new users are other examples of customer service. Safara (2003:879) also stated that firms continually monitor the levels of customer service they offer as well as their competitors. Customer services is expressed as the service which encompasses everything a company does to satisfy its customers and to help them realize the greatest possible value from the goods and services they are purchasing (Thill, 1992:730).

For many firms of course, it makes sense to have a function dedicated to answering questions or solving problem. However, managers need to make sure that these customer service departments are really helping customer in solving their problems. Too often, the customer service department becomes a shield to protect the rest of the company from grievance and angry customers.

Baker (1999:552) refers to customer services as the thread that links the logistics and marketing processes, because in the end, the output of the logistics system is customer services. Customer service generally includes advice and information of a product or services and after sales back-up arrangements and procedures. He quotes Christopher (1986) who expressed that in order to emphasize customer services, there should be an interaction of all those factors that affect the process of making products and services available to the buyer. Scott (2002:1) defined customer services as series of activities defined to enhance the level of customer satisfaction, that is, the feeling that a product or service has met the customer expectation. Customer service may be provided by a person like sales or service representative, or by automated means
called self service, it is normally an integral part of a company’s customer value proposition.

2.3 ORIGIN AND HISTORY OF CUSTOMER SERVICES

In discussing the origin of this term customer service, Baker (1999:550) said that customer care/services and satisfaction have their foundations in the fundamental concept of marketing. The philosophy of marketing is essentially that of customer orientation. This marketing orientation puts the customer at the core of thinking and activity. In many organizations, the philosophy is manifested in terms like “everything an organization does is with the customer in mind. The customer is the focus of everything we do. Today many companies encompass the philosophy of marketing orientation by concentrating on looking after their customers, maximizing their satisfaction and gaining long-term commitment from customers. Such commitment will undoubtedly be built upon positive relationships, between a company and its customers which will be served by customer care and satisfaction programmes.

The origin of customer service and satisfaction stems from attempts by marketers to enhance the dimensions of after sales service. Originally, after sales services was provided primarily, if not solely as a necessity to support certain products or services. These were products and service that require regular or occasional maintenance. This after sales service was largely seen as a necessary and integral part of the product itself. Companies did not sell certain types of machinery or equipment without the recognition that such products automatically required servicing. Similarly, the sale of spare parts and process equipment often came under the umbrella of after sales service. As marketing decision makers became increasingly aware of the advantages
of providing good after sales service, the concept of incorporating such service into total product package began. In order to gain maximum impact from such incorporation this concept was marketed as “added value”. That is, the product benefited from added value of a range of things over and above after sales services. The development of after-sales service did not occur in isolation from market changes and trends. Throughout this development, the marketing environment was subjected to increased competitive activity. There is a general recognition that consumers who are striving for satisfaction do not simply look for the end product or service but also draw satisfaction from completeness of the service interaction and transaction. An obvious area of development of customer service has been in the area of services. Because of the intangible characteristics of services, it is obvious that the aspect of customer services which focuses on these will greatly enhance the impact of a service. Currently, much of the development of customer care activity is closely linked with improvement in quality throughout an organization and also in terms of the total market package across all of an organization’s marketing variables.

The modern concept of customer services has its roots in the craftsman economy of the 1800s, when individuals and small groups of manufacturers competed to produce arts and crafts to meet public demand. Individual’s orders were booked for each customer and supplied according to his/her taste and demands. The economies were small and so were the transactions. The manufacturer was able to meet the customers on one to one basis and talk to customer to understand the minute details. Customer care services were highly personalized. The technology was increasing and so was it difficult to cater to the individualistic needs of the customers. Gradually the era of mass production came. The advent of mass production in early 20th century, followed by an explosion in the demand for goods after World War II, increased the power of
suppliers at the expense of the customers and thus reduced the importance of customer service. History tells us that customer service as a concept was kept aside in the cell. The manufacturers could produce what they could, and these goods will find their way to customers on their own. In effect, it was the age of demand exceeding supplies. There was no need for customer service as an activity or as a tool for promotion or enhancement of markets but things never remained the same for long periods of time. A shift in this balance began in the 1970s, where there was introduction of new concept. The concept of simplicity and convenience and economy of the world. The economic boom of the 1990s again increased the power of suppliers who were able to be more selective of which customers to serve and of what levels of service to provide. The overall quality of customer service in society and in specific industry will continue to be determined by the relative balance of power between suppliers and customers; it will improve as competition becomes more intense and decline as competition increases. Having similarity in service makes it more challenging today than before and to upgrade customer services to get over the competitors.

2.4 CUSTOMER SERVICES AS A TOOL FOR MARKETING

In order to understand better the role of customer services as a marketing tool, it is necessary to examine this term marketing and marketing tool. The term marketing has been defined by many authors in different dimensions. McCarthy and Perrealt in Ekeke (2009:2) defined it as the performance of activities which seek to accomplish an organization’s objective by anticipating customer or client needs and directing a flow of need satisfying goods and services from producer to customer. Achumba (2009:15) described it as consisting of all the efforts exerted by the exchange-initiating party designed to facilitate the acceptance, by the other party, of the object
of exchange which is goods, services, idea or belief. He obviously stated that the facilitation of the exchange process is enhanced if the efforts are premised on the needs of other party rather than that of the exchange initiating party. Good marketing thus starts from the external, uncontrollable factors (the consumer and his needs, taste, culture and environment) and proceeds to the controllable factors such as resources needed to satisfy identified needs. This marketing according to him in its evolution of the scope was obviously defined as follows:

(a) **Marketing concerned with the production products:** Originally, the economic process was conceived as divided between production and distribution, the marketing portion of the process begins upon completion of production. Marketing was viewed as a technical process, dealing with physical distribution and the economic and legal aspects of a transaction. It deals with economic and variables and with economically motivated market behaviour. That was the state of marketing early in this country, when it was an outgrowth of economics as a discipline.

(b) **Marketing, as the economics of distributive enterprise:** In the early 1920s, enterprise aspect of marketing became increasingly emphasized. Function and problems of institutional operation but not yet the processes of management decision making, were the main thing. This interest coincided with the need for mastering of distribution and cost in the expanding activities of institutions.

(c) **Marketing as a social Process:** In the late 1950s, increasing interest in behavioural disciplines inspire marketers with greater appreciation of the humanistic aspects of marketing. This constituted a new element in contrast
alike to the economics of distribution, merchandising and the process of decision making.

Nwosu (2011:18) opined that this social marketing is now known as the modern marketing concept and can simply be described as a philosophy, model or theory of business and marketing which emphasizes that customers or target audience want satisfaction and they are the economic and social justification of an organization’s existence (Stanton 1971).

Since marketing activities are directed towards satisfaction of customers, or target audience, this study will discuss about the head on which a crown was made for, which is marketing tool. Udeagha (1995:98) said that marketing mix is one of the mnemonics used by marketing people to remind themselves of marketing variables which they use in implementing their marketing decisions. Philip Kotler in Ekeke (2009:4) defined marketing tool as the set of marketing mix that the firm or organization uses to pursue its marketing objectives in the target market. It is also referred to as 4P’s of marketing and this 4p’s of marketing are shown in the diagram below for better clarification.
Kotler (1999:283) defines a product as anything that can be offered to the market for attention, acquisition, use or consumption that might satisfy a want or need. He adds that it includes physical objects, services, person’s places, organization and ideas. Persons and organizations are regarded as products by Kotler in the sense that they can attract buyer’s attention and that a person’s record of ideas for instance can be purchased while an organization can be promoted so that its product or service attracts buyers attention and loyalty. Onah (2004:413) describes price as the money or value of a product or service as agreed upon in a market transaction for an ordinary man, for today’s consumer. Price is the physical product plus services, quality, repair facilities, packaging, credit terms, discounts, guarantees etc. A good product appropriately priced and promoted may still fail if not adequately placed in the place for access and purchased by the consumers. The concept of place in marketing is that a product should be available from the producer or seller to the buyer or consumer/customer at the place, time and form required. This means that place in marketing creates four
types of utilities or satisfaction through product availability such as place, time, form and possession utilities.

Promotion is an important arm of the total marketing system in every organization. Ekeke (2009:11) defined promotion as the process of informing and persuading influencing the customers or customers purchasing decision. The tools of promotion are embodied in the promotion mix which includes Advertising, sales promotion, personal selling, public relations and lately direct marketing.

2.4.2 Elements of Promotional Mix

![Fig. 2.2: Elements of Promotional Mix](source)


Gazie et al (2008:17) defined marketing mix as a set of controllable variables that a business firm can manipulate to influence the responses of his customers. Philip
Kotler (1980) in Nwosu (2007:191) opined that advertising consists of non-personal form of communication conducted through paid media under clear sponsorship. It can be of different types in which this study will mention a few of them. The various types of advertising are product and service advertising, manufacturers advertising, word of mouth advertising, channel advertising, traditional communication advertising, trade advertising, consumer advertising. This advertising can be done through newspaper, handbills, radio, television etc. Advertising according to Nwosu (2007:193) performs the following functions:

(1) To inform potential customers about new product/services.
(2) To inform customers of the price of the product/services.
(3) Tell customers where the product or services can be obtained.
(4) Counter the advertisement of the competitors.
(5) Assist middlemen to sell their products or services.
(6) Stimulate customers to buy or try the product or service.

Onyeke (1995:1) explained personal selling as the marketing function or activity which identifies prospective buyers and persuades them to exchange their money with the firm’s product or service. It involves face to face, house to house or telephone contact with the buyers/customers. Persons entrusted with task of personal selling are variously called salesforce, sales persons, sales people, sales executives, sales personnel or salesmen. It must be properly planned, organized and directed. Achumba (2000:390) in trying to distinguish between the term publicity and public relation stated that publicity is communication in news story form regarding an organization or its product or services that is transmitted through a mass medium at no charge while public relations is a broad set of communication activities used to create and
maintain favourable relations between an organization and its publics, customers, employees, stockholders, government officials, society in general. There are several types of publicity mechanisms. The most common is the new release which is usually a single page written copy. Others include press conference, letters to editors and editorials. A marketer’s choice of publicity depends on considerations that include the type of information being transmitted, the characteristics of the target audience, the receptivity of media personnel, the importance of the item to the public and the amount of information to be presented.

Cutlip et al (1978) defined public relations as a relationship with the general public through publicity. Those functions of an organization, corporation, church, government, military, institutions are concerned with informing the public of its activities, policies and analyzing those information in an attempt to create favourable public opinion. Public relation performs some basic management functions which the public relation professionals carryout within and outside the organization. Such functions include the following as stated by Nwosu (2008/09:50)

1. Information communication function
2. Advisory and counseling function
3. Corporate strategy and public formation
4. Community relations
5. Corporate social responsibility function.

Since all the variables involved in marketing mix work towards providing goods or services to customers at an affordable price, making it available to them and stimulating them to buy. It is not yet complete without effective and efficient customer services being rendered to these customers either before or after purchase as
Courtland and John (1992:730) in trying to define customer services which they defined as everything a company does to satisfy its customers and help them to realize the greatest possible value from the goods and services they are purchasing. An organization or company can advertise about their best product or service in the whole world but if this product or service are not served to the public qualitatively, or that the price is offered at exorbitant rate, customers will still not buy it, rather they will be willing to change their source of purchase. In other words, they will start shifting to other competitors of the same product where they will receive good customer services.

Customer services are very important tools in carrying out every marketing activities in every government and private organization. It serves as a tool for marketing because in pre sales services, it identifies customer needs, provide them in a way the customer will be satisfied and retained. What then are this services provided to customers. Services are those performances that delivers some combination of benefits to the buyer. A service can be provided by a machine, (automatic teller), a person (consultant) of combination of the buyer or towards the buyers possessions Thill (1992:690). In order to render this services to customers satisfactorily, the broadcasting organization have to take into account the unique nature of services. One need to choose carefully your customer in service situation. It is not as easy as when selecting customer for buying products for instance, insurance companies want customers who are with low risks, restaurants usually want customers who will eat, smile, pay and leave without wasting much time because lingering for hours occupy additional service capacity without paying extra for it. The broadcasting organization whether it is government owned or private one needs customers who occupies much time or those who their programme will enter into other peoples time. In other to
avoid such thing happening they need adequate combination of service market mix. Nwaizugbo (2004:213) viewed service marketing mix as the essential internal element in marketing which both government and private organizations combine in a unique way to achieve satisfaction for the customers as well as achieve profitability for the organization itself. In marketing of physical goods, the 4p’s fulfill this role but because of the peculiar nature of marketing of services, three additional variables have been included to bring it up to seven marketing variables for services. Those seven service marketing variables are shown below diagrammatically.
2.4.3 MARKETING MIX FOR SERVICES


Fig. 2.3: Marketing Mix
The broadcasting organization (NTA and AIT) that are being used by the researcher should consider these service marketing mix to retain their customers. They should put into considerations most of the contents of the marketing mix services. The product here as it concerns the researcher is referred to as the service rendered by these broadcasting organizations. The service rendered to customers should be qualitative at a considerable rate and be made available by the customers when they search the channels of their television set. The location of the broadcasting house should be cited where their mast will be getting every information needed for them to keep their channel lively. Their customer service section should also be cited where it will be easily accessible for their customers. In the aspect of physical evidence, their advertisement should be made attractive in colour, well furnished environment and good atmosphere for programme presentation, proper layout if it is broadcasting office environment. There should also be procedures, policies guiding both the customers and the staff. Moreover the broadcasting houses should maintain good customer and staff interaction and those staff must be people who are trained for that particular job especially those who deals directly with the customers.

2.5 MEANING AND NATURE OF GOVERNMENT AND PRIVATE ORGANIZATION

In this study, one cannot embark on discussion concerning broadcasting organization without explaining what government organization is all about. According to Okafor and Udu (2002:191), government is the body of persons authorized to administer the laws to or govern a state. It is the government of a state or country that rules and controls the affairs of the state to suit its economic, social and political demands. Ukeje et al (1992) in Okpata (2004:67) opined that the word organization connotes two concepts: As an entity, a group and as a process. Organization as an entity
includes government ministries, churches, schools, clubs, and civil service organizations. They are composed of people, with definite purpose or purposes to achieve and they all have some type of structures that delimit and define the behavior of people. But differently, formal organization is defined as consciously constituted and systematically operated group of people that bind themselves together for the purpose of achieving a definite objective. Formal organizations are made up of three basic factors which include people, objectives and structure which are shown diagrammatically below.

![Organizational Interaction Diagram](image)

**Fig. 2.4: Organizational Interaction**

Source: Mullins (1996:71), Public Administration Theory

### 2.5.1 Nature of Organization

Organizations are basically divided into formal and informal organization and they are ever, the present feature of modern industrial society. We look to organizations for food, clothing, education, employment, health care, transport and protection of our basic rights. All organizations are purposive. They are established to accomplish an objective. So, government organization are those organizations established to run the affairs of government to attain their goals while private organization are those ones
established by private individuals for profit making. The government organizations are not fully for profit making but private ones are typically profit oriented organizations. In every organization, most of them are run bureaucratically. Hicks and Gullet (1975) referred to bureaucracy as “A label and not epithet, bureaucracy denotes an integrate hierarchy of specialized offices defined systematic rules – an impersonal routinised structure wherein legitimatized authority rest in the office and not in the person of the incumbent. It is defined in Okpata (2004:74) as a normatic model in the concept of organization theory. It is not a product of nature, rather it is man made. It is a social invention, a conceptual model of organization and emphasizes the structure of an organization.

2.5.2 Functions of Bureaucracy in Government and Private Organization

1. Training legislation: Bureaucrats are at their best when it comes to training of legislation. Once a bill has been passed into law on a broad principle, the bureaucrats will spell out the details of the legislation. The bureaucrat because of this expert knowledge and function, exercises wide discretion and can extend the legislation beyond its original intents with the basic understanding that bureaucracy operates at the executive arm of the government. This function of the bureaucracy operates at the executive arm of the government. This function of the bureaucrat has become very important in situations of strong executives. The executives usually initiate most of the legislation and bureaucrats train most of the executive legislators.

2. Recommending Policy: Traditionally, policy is the duty of the legislators but increasingly complexities in the volume of legislators, bureaucrats are usually called up in such pressure situation to assist the legislators.
3. Implementing policies: To implement policy, the bureaucrats are always on the forefront that should be properly monitored to avert sabotage of certain aspects of the policy. Therefore, to make a law guiding an organization is one thing but implementing it to yield intended outcome is another thing.

4. Discharging routine duties of government: Essentially the bulk of the functions of the bureaucrat are routine. Therefore, because of these routine functions, bureaucracy has been scandalously accused of shuffling files and because of the routinised nature of bureaucracy; some individuals consider it as very boring. According to Okafor (2002:6) government and private organizations are classified based on the followings according to

1. The objectives of its members
2. The emotional attachment of its members to the organization
3. The extent to which they are structured.
4. Their scope/area of operations and legal requirements.

This study will concentrate on classification based on objectives and extent to which they are structured.

2.5.3 Classification based on objectives of its members

Under this arrangement, organizations are classified bearing in mind the goals its members seek to protect. Such forms of organization include:

A. Economic Organizations:- Are organizations such as business that provides and distributes goods and services in return for some forms of payment.

B. Religious organization:- In this group, we have churches, mosques, healing homes, synagogues, etc that attends to the spiritual needs of its members.

C. Government organization:- This is established by the state or its agents for security, social order, continuity, legislation and governance. Examples
include municipal and provincial councils, local governments, state and federal government etc social and protective organizations that serves the social needs of its members and protect persons from harm respectively.

D. Service Organizations: They are those that provides services which do not require its recipients paying fully for services consumed. Examples include public schools, water boards, charitable organizations, government broadcasting organizations like NTA, FRCN, ESBS.

2.5.4 Classification Based On the Extent to Which Organizations Are Structured

When organizations are classified bearing in mind the extent to which they are structured, we have formal and informal organizations. An organization is said to be formal if it tends towards extensive structuring and when its structures are officially designed. Formal organizations have well defined structures that describe positions, authority, power and responsibility relationships. The goals are stated, tasks are clearly defined and assigned to members. Also formal organization emphasized order, sequence are more durable and comparatively rigid. Informal organizations are usually less structured and their development is neither planned nor sponsored by management. Griffen (1984:463) opined that informal organizations represents network of personal and social patterns of influences and behaviour resulting from friendships and interest group in the organization; the products of network of relation outside the formal prescribed hierarchy. In management of all these organizations, one of the concerns of managers is the type of the organizational structure to be adopted. Stoner (1978:224) stated that it is a framework that holds various functions, department, individuals and their relationship together for order and logical arrangement. Organizational structure is the outcome of the process of dividing work
into accomplishable units, of combining the units into jobs, sections, departments and divisions called departmentation, the assignment of the persons to occupy the organizational positions and assignment of organizational incumbents and the authority to perform (Akpala 1990:74). It is used to refer to the formal patterns of relationships among the people and the position which they occupy. The chart can be vertical or horizontal.

2.5.5 **Organization Chart**

![Vertical Organization Chart](image)

Fig. 2.5: Vertical Organization Chart

The researcher of this study is not just studying about organization but studying government and private organizations, specifically about Nigerian Television.
Authority (NTA) and African Independent Television (AIT). It will equally be necessary to look into those two organizations NTA and AIT.

2.6 BACKGROUND HISTORY OF NIGERIAN TELEVISION AUTHORITY (NTA)

The Nigerian Television Authority also known as NTA was inaugurated in 1977 and it is the government owned body in charge of television broadcast in the country. They claim to run the biggest television network in Africa with stations in several parts of Nigeria formerly known as Nigerian Television (NTV), the network began with a take over of regional television stations in 1976 by the then Nigeria Military Authorities and is widely viewed as the authentic voice of the Nigerian Government. The first official Director General was Vincent Maduka a former Engineer. Prior to his appointment Maduka was General Manager of Western Nigeria Television Ibadan which was the first African’s television station. However, the NTA’s monopoly and Nigeria airspace was broken in the mid 1990s with the establishment of privately owned television stations and networks, notable among which is African Independent Television. The vision of NTA is to be world class television network while their mission is to provide excellent television service world wide and project the true African perspective. The NTA have branches in different states with their corporate headquarters at Abuja.
Table 2.1: NTA Branches and Network Centers are as follows:

<table>
<thead>
<tr>
<th>NTA</th>
<th>City</th>
<th>NTA</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aba</td>
<td>NTA Abo</td>
<td>Calabar</td>
<td>NTA Calabar</td>
</tr>
<tr>
<td>Abeokuta</td>
<td>NTA Abo</td>
<td>Damaturu</td>
<td>NTA Damaturu</td>
</tr>
<tr>
<td>Abuja</td>
<td>NTA Abo</td>
<td>Dutse</td>
<td>NTA Dutse</td>
</tr>
<tr>
<td>Plus Abuja</td>
<td>NTA Abo</td>
<td>Enugu</td>
<td>NTA Enugu</td>
</tr>
<tr>
<td>Ado-Ekiti</td>
<td>NTA Abo</td>
<td>Gombe</td>
<td>NTA Gombe</td>
</tr>
<tr>
<td>Akure</td>
<td>NTA Abo</td>
<td>Gusau</td>
<td>NTA Gusau</td>
</tr>
<tr>
<td>Asaba</td>
<td>NTA Abo</td>
<td>Ibadan</td>
<td>NTA Ibadan</td>
</tr>
<tr>
<td>Awka</td>
<td>NTA Abo</td>
<td>Ife</td>
<td>NTA Ife</td>
</tr>
<tr>
<td>Bauchi</td>
<td>NTA Abo</td>
<td>Bauchi</td>
<td>NTA Bauchi</td>
</tr>
<tr>
<td>Ijebu-Ode</td>
<td>NTA Abo</td>
<td>Osogbo</td>
<td>NTA Osogbo</td>
</tr>
<tr>
<td>Illorin</td>
<td>NTA Abo</td>
<td>Owerri</td>
<td>NTA Owerri</td>
</tr>
<tr>
<td>International</td>
<td>NTA Abo</td>
<td>Port Harcourt</td>
<td>NTA Port Harcourt</td>
</tr>
<tr>
<td>Jalingo</td>
<td>NTA Abo</td>
<td>Sokoto</td>
<td>NTA Sokoto</td>
</tr>
<tr>
<td>Jos</td>
<td>NTA Abo</td>
<td>Uyo</td>
<td>NTA Uyo</td>
</tr>
<tr>
<td>Kaduna</td>
<td>NTA Abo</td>
<td>Yenagoa</td>
<td>NTA Yenagoa</td>
</tr>
<tr>
<td>Kano</td>
<td>NTA Abo</td>
<td>Yola</td>
<td>NTA Yola</td>
</tr>
<tr>
<td>2 Channel 5 Lagos</td>
<td>NTA Abo</td>
<td>Sapele</td>
<td>NTA Sapele</td>
</tr>
<tr>
<td>Channel 10 Lagos</td>
<td>NTA Abo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.6.1 Spot Light on NTA Enugu (Network Centre)

NTA Enugu is the main centre for this study. Television broadcasting in Nigeria began in the Western Region of Nigeria in the year 1969, when the Western Nigerian Government decided to have its own Radio/Television organization. The first Radio/Television station was located at Ibadan and was known as Western Nigerian Broadcasting/Western Nigeria Television. One year after the emergence of WNBS/WNTV a new radio/television organization sprang up in Eastern Nigeria on the eve of Nigerian Independence on October 1st 1960. This new station was called the Eastern Nigerian Broadcasting Service/Television ENBS/ENTN. The Eastern Nigerian Television service which is the second Television in Nigeria was popularly
known as the Enugu Television (ENTV). It was born on the midnight of 30th September 1960, just on the eve of Nigerian Independence. The station had its studios located on the 4th and 5th floor of the African Continental Bank building at No. 1 Ogui Road Enugu.

Transmission started with live coverage of the independence celebration which took place at the Enugu Sports Stadium situated about ½ kilometer down Ogui Road. To be able to cover the activities of the independence celebration, an ingenious innovation was contrived by the Engineers as the station had no outside broadcast vans or microwave links. Two studio cameras fitted with 200m lenses were mounted on the roof of the bank building which at that time was the tallest building along Ogui Road. The camera, drew near the scenes and activities at the stadium. The independence celebration activity was later followed by the relay of a prerecorded independence message of the premier of Eastern Nigeria, Dr. M.I. Okpara and the Prime Minister of Nigeria Late Alhaji Sir Abubakar Tafawa Belew.

Their messages were played over their still photographs because there was no recording equipment then. Among the pioneers of Enugu Television were personalities like Mr. Peter Proudman (an expatriate) the first General Manager, Mr. Peter Onono – the first news Editor, Ikenna Ndaguba, Emmanuel Ogbuagu male announcers. His programme Ukon’s club was one of the early programmes for which the station was known. Movement to the permanent site, the studio complex of the station at Independence Layout Enugu began in 1966 with the movement of the Radio and Administration Divisions. The television studio remained at the ACB building at Ogui Road. Equipment used that time included two Pye studio camera, Philips 35mm and Bell and Howell 16mm projectors. Improvement was made on the equipment
some years later with the microwave links with a 10 kilowatts transmitter which was sited at the Okpatu Hills along the 9th Mile Corner Road to Nsukka, some 25 kilometers from Enugu.

A relay station was located at Ogbo Hills in Aba with a repeater station at Umuahia. The Aba relay station has now been transformed to N.T.A. A new television organization known as the Nigeria Television Authority set up by Decree No. 24 of April 1977 brought Television Broadcasting under Federal Government Control. The aim was to direct television broadcasting towards national rather than sectional or regional interests. The Enugu Central Broadcasting Service (ECBC) Radio and Television therefore was split into two separate organizations. The radio wing took its name from the new State – Anambra State to become Anambra State Broadcasting Service while the T.V. Section became N.T.A Enugu. The station has a TV Guide which directs the schedules of their programme. The example of their network schedule will be shown later in this work. The station broadcast in the following languages such as English, Igbo, unlike Abuja that broadcast in English, Hausa, Yoruba and Ibo. In NTA channel 8 Enugu 12 General Managers and 5 zonal directors have been chief executives will date. They are as follows:

<table>
<thead>
<tr>
<th>General Managers</th>
<th>Years of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Engr. Martin Uzamere (Late)</td>
<td>1990-1993</td>
</tr>
</tbody>
</table>
11. Chief Frank Okeke 2001-2002
12. Chief (Mrs) Ogho Igbedion 2003-2004

**Zonal Directors**

13. Chief Segun Olusola (MD Zone C) 1981-1984
15. Pastor (Mrs Ifeyinwa Uzodimma (ZD) 2007-2008
17. Philip .U. Ofoegbu (ZD) 2009 till date

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**Fig. 2.7: Organogram of NTA Enugu**

Source: An interview held with Mr. Ononye Marketing Department NTA Enugu
2.6.3 **Background History of African Independent Television AIT**

According to Eze (2011) in her view during an interview conducted by the researcher, said that AIT is a division of DAAR Communications Limited. DAAR communications is a private independent African communication outfit based in Lagos, Nigeria’s former capital and the economics nerve centre of West African sub-region. Daarusa (2011) expressed that the mission of DAAR Communication was born out of a humanist vision of its founder Chief Aleogbo Dokpesi who holds a doctorate Degree in Marine Engineering from the University of Gdansk in Poland. The telecommunication establishment was incorporated in Nigeria in August 1998. It boasts of a successful background in the closely related fields of printing and publishing.

DAAR launched its broadcast services in 1994 with the promotion of Nigeria’s first private independent radio station. Ray Power 100.5 fm. By 1996, African Independent Television was launched for 24 hours service before the second channel Ray Power 106.5fm which commenced operation in April 1999. In the last quarter 1999 DAAR launched DAAR Internet services with capacity for voice, internet access, video conferencing data, telephony and other multi-media capabilities. The synergy of voice, data and video is an area of intense technological revision. DAAR communication received their license and began full commercial broadcast operations on September one 1994. Their in-dept coverage aims at keeping global viewers fully in tune with the soul of an African broadcaster offering premium quality service. They provides 24 hours service. By December sixth 1996, they got a star in global satellite Broadcasting AIT channel 21.
The unique vision of AIT is sharing of the African experience with the wider global community. They share everything that is exciting about African experience with the nations of the world. Their mission is to enhance global understanding through an untainted appreciation of the world and its people. Unusual amongst global satellite broadcasting stations, AIT is motivated by uniquely aims to promote a methodical reduction of tension and friction and foster a greater appreciation of humanity. In other words, their vision is to promote the integration world, encourage and attract development in Africa through communications, their goal is to promote the reduction of tension and friction, enhance global understanding and achieve global harmony through a greater appreciation of humanity in all its manifestations. In the area of the structure, there are eminent Nigerians with diverse experience in the management with Chief Aleogho Dokpesi as executive chairman others are Mr. Dere Otubu, Hon. Nduka Irabo, Dr. Tom Adaba, Mallan Abba Dabo etc.

AIT has many branches in Africa like Kenya, Tanazania, Egypt, Morrocco, Liberia, South Africa, Gambia etc. They also have branches across the country in places like U.S.A, London etc.

In Nigeria, AIT have branches all over the federation like in Aba, Port Harcourt, Kaduna, Kano, Bayelsa, Jos, Katsina, Lagos, Maiduguri, Benin, Ebonyi, Imo and Enugu State. The AIT channel can be searched in UHF which means ultra High frequency.

AIT came down to Enugu in 2007 during the 1st regime of Governor Sullivan Iheanacho Chime. Their corporate office is located at Aboh Hills of Enugu Onitsha Express Way which is their production centre while their branch office is located at 36 Ziks Avenue Uwani, Enugu. They do many programmes like news, both local and
international news, programmes such as focus Nigeria, morning shows, political, economic, social and religious programmes etc.

2.7 CUSTOMER SERVICES IN GOVERNMENT AND PRIVATE BROADCASTING ORGANIZATIONS: THE CASE OF NTA AND AIT

Having known the meaning of customer services in chapter one of this study, it is also necessary to explain the meaning of government and private broadcasting organizations and their relationship with customer services. Ugbo (2003:49) said that Government organization is referred to as Public enterprise which is defined as government owned organization, of commercial or non commercial nature established by law with socio-political interest in addition to economic objectives. Okpata (2004:361) opined that public enterprises are non profit oriented organizations that have their objectives among others, the provision of social goods and services and which is either partly owned by the government. It provides the public with certain social services such as water, energy, transport and telecommunication. It is subjected to government regulations. On the other hand, private organizations are those organizations established by private individuals or entrepreneurs with full motive of profit maximization. Government organization utilizes man, money and materials in pursuit of their objectives. The objectives of the government organization as regards to rendering broadcasting services is to service the people of Nigeria but AIT focuses their attention towards the same services to the entire African continents. Other objectives of these broadcasting organizations especially NTA is as follows:

1. To make profit
2. Creation of employment opportunities
3. For National development
4. To invest in the key sector of the economy
5. To develop our technology
6. To increase participation by citizens in the ownership and management of service productive enterprises.

In the assessment of Government organization’s performances towards achieving their objectives, the performances were frustratingly poor. Nwabuzo in Okafor et al (2002:197) stated some reasons for these poor performances. And those reasons are stated below:

1. **Unstable management Board:** It has been the practice of Nigerian people for any new government to dissolve and appoint its own board members to take control of state power. These appointments are not based on merit as they see it as ways of compensating their own people. This instability made the board members to hardly achieve anything before their removal.

2. **Corruption:** This is another major reason for poor performances of our government organizations. The average Nigerian is corrupt especially when entrusted with public fund. Viable organization are run down, sound ideas are thwarted to suit personal interest even when it is causing harm to the organization.

3. **Poor Technology:** This has always posed a big problem to most government organization. Some establishment like NTA requires certain quality of raw materials, equipments, and those things are not made available. Some of them are imported materials and equipment thereby making it difficult for the organization to offer ineffective or poor service to their customers and the entire people of the nation. However, both government and private organizations render customer services so as to satisfy, gain, and retain their customers. Eboh (1999) equally believes that effective and efficient customer
service delivery are very important and such services should be effectively
done by ensuring that the output tallies with organizational objectives. Paul
Cooper of the institute of Customer Service USA believes that customer
services are for every government and public organizations. He opined that
there are not much differences between providing excellent customer service
in public and private organizations because even public sectors are rapidly
realizing that excellent customer services can pay dividends in reputations,
customer satisfaction and word of mouth recommendation. The customer
service department should sit-up because customers are becoming increasingly
demanding all the time, complaining more and more, expecting satisfied
service. Then for the private broadcast media in Nigeria, they are allowed for
healthy competition and that will lead to improved services to the people.

In handling customer services in NTA, the task is carried out by their
traffic section or department as explained by Mr. Ononye, the marketing
manager but of NTA in an interview conducted by the researcher on 12th April
2011. In AIT, they have defined customer service section that performs the
task. These departments perform the following functions. They see to handling
of customer’s complaints. Such customer’s complaints are listed below:

(a) Non performance by the organization which is NTA.
(b) There can be wrong timing of the programme which they called inappropriate
    production.
(c) Over running and under running of programme as the customer demands.
(d) Cutting in the air, in between programme as a result power failure or the plant
    not being sound.
(e) Bad signal by the organization.
2.8 CUSTOMER SERVICES AS TOOL FOR CUSTOMER RELATION IN BROADCASTING ORGANIZATION

Malonis (2000:240) opined that customer relation is the process by which company or organization promote customer satisfaction and moreover loyalty. It involves managing communications with the customer particularly managing customer questions and complaints and resolving disputes amicably. The ultimate goal of customer relations programmes is to build long term relations in which the customer keeps buying the product or coming for service and recommending it to others. In meeting up with this goal, organizations may go to great lengths to build strong reputation for lavishing their customers with special services, discounts, gifts or other benefits. And all these things are performance tasks of customer services section and marketing department of NTA and AIT.

In evolution of customer relation, it traces its root to corporate complaint department, the part of the operation that dealt with negative client’s comments returns. Over the years, many firms developed a policy whereby the customer is always right, finding out that it was more profitable to take a small loss and keep a good customer than to argue with customers about alleged defective service of problems encountered with staff. Firms develop complaint department which is now in turn called customers service department to deal with customers who had complaints or bad experiences with their product or services rendered to them. The goal of this department was to handle complaints and ensure that those dissatisfied customers remained their customers. To study each case and improving the way the product or service and the way in which it was delivered to customers. However, broadcasting organization can
use effective customer services to achieve customer relation which can be maintained through the following means:

1. Providing customer feedback forms to these customers.
2. Asking about customer needs in general when customers call with problems.
3. Training call centre staff to handle disputes, problems uniformly and constructively.
4. Responding directly to customers’ feedback.
5. Encouraging a service culture throughout the organization.

2.9 COMPARISM BETWEEN CUSTOMER SERVICES IN NIGERIAN TELEVISION AUTHORITY (NTA) AND AFRICAN INDEPENDENT TELEVISION (AIT).

This aspect of the work will concentrate on explaining the similarities and differences between customer services of the above named broadcasting organizations. Ugbo (2003:49) opined that some of the differences between NTA and AIT customer services were as follows:

1. **Motive:** In NTA the motive of their existence is to render services to their customers not necessary for high profit making while the private organization renders their own services to people with the main motive of profit maximization.

2. **Finance:** NTA is being financed by the government including their internal generated revenue. This will help them to buy raw materials and equipments needed to carryout effective customer services while in AIT, because it is a private firm, it can easily lack fund which will immensely affects the services to
their customers. They can easily borrow money from the bank but it may not be enough to provide all facilities needed to carry out broadcasting service.

3. In NTA, the section that handles customers’ complaints is called traffic section whereas in AIT it is called customer service department.

4. Quantifiability of Performances: Because of the social and political motive of most public government organizations like NTA, it is difficult to quantify their performances. Quantification of performances is usually done to compare current level with the past and project a course of action for improvement if need be. The services needed by NTA customers are many, therefore it cannot be easy to quantify. But private organizations can easily determine their performance level by comparing all the cost they spend in rendering services to customers (input) with output so as to determine loss.

5. **Channel:** In NTA, their customers search for their channel in VHF which means very high frequency but AIT channel is being searched under UHF which means ultra high frequency.

6. **Attitude of Staff:** Staff under customer service section of NTA often exhibit nonchalant attitude to customers’ complaints. They do that with the notion that it is government work, nobody should carry it on his head. But in private organization like AIT, the staffs there are always eager to attend to customers and their complaints to avoid being disengaged from work if the information gets to the management of the organization.

7. **Public Morality:** In customer services of NTA, they are expected to maintain, promote public morality and ethics. Their staff should therefore display self discipline, impartiality, respects for the rights of citizens. This is because the purpose of establishing the enterprise is not solely for profit
making but to promote social integration and growth in the society. While AIT have no concern for public morality because of their deep concern for profit maximization.

8. NTA do not always involve themselves in any activity so as to render good customer services because their salary comes from government subvention or allocation from Federal Government while AIT try at all cost to maintain their customers by satisfying them. This is because they depend mostly on their generated fund.

9. **Training:** In rendering customer services, the staff of NTA performs better because they always participate in all kinds of training needed to qualify them for the job but in AIT, they do not attend all seminars due to no financial constraints.

10. **Image protection:** In rendering customer services in NTA, they always try to conceal or protect the image of the organization. See the case of Belleview Plane Crash, they did no televise the act the way it happened but AIT has no skeleton in their cupboard, everything was televised without concealing anything. And that was why the Federal Government stopped their operation immediately but after some time, they resumed operation.

### 2.9.1 SIMILARITIES

**The similarities between NTA and AIT customer Services**

1. The customer services of both Nigerian Television Authority (NTA) and that of African Independent Television (AIT) focused on customer satisfaction, relation and loyalty.
2. Both of the Broadcasting organizations in their customer services have section or part of the organizations that listens and handles all sorts of customers’ complaints.

3. The customer services of both organizations have great influence in determining the number of customers each has in their establishments. If the attitude or behavior of staffs in that section is too bad, they tend to have their customers increased but if their attitude towards taking care of customers is good, it will increase the number of customers they have.

4. Both of them are accountable for their activities.

5. The customer services of both organizations charge money for any services rendered because of profit making.

6. The department or section in charge of those customer services are required to evaluate their customer services from time to time. And this leads to what this evaluation is all about.

2.10 Overview of Evaluation

Onunkwo (2002:2) defined evaluation as the process of delineating, obtaining and providing useful information for judgment decision alternatives. It involves making value judgment on a person, thing, programme, object etc. based on data elicited. Based on the above, it is obvious that evaluation incorporates testing, assessment and measurement. This evaluation can be done in two major forms. The broadcasting organizations should embark on either formative or summative evaluation of their customer services. The formative evaluation is the type of evaluation done within the process of rendering the customer services e.g evaluation done during presentations and other programme while summative is the type of evaluation done after rendering the service to customers. The customer service department tests what they should
have done, accesses it and makes a value judgment, that is to say that they will think of what they have done to see if they have satisfied their customers. If they have done that, it is necessary to continue with the method used but if they have not performed up to customer’s expectations there is need for adjustments for better performances and achievements of effective customer services. Effective customer services is considered to be the best marketing strategy of maintaining, retaining and achieving customer services. The evaluation of this strategy is therefore considered very vital to an organization’s survival as it can alert firms to problems before the situation becomes critical. Achumba (2000:106). There are three basic activities in strategic evaluation such as examining the underlying basis of the organization’s strategy, comparing expected results with actual results and taking corrective actions to ensure that performance conforms to initial plans or objectives. The evaluation of customer services will help to keep the organization on track towards achieving the stipulated objectives. The corrective measures resulted from evaluation strategy should strengthen the organization’s competitive position as it capitalizes upon the internal strengths to take advantage of key external opportunities while avoiding, reducing or mitigating external threats. Achumba (2000:111).

2.10.1 Classifications of Measurement/Evaluation

(1) Formative Evaluation: This involves measuring or making value judgements on the broadcasting organization during presentation, advertisement and other programme. This may be done weekly, monthly. Consequently, this type of measurement or evaluation is involved in monitoring organization’s performance during a programme. It involves continuous feedback to both organization and customers. To the organization, feedback from formative evaluation provides information relevant for
modifying or improving their method of rendering their customer services. Observations and questions are also used in generating information for formative evaluation.

2. **Summative Evaluation:** Onunkwo (2002:4) said that it is an opposite of formative evaluation. He viewed that this is concerned with measuring or evaluating organization’s activities as regards to customer services at the end of the year. The result achieved here is used for writing of their magazine during their yearly annual celebrations.

3. **Diagnostic Evaluation:** This is the type of evaluation used to identify the specific problems each staff has in carrying out a particular task of the customer service activities. It is used to determine whether the staff involved have mastered or developed proficiency in the skills needed to do the job. If the staff is found deficient are identified and appropriate solution is employed for remediation.

4. **Norm Referenced Evaluation:** This type of evaluation is used to determine how each organization perform in their work as regards to their customer services in comparison with the performance of their broadcasting. This evaluation when being practiced by both NTA and AIT, it will help them to maintain effective and efficient customer services. The customer services help one to choose its business partner or company and It adds value to service. Customer service can drastically lower a company’s marketing and selling cost for three reasons.

1. Winning a new customer can cost up to five times as much as keeping an existing customer. One spends less time and money on sale presentation.
2. Satisfied customers can be your best source of advertising. This is done when they tell their family, friends and colleague about your organization.

3. Dissatisfied customers can destroy a business customers who are not happy with the service rendered to them and their bad word of mouth to other customers can destroy or ruin the business of the organization.
REFERENCES


CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION
This study was directed at evaluating and assessing the customer services of NTA, AIT and comparing the two of them. It is pertinent for the researcher to indicate the steps taken in carrying out the investigation. In this chapter, various ways adopted by the researcher are being outlined one by one. The primary objective of the aspect of this work is to describe the methods used in the course of conducting the research.

3.2 AREA OF THE STUDY
According to Onodugo et al (2010) area of study is simply interested in the geographical area coverage of the research effort. Based on this study, the researcher will cover the corporate headquarters of NTA and AIT and some of their branches.

3.3 SCOPE OF THE STUDY
The area of this study is Enugu metropolis. The study will cover the corporate headquarter of NTA independence layout and that of AIT at Aguabor hills with their branch office at Uwani in Enugu.

The scope of this study was supposed to be government and private broadcasting organization in many states but due to time constraints, the study was restricted to only NTA in Enugu as government owned, and AIT as private broadcasting organization.

3.4 RESEARCH DESIGN
Onwumere (2009:111) defined research design as a kind of blue print that guides the researcher in his or her investigation and analysis. It is a format which the researcher
employs in order to systematically apply the scientific method in the investigation of the problems.

This study is designed to deal on the comparative evaluation of customer services in broadcasting organizations which is NTA and AIT. This plan will be realized in the selection of the appropriate concepts such as hypotheses, sampling size and sampling techniques, instruments and tools of data collection, validity and reliability of the study, Techniques for data presentation and analysis.

It is necessary to emphasize that appropriate and adequate data are the fundamentals for arriving at reliable conclusion about any research. Towards this, the ability to discover the sources of data and effectively use instrument of data collection becomes highly important. For this study, design can provide answers to the contextually modified question such as who, what, where, when, how. The answers to these questions will be provided from the primary and secondary sources of data.

3.5 SOURCES OF DATA COLLECTION

Onodugo et al (2010:67) opined that the major pillar of a research work is data. They defined data as facts and figures used in a research work. It is this data that differentiates research work from guess work. The data for this study will be based on both the primary data and secondary data.

3.5.1 Primary Data

Primary data will be sourced through the use of interviews or by information obtained through the use of questionnaire.
3.5.2 Secondary Data

This involves data from the related works of others already in existence which were carried out without having the present research study in mind. The secondary data for this study involves textbooks, diaries, encyclopedias, brochures, journals, internet materials, access to website is very indispensable in obtaining the data.

3.6 POPULATION OF THE STUDY

Odogugo et al (2010:68) defined population as the people or things that constitute the focus of a study. It is the entire aggregate of cases which meet designated set of criteria. Olakunori (2007:103) described population as the entire number of people, objects, events and things that have one or more characteristics of interest to a study. It can be large or small.

The population of this study is made up of the staff and management of the two broadcasting organizations in Enugu which is NTA and AIT and their various customers which includes companies, viewers and listeners with an appropriate population figure of Two hundred and thirty six. NTA Enugu presently has staff strength of 131 with the management staff of 19 while AIT Enugu has staff. Strength of 78 with management numbering eight. The customers of NTA is assumed to be 460 while AIT is 200 and this makes up the population of the study to be 896.

3.7 SAMPLE SIZE DETERMINATION AND SAMPLING TECHNIQUES

Samples are used in study that involves large population. This will help to avoid errors in calculation of large numbers. In determining sample size for this study, the researcher employed the statistical formula by Tara Yamene. Onodugo et al (2010:69).
It is as follows:

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

Where:

- \( n \) = sample size
- \( N \) = population
- \( e \) = Sampling error (5% or 0.005)

\[ n = \frac{896}{1 + 896(0.05)^2} \]

\[ n = \frac{896}{1 + 896(0.0025)} \]

\[ n = \frac{896}{1 + 2.24} \]

\[ n = \frac{896}{3.24} \]

\[ n = 276 \]

### 3.8 METHOD OF DATA COLLECTION

In collecting data for this study, the primary data will be sourced through personal interview and questionnaire. The design of the question will be guided to obtain efficient result. The question should not be too much to avoid the respondent feeling reluctant in answering the questions. Eboh (2009:117-126). They should also be short, clear and un-offensive.

The method of administration of the questionnaire will be through direct contact. The respondent’s questions would be answered through direct contact. There should be room for mental or written note of responses especially where the respondents are illiterate or cannot fill the answers by themselves Okafor and Udu (2010:56). The
secondary sources of the data will be checked very well before making a conclusion and using them.

3.9 VALIDITY OF THE STUDY

The validity of an instrument means the degree to which the instrument measures the qualities, abilities, skills, traits, information, etc it was designed to measure. Onunkwo (2002:50). It means that the data must be unbiased and relevant to the characteristics being measured.

The questionnaire will be designed by the researcher and validated by the project supervisor. This will lead to elimination of ambiguous items. This will at last be judged to be suitable for the research since it contains relevant materials that could provide answers to the research questions.

3.10 RELIABILITY OF THE INSTRUMENT

To establish the reliability of the instrument, a test procedure will be adopted. The instrument will be administered to few people within an interval to see if the response will be the same or related to the former one.

3.11 TECHNIQUES OF DATA PRESENTATION AND ANALYSIS

The data collected will be presented inform of tables and charts. In analysis of the tables, decision rule will be taken. The rule will be that any finding that has great test percentage is assumed to be majority accepted of the question.
REFERENCES


CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

The essence of this chapter is to present and analyse the data collected in the course of this study. The data were collected through the questionnaire administered to the respondents and it is represented with the use of tables and charts with percentages. As already explained in 3.7 of the previous chapter, two hundred and seventy six (276) copies of questionnaire were distributed to staff of the broadcasting organizations and their customers. A total of hundred and forty eight (148) questionnaires administered to staff were returned and this represents a response rate of 100 percent. However, a total of one hundred and twenty eight (128) questionnaires were administered to customers of these broadcasting organizations and (120) which were returned out of it represents a response rate of ninety four (94) percent. In analyzing the data, eight (8) copies of the questionnaire that were not returned by respondents were disqualified. The total response rate of (eight) 8 percent were lost.

4.1 ANALYSIS OF DEMOGRAPHIC DATA FROM CUSTOMERS AND STAFF

All the data collected were presented and analyzed. The researcher analyzed those questions that are relevant to the research questions and objectives of the study. The analyses were presented in tables with simple percentages.

4.1.1 Respondents’ Sex

The distribution of the respondents according to their sex is presented in table 4.1.
Table 4.1: Sex Distribution of Respondents

<table>
<thead>
<tr>
<th>Sex</th>
<th>Staff (%)</th>
<th>Customer (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36 (34.32)</td>
<td>48 (57.14)</td>
<td>84 (31.34)</td>
</tr>
<tr>
<td>Female</td>
<td>112 (75.67)</td>
<td>72 (40.76)</td>
<td>184 (68.66)</td>
</tr>
<tr>
<td>Total</td>
<td>148 (100.00)</td>
<td>120 (100.00)</td>
<td>268 (100.00)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2011

Fig. 4.1: Sex Distribution of Respondents

Table 4.1 above reveals that a total of 112 respondents (75.67%) were female staff and 36 respondents (24.32%) were male. 48 customers (57.14%) were male and 72 customers (40.76%) were female. Hence, more females participated in the study more than the males.

4.1.2 Respondents’ Age Group

The distribution of the respondents according to their respective age group is presented in table 4.2.

Table 4.2: Age Distribution of Respondents

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Staff (%)</th>
<th>Customer (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 25</td>
<td>10 (6.75)</td>
<td>30 (25)</td>
<td>40 (14.93)</td>
</tr>
<tr>
<td>26 – 40</td>
<td>58 (39.18)</td>
<td>36 (30)</td>
<td>94 (35.07)</td>
</tr>
<tr>
<td>41 – 60</td>
<td>78 (52.70)</td>
<td>34 (28.33)</td>
<td>112 (41.79)</td>
</tr>
<tr>
<td>60 and above</td>
<td>2 (1.35)</td>
<td>20 (16.16)</td>
<td>22 (8.21)</td>
</tr>
<tr>
<td>Total</td>
<td>148 (100)</td>
<td>120 (100)</td>
<td>268 (100)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2011
Fig. 4.2: Age Distribution of Respondents

Table 4.2 shows that more of the sampled respondents are between 26 and 60 years, with 94 respondents (35.07%) being between 26 and 40 years while 112 respondents (41.79%) are between 41 and 60 years old.

4.1.3 Organisations of Respondents

The classification of the respondents according to their organizations or preferred organization is presented in table 4.3.

Table 4.3: Distribution according to Organisation

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Staff (%)</th>
<th>Customer (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTA</td>
<td>118 (53.15)</td>
<td>104 (46.85)</td>
<td>222 (82.84)</td>
</tr>
<tr>
<td>AIT</td>
<td>30 (65.22)</td>
<td>16 (34.88)</td>
<td>46 (17.16)</td>
</tr>
<tr>
<td>Total</td>
<td>148 (55.22)</td>
<td>120 (44.88)</td>
<td>268 (100)</td>
</tr>
</tbody>
</table>

Source: Authors Field Survey 2011

Fig. 4.3: Age Distribution of Respondents
As presented in table 4.3, more staff are sampled than customers from each of the organizations. This is predicated upon the fact that 148 (55.22%) respondents (118 from NTA and 30 from AIT) are staff while 120 (44.88%) respondents (104 from NTA and 16 from AIT) are customers. However, the difference between the staff and customer respondents is not much as an unbiased finding can be obtained.

4.1.4 Cadre of Respondents

The distribution of the sampled staff according to their cadre is presented in table 4.4.

Table 4.4: Percentile frequency distribution on staff cadre

<table>
<thead>
<tr>
<th>Staff Cadre</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior</td>
<td>23</td>
<td>15.54</td>
</tr>
<tr>
<td>Senior</td>
<td>110</td>
<td>74.32</td>
</tr>
<tr>
<td>Management</td>
<td>15</td>
<td>10.13</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Authors Field Survey 2011*

Fig. 4.4: Cadre of Respondents

From the table above, it was noticed that 110 of the respondents with 74.32 percent are senior staff. The junior workers are represented by (23) 15.54 percent while 15 (10.13) percent represents the management. The implication of the analysis is that majority of the staff are in senior cadre.
4.2 DATA PRESENTATION FROM SAMPLED STAFF

4.2.1 Existence of Customer Service Activities

The perceptions of the respondents on the existence of customer service department in NTA and AIT are presented in table 4.5.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>88</td>
<td>59.46</td>
</tr>
<tr>
<td>Agree</td>
<td>46</td>
<td>31.08</td>
</tr>
<tr>
<td>Undecided</td>
<td>00</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>6.76</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>04</td>
<td>2.70</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

(Source: Field Survey 2011)

Fig. 4.5: Existence of Customer Service Activities

Analysis of the above table shows that 134 respondents (90.56%) agree, followed by those who agreed with 46 number of respondent with 31.08 percent. The percentage of 2.70 and 6.75 disagreed and strongly disagreed respectively and those who could not take decision were six respondents being represented with 4.05 percent. This implies that there is existence of customer service activities in both broadcasting organization.
4.2.2 Existence of Customer Service Department in NTA and AIT

The perceptions of the respondents on whether there are customer service departments in NTA and AIT are presented in table 4.6.

Table 4.6: Existence of Customer Service Department in NTA and AIT

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>32</td>
<td>21.62</td>
</tr>
<tr>
<td>Agree</td>
<td>58</td>
<td>39.18</td>
</tr>
<tr>
<td>Undecided</td>
<td>10</td>
<td>6.75</td>
</tr>
<tr>
<td>Disagreed</td>
<td>23</td>
<td>15.54</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>25</td>
<td>16.89</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2011

Fig. 4.6: Existence of Customer Service Departments

As presented in table 4.6, 90 respondents (60.80%) are of the opinion that there are customer service departments in NTA and AIT while 48 respondents (32.43%) do not think so. However, 10 respondents (6.75%) are unaware whether there exists customer service department or not. Thus, there is in existence customer service department in NTA and AIT.
4.2.3 Satisfaction of Customers’ Expectations

The opinion of the respondents on whether customer service department meets up with the expectations of the customers is presented in table 4.7.

Table 4.7: Customer Service Department Satisfies Customers’ Expectation

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>7.43</td>
</tr>
<tr>
<td>Agree</td>
<td>25</td>
<td>16.89</td>
</tr>
<tr>
<td>Undecided</td>
<td>08</td>
<td>5.40</td>
</tr>
<tr>
<td>Disagree</td>
<td>73</td>
<td>49.32</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>31</td>
<td>20.94</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.7: Satisfaction of Customers’ Expectations

The data in figure 4.7 clearly shows that the customer service departments of both organizations do not meet up with all their customers’ expectations in their service delivery. This is seen in the responses of 104 respondents (70.16%) who are not of the opinion that the customer service departments of NTA and AIT meet up with all their customers’ expectations. However 36 respondents (24.23%) are of the view that the customer service departments of NTA and AIT meet up with all their customers’ expectations.
4.2.4 Attendance to Customer’s Complaints

The perception of the respondents on whether the broadcasting organizations attend to their customers’ complaints is presented in table 4.8.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>7.43</td>
</tr>
<tr>
<td>Agree</td>
<td>13</td>
<td>8.78</td>
</tr>
<tr>
<td>Undecided</td>
<td>14</td>
<td>9.45</td>
</tr>
<tr>
<td>Disagreed</td>
<td>49</td>
<td>33.10</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>61</td>
<td>41.21</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.8: Attendance to Customer’s Complaints

The above table shows that 33.10 and 41.21 percent of the respondent either disagreed or strongly disagreed with the idea that the customer service departments do not pay 100 percent attention to their customer’s complaints while 8.78 and 7.43 percent disagreed and strongly disagreed respectively. It was also noticed from the analysis that 9.45 percent of the respondents were unable to decide whether it is true or not.
4.2.5 Similarity of Customer Services between NTA and AIT

The perception of the respondents on the similarity of customer services being rendered by NTA and AIT is presented in table 4.9.

Table 4.9: Similarity of Customer Services between NTA and AIT

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>26</td>
<td>17.56</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>14.86</td>
</tr>
<tr>
<td>Undecided</td>
<td>12</td>
<td>8.10</td>
</tr>
<tr>
<td>Disagreed</td>
<td>56</td>
<td>37.83</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>32</td>
<td>21.62</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.9: Similarity of Customer Services between NTA and AIT

The above table shows that 37.83 and 21.62 percent of the respondents disagree and strongly disagreed while 14.86 and 17.56 percent of the respondent agree and strongly agreed that the customer services of NTA is not the same with that of AIT. The researcher concludes by following the above responses that the method of customer services of NTA is not the same with that of AIT.
4.2.6 Management Evaluation of Custer Service Activities

The opinion of the respondents on whether the management of NTA and AIT evaluates their customer service activities is presented in table 4.10.

Table 4.10: Management Evaluation of Customer Service Activities

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>29</td>
<td>19.59</td>
</tr>
<tr>
<td>Agree</td>
<td>58</td>
<td>39.18</td>
</tr>
<tr>
<td>Undecided</td>
<td>11</td>
<td>7.43</td>
</tr>
<tr>
<td>Disagreed</td>
<td>23</td>
<td>15.54</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>27</td>
<td>18.24</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.10: Management Evaluation of Custer Service Activities

The above table shows that 39.18 and 19.59 percent of the respondent agree and strongly agreed that the management of NTA and AIT evaluates the performances of their customer service section. It also 15.54 and 18.24 percent of the respondent disagreed and strongly disagreed. From the above analysis the researcher accepts that the customer services of NTA and AIT are being evaluated by the management.
4.2.7 Effect of Evaluation in Effective Customer Service Delivery

The perception of the respondents on whether evaluation has an effect on effective customer service delivery is presented in table 4.11.

Table 4.11: Effect of Evaluation in Effective Customer Service Delivery

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>67</td>
<td>45.27</td>
</tr>
<tr>
<td>Agree</td>
<td>43</td>
<td>29.05</td>
</tr>
<tr>
<td>Undecided</td>
<td>12</td>
<td>8.10</td>
</tr>
<tr>
<td>Disagreed</td>
<td>15</td>
<td>10.13</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>11</td>
<td>7.43</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.11: Effect of Evaluation in Effective Customer Service Delivery

The table above shows that 29.05 and 45.27 percent of the respondents agreed and strongly agreed while 10.13 and 7.43 percent disagree and strongly disagreed that evaluation of customer service activities has significant effect on carrying out effective customer service delivery. About 8.10 percent of the respondents could not take any decision as regards to that.
Following the above analysis, the researcher accepted the facts that evaluation of customer services has significant effects in carrying out effective customer services delivery in both NTA and AIT.

4.2.8 Managements’ Immediacy of Action in Problem Handling

The opinion of the respondents on whether management take immediate action in handling problems encountered by staff of customer service department is presented in table 4.12.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>17</td>
<td>11.48</td>
</tr>
<tr>
<td>Agree</td>
<td>45</td>
<td>30.40</td>
</tr>
<tr>
<td>Undecided</td>
<td>18</td>
<td>12.16</td>
</tr>
<tr>
<td>Disagreed</td>
<td>55</td>
<td>37.16</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>13</td>
<td>8.78</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.12: Managements’ Immediacy of Action in Problem Handling

The above table shows that 30.40 and 11.48 percent of the respondent agree and strongly agreed respectively while 37.16 and 8.78 percent disagreed and strongly disagreed that the management do not take immediate action in handling problems encountered by staff of customer service department or section. From the above
analysis the researcher is of the opinion that the management takes action but not immediately to the problems encountered by their staff.

4.2.9 Existence of Customer Service Activities Comparison in NTA and AIT

The perception of the respondents on whether NTA highly compares their customer service activities with that of AIT is presented in table 4.13.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>15</td>
<td>10.13</td>
</tr>
<tr>
<td>Agree</td>
<td>12</td>
<td>8.10</td>
</tr>
<tr>
<td>Undecided</td>
<td>20</td>
<td>13.51</td>
</tr>
<tr>
<td>Disagreed</td>
<td>71</td>
<td>47.97</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>30</td>
<td>20.27</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.13: Existence of Customer Service Activities Comparison

The table shows 8.10 and 10.13 percent of the respondents agreed and strongly agreed while 47.97 and 20.27 percent of them disagree and strongly disagreed that the management of NTA do not highly compare their customer service activities with that of AIT. The researcher is of the opinion that the above analysis shows that they
compare their customer service activities with that of their rivals but not to a great extent.

4.2.10 Priority of Customer Service Activities

The perception of the sampled respondents as to whether priority is given to customer service activities in NTA and AIT is presented in table 4.14.

Table 4.14: Priority of Customer Service Activities

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency of Respondent</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>36</td>
<td>24.32</td>
</tr>
<tr>
<td>Agree</td>
<td>58</td>
<td>39.18</td>
</tr>
<tr>
<td>Undecided</td>
<td>11</td>
<td>7.43</td>
</tr>
<tr>
<td>Disagreed</td>
<td>30</td>
<td>20.27</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>13</td>
<td>8.78</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

The above tablet shows that 39.18 and 24.32 percent of the respondents agree and strongly agreed respectively while 20.27 and 8.78 percent of the respondent disagree and strongly disagreed that customer services is given priority position. From the above analysis, the researcher is of the opinion that the management of NTA and AIT give priority position to customer services.
4.3 DATA PRESENTATION FROM SAMPLED CUSTOMERS

4.3.1 Knowledge of Existence of Customer Service Department

The responses of the sampled customers on their knowledge of customer service department in the sampled organizations are presented in table 4.15.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>23</td>
<td>19.16</td>
</tr>
<tr>
<td>Agree</td>
<td>60</td>
<td>50</td>
</tr>
<tr>
<td>Undecided</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Disagreed</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>07</td>
<td>5.83</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

The table above reveals that 50 and 19.16 of the respondents agree and strongly agreed while 15 and 5.83 percent of them disagree and strongly disagreed that they are aware of customer service department in NTA and AIT. The respondents that were not able to take a decision are being represented with 10 percent of the respondent. According to the above analysis, the researcher is of the opinion that customers are aware of the existence of customer service department.
4.3.2 Fulfillment of Customer Satisfaction

The perception of the respondents on whether their expected satisfaction was achieved is presented in table 4.16.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>23</td>
<td>19.16</td>
</tr>
<tr>
<td>Agree</td>
<td>60</td>
<td>50</td>
</tr>
<tr>
<td>Undecided</td>
<td>20</td>
<td>16.66</td>
</tr>
<tr>
<td>Disagreed</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>5</td>
<td>4.16</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.16: Fulfillment of Customer Satisfaction

The table reveals that 50 and 19.16 percent of the respondents agree and strongly agreed respectively while 10 and 4.16 percent of them disagree and strongly disagreed that these broadcasting organizations meet up with their expectations in terms of service to their customers. The researcher from the analyzed responses viewed that they meet up with customer services but to some extent.
4.3.3 Similarity of Customer Service Activities between NTA and AIT

The perception of the respondents on whether NTA and AIT has similar customer service activities is presented in table 4.17.

Table 4.17: Similarity of Customer Service Activities between NTA and AIT

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>22</td>
<td>18.33</td>
</tr>
<tr>
<td>Agree</td>
<td>28</td>
<td>23.33</td>
</tr>
<tr>
<td>Undecided</td>
<td>20</td>
<td>16.66</td>
</tr>
<tr>
<td>Disagreed</td>
<td>42</td>
<td>35</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>8</td>
<td>6.66</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.17: Similarity of Customer Service Activities between NTA and AIT

The researcher noticed from the above table that 23.33 and 18.33 percent of the respondents agreed and strongly agreed while 35 and 6.66 percent of them disagreed and strongly disagreed that the method of customer services of NTA is not the same thing with that of AIT. The respondents that could not take decision is being represented with 16.66 percent.
4.3.4 Perception of Customer Service Strategy on Choice

The view of the respondents on whether customer service strategy of a broadcasting organization affects their choice is presented in table 4.18.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>54</td>
<td>45</td>
</tr>
<tr>
<td>Agree</td>
<td>38</td>
<td>31.66</td>
</tr>
<tr>
<td>Undecided</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Disagreed</td>
<td>10</td>
<td>8.33</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Field Survey 2011*

From the above table, it reveals that 31.66 and 45 percent of the respondents agreed and strongly agreed that they evaluate or assess customer services of broadcasting organization before making a choice while 8.33 and 5 percent of them disagreed and strongly disagreed with this idea.
4.3.4 Effect of Inappropriate Complaint Treatment on Customer Loyalty

The distribution of the respondents based on their views on whether inappropriate complaint treatment will make them switch to another broadcasting organization is presented in table 4.19.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>33</td>
<td>27.5</td>
</tr>
<tr>
<td>Agree</td>
<td>64</td>
<td>51.66</td>
</tr>
<tr>
<td>Undecided</td>
<td>03</td>
<td>2.05</td>
</tr>
<tr>
<td>Disagreed</td>
<td>12</td>
<td>10.00</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>8.33</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.19: Effect of Inappropriate Complaint Treatment on Customer Loyalty

The data shows that 51.66 and 27.5 percent of the respondents agreed and disagreed respectively while 10 and 8.33 percent disagreed and strongly disagreed that customer do not assess the customer services of the organization before making a choice. The analysis above made the researcher to support the view that customers think, check and evaluate the performance of a broadcasting organization before making a choice.
4.2.5 Perceived Priority of Customer Service Activities

The perception of the respondents about whether priority is given to customer service activities in NTA and AIT is presented in table 4.20.

Table 4.20: Perceived Priority of Customer Service Activities

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Agree</td>
<td>10</td>
<td>8.33</td>
</tr>
<tr>
<td>Undecided</td>
<td>69</td>
<td>57.5</td>
</tr>
<tr>
<td>Disagreed</td>
<td>06</td>
<td>05</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>23</td>
<td>19.16</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

Fig. 4.20: Perceived Priority of Customer Service Activities

The above table shows that majority of the respondents representing 57.5% were not able to decide whether customers services is given priority position in NTA and AIT but 5% and 9.16 of the respondents disagreed and strongly disagreed that customer services are not given priority position.
4.2.6 Comparison between NTA and AIT Customer Service Delivery

The distribution of the respondents according to their perceived view on whether the customer service delivery of NTA is better than that of AIT is presented in table 4.21.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>30</td>
<td>22.27</td>
</tr>
<tr>
<td>Agree</td>
<td>57</td>
<td>84.36</td>
</tr>
<tr>
<td>Undecided</td>
<td>10</td>
<td>7.43</td>
</tr>
<tr>
<td>Disagreed</td>
<td>23</td>
<td>15.54</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey 2011

The data shows that 84.36 and 22.27 percent of the respondents agreed and disagreed respectively while 15.54 and 18.24 percent disagreed and strongly disagreed that NTA customer services is better than that of AIT.
4.3 TEST OF HYPOTHESES

In testing the various hypotheses, hypothesis 1 and 3 were tested with Chi-Square test statistics, hypothesis 2, 4 and 6 were test with ANOVA test statistics while hypothesis 5 and 7 were tested with Z-test statistics. This was done with the aid of the SPSS 17.0 statistical software.

4.3.1 Test of Hypothesis One

The hypothesis one is restated in the null and alternative forms.

Ho: NTA and AIT do not have customer service department.

H₁: NTA and AIT have customer service department.

Data presented in tables 4.6 and 4.15 were used. The results are presented and discussed below.

Table 4.22: Crosstabulation to Tables 4.6 and 4.15

<table>
<thead>
<tr>
<th></th>
<th>existence of customer service department</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>strongly agree</td>
<td>agree</td>
<td>undecided</td>
<td>disagreed</td>
<td>strongly disagreed</td>
<td>Total</td>
</tr>
<tr>
<td>Respondent staff</td>
<td>32</td>
<td>58</td>
<td>10</td>
<td>23</td>
<td>25</td>
<td>148</td>
</tr>
<tr>
<td>customer</td>
<td>23</td>
<td>60</td>
<td>12</td>
<td>18</td>
<td>7</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>118</td>
<td>22</td>
<td>41</td>
<td>32</td>
<td>268</td>
</tr>
</tbody>
</table>

Table 4.23: Chi-Square Tests Results for Hypothesis One

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>9.603³</td>
<td>4</td>
<td>.048</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>10.117</td>
<td>4</td>
<td>.039</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>3.203</td>
<td>1</td>
<td>.074</td>
</tr>
</tbody>
</table>

N of Valid Cases 268

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.85.
**Decision Rule**

If $X^2_{\text{cal}} > X^2_{\text{critical}}$, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Otherwise, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

**Decision**

As presented in table 4.23, since $X^2_{\text{cal}} = 9.603 > X^2_{\text{critical}} = 9.48773$. Hence, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Thus, NTA and AIT have customer service department.

### 4.3.2 Test of Hypothesis Two

The hypothesis two is restated in the null and alternative forms.

**Ho:** Customer services of NTA and AIT do not meet up with the expectations of customers in their service delivery.

**H1:** Customer services of NTA and AIT meet up with the expectations of customers in their service delivery.

Data presented in tables 4.7 and 4.16 were used. The results are presented and discussed below.

**Table 4.24: Respondents Mean Response**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower Bound</td>
<td>Upper Bound</td>
<td></td>
</tr>
<tr>
<td>staff</td>
<td>148</td>
<td>3.59</td>
<td>1.2056</td>
<td>.09910</td>
<td>3.3987</td>
<td>3.7904</td>
<td>1.00</td>
</tr>
<tr>
<td>customer</td>
<td>120</td>
<td>2.300</td>
<td>1.02572</td>
<td>.09363</td>
<td>2.1146</td>
<td>2.4854</td>
<td>1.00</td>
</tr>
<tr>
<td>Total</td>
<td>268</td>
<td>3.0149</td>
<td>1.29814</td>
<td>.07930</td>
<td>2.8588</td>
<td>3.1711</td>
<td>1.00</td>
</tr>
</tbody>
</table>
Table 4.25: ANOVA Result for Hypothesis Two

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>111.065</td>
<td>1</td>
<td>111.065</td>
<td>87.180</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>338.876</td>
<td>266</td>
<td>1.274</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>449.940</td>
<td>267</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Decision Rule

If \( F_{cal} > F_{critical} \), there is a variation in the responses of the respondents to the various questions. If this variation exists, then the responses of the respondents to the individual questions are not in consonance, hence no agreement. Based on this, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly. However, if there is no variation, that is, if \( F_{cal} < F_{critical} \), there is an agreement in the responses to the various questions, hence the null hypothesis should be rejected and the alternative hypothesis accepted accordingly.

Decision

As presented in table 4.25, since \( F_{cal} = 87.180 > F_{critical} = 3.8415 \), there is a variation in the responses of the staff and the customers. This indicates that the staff responses differ from customer responses. Thus, there is no agreement between the staff and the customers. Hence, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

Therefore, customer services of NTA and AIT do not meet up with the expectations of customers in their service delivery.

4.3.3 Test of Hypothesis Three

The hypothesis three is restated in the null and alternative forms.

\( H_0: \) The Management of NTA and AIT do not give customer services priority position in their organizations.

\( H_1: \) The Management of NTA and AIT give customer services priority position in their organizations.
Data presented in tables 4.14 and 4.20 were used. The results are presented and discussed below.

**Table 4.26: Crosstabulation to Tables 4.14 and 4.20**

<table>
<thead>
<tr>
<th></th>
<th>strongly agree</th>
<th>agree</th>
<th>undecided</th>
<th>disagreed</th>
<th>strongly disagreed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>respondent</td>
<td>36</td>
<td>58</td>
<td>11</td>
<td>30</td>
<td>13</td>
<td>148</td>
</tr>
<tr>
<td>staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>customer</td>
<td>12</td>
<td>10</td>
<td>69</td>
<td>6</td>
<td>23</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>68</td>
<td>80</td>
<td>36</td>
<td>36</td>
<td>268</td>
</tr>
</tbody>
</table>

**Table 4.27: Chi-Square Tests Result for Hypothesis Three**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>104.930</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>114.226</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Assoc</td>
<td>17.454</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>268</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 0 cells (0%) have expected count less than 5. The minimum expected count is 16.12.

**Decision Rule**

If $X^2_{cal} > X^2_{critical}$, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Otherwise, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

**Decision**

As presented in table 4.27, since $X^2_{cal} = 104.930 > X^2_{critical} = 9.48773$. Hence, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Thus, the Management of NTA and AIT give customer services priority position in their organizations.
4.3.4 Test of Hypothesis Four

The hypothesis four is restated in the null and alternative forms.

Ho: The method of customer service delivery in NTA is not the same with that of AIT.

H1: The method of customer service delivery in NTA is the same with that of AIT.

Data presented in tables 4.9 and 4.17 were used. The results are presented and discussed below.

<table>
<thead>
<tr>
<th>Table 4.28: Respondents’ Mean Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>staff</td>
</tr>
<tr>
<td>customer</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4.29: ANOVA Results for Hypothesis Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Squares</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Between Groups</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Decision Rule**

If $F_{\text{cal}} > F_{\text{critical}}$, there is a variation in the responses of the respondents to the various questions. If this variation exists, then the responses of the respondents to the individual questions are not in consonance, hence no agreement. Based on this, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly. However, if there is no variation, that is, if $F_{\text{cal}} < F_{\text{critical}}$, there is an agreement in the responses to the various questions, hence the null hypothesis should be rejected and the alternative hypothesis accepted accordingly.
**Decision**

As presented in table 4.29, since \( F_{\text{cal}} = 6.654 > F_{\text{critical}} = 3.8415 \), there is a variation in the responses of the staff and the customers. This indicates that the staff responses differ from customer responses. Thus, there is no agreement between the staff and the customers. Hence, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

Therefore, the method of customer service delivery in NTA is not the same with that of AIT.

**4.3.5 Test of Hypothesis Five**

The hypothesis five is restated in the null and alternative forms.

\( \text{Ho:} \quad \text{NTA and AIT Broadcasting Organization do not evaluate the performances of their customer service section.} \)

\( \text{H1:} \quad \text{NTA and AIT Broadcasting Organization evaluates the performances of their customer service section.} \)

Data presented in table 4.10 was used. The results are presented and discussed below.

**Table 4.30: Z-Test Result for Hypothesis Five**

<table>
<thead>
<tr>
<th>Broadcasting organisations evaluates customer service section</th>
</tr>
</thead>
<tbody>
<tr>
<td>N 148</td>
</tr>
<tr>
<td>Normal Parameters(^{a,b}) Mean 2.7365</td>
</tr>
<tr>
<td>Std. Deviation 1.41595</td>
</tr>
<tr>
<td>Most Extreme Differences Absolute .286</td>
</tr>
<tr>
<td>Positive .286</td>
</tr>
<tr>
<td>Negative -.152</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z 3.484</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed) .000</td>
</tr>
</tbody>
</table>

\(^{a}\) Test distribution is Normal.
Broadcasting organisations evaluates customer service section

<table>
<thead>
<tr>
<th>Normal Parameters$^{a,b}$</th>
<th>Mean</th>
<th>std. Deviation</th>
<th>Most Extreme Differences</th>
<th>Absolute</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.7365</td>
<td>1.41595</td>
<td></td>
<td>.286</td>
<td>.286</td>
<td>-.152</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>3.484</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Decision Rule

If $Z_{\text{cal}}^2 > Z_{\text{critical}}^2$, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Otherwise, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

Decision

As presented in table 4.27, since $X_{\text{cal}}^2 = 3.484 > X_{\text{critical}}^2 = 1.96$. Hence, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Thus, NTA and AIT Broadcasting Organization evaluates the performances of their customer service section.

4.3.6 Test of Hypothesis Six

The hypothesis Six is restated in the null and alternative forms.

$\text{Ho:}$ The management of NTA do not compare their customer service delivery with that of their competitors AIT.

$\text{H1:}$ The management of NTA compares their customer service delivery with that of their competitors AIT.
Data presented in tables 4.13 and 4.18 were used. The results are presented and discussed below.

### Table 4.31: Respondents’ Mean Responses

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>staff</td>
<td>148</td>
<td>3.6014</td>
<td>1.19375</td>
<td>.09813</td>
<td>3.4074 – 3.7953</td>
<td>1.00</td>
<td>5.00</td>
</tr>
<tr>
<td>customer</td>
<td>120</td>
<td>1.9667</td>
<td>1.15906</td>
<td>.10581</td>
<td>1.7572 – 2.1762</td>
<td>1.00</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td>268</td>
<td>2.8694</td>
<td>1.43058</td>
<td>.08739</td>
<td>2.6973 – 3.0415</td>
<td>1.00</td>
<td>5.00</td>
</tr>
</tbody>
</table>

### Table 4.32: ANOVA Results for Hypothesis Six

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>177.083</td>
<td>1</td>
<td>177.083</td>
<td>127.533</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>369.346</td>
<td>266</td>
<td>1.389</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>546.429</td>
<td>267</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Decision Rule**

If $F_{cal} > F_{critical}$, there is a variation in the responses of the respondents to the various questions. If this variation exists, then the responses of the respondents to the individual questions are not in consonance, hence no agreement. Based on this, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly. However, if there is no variation, that is, if $F_{cal} < F_{critical}$, there is an agreement in the responses to the various questions, hence the null hypothesis should be rejected and the alternative hypothesis accepted accordingly.

**Decision**

As presented in table 4.32, since $F_{cal} = 127.533 > F_{critical} = 3.8415$, there is a variation in the responses of the staff and the customers. This indicates that the staff responses differ from customer responses. Thus, there is no agreement between the staff and the customers. Hence, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

Therefore, the management of NTA does not compare their customer service delivery with that of their competitors AIT.
4.3.7 Test of Hypothesis Seven

The hypothesis Seven is restated in the null and alternative forms.

Ho: Customer service delivery of NTA is not better than that of AIT.

H1: Customer service delivery of NTA is better than that of AIT.

Data presented in table 4.21 was used. The results are presented and discussed below.

Table 4.33: Z-Test Results for Hypothesis Seven

<table>
<thead>
<tr>
<th>N</th>
<th>120</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>120</td>
</tr>
<tr>
<td>Normal Parameters(^a,b)</td>
<td>Mean</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>3.377</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.000</td>
</tr>
</tbody>
</table>

\(^a\) Test distribution is Normal.
\(^b\) Calculated from data.

Decision Rule

If \(Z_{cal}^2 > Z_{critical}^2\), the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Otherwise, the null hypothesis should be accepted and the alternative hypothesis rejected accordingly.

Decision

As presented in table 4.27, since \(X_{cal}^2 = 3.377 > X_{critical}^2 = 1.96\). Hence, the null hypothesis should be rejected and the alternative hypothesis accepted accordingly. Thus, customer service delivery of NTA is better than that of AIT.
CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF FINDINGS

Findings of the study showed that;

- Broadcasting organizations (in this case NTA and AIT) have customer service departments;
- The customer services of NTA and AIT (broadcasting organizations) do not meet up with the expectations of customers in their service delivery;
- Management of broadcasting corporations give customer services priority position in their organization;
- The method of customer service delivery in NTA is different from that of AIT;
- Broadcasting organizations evaluate the performance of their customer service section;
- The management of NTA does not compare their customer service delivery with that of their competitors, AIT; and
- Customer service delivery in NTA is better than that of AIT.

5.2 CONCLUSION

The study comparatively evaluated customer services in government and privately owned broadcasting organization, with an emphasis on NTA and AIT broadcasting organizations. Customer services have been shown to be very vital in service delivery. To this end, there is the need for organizations to have customer service departments, the broadcasting industry not an exemption. While ensuring the existence of a customer service department and availability of customer service activities, it is more important to ensure that this department and activities achieve the
purpose of their existence, i.e. customer satisfaction. So far the studied broadcasting organizations have not done so well in meeting up with customers’ expectations. This can be a result of the fact that even though the management of these broadcasting organizations review their customer services periodically, it has not been efficient enough. Also, they do not see the need for competition in terms of customer satisfaction, as they do not view other broadcasting houses better than themselves. However, some broadcasting houses are actually better than others.

5.3 RECOMMENDATIONS

Based on the findings of the study, it is recommended that:

- Customer services departments of broadcasting organizations should be very proactive in their activities;
- Broadcasting organizations should ensure that programmes and activities are initiated and implemented that will ensure that the expectations of their customers are met;
- Greater focus and emphasis should be placed on customer services, and customer satisfaction should be made the most important objective and mandate of the broadcasting organizations;
- There should be better, effective and frequent customer service innovations;
- The spirit of competition should be imbibed in broadcasting organizations, as they should not think themselves master of the industry, with respect to customer service delivery, and
- The Nigerian Broadcasting Commission (NBC) should strengthen her award on best broadcasting organization and most customer friendly broadcasting house.
BIBLIOGRAPHY


History of AIT, downloaded 31 January, 2011.


History of customer services, downloaded 6\textsuperscript{th} April, 2011.