

MEDIA CREDIBILITY AND CUSTOMER RETENTION OF RADIO STATIONS IN RIVERS STATE, NIGERIA¹Anucha, Victor Chima Ph.D²Victor-Anucha, Borico Marvellous Ph.D³ Zorzor Esther Menele Ph.D¹Email:victoranucha1966@gmail.com, ²Email:mavis42day@gmail.com^{1&2}Department of Marketing, Faculty of Administration and Management,
Ignatius Ajuru University of Education, Nigeria.**Abstract**

This study explored media credibility and customer retention of radio stations in Rivers State. The study adopted the positivism research philosophy and the correlational research design. The population of the study consisted of 753 customers of licensed radio stations in Rivers State. A sample size of 261 customers was selected for the study. The sample size was determined using the Taro Yamene's formula. The accidental sampling technique was to select the sample from the study population. A structured questionnaire was used to obtain data from the respondents. The data collected were analyzed statistically while the hypotheses were tested using Pearson Product Moment Correlation Coefficient (PPMCC). The SPSS version 24.0 was used for the bivariate analyses. The findings revealed that media trust has a significant relationship with repeat patronage of radio stations in Rivers State. The study also found a significant relationship between media trust and customer loyalty of radio stations in Rivers State. A significant relationship was equally reported between media integrity and repeat patronage of radio stations in Rivers State. The study also discovered a significant relationship between media integrity and customer loyalty of radio stations in Rivers State. From the findings, it was concluded that media credibility significantly relate to customer retention of radio stations in Rivers State. Therefore, it was recommended that radio stations in Rivers State especially those whose customers have defected to their rivals should consistently deliver what they promised, build trust and maintain their integrity as this would not help to build their credibility but also increase their customer retention rate.

Keywords: *Media credibility, media trust, media integrity, customer retention, repeat patronage and customer loyalty.*

Introduction

The media industry is one of the fastest growing industries in Nigeria due to the increasing rate at which individuals establish media houses in the country. The rapid growth of media houses in Nigeria has intensified the level of competition in the industry as many customers now easily switch from one media house to another in search for quality service. The increasing switching behaviour among customers has made the key players in the media industry to intensify their efforts to retain their customers. Customer retention has become a basic necessity for media houses particularly radio station operators considering the high cost of acquiring new customers. Reichheld and Sasser in Climis (2013) stated that acquiring new customers costs more than five (5) times the amount to retain existing customers. It is cheaper and more profitable to retain customers than to acquire new ones. Retaining existing customers helps a firm to reduce their operating costs by avoiding the promotion and advertising costs (Mandina & Karisambudzi, 2018). For this reason, radio stations need to make customer retention a major priority in order to reap its full benefits. However, for radio stations to retain their customers in the midst of competition, they need to demonstrate media credibility.

Media credibility is the degree to which a customer believes the information contained in the profile of a media house and has the trust that the media house will deliver what it has promised (Saunders, 2021). Sweeney (2018) defined media credibility as the ability of a media house to substantiate its claims with actions and make customers to rely on the information contained in its profile.

Psychologically, credibility of a media house triggers patronage impulse of customers as the way a customer perceives the credibility of a media house affect his or her patronage decision (Saunders, 2021). Customers often patronize a media house that has over the years built a strong reputation for itself in terms of substantiating its claims with actions. When a media house has proved its credibility over the years, it becomes a source of differentiation which will have a multiplier effect on its level of customer patronage (Shakeel, 2013).

Credibility is the heart behind every marketing effort of a media house as it does not only attract new customers but also help to retain existing customers. Even though a media house claims that it offers quality services, if customers do not perceive the company to be capable of delivering expected promise, customers are likely to switch to other media houses that substantiate their claims with actions (Erdem & Swait, 2014). This implies that credibility is judged from the customer perspective and their perception influences their switching behaviour. Once a customer perceives a media house to be credible, he or she will remain with the company but where the customer does not perceive the company to be capable of delivering the expected promise, he or she will make a switch to other media houses that are delivering their promise (Wang & Yang, 2010). This means that credibility is a key factor in increasing customer retention rate of a media house. Without demonstrating credibility, it will be difficult for a media house to retain its customers in a highly competitive environment. It is against this backdrop that this study examines the relationship between media credibility and customer retention of radio stations in Rivers State.

Statement of Problem

The problem that prompted this study is the difficulties in retaining existing customers of media houses in Nigeria. Many media houses in Nigeria are finding it difficult to retain their customers in the midst of competition as customers continue to switch from one media house to another in search for a more trusted station that will deliver the expected performance and keep the company's promise. As customers switch from one media house to another, the affected media houses begin to experience drastic decline in their profit margin which constitutes a threat to business survival. Many media houses in Nigeria have ceased from operations due to their inability to retain their customers. As the switching behaviour of media customers continue to threaten their continuous existence of media houses, it becomes imperative for media houses to demonstrate credibility by matching their words with action, build trust and demonstrating integrity. Several studies have examined the importance of brand credibility in different sectors in both developed and developing countries (e.g. Wang & Yang, 2010; Shakeel, 2013; Erdem & Swait, 2014; Sweeney, 2018). However, none of these studies provide empirical evidence on the relationship between media credibility and customer retention of radio stations in Rivers State. This has created a gap in literature which this study intends to fill from the Nigerian perspective.

Conceptual framework

The conceptual framework of media credibility and customer retention of radio stations is shown in figure 1 below:

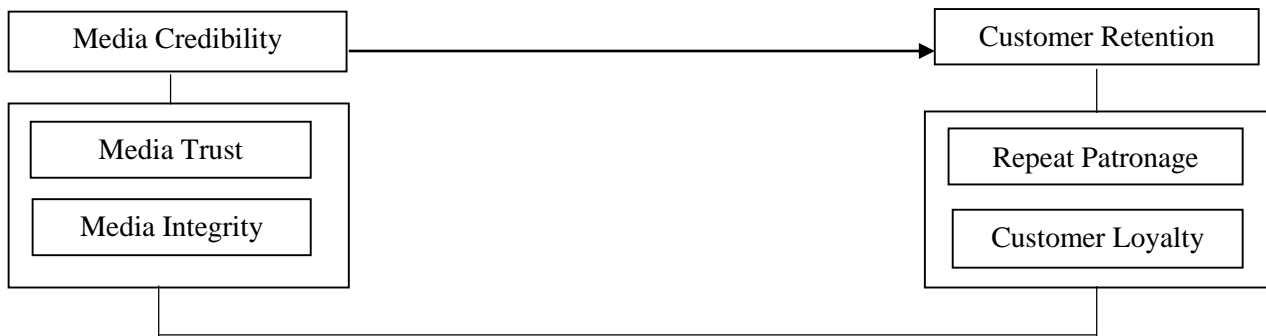


Fig 1: Conceptual framework of media credibility and customer retention of radio stations in Rivers State

Sources: Wang and Yang (2010), Erdem and Swait (2014), Climis (2013), Mandina and Karisambudzi (2018)

Aim and Objectives of the Study

The aim of this study is to examine the relationship between media credibility and customer retention of radio stations in Rivers State. Specifically, the study intends to:

1. ascertain the relationship between media trust and repeat patronage of radio stations in Rivers State;
2. determine the relationship between media trust and customer loyalty of radio stations in Rivers State;
3. explore the relationship between media integrity and repeat patronage of radio stations in Rivers State;
4. ascertain the relationship between media integrity and customer loyalty of radio stations in Rivers State.

Research Questions

The following research questions emerged to address the objectives of the study:

1. What relationship exists between media trust and repeat patronage of radio stations in Rivers State?
2. To what extent does media trust relate to customer loyalty of radio stations in Rivers State?
3. What is the relationship between media integrity and repeat patronage of radio stations in Rivers State?
4. To what extent does media integrity relate to customer loyalty of radio stations in Rivers State?

Research Hypotheses

The following hypotheses are formulated to guide this study:

- Ho₁: There is no significant relationship between media trust and repeat patronage of radio stations in Rivers State.
- Ho₂: There is no significant relationship between media trust and customer loyalty of radio stations in Rivers State.
- Ho₃: There is no significant relationship between media integrity and repeat patronage of radio stations in Rivers State.

Ho₄: There is no significant relationship between media integrity relate to customer loyalty of radio stations in Rivers State.

Review of Related Literature

Concept of Media Credibility

According to Erdem and Swait (2014), media credibility is the believability of the information contained in a media house that the media delivers what is promised. Credibility plays a crucial role in sustaining the customer base of a media company and increasing its market share (Chaudhuri & Holbrook, 2021). Saunders (2021) stated that media credibility fabricates media equity and psychologically triggers patronage impulse of customers. Sweeney (2018) noted that media houses need to search for ways to improve their credibility since it has the potentials of increasing customer retention rate and profitability. Demonstrating credibility can help media houses to build customer trust and reliance on their services (Hashmi et al, 2014). When a media house is credible, it will realize a high return on investment on its marketing efforts even if the marketing campaign is not flashy (Jeng, 2016). Saunders (2011) stated that a credible media company will benefit from positive word-of-mouth and online recommendations, and position itself as a leader in the industry.

Dimensions of Media Credibility

Although there are several dimensions of media credibility in literature, however, the dimensions of media credibility considered in this study are media trust and media integrity.

Media Trust

Media trust is the belief that a media company is reliable and will fulfill its obligations to the customer (Schurr & Ozanne in Patrick et al, 2014). Sarwar et al (2012) defined media trust as the confidence which a customer has on a particular media company to deliver the expected performance. Moorman et al in Hashmi et al (2014) defined media trust as the willingness of the average customer to depend on the ability of a media company to perform its stated function. Building customer trust is a strategic way of increasing brand loyalty and profit. When the customer has trust on a media house, it leads loyalty (Ribbink et al in Sarwar et al, 2012). Media companies often strive to build customer trust on their services because they are aware of the fact that customer trust leads to media loyalty, and media loyalty leads to increased profit. However, building customer trust is not an easy task as requires a lot of efforts on the part of media companies. Paliszkievicz and Klepacki (2013) added that the strategy to build customer trust is for the company to be honest in its marketing and advertising campaign. Delgado-Ballester et al further stated that trusted media respond to customer complaint promptly and implement customer suggestions.

Media Integrity

Media integrity is the delivering of what was promised by a media company (Newman, 2014). It is all about being honest and upright in all aspects (Newman, 2014). Clive (2016) defined media integrity as the ability of a media company to provide its services in a truthful and respectable manner without compromising on standards. Harris (2017) described media integrity as the measure of how customers perceive a media house across all its touch points. That is, how consumers perceive a media company in terms of delivering what was promised. Integrity is the defining part of any company. The ability of a company to be honest in delivering what was promised speaks of its integrity (Clive, 2016). Customer perception plays a key role in determining the integrity of a media company. How customers perceive the integrity of a media company has a huge impact on the ultimate value of the company (Hall, 2015). A media company can claim to have integrity when customers perceive it to be delivering what was promised (Harris, 2017). However, when a media company loses integrity, its meaning and value to customers is diminished (Hall, 2015).

Concept of Customer Retention

Customer retention is the maintenance of continuous trading relationships with customers over a long-term (Buttle, 2008). Gronroos in Mandina and Karisambudzi (2018) defined customer retention as the ability to withstand competition through keeping customers for repeat business over a long period of time. It is the number of customers doing business with a firm at the end of a financial year, expressed as a percentage of those who were active customers at the beginning of the year (Gummesson, in Mandina & Karisambudzi, 2018). Customer retention is a deliberate move by an organization to keep its existing customers using the marketing resources at its disposal. Today's business organizations need to do everything within their power to keep their existing customers because they are the most valuable assets that keep the organization going. These customers need to be protected and nurtured for the organization to achieve its goals. Retaining existing customers is not just a source of revenue to an organization but also a prerequisite for business survival (Hoffman & Bateson, 2011).

Measures of Customer Retention

Customer retention can be measured using various indicators. However, in this study, customer retention is measured using repeat patronage and customer loyalty.

Repeat Patronage

Repeat patronage is the willingness and desire of a customer to continue to do business with a company (Garga & Bambale, 2016). Panda (2013) defined repeat patronage as a behaviour whereby a customer repeatedly visits a particular company to satisfy his or her needs despite the presence of other companies offering similar services. Repeat patronage is a key factor in gain competitive advantage over rivals in the marketplace. According to Amelia (2017), repeat patronage gives a company an edge over its competitors. Every company desires repeat patronage because it helps to sustain their customer base and increase profitability (Garga & Bambale, 2016). An organization that enjoys repeat patronage from its customers stands the chance of achieving business success (Kumar, 2016). Panda (2013) stated that increasing repeat patronage is the key priority for company because it guarantees business survival.

Customer Loyalty

According to Sivesan et al (2013), customer loyalty is a future behavioural commitment to purchase a product or service, or the linkage with a firm on all occasions even when there are other alternatives. Reid and Reid in Chang and Fong (2010) stated that customer loyalty is a stable source of revenue for firms, serving at the same time as an information channel that acted informally by recommending the product or services to family and friends. Customer loyalty assures a company of patronage of not just constancy and longevity of business but creates an effective competitive advantage (Shivaji & Navulur, 2014). According to Koçoglu and Kirmaci (2012), customer loyalty is the most valuable asset of an organization judging from the angle that it enables an organization to sustain its customer base, increase its market share and profit margin. Eakuru and Mat in Malik (2015) believed that customer loyalty could be linked to business success and profitability. Reichheld and Teal in Malik (2015) posited that customer loyalty provides a foundation for a firm to examine their marketing strategy, relationship quality improvement activities, and value creation program.

Theoretical Framework

This study is anchored on the attitude theory which was developed by Fishbein and Rosenberg in 1972. This attitude theory explains that customer attitude towards a product, service or company determines the position of that product, service or company in their mind. According the theory, a person's attitude towards a company influences his or her behaviour. The theory explains that a company can influence customer attitudes in favour of its product or services by adjusting certain characteristics of the product or services to suit the target audience (Fishbein & Rosenberg, 1972).

Thus, when a company has been able to gain a positive or favourable attitude towards its product or services, the brand will enjoy good image in the market as customers would place the brand in a distinct position in their minds (Fishbein & Rosenberg, 1975).

The theory of attitude is more suitable for this study because it gives a proper explanation on how customers' attitudes toward a media company determine the credibility of media houses and the extent to which such credibility influence their retention. When a customer has a favourable (positive) attitude towards a media company, he or she is more likely to be retained by the company despite the presence of other competing media houses. On the contrary, if the customer has an unfavourable (negative) attitude towards the media company, he or she cannot be retained by the company, rather he or she will be considering switching to other competing media houses. This implies that the attitude of customers towards a media company determine the place of that company in the market. For this reason, companies strive to build their credibility to attract a positive or favourable attitude towards it and retain their customers.

Empirical Review

A number of related empirical studies have been conducted on media credibility and customer retention. For instance, Sweeney (2018) investigated the effect of brand credibility on customer loyalty. Their data were collected from 126 customers visiting selected supermarkets in Sweden. A structured questionnaire was used to gather data for the study. The data collected were analyzed statistically using Pearson correlation and regression analyses. The result revealed that there is significant positive relationship between brand trust and customer loyalty. The study also found a significant positive relationship between brand quality and customer loyalty.

Jeng (2016) explored the influence of airline brand credibility on consumer decisions in China. His study employed the quantitative research approach and descriptive survey research where questionnaire was used to collect data for the study. The researcher analyzed the data collected using both descriptive and inferential statistics. The findings revealed that airline brand trust has a positive and significant relationship with consumer decisions. The study also found a significant relationship between airline brand integrity and consumer decisions.

Wang and Yang (2010) investigated the effect of brand credibility on consumers' brand purchase intention. The researchers used trustworthiness, expertise and attractiveness to measure brand credibility and relate each of them to brand purchase intention. The study also used brand awareness and brand image to moderate the relationship between brand credibility and brand purchase intention. Their data were collected from customers in China using a structured questionnaire. The percentage and frequency tables were used for data analysis while the hypotheses were tested using Spearman Rank correlation and moderated regression analysis. After analyzing the data collected, the researchers reported that brand trustworthiness, expertise and attractiveness were positively and significantly related to brand purchase intention. The study also reported that brand awareness and brand image significantly moderate the relationship between brand credibility and brand purchase intention.

Baek and Kim (2010) carried out an empirical study on the differential roles of brand credibility and brand prestige in consumer brand choice. The researchers adopted a quantitative approach where data were collected from 143 customers visiting selected supermarkets in China. The multiple regression analysis was used to analyze the data collected and the result showed that a significant positive relationship between brand credibility and consumer brand choice. The study also found a significant positive relationship between brand prestige and consumer brand choice.

Erdem and Swait (2014) empirically examined brand credibility, brand consideration and choice. The researchers used trustworthiness and expertise to measure brand credibility and correlate each of

them to consumer choice of brand. The study adopted the quantitative research approach and descriptive survey design. A structured questionnaire was used to elicit data for their study. After analyzing the data collected, the researchers reported that brand trustworthiness is positively and significantly correlated to consumer choice of brand; while no significant relationship was found between expertise and consumer brand choice.

Shakeel (2013) examined the role of brand credibility on purchase intention. The study used perceived quality, customer value and perceived risk as the dimensions of brand credibility and relates each of them to purchase intention. The researcher employed the quantitative research approach and descriptive survey research where questionnaire was used to collect data for the study. The data collected were analyzed using both descriptive and inferential statistics. The findings revealed that perceived quality has a positive and significant relationship with purchase. The study also found a significant positive relationship between customer value and purchase intention; while no relationship was found between perceived risks and purchase intention.

Gap in Literature

From the empirical literature reviewed, it was observed that a significant number of related studies have been conducted on credibility in different sectors in both developed and developing countries. However, most of the previous studies conducted on organizational credibility relate the concept to customer loyalty in supermarkets and manufacturing firms while empirical studies that examined the relationship between media credibility and customer retention of radio stations in Nigeria particularly in Rivers State are absent. This has created a gap in literature which this study is motivated fill from the Nigerian perspective.

Methodology

This study adopted the correlational research design and the positivism research approach. The population of this study consisted of customers of all the licensed radio stations in Rivers State. A population of 753 customers was recorded in the 25 licensed radio stations in Rivers State (Source: Marketing Departments of the Licensed Radio Stations in Rivers State). A sample size of 261 customers was used for the study. The sample size was determined using the Taro Yamene's formula while the accidental sampling technique was used to select the sample size from the study population. A structured questionnaire was used as the main instrument for data collection. The questionnaire was structured on a four (4) point Likert-type scale which range from Strong Agree, Agree, Disagree, Strongly Disagree. The instrument was validated through content analysis while its reliability was determined using Cronbach Alpha method. A total copy of 261 questionnaires was administered to the respondents and 243 copies were collected. The data collected were analyzed statistically while the hypotheses were tested using Pearson Product Moment Correlation Coefficient (PPMCC). The bivariate analysis was carried out with the aid of SPSS software program version 24 and the results are presented and interpreted accordingly.

Empirical Results and Discussion

The results of the bivariate analysis carried out were presented and interpreted in this section. Here, the data collected on media credibility (media trust and media integrity) were correlated with those obtained on customer retention (repeat patronage and customer loyalty) using the Pearson Product Moment Correlation Coefficient (PPMCC). This was done with the aid of the SPSS software program version 24. The results of the bivariate analysis are presented in the tables below:

Table 1: Result of bivariate analysis between media trust and repeat patronage of radio stations

			Media Trust	Repeat Patronage
Pearson (r)	Media Trust	Correlation Coefficient	1.000	.852**
		Sig. (2 tailed)	.	.001
		N	243	243
	Repeat Patronage	Correlation Coefficient	.852**	1.000
		Sig. (2 tailed)	.001	.
		N	243	243

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2025

Table 1 shows a very strong and positive correlation between media trust and repeat patronage of radio stations and this correlation is statistically significant at 0.01 level. As a result of this, we then reject the null hypothesis (H_{01}) and accept the alternate hypothesis which states that there is significant relationship between media trust and repeat patronage of radio stations in Rivers State.

Table 2: Result of bivariate analysis between media trust and customer loyalty of radio stations

			Media Trust	Customer Loyalty
Pearson (r)	Media Trust	Correlation Coefficient	1.000	.839**
		Sig. (2 tailed)	.	.001
		N	243	243
	Customer Loyalty	Correlation Coefficient	.839**	1.000
		Sig. (2 tailed)	.001	.
		N	243	243

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2025

Table 2 indicates that media trust has a very strong and positive correlation with customer loyalty of radio stations and this correlation is statistically significant at 0.01 level. Based on this result, the null hypothesis (H_{02}) is rejected in favour of the alternate hypothesis which states that there is significant relationship between media trust and customer loyalty of radio stations in Rivers State.

Table 3: Result of bivariate analysis between media integrity and repeat patronage of radio stations

			Media Integrity	Repeat Patronage
Pearson (r)	Media Integrity	Correlation Coefficient	1.000	.807**
		Sig. (2 tailed)	.	.001
		N	243	243
	Repeat Patronage	Correlation Coefficient	.807**	1.000
		Sig. (2 tailed)	.001	.
		N	243	243

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2025

Table 3 shows a very strong and positive correlation between media integrity and repeat patronage of radio stations and this correlation is significant at 0.01 level. Consequently, the null hypothesis (H_{03}) is rejected and the alternate hypothesis is accepted. This means that we then accept that

there is significant relationship between integrity and repeat patronage of radio stations in Rivers State.

Table 4: Result of bivariate analysis between media integrity and customer loyalty of radio stations

		Media Integrity	Customer Loyalty
Pearson (r)	Media Integrity	Correlation Coefficient	1.000
		Sig. (2 tailed)	.001
		N	243
	Customer Loyalty	Correlation Coefficient	.817**
		Sig. (2 tailed)	.001
		N	243

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2025

Table 4 reveals that media integrity has a very strong and positive correlation with customer loyalty of radio stations and this correlation is statistically significant at 0.01 level. As a result of this, we then reject the null hypothesis (H_{04}) and accept the alternate hypothesis which states that there is significant relationship between media integrity and customer loyalty of radio stations in Rivers State.

Discussion of Findings

This study found a significant relationship between media trust and repeat patronage of radio stations in Rivers State. This finding emanated from the result of the bivariate analysis carried out on the two variables which is contained in table 1. The result shows a very strong and positive correlation between media trust and repeat patronage of radio stations and this correlation is statistically significant at 0.01 level. As a result of this, the null hypothesis (H_{01}) was rejected and the alternate hypothesis was accepted. This means that there is significant relationship between media trust and repeat patronage of radio stations in Rivers State. This finding is supported by Patrick et al (2014) who noted that brand trust significantly motivate customers to make repeat patronage of a company. Sarwar et al (2012) also agreed with this finding when they stated that customers repeatedly patronize a company when they have trust on its ability to deliver what it has promised.

This study also found a significant relationship between media trust and customer loyalty of radio stations in Rivers State. This finding was obtained from the result of the bivariate analysis carried out on the two variables which is contained in table 2 above. The result revealed that media trust has a very strong and positive correlation with customer loyalty of radio stations and this correlation is statistically significant at 0.01 level. Based on this result, the null hypothesis (H_{02}) was rejected in favour of the alternate hypothesis which states that there is significant relationship between media trust and customer loyalty of radio stations in Rivers State. This finding is consistent with the research conducted by Hashmi et al (2014) and Paliszkievicz and Klepacki (2013) as both studies reported that organizational trust has a significant relationship with customer loyalty.

This study discovered a significant relationship between media integrity and repeat patronage of radio stations in Rivers State. This finding was deduced from the result of the bivariate analysis carried out on the two variables which is presented in table 3 above. The result shows a very strong and positive correlation between media integrity and repeat patronage of radio stations and this correlation is significant at 0.01 level. Consequently, the null hypothesis (H_{03}) was rejected and the alternate hypothesis was accepted. This means that we then accepted that there is significant relationship between integrity and repeat patronage of radio stations in Rivers State. This finding is supported by Newman (2014) who maintained that brand integrity is a significant determinant of

repeat patronage of firm. Ahmad et al (2014) and Alcaniz et al (2019) also supported this finding when they revealed that customers are likely to re-patronize a firm in future if the firm shows high level of integrity.

The study revealed that media integrity has significant relationship with customer loyalty of radio stations in Rivers State. This finding was derived from the result of the analysis carried out on the two variables which is presented in table 4 above. The result revealed that media integrity has a very strong and positive correlation with customer loyalty of radio stations and this correlation is statistically significant at 0.01 level. As a result of this, we then rejected the null hypothesis (H_0) and accepted the alternate hypothesis which states that there is significant relationship between media integrity and customer loyalty of radio stations in Rivers State. This finding is supported by Hall (2015) who reported that organizational integrity significantly correlate to customer loyalty. Clive (2016) also agreed with this finding when he revealed that customers exhibit behavioural loyalty towards a company that sustains its integrity.

Conclusion

Given the competition in the media industry, and the increasing rate at which customers switch from one media house to another, it becomes imperative for radio stations in Rivers State to make adequate efforts to retain their customers. This can be done by integrating some degree of credibility into their media house. The result of the study revealed that media credibility such as media trust and media integrity is significant predictor of customer retention in terms of ensuring repeat patronage and customer loyalty. The implication of this finding is that if radio stations consistently deliver what they promised, take steps to build trust and maintain their media integrity; they will surely retain their customers in the midst of competition as their customers will re-patronize them and remain loyal to their services.

Recommendations

Based on the findings and conclusion, the following recommendations are made:

1. That, radio stations in Rivers State especially those whose customers have switched to other competing media houses should consistently deliver what they promised as this would help to build their credibility and increase their customer retention rate.
2. That, radio stations in Rivers State particularly those whose customers are displaying negative attitudes towards their organization should add more features into their media services particularly those areas which their competitors have neglected as this would go a long way in building their media credibility and restore positive attitude towards their house.
3. That, radio stations in Rivers State should deliver media services that will meet or surpass customer expectations as this would motivate customers to make repeat patronage and ignore other promotional efforts that are aimed at causing switching behaviour.
4. That, radio stations in Rivers State should deliver media services that are trustworthy in terms of delivering the expected performance as this would not only help in retaining their esteem customers but also attract new customers to their media house.
5. That, radio stations in Rivers State should sustain their integrity in the midst of competition as this would enable customers demonstrate attitudinal and behavioural loyalty towards their media house.
6. Finally, it is recommended that radio stations in Rivers State should take advantage of modern technology to improve the quality of their media services as this would go a long way in building customer confidence in their media services and increase customer loyalty to their media house.

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