MARKETING CONCEPT AND CUSTOMERS SATISFACTION
A CASE STUDY OF ENUGU STATE BROADCASTING SERVICE
(ESBS) ENUGU.

BY

IKE, CECILIA NGOZI (MRS.)
PG/MBA/03/38570

SUBMITTED TO THE DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA
ENUGU CAMPUS

IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION (MBA) IN MARKETING.

SEPTEMBER, 2005.
ABSTRACT

This study was embarked upon to ascertain the level of satisfaction of customers in services rendered by Enugu State Broadcasting Service (ESBS) to their clients/Advertisers with regard to applying marketing concept.

This study consists of five chapters – the first of which traced the history of commercialized broadcasting and nature of marketing concept in the world and Nigeria in particular. It also highlighted the profile of Enugu State Broadcasting service. Statement of problem, objective of the study. Research questions formulation of hypothesis and limitation of the study was also treated in this chapter.

Chapter two described the theoretical framework and reviewed some relevant literature on marketing and services in particular.

Chapter three – covers the research methodology while Chapter four deals with analysis of data and hypothesis testing.

Conclusion and Recommendation for further study were made in chapter five. The research is carried out through the method of sample survey. The empirical aspect of this research is carried out using information obtained from sample of customers of ESBS drawn
from Enugu metropolis. This is backed up with information from related published and unpublished materials. This research formulated two hypothesis which were tested with square method.

All tests were also conducted at 5 percent level of significance. Hypothesis one was accepted, while Hypothesis two was rejected based on major findings of this study, ESBS programme content and features does not appeal to their customers it does not determine customers interest on media.

The fact was that commercial or financial interest supersedes any other consideration in the activities of ESBS.

Commercial consideration influences the customers interest in a commercialized broadcasting industry and this has made ESBS a State media to overlook the marketing concept in their operation and thus leaving their customers groaning under dissatisfaction.