
The Effect of Radio Jingles on Behaviour Modifications of Adult

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ABSTRACT

This study sought to examine the effect of radio jingles on behaviour modifications of adult in Uyo Urban and Uran Rural Communities of Akwa Ibom State, Nigeria. The researchers assessed to find out the extent to which such jingles impact upon the communities. This study set out to identify the categories of Radio Jingles disseminated from AKBC, the population of this study consisted of all male and female adult member of 21 years and above residing in Uyo and Uran Local Government Areas of Akwa Ibom State, the twenty (20) communities that make up the two Local Government Areas under study, while the sample was comprise of six hundred (600) respondent 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 utilization for data analysis were: simple Percentage (%) for test of difference (Hypothesis one and two). From the findings obtained, it was observed that the advertisement or jingles usually give a vivid description of the goods and that advertising through radio jingles is very important because it helps the customers to know the place to get what they want, change or modify their attitude to life as well as attainment of the set objectives The researchers recommended among others that more radio jingles should be made to advertise goods and services to the public,

KEY WORD: Adult, Radio Jingles and Behaviour Modifications

Introduction

Mass communication as a whole plays a pivotal role in shaping the contours of the social and political processes of the nations and gives the citizens an endless choice of goals to pursue. Mass communication serves as an eye opener towards a nations political and social development (Fidder,1998) Ideas discussed and challenged during broadcasts offer people access to information so that they can make their own decision on issues of interest. Interest here refers to the quality in something that attracts people’s attention and makes them want to know about it. Hence, the act of listening to radio gives or interest and choice (Kotler, 1996).

Opubor (1996) opined out that communication is the transfer of ideas, attitudes, thought, values and information, using the electronic media, print media, etc as a resources to a target audience, with a view of modifying their overt behavior in a specific way. In every communication system, there is a source, a message, a channel, a destination and effect. The source of any communication could be an individual, radio, television and news Paper Corporation. The individual or persons who receive the message constitute the destination in

communication Eboh and Ukpong (1996). Thus the received message is expected to evoke change and interest in the life of individuals. Oganwo (1996) in his research noted that the commonest, cheapest and all purpose means of mass communication is the radio. Radio in this context is referred to as the theatre of the mind. This is because it has all “bullet needle” effect on the populace. This implies that each number of the audience is directly and personally struck by the medium of the message.

One of the ways of transferring radio message is through the use of jingles. Radio jingles is an advertisement, it is also know to give the people important information on health, education, agriculture, social justice, etc. Specifically, in the areas of health, radio jingle are used to create awareness about drugs and its usefulness to man, such usefulness include of ailment and revitalizing the lost strength in man. In education, radio jingles are extensively used especially for disseminating literacy programme such as “Education for all in the year 2005”, the important of girl child education, etc.

Objectives of the Study

The objectives of the study are;

1. To identify the categories of radio jingles disseminated from the Akwa Ibom Broadcasting Corporation (AKBC) within the last five years (1992 – 2001).
2. To find out the sponsors and objectives for disseminating this radio jingles in Akwa Ibom Broadcasting Corporation (AKBC).

Research Questions

The following are the research questions:

1. What are the categories of radio jingles disseminated from the Akwa Ibom Broadcasting Corporation (AKBC) within the last five years (1992 – 2001)?
2. What are the sponsors of the radio jingles in Akwa Ibom Broadcasting Corporation (AKBC).

Statement of Hypothesis

The statements of hypothesis are;

1. There is no significant relationship between peoples brand preference of the message in radio jingle and the customer’s behavior to the message in Uyo and Uruan Local Government Areas.
2. There is no significant relationship between the objectives of radio jingle and the people’s attitude to life in the communities of the Uyo and Uruan Local Government Areas.

Literature Review

Radio Jingles as Communication Media:

One of the ways radio station disseminate information is through jingles. Jekfin (1996) defined radio jingles as a melodious or instrumental background given to a radio or television

advertisement. Jekfin is different from a live advert as sharp sound, example bell or any sonorous implements usually accompany it. It starts with scripting or wording of a discrete message produced or recorded on a tape. The message so recorded on a tape is intended for uses over and over again as when desired. A few may be recorded with suitable sounds effect and others may be recorded under voice. All these are done for effectiveness and public consumption.

Eboh and Ukpong (1996) also stated that public jingle may be made available to the public via various media of communication usually without charge because of news worthiness, social and other values to the disseminator. The government, the church social organization or business enterprise can use radio jingles to transfer information. Shubin (1996) opined that jingles as a communication medium may be looked upon as a means by which social input are fed into social systems. It is also a means by which behavior is modified, change is effected, information is made productive and goals are achieved.

Availability of Radio in the Family

Ekpo (1996) asserted that family is a social unit, which embodies parent and children, and which exist everywhere life exists. Okon (1997) further stated beside the nuclear family there is also extended family, which incorporate all the relatives of both couple.

Akpan (1998) commented that the issue of the family and radio is the issue of information. This is because radio is an object to the family while family is an object to the radio. Ekpo (2001) maintained that radio is the theater of the mind of the listeners. Umoh (1997) highlighted that since the world is a global village as far as information technology is concerned, family and radio are related as a result of service and utility. The use of radio in information dissemination has a tremendous effect on the individuals in the family.

World Bank reports have it that almost 80% of the adult in Nigeria owns radio set small, medium or both sizes in their families. This is because radio set are easily affordable and transferrable. Amos (1996) explained that adult members of the family in Nigeria needs radio sets to be furnished with current information of event that occurs within and outside them. Ukpong (1996) commented that since radio is the theater of the mind, it should serve a great deal to change the lifestyle of its listeners specially the youth and the adult in the family rather than injecting poisonous or deceptive mechanism in them. Etim (1996) maintained that media services are so crucial in the sense of filling up the idle hours of the listeners.

Persuasion and Radio Audience

Akpan (1995) stated that persuasion is the act of persuading or attempting to persuade. Okon (1997) commented that persuasion means communication intended to induce belief or action. Action is that which leads to change of attitude and behavior. Fiske (1983) clearly explained that in communication studies the study of attitude is particularly important when assessing stereotype, intergroup relations, persuasion, and survey materials. Fiske (1983) also stated that attitude is an opinion, belief or disposition based upon the prior experience of the individual. These develop either through direct experience, or are learned from others through socialization or media such as radio or television.

However, Mkpa (1996) commented that radio audience are those adult who own radio and are regular listeners of radio programmes. Audience according to Ukpong (1996) refers to

the unknown individuals and group towards who mass communication are addressed. Ekpo (1997) unveiled that in its original senses the term 'audience' refers to that relatively restricted but public, group of listeners who can be encompassed within hearing of a performance, since radio is the theater of the mind. Ukpong (1996) confirmed that these groups of listeners are referred to the children and adult members of the families who reside within the urban and rural communities.

Above all, Akpan (1996) opinioned that persuasion within the context of mass communication, is a driving force and instigator to the media audience to change attitude and lifestyles. Akpan, Udo (1996) saw persuasion as an indelible mechanism employed by the media specialist to captivate and articulate or capture the minds the mind of the audience for immediate demands of specific brands of product. Okon (1997) asserted that attention, comprehension, consciousness and retention are the by-product of persuasion on the part of the radio audience.

Maxwell (2001) highlighted that apart from retention, there is another level of learning, which is comprehension means to understand something fully. However, Ukpong (1996) further stated that in spite of retention, there is another level of learning which is consciousness. Consciousness is defined as being able to understand what is happening and a state of being aware of something. Hence, consciousness raising in the process of making people aware of social and political issues as well as media broadcast.

Brand Preferences of Radio Jingles and Consumer Behaviour

Market researchers like Howard-shelt recognizes that attitude gives direction to purchase behavior. This attitude is the tendency to buy one brand instead of another, but it does not incorporate a number of other forces that bear upon purchase Kotler (1996). Behavior influences attitude as well as the reserve. This means that if the purchase brand fails to deliver the level of satisfaction to the buyer, the buyer will revise down ward his attitude towards the brand and may even eliminate it from his evoke set. On the other hand, a satisfying experience will tend to strengthen his brand preferences or at least his brand habit behavior. This as well as from personal and non-personal communication about the brand Fiske (1983).

Research Method

Research Design

Ex-post-factore search design was used for this study.

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.

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. This consist of three hundred (300) male and three hundred (300) female adult. The age of the subject range 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 were designed by the researcher, these are: Questionnaire for Akwa Ibom Broadcasting Corporation (AKBC) Radio Broadcaster (QAB) and questionnaire on Behaviour Modification of the subject in Uyo and Uruan communities (QBM). 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 were 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, for significance at 0.05 level.

Results

Research Question One

The research question sought to find out the categories of radio jingles dissemination from the Akwa Ibom Broadcasting Corporation (AKBC) within the last five years (1997-2001) in order to answer the research question, the categories of radio jingles were jingle were gathered on which percentage analysis was performed.

Table 1: Percentage analysis of the categories of Radio Jingles Dissemination from Akwa Ibom Broadcasting Corporation (AKBC) within the last five years (1997-2001). N= 600

| YEARS | RADIO JINGLES ON EDUCATION | RADIO JINGLES ON HEALTH | RADIO JINGLES ON AGRICULTURE | RADIO JINGLE ON SOCIAL JUSTICE | OTHERS |
|-------|----------------------------|-------------------------|------------------------------|--------------------------------|-----------------|
| 1997 | 240 (15.5) | 360 (19) | 200 (14.1) | 200 (14.1) | 98 (10) |
| 1998 | 370 (19.2) | 410 (20.2) | 250 (16) | 224 (15) | 210 (14.5) |
| 1999 | 400 (20) | 530 (23) | 400 (20) | 300 (17.3) | (14.1) |
| 2000 | 600 (24.5) | 662 (25.7) | 500 (22.1) | 450 (21.2) | 350 (18.7) |
| 2001 | 640 (25.3) | 650 (25.5) | 405 (21.2) | 305 (17.5) | 196 (14) |
| Total | 2250 (47.4) | 2612 (51.5)** | 1755 (42) | 1479 (38.5) | 1054 (32.5)* |

** The highest frequency

* The least frequency

The above table has shown “health jingles” as the most frequent categorie of radio jingles in AKBC (Radio) within the last five years (1997-2001) with 2612 (51.5).this is to avoid health hazard and awareness of new product and fake product.

Hypothesis one

The null hypothesis states that there is no significant relationship between peoples’s brand preferences of product on the message in radio jingles and the consumers beaviour on brand choice in Uyo and Uruan Local Government Areas. In order to test this hypothesis two variables are identified as follows;

1. Peoples brand preferences of product on the message as the independent variable.
2. Consumer’s behavior as the dependent variables.

Both variables were measured with 4-level and 5-level intervals scale of measured in order to produce continuous data. Pearson Product Moment Correlation analysis was then used in analyzing the data in order to produces r-value. The obtained r-value was 0.97. that is the calculated value was tested for significant by comparing it with critical r-value at 0.05 alpha level with 518 degree of freedom. The obtained r-value (0.97) was found greater than the critical r-value (0.16). Hence, the result was significant.

Table 2: Pearson Product Moment Correlation Analysis of the relationship between Peoples Brand Preferences of the message in radio jingles and the consumer’s behavior in study Areas towards the messages.

| VARIABLES | $\sum x$ $\sum y$ | $\sum x^2$ $\sum y^2$ | $\sum xy$ | R |
|---|----------------------|--------------------------|-----------|------|
| Peoples brand preferences of the message in the Radio jingles (x) | 40208 | 2694888 | 2050870 | 0.97 |
| Consumer’s behavior to the messages (y) | 30598 | 1560796 | | |

***Significant at 0.05 level’ df = 598; Critical r-value = 0.16**

The result 0.97 signifies high positive correlation between the two variables represented by x and y respectively, and that 94.19% of the consumers’ behavior is influenced by radio jingles. Besides, it means that the more the radio jingles messages (x) the more positive the consumer’s behavior and vice versa. Therefore, there is significant relationship between people’s brand preferences of the message in radio jingles and the consumer’s behavior to the messages heard

Research Question Two

The research question was sought to find out the sponsors of the radio jingles in Akwa Ibom Broadcasting Corporation (AKBC). To answer the question categories of the sponsors were gathered on which percentage analysis was performed.

Table 2: Percentage Analysis of the Sponsors of Radio jingles in Akwa Ibom Broadcasting Corporation (AKBC).

| SPONSORS OF THE RADIO JINGLES | AVEREGE FREQUENCY PER WEEK | PERCENTAGE |
|--------------------------------------|----------------------------|-------------|
| BUSINESS ORGANIZATION | 17 | 34** |
| CHURCHES | 11 | 22 |
| INDIVIDUALS | 15 | 30 |
| GOVERNMENT | 6 | 12 |
| NON-GOVERNMENTAL ORGANIZATION (NGOs) | 1 | 2* |
| TOTALS | 50 | 100% |

The above shows that “business Organization” were the most frequent sponsors of radio jingles with 34%. The result therefore means that radio jingles on AKBC radio is patronized mostly by business organization (BOs).

Hypothesis two

The null hypothesis states that there is no significant relationship between the objectives of radio jingle and the people’s attitude to life in the communities of the Uyo and Uruan Local Government Areas. In order to test this hypothesis two variables were identifies as follows;

1. Objectives of radio jingles as the independent variables.
2. People’s attitude to life as the dependent variable.

Both variables were measured with 4-level and 5-level intervals scale of measurement in order to produce continuous data. Pearson product moment correlation analysis was also used in analyzing the data in order to produce r-value. The obtained r-value (0.31) was found greater than the critical r-value (0.16). Hence, the result was significant.

Table 3: Pearson Product Moment Correlation Analysis of the relationship between the objectives of Radio jingles and the people’s attitude to life in the communities of Uyo and Uruan Local Government Areas.

| VARIABLES | $\sum x$ $\sum y$ | $\sum x^2$ $\sum y^2$ | $\sum xy$ | R |
|--|----------------------|--------------------------|-----------|-------|
| Objectives of Radio Jingles (x) | 43076 | 3176987 | 2222643 | 0.31* |
| People’s Attitude to life in the communities | 30598 | 1560796 | | |

***Significant at 0.05 level, df=598, Critical r-value = 0.16**

The result 0.31 signifies positive correlation between the two variables represented by x and y respectively and that 31% of the people’s attitude to life in the communities is influenced by the objectives of radio jingles by way of the message made. Hence, if the radio jingles is effective, the attitude of people is bound to be modified positively but if the jingle is not effective the reverse is the case. Therefore, there is significant relationship between the objectives of radio jingles and the people’s attitude to life in the communities of Uyo and Uruan L. G. As.

Discussion of Findings

From the above data analysis in Table 2, the result (0.97) was found to be significant due to the fact that the obtained r-value (0.97) was found to be greater than the critical r-value (0.16) at 0.05 level with 598 degree of freedom. The significant of the result (0.97) implies that there is high positive correlation of the two variables (peoples brand preferences of the messages). This is true because any information sent out through radio has a particular target audience and the purpose, which includes positive modifications of the behavior of the customers. The findings is in agreement with the opinion of Kotler (1996) who stated that jingles plays a cardinal role in arousing the feeling and needs of the individuals towards specific goods.

From the data analysis in Table 3, the result was found to be significant due to the fact the obtained r-value (0.31) was found greater than the critical r-value (0.16) at 0.05 level with 598 degree of freedom. The significance of the result (0.31) implies that there is positive correlation of the two variables (objectives of radio jingles and people’s attitude to life in the communities). The findings is in support of the opinion of Jefkins (1996) who pointed out in his book that the objective of jingle as a commercial activity, is to promote trade by informing consumers about the availability of goods and where to get them. Besides that he also stated that the advertisement or jingles usually give a vivid description of the goods and that advertising through radio jingles is very important because it helps the customers to know the place to get what they want, change or modify their attitude to life as well as attainment of the set objectives. The significance of the result caused the null hypothesis to be rejected while the alternative one was retained.

Conclusions

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

1. There are many categories of radio jingles in Akwa Ibom Broadcasting Corporation (AKBC) out of the categories of jingles, health jingles are most frequent ones while those of social justice are the least.
2. There are many sponsors of the radio jingles. Among the sponsors, business organizations patronized more than any other classes of sponsor while non-governmental organizations (NGO) are the least sponsors of the programme.
3. The brand preferences of the message in radio jingles have significantly positive relationship with the consumer's behavior, meaning that the brand preferences of the messages determine the behavior of the consumers.

Recommendations

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

1. radio jingles should be used to advertise goods and services in order to help the customers to know the place to get what they want,
2. More radio jingles should be made in our local languages for proper understanding.
3. The persuasive power of radio jingles should be impacted on the receiver's lifestyle and choice.
4. The use of radio in communicating with the rural communities should be heightened.

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