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**Age and Radio Jingles as Determinants of Behavior Modification of the People of Uyo and Uruan Communities in Akwa Ibom State**

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By

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**ABSTRACT**

*This study sought to examine age and radio jingles as determinants of behavior modification of the people of Uyo and Uruan Communities in Akwa Ibom State. The population of this study consisted of all male and female adult member of 21 years and above residing in Uyo and Uruan Local Government Areas of Akwa Ibom State, the twenty (20) communities that make up the two Local Government Areas under study, while the sample comprised six hundred (600) respondents chosen from that population. (Behaviour modifications of the subject in Uyo and Uruan communities and AKBC Broadcasters) serve as the instrument for data collection. The statistical techniques utilized for data analysis were independent t-test analysis and two-way analysis of variance. From the findings obtained, it was observed that a significant difference in the level of behavior modification between the Urban and Rural dwellers as a result of radio jingles. It was also noticed that age has no significant influence on the level of behaviour modification of the people as a result of radio jingle heard. One of the recommendations was that people, irrespective of the age range should give adequate attention to radio jingle and other radio programmes for proper education on a particular matter.*

**KEYWORDS: Behavior Modification, Urban and Rural Dwellers, Age, People**

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**Introduction**

Information dissemination is a key driving force in social and economic development, particularly for both agriculture and extension service delivery (Eboh, 2009; Asogwa et al., 2012). Adequate and accurate information is required by farmers to assist in decision on best production methods and practices, on what to produce, where, when as well as the price to purchase inputs, availability of transportation, and where and how to dispose of produce (Olukosi and Erhabor, 1998; Demiryurek, 2010). The provisions of information enhance the farmer's market access and encourage the use of the most efficient and effective production innovations. Information is needed by marketers too in order to make the best marketing decisions and avoid 8 losses, making decisions about where to buy, where to sell, how much to buy, and how much to sell (Ayeni, 2008).

Information means different things to different people, some it may be in form of news on radio or television, and the print media, to some it may be a medical report which may be used for taking health decision, to an investor, financial report of an organization as a vital information to decide whether to stake ones investment in such or to divest, to some is the stock analysis and daily trading in the stock market. Information is now accepted as an important factor in the sustained development of any society because it reduces uncertainty, and enhances awareness of possible actions to take to solve problems. Lack of information is argued to act as a

barrier to development because of importance of information provision in “capacity building” and “empowering communities” (Apata and Ogunrewo, 2010) cited Wakelin & Simelane, (1995) and Adimorah, (1995) Information needs, accessibility, utilization is being dictated by circumstances man finds himself. Information itself is not mobile but needs a vehicle of dissemination from one man to another and from one distance to another. Issa (1997) affirmed that information has to be widely disseminated regardless of whether one is an urban or rural inhabitant. The medium of this dissemination could be called a channel. Advancement in technology has made it possible for human being to communicate easily irrespective of geographical location through the aid of telephones, telegram, fax, radiophone, television, e-mail, telex, internet, intranet, computer etc.

### **Statement of the Problem**

Advent of radio Jingle have tremendously transformed the way information is disseminated, prior to its invention, people most especially in primitive Africa society had their peculiar way of disseminating information such as the use of town criers and assembling people in strategic locations in the village such as market square to disseminate information to them. Advancement in information and communication technology has brought other means of information dissemination such as television, internet, mobile phones, fax, telex, telegram among other. The question is, with these mirages of means of disseminating information, how relevant is radio Jingle and what are the effect of radio jingles dissemination in Akwa Ibom Broadcasting Corporation (AKBC) based on gender and age range of the people?

### **Objectives of the Study**

The objectives of this study are:

1. To find out the difference in the level of behavior modification between the Urban and Rural dwellers as a result of radio jingles.
2. To examine the influences of age on the level of behavior modification of the people as a result of the radio jingles

### **Research Questions**

The following are the research questions:

1. What is the difference in the level of behavior modification between the Urban and Rural dwellers as a result of radio jingles?
2. What is the influence of age on the level of behavior modification of the people as a result of the radio jingles?

### **Statement of Hypothesis**

The statements of hypothesis are;

1. There is no significant difference in the level of behavior modification between the Urban and Rural dwellers as a result of radio jingles.
2. There is no significant influence of age on the level of behavior modification of the people as a result of the radio jingles.

## Literature Review

### Objectives of Radio Jingles and People's Attitude to Life

People's attitude to life depends on the specific objectives and goals attained. Also, the attainment of the objectives through radio jingles depends on people's behaviours, inclinations, messages, and needs. Jefkins (1996) vividly pointed out that a high level of needs and anxieties are found most predominantly in the lives of children, youths and adults. However, radio jingles play a significant role in shaping and modifying people's attitude to life through genuine broadcast of jingles on health, education, agriculture, fashion, politics etc., it is within this framework that the objectives are clearly spelt out. Most apparently, radio has an air of authority for listeners. It is associated with up-to-datedness, expertness and authenticity. The radio is also a very effective way of sending news and messages across to both literate and illiterates, youth and adults. Such messages sent out through radio are formulated from health, education, politics, agriculture and fashion.

Radio advertisement can be made in English and in various local languages. This gives the illiterates an equal opportunity to know the products or services being advertised. The problem with radio jingles is that one cannot see the items being broadcast. Jefkins (1996) pointed out in his work that the purpose of jingles as a commercial activity is to promote trade by informing consumers about the availability of goods and where to get them. The advertisement or jingles usually gives a description of the goods and the prices with the main aim of persuading consumer to buy.

### Place of Residence and Behavior Modification of People Via Radio Jingles

Power (1993) observed in his research that the radio could recreate the past and make in many ways, more past in present than books can. It can connect to any place and join the people and places together. The term 'place' refers to place of residence or locality. Psychologically, accepting the 'magic' of radio dwarfs to significant the difficulty of spanning time and distance and frees the listener's minds from the higher hurdles of imagination.

Ogunmilade (1994) in his research work identified as follows;

- 1) **Time:** Today radio covers a large area, both rural and urban without electricity whereas there are still many parts of the world by the television or other higher technology.
- 2) **Cost:** Radio and Television in terms of production/ transmission cost is 1 to 4 or more, in case of radio, the level of independent training demanded is lower or less than that of the television.
- 3) **Effectiveness:** There is considerable evidence to show that radio has been effectively used for instruction in any place, e.g. Informal school setting, out school teaching and rural and urban development, Chester (1992).
- 4) **Localness:** Radio localizes the local development effort. Programming can reinforce local values. Broadcasting in local languages can contribute to the solution of local problems and provide a voice for their audience through more appropriate feedback mechanism Chester (1992).

Nwuneli (1996) pointed out that the age in which we now live is characterized by what has been called the “information explosion” probably as a result of the advent of modern sophisticated communication hardware, which has reduced the whole world into a form of global village. Eboh and Ukpong (1996) pointed out that the place of residence and behavior modification determine the level of maturity though and development of the individuals. This is because the locality in which individual finds themselves and how they think can shape or modify their lifestyles.

## **Research Method**

### **Research Design**

The research design used in this study is survey. This type of design employs the use of questionnaire and also tends to assess the effect of the independent variable (radio jingles) on the dependent variables (behavior modification) expo-facto.

### **Population of the study**

The population for this study involves all the male and female adults of 21 years and above residing in Uyo and Uruan Local Government Areas of Akwa Ibom State.

### **The Sample and Sampling Technique**

The sample for this study consists of six hundred (600) subjects randomly selected from twenty (20) Urban communities in Uyo and Uruan Local Government Areas. The age of the subject ranges from twenty (20) years to fifty-one (51) years and above. The use of random sampling technique for the selection of the required number for this study is considered the most appropriate because it guaranteed a fair representation of the communities for Rural and Urban Areas of Akwa Ibom State.

### **Instrumentation**

The instrument for data collection was a Questionnaire tagged: Radio jingles on Consumer Behaviour. The instrument for the study was administered to the communities of the Urban and Rural Areas of Uyo and Uruan by the researcher.

### **Validity and Reliability**

The face, construct and content validation of the instrument were done by a team of specialist in the field. The reliability of the instrument was determined using Pearson product moment and Kuder-Richardson Formula 21. The coefficient reliability of instruments was calculated as 0.91, 0.97 and 0.94 for people brand preferences, objectives of the radio jingles and consumers behavior using Pearson Product moment.

### **Method of Data Analysis**

Data generated were analyzed using Pearson Product Moment Correlation (PPMC) for hypothesis one and two.

**Results**

**Hypothesis one**

The null hypothesis state that there is no significant difference in the behavior modification between the urban and rural dwellers as a result of radio jingles received. In order to test the hypothesis, two variables were identified as follows:

1. Place of residence as the independent variable
2. Behavior modification as the dependent variable.

Independent t-test analysis was used in comparing the means score of the behavior modification of the Urban and the Rural resident, in order to produce t-value. The obtained t-value was 49.21, this value was tested for significance by comparing it with the critical t-value level with 598 degree of freedom.

**Table 1: Independent t-test Analysis of the difference in behavior modification between the Urban and Rural dwellers as a result of Radio Jingles.**

VARIABLES	N	X	SD	T
<b>Behavior Modification of the Urban Dwellers</b>	<b>300</b>	<b>52.549</b>	<b>0.74</b>	<b>49.21*</b>
<b>TOTAL</b>	<b>600</b>	<b>50.997</b>	<b>0.817</b>	

\* Significant at 0.05 level; df = 598, critical t-value = 1.96

The result therefore, means that behaviour modification of the Urban dwellers is higher than those of their counterpart in the Rural areas. This could be as a result of the exposure to the commercials received.

**Hypothesis Two**

The null hypothesis states that there is no significant influence of age on the level of behavior modification of the people as a result of the radio jingles. In order to test this hypothesis, two variables were identified as follows;

1. Age of the respondent and radio jingles as the independent variable.
2. Behavior Modification as the dependent variable.

Two ways Analysis of variance was then used in comparing the mean scores of the behaviour modification of the respondent based on their range and the types of radio jingles.

The obtained t-value was 0.29. This value was tested for significance by comparing it with the critical f-value at 0.05 level with 13 and 580 degree of freedom. The obtained f-value (0.29) was found less than critical f-value (91.83). Hence, the result was not significant.

**Table 2: Two- way Analysis of Variance (ANOVA) of the influence of Age on the level of Behaviour Modifications of the people as a result of type of Radio Jingles Heard.**

VARIABLES	LEVELS OF BEHAVIOUR MODIFICATION								
	Factor 1 (Age)	<20 years			21-30 years			31 – 40 years	
	n	x	SD	n	x	SD	n	x	SD
	63	51.64	3.09	135	50.69	3.05	148	51.07	3.03
	41 – 50 years			51 and above			Total		
	n	X	SD	N	X	SD	N	X	SD
	132	51.41	3.01	120	50.44	3.16	600	50.99	3.08
Factor 2 (types Of jingles)	Health			Educational					
	n	x	SD	n	x	SD			
	156	52.62	3.44	156	51.42	3.14			
	Agriculture			Social Justice			Total		
	N	x	SD	n	x	SD	n	x	SD
	144	51.25	2.09	144	48.50	1.56	600	50.99	3.08
<b>Source of Variation</b>				<b>SS</b>	<b>Df</b>	<b>MS</b>	<b>F</b>		
Age				99.488	4	24.872	3.38		
Jingle				1281.109	3	427.036	57.96		
2-way interaction: Age & Jingle				25.178	12	2.098	0.29^		
Within Group (Error)				4273.165	580	7.368			
Total				5678.940	599	9.481			

^Not significant at 0.05 level; critical f-value = 1.83

The result therefore means there is no significant influence of age on the level of behaviour modification of the people as a result of the radio jingle. This means that radio jingle has no age

limit in its effect on the behaviour modification of the listeners. That both young and elderly ones are equally affected.

### **Discussion of findings**

From the data analysis in table 1, the result was found to be significant due to the fact that the obtained t-value (49.21) was found greater than the critical t-value at 0.05 level with 598 degree of freedom. The significance of the result signifies a remarkable difference in the behavior modification of the two categories of people (Urban and Rural dwellers). In essence, mean score of the behavior modification of the urban dwellers was higher than that of the rural dwellers are more exposed to electricity than rural dwellers. This may be attributed to the fact that urban dwellers are more exposed to electricity than rural dwellers. It can also be as a result of the fact that the urban dwellers are within the coverage area of the airing corporation such as offices, shops, schools, etc. in which radio must be there but for the ones in rural areas, most times are spent in the farm where there is no radio. The findings is in support of power (1993), who stated that the radio can connect to any place and join people and place together and that psychologically, accepting the “magic” of radio dwarf to significance and frees the listeners mind especially those people nearer to the station (urban). The significance of the result caused the null hypothesis to be rejected, while the alternative one was retained.

From the data analysis in Table 2, the result was found to be non-significant due to the fact that the obtain f-value (0.29) was found less than the critical f-value (1.83) at 0.05 level with 4, 3, 12 and 580 degree of freedom. The insignificance of the result implies that there is no existence of remarkable difference among the respondents in the five categories of age range: (<20 years, 20-30 years, 31-40 years, 41 -50 years and 51 years and above) as a result of the types of jingles on radio. This is not in support with the opinion of Hornby (2000) who stated that age determine the extent to which peoples’ behaviour are modified. This study also disagrees with the findings of Fidler (1998) which shows that an individual use of the mass media is affected by several characteristics, such as age, education and social class, and that young people and poorly educated people spend much of their free time listening to radio and watching television while older people, the affluent and well educated ones spend more of time reading magazine and newspapers. The non-significance of the result caused the null hypothesis to be retained while the alternative one was rejected.

### **Conclusions**

Based on the following of the study, the researcher wishes to draw the following conclusions;

1. There is high level of radio jingles by Akwa Ibom Broadcasting Corporation (AKBC).
2. Behaviour Modification of the urban dwellers is higher than that of their counterparts in the rural areas. In essence, behaviour modification of the urban dwellers in Uyo is higher than that of the rural dwellers in Uruan as result of radio jingles.
3. The objectives of the radio jingles relate positively and significantly with people’s attitude to life in the communities.
4. Age of the listeners of the jingles influences their behaviour modification such that the listeners between the ages of 31 – 40 years are more in number and effective in listening to the jingles while those between the ages of 20 years and below are less in number and effective.



### **Recommendations**

Based on the result of the study, the researcher therefore made the following recommendations.

1. People, irrespective of the age range should give adequate attention to radio jingle and other radio programmes for proper education on a particular matter.
2. There should be constant power supply not only in the urban area but also in rural areas in order help them get tuned to the radios at all times

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