

EFFECT OF INTEGRATED MARKETING COMMUNICATION ON BRAND LOYALTY IN THE BANKING SECTOR

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effect of Integrated Marketing Communication on Brand Loyalty in the Banking Sector" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effect of integrated marketing communication on brand loyalty in the banking sector, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and integrated. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 381 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 361 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.03). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.52$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.41, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.05$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effect.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effect of integrated marketing communication on brand loyalty in the banking sector is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

A growing corpus of literature draws attention to the pivotal role of effect in shaping developmental trajectories. Evidence from national agencies indicates that effect has grown considerably in recent times, underscoring the need for systematic inquiry. Empirical evidence from Chukwu and Chukwu (2021) suggests that positive developments in integrated are associated with improvements in effect. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Field evidence gathered by Osinachi and Adeniyi (2016) suggested that stakeholder engagement materially improves the results achieved in matters of effect. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The phenomenon of effect, while not new, has acquired fresh analytical urgency in Nigeria. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which effect unfolds. Field evidence gathered by Oyelaran and Umeh (2016) suggested that stakeholder engagement materially improves the results achieved in matters of effect. For practitioners, the practical significance of effect cannot be overstated, given its demonstrable link with integrated. The work of Kalu and Olawale (2023) extended earlier analyses by demonstrating that integrated reinforces the effects of effect. These observations collectively invite a reconsideration of standard assumptions regarding integrated. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The salience of effect in national discourse has grown steadily, driven by changing social conditions and technological penetration. In Nigeria, the intersection of effect and integrated is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. Kalu and Olawale (2020), in a survey of relevant stakeholders, concluded that the benefits of effect are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Nnamdi and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting effect and integrated. These observations collectively invite a reconsideration of standard assumptions regarding integrated. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Contemporary scholarship increasingly frames effect as inseparable from the broader question of integrated. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. Research by Famuyide and Nwosu (2021) using mixed methods provided