ORIGINAL ARTICLE

Challenges and Prospects of Relationship Marketing in Broadcast Media in Jos Plateau State

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Abstract

The study is about the challenges and prospects of Relationship Marketing (RM) in Broadcast Media Stations in Jos, Plateau State. It sought to examine the issues and problems associated with the practice of RM in the Broadcast Media Stations as well as the prospects of the approach in the organizations. The descriptive survey study was predicated on three major objectives namely:

i) Examine the major issues in the practice of RM in Nigeria's broadcast media space.
ii) Ascertain the challenges affecting the effective practice of RM in Broadcast Media Stations.
iii) Advance ways of improving the practice of RM in Broadcast Media Stations in Nigeria.

The population of the study consisted of 220 workers and high-profile customers of NTA Jos Network Centre and Plateau State Radio and Television Corporation in Jos, Plateau State of Nigeria.
A sample of 40 respondents was conveniently drawn and used for the study. Questionnaire instrument was used to generate primary data for the study. Personal contact method was adopted to collect data while percentages were used for analysis using 50% benchmark. Results confirmed that RM practice in Nigeria's broadcast media is fraught with issues and challenges of content, integrity, quality of services, contractual breaches, etc.
The study recommended that RM principles of concern, trust and product value should be internalize by broadcast media stations to win and retain their customers patronage on long-term basis.

Keywords: Broadcast Media, Customers Satisfaction, Products, Relationship Marketing,

Introduction

One of the greatest challenges of modern business worldwide is winning and retaining customers' confidence in a product and sustaining their patronage. This is because globalization and proliferation of modern communication technologies have taken competition to the next level resulting to profound competitions in almost every sector of the economy. This scenario is no less important in the broadcast media space where there is stiff competition for eyeballs/audience as well as advertising revenue.

Prior to the era of de-regulation of the broadcast media in Nigeria, the government owned broadcast media stations such as Nigeria Television Authority (NTA) and Federal Radio Cooperation of Nigeria (FRCN) enjoyed monopoly except for the elitist foreign channels such as cable network news(CNN), Voice of America (VOA), British Broadcasting Corporation (BBC) etc. The narrative however changed in 1992 when the then Military President, General Ibrahim Babangida, liberalized the broadcast media ownership through decree No 38, now an Act of parliament (Achumba 2000). As expected, the liberalization policy become a watershed in the media history of Nigeria and ushered in a large population of broadcast media stations including Independent Television, African Independent Television (AIT), Channels TV, Liberty TV among others. To date, Nigeria's broadcast media landscape is populated with about 101 Federal owned NTA stations, about 36 Federal owned Radio stations across the states, about 37 state owned television and Radio stations, several private Radio and Television stations spread across the nation (Ikenwa, 2020). Interestingly, the large crowd of broadcast media stations target arguably the same market place or audience with undifferentiated products. Consequently, marketers face great competition in the market for patronage. The emphasis of business organizations across all sectors has shifted from short-term and transactions focus to long-term and relational focus.

Accordingly, broadcast media stations have

devised and deployed different marketing strategies to outwit each other in the market place. These strategies include branding, development of new innovative and people centered products or contents, as well as relationship marketing techniques. These techniques are geared towards improving their level of influence, market share and patronage. Notable among these strategies is relationship marketing (RM)

Relationship marketing (RM) is a facet of customer relationship management that focuses on building long term customers loyalty and engagement rather than short transactional gains such as individual sales and customer acquisition (Aberie, 2016). In the broadcast media, customer's demand is primarily linked and driven by content as instruments of need/wants satisfaction. Consequently, programmes or contents that are perceived to connect with the audience/market needs and aspirations catalyze understanding, empathy, bonding, goodwill, friendship, trust and symbiotic relationship between broadcasters and their audience. This position collaborated by many experts and scholars including Fournier & Avery (2011) and Agbyoko (2018) is presumed to have premium value in building and sustaining customers loyalty to organizations and their brands.

Every well meaning organization, does not joke with their RM. This is because Relationship marketing helps build customers' confidence in the organization and its products. This confidence translates to sustained patronage/loyalty of customers. In view of competitions between and among many media practitioners, every broadcast media station uses every available means to retain customers trust and confidence. However, to do this is not an easy task. Building good relationship with customers requires good skills in communication among others. Many people lack these skills hence they face problems with building a good relationship marketing which invariably affects their product patronage.

Greene (2013) confirms that one of the greatest needs of modern business owners is to build good relationship with their customers. It is for this reason that RM has become a popular marketing approach. There are many prospects associated with proper use of RM approach in organizations. This study seeks to examine some of these prospects peculiar to Broadcast Media Stations. In the same manner, the practice of good RM is tasking and challenging. It is important also to examine those factors that pose threats to effective RM in broadcast media. It is against this backdrop that the study seeks to examine the issues, prospects and challenges pertinent in the application of relationship marketing approach in broadcast media stations in Nigeria.

Statement of The Problem

The broadcast media is generally perceived to be a powerful and significant purveyor of national development. In Nigeria, the game changing Decree 38 of 1992 (now an Act of parliament) ushered in a regime of 'do or die competition for eyeballs and advertising revenue by a large crowd of broadcast media owners and operators. This is understandable since the eyeballs and advertising revenue are critical corporate assets in the industry. As a matter of fact, the eyeballs and advertising revenue are perceived to be among the key enablers and drivers of the operation of the broadcast media owners and managers.

Clearly, there are several strategic options available to broadcast media managers in the pursuit of sustained customers' patronage/loyalty. These options include technology, programming, quality workforce, and strong customers' relationship techniques.

Accordingly, the literature of Post Liberalization Decree 32 of 1992 is crowded with studies on issues of content, technology, funding, personnel capacity etc. However, there seems to be a general dearth of research interest on issues of customer relationship marketing especially in the media industry in Nigeria. This is worrisome because several studies have validated the importance of RM approach to the survival and prosperity of enterprises (Kotler 1998, Keghku, 2005) The Broadcast Media in Nigeria beyond 1992 is a serious business that depend on the goodwill of its diverse customers to survive and prosper.

Unfortunately, the service delivery profile of many enterprises in Nigeria including the broadcast media stations falls short of the principles of RM. The apparent challenges of technology, funding, product quality/value, after-sales services, trust, commitment etc. in the broadcast media stations, which are key drivers of relationship marketing approach are deeply concerning.

The inspiration for this study therefore arose from concerns about the effect of these issues on the practice of this marketing approach on broadcast media stations' sustainable patronage.

The problem of the study is therefore embedded in the question, "how can broadcast media stations in Nigeria overcome the issues and challenges associated with Relationship Marketing Approach in order to achieve competitive positioning and sustainable patronage"

Objectives of The Study

The objectives of this study include:

i) To identify the key issues in the practice of RM approach in Nigeria's broadcast media space.
ii) Ascertain the challenges that hinder effective relationship marketing in Nigeria's broadcast media space.
iii) Examine the prospects of RM approach in Nigeria's broadcast media industry.
iv) Suggest ways of optimizing the benefits of RM in Nigeria's broadcast media space.

Research Questions

In order to achieve the objectives of the study, the study sought to answer the following research questions:

i) What are the key issues in the practice of RM approach in Nigeria's broadcast media space?
ii) What are the challenges that threaten the effective practice of RM in Nigeria's broadcast media industry?
iii) How can relationship marketing in Nigeria's broadcast media be improved upon?

LITERATURE REVIEW CONCEPTUAL CLARIFICATION

Relationship Marketing

The American Marketing Association (2004) defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Kotler, 1980). The above popular definition of marketing indicates that marketing is concerned with developing, selling, delivering products, services and puts the customer in a position of passiveness that can only accept or reject the combination of the 4Ps (that is, product, price promotion and place) and buying or refusing the offer (Maxim, 2009). Similarly, Berry (2002) viewed marketing as a discipline concerned with organizational functions which create a set of process leading or that lead to the generation, communication management and delivery of value to customers. There is no doubt that the transactional perspective of marketing epitomized by the definition of American Marketing Association (2004) is giving way to progressive concerns about the development and maintenance of mutually satisfying long term relationship with customers. This type of personalized marketing is an aspect of customer management and is called relationship marketing.

The term marketing is variously referred to as micro-marketing, database marketing one – on – one marketing, loyalty marketing, symbiotic marketing, interactive marketing, the savior from detrimental marketing, the new paradigm of marketing the future of marketing etc (Sheth, 1993).This approach puts the customers at the centre point of all marketing activities. Barry (1983) confidently defined relationship marketing as "attracting, maintaining and enhancing customers relationships"

Jackson (1985) elaborated that the term involves attracting, developing and maintaining customer relationship. Bricket (1992), however looked at relationship marketing from the angle of database marketing linked to database. Interestingly, Morgan and Hunt (1994) offer a comprehensive perspective on the term when they argued that "relationship marketing refers to all marketing activities directed towards establishing, developing and maintaining successful relational exchanges". This viewpoint

argued that customer relation can best be achieved through the use of after sales tactics for customer bonding by staying in touch after sales have been made. The common ground among scholars and experts is that relationship marketing is concerned with the systematic effort to identify, maintain and build a network with individual customers for the mutual benefit of both sides through interactive individualized and value added contacts over a long period of time (Shani & Chalasani, 1992).

Relationship marketing has everything to do with the development, growth and maintenance of long term, cost effective relationships with individual customers, suppliers, employees and other partners (Boone &Kutz, 1998). Relationship marketing seeks to utilize the tools of traditional marketing to create long term value for customers and depends on communication, trust, empathy and commitment to achieve its objectives.

According to Gummesson (2000), relationship marketing activities are predicated on the following parameters namely;

i. Creates an approach and strategy that enables customer retention.
ii. Creates continuous relationship with customers either through after sales services or value additions on features.
iii. Treats sales as beginning of relationships with customers.
iv. Targets value delivery to customers rather than highlighting salient features of the product.
v. Targets robust customer service such as pre-sales, sales and after sales activities.
vi. Targets understanding customers expectation and showing total commitment to delivering these expectations.
vii. High commitment to total quality management at each level and across functions among others.

However, as Gummesson (1999) observed relationship marketing has a different focus from other strategies namely the continuous improvement in strategic relationships with various stakeholders such as supplier, internal referral, customers and business markets. Accordingly, the company's resources and processes such as culture, values, beliefs, employees, policies etc are deliberately developed and deployed to deliver premium and enduring value to the ultimate customers.

Broadcast Media

Broadcasting according to Sani (2019) means to spread or scatter as in planting. It refers to the distribution of audio or video contents to a mass audience using electromagnetic spectrum. Dune (2002) stated that as a persuasive machinery broadcast is a powerful means of communication that uses information, education and entertainment couched as programmes to influence its audience positively or negatively. Broadcasting is therefore used to connote transmission of information intended for reception by the general public either directly or relayed using radio, television and cables as channel or media. Transmission of contents to home radio or television stations to home receivers by radio waves is known as "Over the Air" or terrestrial broadcasting and requires authorization through the instrument of government license. Also, streaming of programmes using digital technology can be regarded as broadcasting.

Broadcast media therefore means the distribution of audio or video contents to mass audience using the instrument of radio, television or cables as purveyors. Therefore, major broadcast media types include radio, television and cable television. Broadcasting is a capital intensive industry. Consequently, there are several funding options for its operations which include commercial broadcasting, public broadcasting and community broadcasting. Based on the competitive nature of the broadcast media, it cannot afford to joke with their RM.

Product

According to Kumar and Meenakshi (2013), product is the most important element in the marketing mix. Other elements in the mix include price, place and promotion. Kumar and Meenahkshi rightly defined product as anything which is capable of satisfying customers need. Wong (2002) also agrees with this market oriented

perspective and emphasized that a product is "a need satisfying offering of a firm". This means that a product is any instrument of value offered to a customer to meet or satisfy a need. This instrument can be tangible/material or intangible/immaterial in form of goods or services respectively. Evidently, customers do not buy products rather they purchase means of their need satisfaction. It is for this purpose that the ultimate desire of every marketing organization is to develop products that serve the needs of its customers. Towards this end, marketers do everything to develop their products into brands by creating a unique and special position in the minds of their customers. This process is called branding and is aimed at achieving competitive advantage in the market space. According to Kumar and Meenakshi (2009) branding permits customers to develop associations with the company's product and ease purchase decisions by developing an individual identity for a product.

In the broadcast Media space, products are largely need satisfying services such as Advertisements, Entertainment programmes, News and Current Affairs Programme, Documentaries etc. The products are couched into programmes using appropriate media technologies for different segments of the market including the youths, the elderly, children, women, men etc.

These programmes are scheduled and transmitted under different belts such as family belt (technically known as AAA) children's belt (i.e. AA belt) etc reflective of the media consumption pattern of audiences. Invariably, the nature and quality of the media product as well as scheduling affect customers' satisfaction, patronage and bonding.

Ultimately, the level of commitment to the needs of broadcast media customers, empathy to their situations/causes, communication of their aspirations, issues etc affect trust, and overall long term relationships with their audiences. Therefore, the extent to which media product are patronized by customers depends largely on their value, the needs' satisfaction level and the extent to which the media stations have created good relationship market for the said product.

Theoretical Framework

The study hinged on the Relationship Marketing theory (RMT) developed by American Marketing scholars by name Berry (1983) and Jackson (1985). The authors argued that in the field of service marketing, relationship marketing is a marketing activity for enterprises to obtain, maintain and promote effective relationships with customers. This is because no enterprise will survive without supportive customers who are expected to patronize the enterprise by purchasing their products. The theory posits that the three main issues in relationship marketing are concern, trust and service. The main aim of relationship marketing also called customer relationship showcasing is to make solid and enthusiastic client associations with a brand. The objective is to prompt continuous business patronage, free verbal promotion and data from clients. The components of relationship marketing include variety of overlapping techniques and technologies that help with encouraging a more profound long term relationship with current and upcoming clients.

The theory is considered appropriate for the study for the following reasons;

Firstly, Broadcast media stations like many other enterprises depend on the principles of relationship marketing such as concern, trust and product/service value not only to achieve set objectives but to also build and maintain bonding with its customers.

Secondly, the theory has been adopted for the study because the broadcast media stations including their personnel depend on various technologies and new media to create and sustain trust, bonding and ultimately profitable relationships with their customers.

Empirical Review

An empirical study of relationship marketing orientation and bank performance was conducted by Olotu (2010). The essence was to examine the practice of Relationship Marketing Orientation (RMO) in Nigerian banks, with a conceptual model and measurement scales of RMO in the Nigerian business environment. The six multi-item scales of

RMO were tested for reliability and validity using the Confirmatory Factor Analysis through the SPSS statistical tool. The results showed a strong evidence of validity, undimensionality and reliability using samples from 123 bank branches in Port Harcourt, Nigeria. The result further revealed the practice of RMO in the Nigerian Banks and that the RMO dimensions positively correlate with the Business Performance measures used in the study.

Similarly, Hailiang and Yu (2015) studied IT - enabled broadcasting in social media: An empirical study of artists' activities and music sales. The study examined the organizational use of social media, specifically, artist-generated content, and quantifies the impact of artists' broadcasting activities on a leading social media site for music, MySpace, on music sales. The authors used the panel vector auto-regression (PVAR) model that allowed them to treat the main variables as endogenous and to investigate the inter-relationship between broadcasting promotions and music sales. Result revealed that that the market reach measured by the size of an artist's virtual friend network plays a crucial role in moderating the effect of IT-enabled broadcasting activities on sales. For the artists with many friends, broadcasting activities on MySpace have a significant impact on music sales; however, is not true for the artists with only a few friends. The study concludes that having many online friends promotes music sales.

Aminu (2012) investigated the effect of relationship marketing on banks' customer loyalty in Nigeria. The objective of the study therefore was to empirically investigate the effect of relationship marketing on customer loyalty in Nigeria's banks. Data were collected from a cross-section of customers (consisting of 672 sample) of four leading banks (United Bank for Africa, First Bank, Guaranty Trust Bank and Zenith Bank) in Nigeria. The data were analyzed through SPSS Version 17.0, using Pearson Product Moment Correlation. The findings revealed that all the four measures of relationship marketing (service quality, trust, complaint handling and customer satisfaction) significantly positively correlated with customer loyalty. This means that they all have significant effect on customer loyalty in Nigerian banks. It was concluded that RM by banks pays off because it has effect on customer loyalty. Based on this conclusion, it was recommended that all banks in the country should develop and maintain a long-term relationship with their customers.

An empirical study on social media behaviour of consumers and social media marketing practices of marketers was done by Vij and Sharwa (2013). The study presents the results of a study on social media experience of consumers and marketers in the State of Punjab. The study is based upon two parallel surveys - one for marketers and another for consumers conducted during the first quarter of 2012. Self-developed questionnaire (request to fill online questionnaire was sent through e-mail) has been used to elicit the perception about motives, beliefs, policies, specific actions, and experiences of marketers about Social Media Marketing (SMM). Another self-developed on-line questionnaire containing indicators about consumer's motives, beliefs, and experiences has been used to capture their perception about reasons for their presence on social media and factors (using Exploratory Factor Analysis) determining their social media behaviour. The respondents were requested to fill online questionnaires developed on Google Documents. Results of the study showed that social media provides a virtual network place where people can enjoy expressing and exchanging opinions, disseminate and control messages (anywhere, anytime).. The findings of the study can be used by marketers and media planners for effective marketing results.

Overall, the reviewed studies indicate that RM approach drives sales and guarantees high return on investment. However, none of reviews above dealt with the effect of RM in the broadcast media space/environment hence the rationale for this study.

Methodology

The study was based on descriptive survey design. The population of the study consisted of the two most popular and oldest broadcast organizations in Jos, Plateau State namely Nigerian Television

Authority, Jos and Plateau Radio and Television Corporation (PRTVC). The choice of these subjects for focus was inspired by their premier and flagship position in the industry in Plateau State. Other stations such as Channels, SilverBird etc. are yet to establish a strong foothold in the market place in the state.

Accordingly, a total population of 220 subjects made up of employees and customers of selected stations constituted the study.

However, a sample size of 20 elements from each of the stations were purposively selected totaling 40.

The criteria used for selection of respondents included a minimum of 5 years working experience in marketing department in the case of employees and a minimum of six (6) years business relationship with the media stations in the case of customers.

Furthermore, in order to achieve content validity. The researcher ensured that the test instrument captured all the shades of the study's objectives. Similarly, the test instrument was pretested on ten (10) respondents in Makurdi, Benue State, with similar characteristics under similar environment as the respondents in the main study. The findings in the pre-test was consistent with those of the main study indicating high reliability of the results and conclusion.

RESULTS

Research Question 1: What are the key issues in RM practice in Nigeria's broadcast media Industry?

Table 1: Key issues in RM approach in Nigeria's broadcast media Industry.

S/N	Statement	Agreed		Disagreed	
		Freq.	%	Freq.	%
1.	Integrity	37	92.7%	03	3.3%
2.	Market Oriented content/ product value	35	86.7%	05	13.3%
3.	Empathy	32	80%	08	20%
4.	Commitment to public good/long term interest	38	94%	02	5.4%
5.	Handling of complaints	29	73.3%	11	26.7%

Source: Research, 2021.

The above table indicates and confirms that Integrity of broadcast media station, their product/ content value to their customers, Empathy on issues dear to their customers, Commitment to the interests of their customers as well as handling of customers complaints are key issues in Relationship Marketing practice in Nigeria's broadcast media ecosystem (i.e. 92%, 86%, 80%, 94% and 73% respectively).

Majority of the respondents voted overwhelmingly confirming the significance of these issues in relating with broadcast media customers and would want them on the front burner in RM management in the Broadcast media stations.

The researcher engaged the respondents in follow up questions, whether these issues are appropriately factored into the planning and implementation of RM programmes of Broadcast Media Stations. The responses indicated that these Stations do not assign serious weight to the above issues as RM strategies.

Contrary to expectations, RM is not practiced as a company wide philosophy of CRM. Rather, it is based on individual efforts of Account Officers of these Stations who in the pursuit of their monthly or yearly targets employ the approach to win and sustain patronage of their individual clients without little or no corporate support.

Surprising, none of the stations studied had a dedicated desk for handling of customers complaints.

Research Question 2: What are the prospects of relationship marketing to broadcast media?

Data in table 1 show that the widely accepted prospect of relationship marketing to broadcast media is that relationship marketing enhances customer experience which 37 out of 40 respondents agreed to. This represents 93.3% of the respondents. Other prospects include that it guarantees two-way communication for valuable customer feedback(80%) and that it helps the organization to better understand the needs of their customers (86.7%). All the items are valid as they all have above 50% affirmative response.

Table 2: Prospects of Relationship Marketing to Broadcast Media

S/N	Statement	Agreed		Disagreed	
		Freq	%	Freq	%
1.	Relationship marketing enhances customer experience.	37	93.3	03	6.7
2.	It guarantees two-way communication for valuable customer feedback.	32	80.0	08	20.0
3.	It helps the organization to better understand the needs of their customers	35	86.7	05	13.3
4.	Relationship marketing enhances personal connections	29	73.3	11	26.7
5.	It helps for better product patronage and customer connections	31	77.5	9	22.5

Source: Research, 2021.

Research Question 3: What factors hinder effective relationship marketing in broadcast media?

Table 3: Factors Hindering Effective Relationship Marketing In Broadcast Media

S/N	Statement	Agreed		Disagreed	
		Freq	%	Freq	%
1.	Lack of Trust	37	92.7	03	3.3
2.	Poor Reciprocity	35	86.7	05	13.3
3.	Poor display of Empathy	32	80.0	08	20.0
4.	Lose Bonding	38	94.7	02	5.4
5.	Poor Product value	29	73.3	11	26.7
6.	Poor Communication and Informal Marketing	37	92.7	03	3.3%

Source: Research, 2021.

Going by data in Table 3 lack of trust (92.7%), lose bonding (94.7%) and poor reciprocity (86.7%) are the lead factors that hinder effective relationship marketing in broadcast media. It can equally be seen that all the factors are accepted as influential since their respective percentage responses are above 50% bench mark.

Research Question 4: How can relationship marketing in broadcast media be improved upon for better patronage?

Table 4: Strategies for Improving Relationship Marketing in Broadcast Media

S/N	Statement	Agreed		Disagreed	
		Freq	%	Freq	%
1.	Providing important information to customers	28	70.0	12	30.0
2.	Use of new media	33	82.5	07	17.7
3.	Use of informal marketing	35	87.5	05	13.3
4.	Use of internet marketing	38	93.3	02	6.7
5.	Reaching target customers of specific demographics.	37	92.0	03	8.0

In order to improve relationship marketing in broadcast media, it was suggested that use of internet marketing (93.3%), reaching target customers of specific demography (92.0%) and use of informal marketing techniques (87.5%) will be of immense help. It is equally seen that all the items in Table 4 are valid since each has above 50% affirmative response.

Discussion

The study was designed to examine the challenges and prospects of relationship marketing in Broadcast media stations in Jos, Plateau State.

The study was inspired by the high level of competition among media practitioners in a bid to get more patronage from customers.

The analysis of research question concerning key issues in the practice of RM approach indicated that majority of the respondents agreed overwhelmingly that integrity, product content/ value, empathy, commitment to public interest and handling of customers complaints are significant or key drivers of relationship marketing in broadcast media stations.

The position of the respondents corresponds with the opinion of experts including RM theorists such as Gummesson (2000), and Greene (2013) who identified trust, product value, commitment, concern etc as riders of RM in Organizations.

The broadcast media Stations as audio-visual channels depend on these variables to build trust and long term relationships with its clientele/ customers. The media Stations under focus are microcosm of Nigeria's broadcast media ecosystem. Thus findings from the study (bearing minor degree of error) can be presumed to be largely representative of especially the public service broadcast media ecosystem.

Accordingly, issues indicated above cut across majority of the broadcast media Stations in Nigeria. The ownership of the media Stations, poor funding, obsolete technology, poor staff remuneration and more have adversely hampered the ability of Broadcast media Stations in Nigeria to deliver maximally on these key variables of RM.

Issues of compromise of source integrity to please paymasters of Broadcast Media Stations in Nigeria, for example, is common knowledge.

Many customers of these Broadcast Media Stations including employees and advertisers interviewed are concerned that many Stations cannot be depended upon to transmit truthful and balanced information where the interest of their owners (whether government or individuals) are at stake.

Poor quality content that are sometimes irrelevant often dominate the screens/airwaves of these stations.

The researcher's follow up questions elicited responses that indicated that sometimes these stations transmit content that has no relevance to their presumed audience. Thus, in reality, the stations are indeed "wasting their time, resources and energy" as the return on their investment (i.e. transmission) is abysmally uneconomical. Product or content is the instrument of value satisfaction that binds the customer with brands or media organizations. Where this nexus is absent, the cord is broken and the engine room of relationship marketing collapses.

The analysis of research question two showed that a lot of prospects accrue to organizations that use relationship marketing. Some of the prospects include it helps for better and sustained product patronage, customer connections, referrals etc.. This finding is in consonance with the submission of Boone and Kutz (1998) who stated that relationship marketing has everything to do with the development, growth and maintenance of long term, cost effective relationships with individual customers, suppliers, employees and other partners. In essence relationship marketing seeks to establish a viable cordial relationship with potential customers that will in long term be able to create a bond between the organization and the customers. Conversely, poor relationship marketing often causes some organizations to go extinct within few years of establishment. That is why every meaningful organization or establishment does not joke with relationship marketing.

It was equally found that some factors hinder effective relationship marketing. Some of such factors are lack of trust and poor product value. Trust is an important ingredient in any business relationship or dealings. The customers must develop high level of trust in the organization ; equally the producer or the organization must exhibit attitudes that will earn him or her such trust from the clients or customers. When the trust is lacking, relationship is strained. Trust is like raw egg, once broken, is usually hard to mend. As Shani and Chalasani, (1992) advised, people in business must never break the trust of their customers or take it for granted.

As a matter of fact trust is everything in especially broadcast media business and is severely challenged when media owners/managers/ operatives conceal truth, transmit half-truth or outright falsehood or mere sensationalism .Trust is also compromised when media stations fail to deliver on their promises to customers including Advertisers. Also trust is threatened when reporters are late for scheduled assignments. Similarly, Programme failures, unnecessary programme repeats and non-transmission of scheduled adverts in accordance with Media purchase orders amount to breach of trust and affect relationship marketing in the broadcast media.

In follow up discussions with interviewees, it was found that breach of trust is a major obstacle in the practice of RM in especially public service

broadcast stations because of government interferences and meddling. Programme failures and non-compliance with advert schedules are frequent while government overbearing influence on editorial content of news and related programmes adversely affect RM in the broadcast media organizations studied.

In the same manner, poor product value is one of the challenges of effective relationship marketing. The product an organization sells is what attracts potential customers and the value of such products determines the level of patronage of the product. In the midst of competition product value remains a distinguishing factor. A product must be valuable enough to satisfy customers' needs. That's why Kumar and Meenahkshi (1992), rightly defined product as anything which is capable of satisfying customers' needs. When customers find value in the products they will be motivated to patronize such but if otherwise relationship marketing suffers.

Similarly, the study found the absence of customer compliant desks in the studied stations deeply concerning. The need for a structural platform to ventilate customers/viewers grievances against media, organizations and other stakeholders cannot be overemphasized.

Conclusion

The study examined the prospects and challenges of relationship marketing in Broadcast media in Jos Plateau state. It was gathered that relationship marketing has a lot of prospects which include but not limited to enhancing customer experience, helping the organization to understand the needs of their customers better and enhancing better product patronage and customer connections. In the same vein, some of the challenges of relationship marketing identified include poor product value, lose bonds and lack of trust. Finally it was suggested that to improve upon relationship marketing it necessary to employ communication, commitment, empathy and value additions to create and sustain bonding with customers for long lasting patronage.

Recommendations

Based on the study the following are suggested:

1. The study found that relationship marketing has a lot of prospects in broadcast media, hence it is suggested that all broadcast media train their workforce in the act of relationship marketing for better patronage and customer satisfaction. Also RM should be practiced as a company-wide philosophy of business and its key principles should be internalized as organizational core values in Broadcast media stations.
2. It was gathered that lack of trust is one of the challenges hindering effective relationship marketing. Therefore, it is advised that media practitioners and owners should do everything possible to preserve the integrity of broadcast media stations through transmission of truthful and balanced content.
3. The study equally found that poor product value hinders effective relationship marketing. Therefore broadcast media practitioners and owners should endeavour to transmit quality and value loaded content that will satisfy customers' needs. This will help for better patronage and better customer relationship and retention.
4. The study showed that poor communication with customers as well as lack of informal marketing have adverse effects on RM. It is recommended that Stations devise continuous mechanism for regular engagements with their customers including use of internet based marketing communication techniques. This mechanism should include compliant handling desks/centres, customer/audience forums etc to increase direct interface with their markets.

   Also informal marketing techniques that convey empathy, sensitivity and concern with stakeholders situation will go a long way in building strong bonds with customers and also escalating the relationship to partnerships.

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