

**KNOWLEDGE, ATTITUDE AND PERCEPTION OF FATIGUE IN
TELECOMMUNICATION ADVERTISEMENTS IN LAGOS STATE**

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JULY, 2023

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BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
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COMMUNICATION, COLLEGE OF MANAGEMENT AND SOCIAL
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JULY, 2023

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of a Master of Science (M.Sc.) in Mass Communication in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, ADULOJU DOYINSOLA AYOKANMI (21PBE02334) declare that this research work was carried out by me under the supervision of Dr. Thelma Ekanem of the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation were duly acknowledged.

ADULOJU, DOYINSOLA AYOKANMI

Signature and Date

CERTIFICATION

We certify that the dissertation titled “**KNOWLEDGE, ATTITUDE AND PERCEPTION OF FATIGUE IN TELECOMMUNICATION ADVERTISEMENTS IN LAGOS STATE**” is an original work carried out by **ADULOJU DOYINSOLA AYOKANMI (21PBE02334)** in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Dr. Thelma Ekanem. We have examined and found this work acceptable as part of the requirements for the award of Master of Science degree (M.Sc) in Mass Communication.

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DEDICATION

This dissertation is dedicated to God Almighty for his love, provision and care. I thank him especially for his son Jesus, without whom i would never have made it this far. I also dedicate this dissertation to my parents, Pastor Mr and Mrs Aduloju for their unyielding love and support.

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LIST OF ABBREVIATIONS

AAAN	Association of Advertising Agencies of Nigeria
ARCON	The Advertising Regulatory Council of Nigeria
DML	Digital Mobile Licensing
ELM	Elaboration Likelihood Model
IAA	International Advertising Association
P & T	Posts and Telecommunication
NCC	National Communication Commission
NET	Nigerian External Telecommunications
ROMI	Return on Marketing Investment

ABSTRACT

This research examined the problem of advertising fatigue in telecommunication companies in Lagos, Nigeria. Advertising plays a significant role in influencing purchase decisions, and advertisers in the telecommunications sector extensively employ advertising to increase awareness. Therefore, this study aimed to investigate audience disposition towards advertising fatigue within the telecommunications industry. To achieve this key objective, the study analysed the knowledge and perception of advertising fatigue among audiences, licensed practitioners, and advertisers in the telecommunications sector. By conducting a comprehensive analysis, the research sought to establish the attitudes and responses of these key stakeholders and provide solutions to address the problem of advertising fatigue. The study adopted the Two Factor theory and the Elaboration Likelihood Model to explain the frequency of advertising messages, their effects and the attitude of audiences towards advertising fatigue, respectively. A sample size of 400 respondents was selected from the streets of Ikeja, Lagos, for the survey using the multi-stage sampling technique. The purposive sampling technique was employed to select advertising practitioners, and expert handlers of telecommunication accounts, resulting in a sample size of eight for the in-depth interview. The research findings indicate that advertising fatigue is recognised among telecommunications audiences and aficionados. Both copy wearout and repetition wearout are experienced through various media channels and advertising messages at different levels. Furthermore, advertising practitioners are aware of advertising fatigue. However, most consider it a minor challenge to the advertising industry as opposed to the telecommunication audiences who experience advertising fatigue and see it as a problem. The study also revealed that regardless of the creative elements, the target audience shows unfavourable attitudes towards repeated advertisements. Moreover, they neither love nor hate excessively advertised brands and skip adverts using media channels that allow such actions. Among the media channels, social media, particularly Facebook, induced the highest advertising fatigue. The tested hypothesis confirmed that information sources significantly affect knowledge (p-value is 0.005), perception, and attitudes (p-value is 0.000 respectively) towards advertising fatigue. The study recommended collaborative industry monitoring and counter campaigns by ARCON, AAAN and IAAA to mitigate the effects of advertising fatigue.

Keywords: Advertising Fatigue, Telecommunication Providers, Advertisements, Target audience