

Viewers' perception of *Oju-oja* agricultural marketing television programme of Ekiti State Broadcasting Service, Ekiti state, Nigeria

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Abstract: This study assessed viewers' perception of *Oju-oja* agricultural marketing television programme of Ekiti State Broadcasting Service, Ekiti state, Nigeria with the view to have feedback for quality programme content. Multistage procedure was used to select 204 respondents from selected local government area, wards and households. Data were collected on respondents' socioeconomic characteristics, viewing pattern and constraints faced by viewers. Data were analysed using frequencies, percentages, mean, chi-square and Pearson product moment correlation at $p=0.05$. Results show that 52.5% were within active age of between 31 and 50 years of age, had secondary education (53.4%) with sources of income ranging from marketing of agricultural produce like cocoa (25.5%), crop production (19.1%) and livestock production (15.7%). Majority of the respondents had access to (92.2%) and owned television sets (74.5%) with 27.9% watching the programme on a weekly basis and 51.5% had watched regularly in the last one year. Viewers were constrained by unfavourable schedule (46.5%), irregular power supply (43.1%), lack of feedback (37.7%) and non-richness of content (34.5%). There was an overall favourable perception of *Oju Oja* agricultural marketing on Ekiti State Television Station. Viewers' socioeconomic characteristics such as age ($\chi^2 = 14.7$), marital status ($\chi^2 = 18.4$) and source of income ($\chi^2 = 26.7$) had significant relationship with the viewership of the programme. Level of constraints ($r = -0.469$) was also significantly correlated with viewership of the programme. The favourable disposition of viewers should be leverage on by addressing the constrained elements of unfavourable schedule, lack of feedback and non-richness of the content.

Keywords: Viewership, Programme content, Television ownership, *Oju-Oja*

INTRODUCTION

Information is critical to the social and economic activities that are essential to the development process. Stanley (1990) was of the view that information is one of the basic human needs. Information is very crucial for everyday living to people all over the world and enables people to relate with one another. It plays an important role in almost every human activity (Meyer 2000). Adedoyin (1990) noted that a steady flow of accurate, understandable and factual information brings about scientific innovations with which the farmers' problems can be solved.

Radio and television are popular organs in disseminating agricultural information to rural farmers. Meanwhile, television overcome the shortcoming of radio as a medium as pointed out by the Food and Agricultural Organisation (FAO) (1999) that audience can-not see what is being described as major shortfall to adequacy of radio communication. Television offers sight and sound, and it makes dramatic and lifelike representations of people and products. In addition, television has in recent times overcome the barrier of its elusiveness to people. Regardless of income or educational level, average households in Nigeria and most developing nations now have access to television set. In spite of many advances in communication technology, television has been acclaimed to be one of the most

important communication tools available till date Al-Namlah (1998).

Much of its success in teaching lies in the unique combination of sight, sound, and motion. This coupling of audio and visual stimuli has proven that it can change human behaviour and ultimately improves farmers' learning (Nazari and Hassan, 2011 and Okeh, 2002). While the amount of detailed information that can be transmitted by the television is unlimited, it also serves important and valuable function in stimulating public to new ideas. As television becomes an increasingly inseparable part of children's everyday life, researchers have established that television can equally serve more important purposes in adult life (Okeh, 2002).

Moreover, at the inauguration of Western Nigerian Television (WNTV) in Ibadan in 1959, Chief Obafemi Awolowo said "television was to serve as a teacher, entertainer and stimulus and will be relevant in the nation's transformation into a modern and prosperous entity (Aina, 1990). This is true if one considers the evolution television programming has undergone since its inauguration in 1959. While television and general broadcast media have long ceased to be the monopoly of government, its roles in the education and sensitization of many Nigerians in all fronts; political, social, education, health and general development purposes is enviable.

Oju-oja agricultural marketing television programme is an entertainment education outreach of

Ekiti Television (EKTV), a division of broadcasting service of Ekiti state. It is a Yoruba language interactive market place programme with focus on educating people of Ekiti and its environs on market activities and provision of information such as availability of commodities, the seasonal variability of food stuffs, the price comparison within and between market locations. Its entertainment bit includes tales telling, culture and value orientation, identification of prominent market figures and personalities. It is aired on a weekly basis, every Friday between 2.30 pm and 3.00pm on EKTV.

Meanwhile, according to Okeh (2002), agricultural marketing information can improve our communities by effective provision of relevant information. To facilitate learning and information assimilation, the instruction or information must be packaged in such a way that it will be easily acceptable and appealing to the conscious and subconscious minds of receivers (Schulz, Fischer and Frey, 2010). This formed the foundation of entertainment education which provide fun, pleasure and arouse interest in listeners or viewers as they also benefit from the important information packaged with entertainment programmes.

The *Oju-oja* television programme; a derivative of entertainment education is on continuous broadcast on EKTV that serves as an avenue for bringing up to date marketing information to communities in Ekiti state, and has been on air since 2010. Therefore, there is the need to feel the pulse of the targets of *Oju-oja* programme about their perception of this agricultural marketing television programme. This is against the backdrop of the fact that a television or media programme of any kind is as good as the quality of feedback it receives from viewers. It is in view of the above-mentioned that this study was designed to conduct the viewership analysis of *Oju-oja* agricultural marketing programme in Ekiti state communities. The study was broadly aimed at determining viewers' perception of *Oju-oja* agricultural marketing television programme in selected communities of Ekiti State. Specifically, the study determined the viewers' socioeconomic characteristics, viewing pattern and constraints faced by the viewers in accessing agricultural marketing information from the *Oju-oja* agricultural marketing television programme.

METHODOLOGY

The study was carried out in Ekiti state; one of the six south-western states of Nigeria. Multistage sampling procedure was used to select respondents in the study area. In the first stage, twenty-five percent of the Local Government Areas (LGAs) was

randomly selected to have four LGAs. In the second stage, twenty-five percent of the wards within the selected Local Government Areas was randomly selected resulting in 12 wards. From house numbering and census of households in each ward, there was an average of 85 households. Ten percent of households in each ward were randomly selected in the third stage to give a total of 102 households. Finally, any two members of each household (one male and female each) were interviewed resulting in 204 respondents. Major variable (viewers' perception) was measured with a 10 item perception statements and operationalized on a 5-point Likert-type of Strongly Agreed, Agreed, Undecided, Disagree and Strongly Disagreed with scores of 5,4,3,2 and 1 respectively awarded for all positively worded statements and in the reverse order for all negative statements. Perception mean scores for each item on the scale were established to properly situate respondents' perception of each item on the scale as well as their overall disposition. Data were analysed using frequencies, percentages, mean, chi-square and Pearson Product Moment Correlation at $p=0.05$.

RESULTS AND DISCUSSION

Socioeconomic characteristics of respondents

Table 1 shows that 28.4% of the sampled respondents were between ages of 41 and 50 years, 24.0% were between 31 and 40 years while 21.6 % were between 51-60 years. The result implies that most of the respondents fell within the economically active age. Age factor is significant in agricultural information accessibility and utilization. Okwu, Kuku and Aba (2007) and Oladele (2005) posited that young people even among farmers are more responsive to new ideas and practices while older ones are conservative and less responsive to adoption of new ideas and practices.

Table 1 further shows that both male and female respondents were 50.0% each. This was as a result of purposive sample selection of both sexes in the methodology. This was to make an equal representation of the sexes. The distribution of respondents according to their religious affiliation reveals that 87.2 % were Christians, 11.3% were Muslims while 1.5% were traditional worshippers.

Table 1 also indicates that more than half (53.4%) of the respondents had secondary education, 43.6% had tertiary education while only 2.0% and 1.0% had primary education and religion education, respectively. This implies that most of the respondents were literate. Therefore, high literacy in Ekiti community was a positive parameter for information communication and development programme implementation. This is supported by Okwu, Kuku and Aba (2007) that individual's level

of education can affect his or her access, comprehension and adoption of modern agricultural practices. On marital status of the respondents, Table 1 further reveals that majority (76.0%) of the respondents were married while 21.0% were not with 50.0% of the respondents having between 4-6 members in their households and 41.7% had between 7-10 members. This suggests that majority of the respondents have fairly large family size.

Table 1 shows that 19.1 % were involved in crop production as their source of income, 25.5% of the respondents were into marketing of agricultural produce, 15.7% were into livestock production, 12.3% were involved in processing, 17.6% were civil servant, and 3.9% were involved in trading of non-agricultural produce while 5.9% were artisans. This implies that majority of the respondents were involved in one form of agricultural enterprises or the other.

Table 1: Socioeconomic characteristics of the respondents

Characteristic	Frequency	Percentage
Age		
10-22	14	6.9
21-30	26	12.7
31-40	49	24.0
41-50	58	28.4
51-60	44	21.6
61-70	13	6.4
Sex		
Male	102	50.0
Female	102	50.0
Religion		
Christianity	178	87.2
Islam	23	11.3
Traditional	3	1.5
Education		
Primary education	4	2.0
Secondary education	109	53.4
Tertiary education	89	43.6
Religion school	2	1.0
Marital status		
Single	43	21.0
Married	155	76.0
Divorced	2	1.0
Separated	4	2.0
Family size		
1-3	17	8.3
4-6	102	50.0
7-10	85	41.7
Main source of income		

Characteristic	Frequency	Percentage
Crop production	39	19.1
Livestock production	32	15.7
Processing	25	12.3
Marketing of agricultural produces	52	25.5
Civil service	36	17.6
Trading of non-agricultural produce	8	3.9
Artisans	12	5.9
Total	204	100

Source: Field survey; 2013

Viewing pattern of *Oju-oja* agricultural marketing television programme

Access to and ownership of television set

Available data in Table 2 shows that majority of the respondents (92.2%) had access to television set while 7.8% did not have access to television. Also, 74.5% of the respondents owned television set while 25.5% did not own television set. Most of those who owned television set were head of households (husbands) and in some cases there were joint ownerships of television set especially between husband and wife.

Frequency of watching *Oju-oja* agricultural marketing television programme

Table 2 further indicates that 27.0% of the respondents did not watch the programme at all, 20.1% viewed once in a month while 25.0% watched twice in a month. About one-third (27.9%) viewed the programme frequently on a weekly basis. This implies that while only about one third of the respondents watched on regular basis as scheduled, quite a large proportion watched sparingly on a monthly and bi-monthly basis. This suggests in the overall that the *Oju-Oja* agricultural marketing programme does not command required viewing intensity. This might be due to several reasons including broadcast hour or the media saturation as reported by Olajide (2011). This is specially so as unfavourable schedule was implicated as one of the constraints affecting viewership even in this study.

Respondents' viewing companions

Table 2 further reveals that 32.8% of the respondents indicated that they viewed the programme alone while a reasonable proportion (32.4%) indicated that they viewed with 1 to 3 people and 25.0% of the respondents indicated that they viewed with 4 to 6 people. With this result, it can be deduced that what the programme lacked in

frequency of viewing was compensated for in number of viewing companions. This could ameliorate for whatever the programme lacked in frequency of viewing among sampled respondents. Further investigation into the viewership of Oju-Oja programme reveals that more than half (51.5%) of the respondents and 25.0% had viewed the programme for between 24-36 months and more than 12 months, respectively. This means that most respondents have watched the programme for at least one year and at most for more than two to three years. This confers on the majority of the respondents the ability to evaluate the relevance of the programme for what it was designed to achieve.

Discussion of Oju-oja programme by viewers with other people.

Table 2 also indicates that 33.8% never discussed issues raised in the programme with anyone while 32.4% and 25.0% indicated that they frequently discussed the programme with between 1 to 3 and 4 to 6 persons, respectively. If peradventure most of the people that viewers discussed this programme with are not from among those who were their viewing companions, it can be assumed that this avenue provides platform for further sensitization of the programme and what it represents. However, if majority of those viewers discuss the programme with are from the viewing companion, it also provides opportunity for message reinforcement and by extension further understanding of the content of the programme.

Table 2: Distribution of respondents based on viewership parameters

Viewership parameters	Category	Frequency	Percentage
Do you have access to television set?	No	16	7.8
	Yes	188	92.2
	Total	204	100
Do you own a television set?	No	52	25.5
	Yes	152	74.5
	Total	204	100
How frequently do you watch Oju-oja programme	I don't watch at all	55	27.0
	Once in a month	41	20.1

Viewership parameters	Category	Frequency	Percentage
	Twice in a month	51	25.0
	Weekly	57	27.9
	Total	204	100
With how many people do you normally watch the programme	None	67	32.8
	One-three people	66	32.4
	Four six people	51	25.0
	Seven nine people	16	7.8
	Ten and above	4	2.0
	Total	204	100
How many people do you regularly discuss Oju-oja programme with?	None	69	33.8
	One-three people	61	29.9
	Four six people	52	25.5
	Seven nine people	8	3.9
	Ten and above	14	6.9
	Total	204	100

Source: Field survey; 2013

Constraints to viewing Oju-oja programme

Data presented in Table 3 indicates a mixed-bag of prospects and constraints faced by viewers in their quest for informative and entertaining television programme. Whereas lack of access to television was not perceived as a constraint by 64.7%, more

importantly, language of broadcast and richness of the programme content were also considered as no constraints by 92.9% and 40.2% of the respondents, respectively. Also, more than one third of the respondents (36.6%) felt feedback was not a constraint. Contrastingly, however, unfavourable schedule, irregular power supply, lack of feedback

and non-richness of content were considered as severe constraints by 46.5%, 43.1%, 37.7% and 34.5%, respectively. The unfavourable schedule being a constraint further reinforces the not too frequent viewership of the programme as earlier reported in this study.

Table 3: Distribution of respondents by constraints to viewership of OjuOja agricultural marketing television programme

Constraints	Not a constraint		Mild constraint		Severe constraint		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Lack access to Television	132	64.7	28	13.7	44	21.6	204	100
Irregular power supply	64	31.4	52	25.5	88	43.1	204	100
Lack of feedback from viewers	74	36.3	53	26.0	77	37.7	204	100
Language use for the presentation	188	92.2	10	4.9	6	2.9	204	100
Content not rich enough	82	40.2	51	25.0	71	34.8	204	100
Unfavorable schedule	44	21.6	65	31.9	95	46.5	204	100

Source: Field survey; 2013

Respondents' perception of Oju-Oja agricultural marketing programme

Data on Table 4 suggests an overall favourable perception of Oju Oja agricultural marketing on Ekiti State Television Station. However, critical elements of what make good radio or television programme especially those that target development issues were not favourably perceived. With overall mean perception of 3.8, the programme fared well in provision of information on market locations ($\bar{x} = 4.7$), coverage of wide range of agricultural commodities ($\bar{x} = 4.0$), provision of adequate agricultural products marketing information ($\bar{x} = 3.9$) and enhancement of viewers' bargaining power ($\bar{x} = 3.8$). Be this as it may, the programme was not favourably perceived along appropriate broadcast

hour ($\bar{x} = 3.0$), existence of feedback mechanism ($\bar{x} = 3.7$) and correlation of its prices with what obtains in the market ($\bar{x} = 2.8$). The variable of appropriate broadcast hours stands tall in this respect considering the fact that even in this study, unfavourable schedule was perceived as a constraint. Studies (Yahaya, 1995; Olajide Raheem and Oyedele, 2014; Badiru and Adekoya, 2014; Ladele, Ladigbolu and Badiru, 2014) have established a strong correlation between broadcast hour, appropriate media content and schedule with frequent viewership or listenership of a media programme. Against the backdrop of the fact that this study was anchored on the importance of feedback to enhance quality programme packaging, low or non-existence of feedback calls for redress.

Table 4: Distribution of respondents based on perception of Oju-Oja agricultural programme

S/No	Perception statement	Mean
1	The broadcasting hour for the Oju-Oja programme is appropriate	3.0
2	Adequate agricultural products marketing information are not regularly disseminated through the programme	3.9
3	Programme contents cover a wide range of agricultural commodities	4.0
4	Messages disseminated through the Oju-Oja is very clear	3.8
5	Feedback mechanism is not incorporated in the Oju-oja programme	3.7

S/No	Perception statement	Mean
6	Pieces of information provided by the Oju-Oja have been quite useful in my price bargaining in marketing my agricultural products	3.8
7	Information from the Oju-Oja sometimes correlate with what obtains in the market	2.8
8	Over the years, the programme has helped considerably to boost the sale of my farm products	3.7
9	The viewership of Oju-Oja has reduce the taboos and social practices that are risk to food security	3.8
10	Oju-Oja promote quick location of where some produce can be found	4.7
	Overall Mean perception	3.8

Source: Field survey, 2013

Viewers' socioeconomic characteristics, constraints and viewership of Oju Oja agricultural marketing programme

Available data (Table 5) on viewers' socioeconomic characteristics, constraints and viewership of Oju Oja programme reveals that while age ($\chi^2 = 14.7$), marital status ($\chi^2 = 18.4$) and source of income ($\chi^2 = 26.7$) had significant relationship with the viewership of the programme. This implies that viewers' age, marital status and income to a large extent dictate respondents' viewership of *Oju Oja* programme. The finding with respect to age is corroborated by Fawole and Olajide (2012) where the duo reported a significant correlation between farmers' age and use of information and communication technology. A critical assessment of the set of findings in this study especially with respect to age and income will seem like different level of sophistications come with different age and income level in the use of any technology. Whereas sophistication decreases with age, while it increases with level of income. As it applies to this findings, while younger respondents may not have hooked regularly to *Oju Oja* programme, respondents with higher income may have shut out the programme while they were hooked to cable television service. Furthermore, level of constraints ($r = 0.469$) was significantly correlated with viewership of the programme. This implies that the higher the levels of constraints respondents have, the higher the likelihood not to watch the programme. This is reinforced by the fact that respondents were reportedly constrained by unfavourable schedule, irregular power supply, lack of feedback and non-richness of content.

Table 5: Analysis of viewers' socioeconomic characteristics, constraints and viewership of Oju Oja agricultural marketing programme

Variables	χ^2	r=value	df	p-value	Remark
Age	14.7		3	0.01	S
Sex	0.25		1	1.287	NS

Religion	0.22	2	0.90	NS
Educational qualification	0.16	3	0.69	NS
Marital status	18.4	3	0.00	S
Family size	1.0	2	0.579	NS
Main source of income	26.7	7	0.00	S
Constraints		0.469	0.00	S

Conclusion and recommendations

This study assessed viewers' perception of *Oju-Oja* agricultural marketing television programme of Ekiti State Broadcasting Service, Ekiti state, Nigeria with the view to have feedback for quality programme content. Most respondents were within active age, had secondary education and sources of income ranged from marketing of agricultural produce, crop production and livestock production. Respondents had access to and owned television sets, watched the programme on weekly basis and had watched regularly in the last one year. However, viewers were constrained by unfavourable schedule, irregular power supply, lack of feedback and non-richness of content. There was an overall favourable perception of *Oju-Oja* agricultural marketing on Ekiti State Television Station. Viewers' age, marital status and source of income were related with the viewership of the programme. Level of constraints was also significantly correlated with viewership of the programme. It is recommended that the station, programme director, anchor and the entire production crew should reschedule the programme to a more favourable period. The programme should also provide slots for addressing feedback and improve on the content of the programme.

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