
Women's Involvement in Radio Advertisement and the Implication on the Buying Behaviour of Mass Communication and Social Studies Students in Nigerian Tertiary Institutions

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ABSTRACT

The study sought to investigate the extent of women involvement in radio advertisement and the implication on buying behaviour of mass communication and social studies students. The study was conducted in Nigeria. Correlational survey research design was adopted for the study with the population comprising of all lecturers and students of mass communication and social studies. Proportionate sampling technique was used to select 20 lecturers and 200 students giving a total of 220 respondents that constituted the sample size for the study. The instrument used in this study for data collection was a questionnaire titled "Women's Involvement in Radio Advertisement and Students' Buying Behaviour Questionnaire (WIRASBBQ)". Face and content validation of the instrument was carried out by an expert in test measurement and evaluation from Nigeria to ensure that the instrument has the accuracy, appropriateness and completeness for the study. Cronbach Alpha technique was used to determine the level of reliability of the instrument. The reliability coefficient obtained was 0.80 and this was high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical techniques such as independent t-test analysis. The test for significance was done at 0.05 alpha levels. It was concluded in the study that radio serves as an accompaniment to the rhythms of daily life. Radio reaches messages to illiterates, neo-literates and highly educated receivers simultaneously. Also, it was observed in the study that Women also tend to evaluate and weigh the various sources to process the message and determine what steps to take next. Women's reasoning processes are less task-oriented and more compartmentalized than men's are. The study recommended that individuals and organizations should not underrate the power of radio advertisement because of modern telecommunication tool. Hence, the unlimited potentials of the radio advertisement should be well utilized.

KEYWORDS: Women Involvement, Radio Advertisement, Buying Behaviour, Mass Communication, Social Studies and Nigerian Tertiary Institutions

Introduction

In a multimedia, multiplatform, and globalised world it is important not to lose sight of the value of localism. A thriving and sustainable local media sector is a vital part of the democratic landscape, and commercial radio has been the engine room for the past decades. That is why many companies are investing a lot of money to make advertisements that are humorous (Mandan, Hossein & Furuzandeh, 2013). Therefore, it is encouraging to read in this report that stations continue to invest in local journalism in order to fully engage with local issues, news and sport. Commercial radio stations are excellent examples of the important economic role small businesses play in our economy, particularly in local communities. They support local businesses by giving them powerful means of communicating with local customers. These stations remain an important part of local communities, both as a source of entertainment and as a source for good, whether through their charitable work or playing their part in building social cohesion. According to Tiggemann, (2003), the mass media is the most powerful way to spread these images that represent socio-cultural ideals. It is understandable why, despite all the other media competing for their interests, commercial radio stations now attract over 35 million listeners every week, and that these listeners are interacting with their stations more than ever before. Commercial radio plays a crucial role in discovering and nurturing new talent in the community in both broadcasting and journalism. Radio advertisement has added an extra value in promotion of products, programmes and also reaching the target audience.

Statement of Problems

Today, a significant number of radio broadcasting practices are carried out on the basis of music-entertainment. Widespread practices of commercial radio stations are captured in the functioning of university radio stations, and the educational function of radio is overlooked. The dominant position of today's technology, especially internet technology in our social life, has led to the domination of images and visual culture. The traditional value of 'the word' and its influence on people has gradually been pushed back into the background. It is known that the audio-based technique of radio has helped individuals with the auditory memory about learning activities.

Objectives of the Study

The study was to examine the influence of involving women in radio advertisement on buying behaviour of students. Specifically, the study sought to:

1. Find out the extent of women involvement in radio advertisement.
2. Examine the influence of radio advertisement on student buying behaviour.

Research Questions

1. What is the extent of women involvement in radio advertisement?
2. What is the influence of radio advertisement on students' buying behaviour?

Research Hypothesis

H0₁: There is no significant influence of radio advertisement on buying behaviour of students.

Conceptual Framework

Concept of Radio Advertisement

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 2006). As stated, Niazi and Hunjra (2012) defined that advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. Dhaliwal (2016) explained that advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour. Shrestha (2019) revealed that advertisement is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor via print media (newspaper and magazines), broad cast media (radio, and television) network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, web-page) and display media (bill board, signs, poster).

When it comes to radio, people are all ears! Radio is part of our everyday life at work, at leisure, at home, or on the move in the car. Radio serves as an accompaniment to the rhythms of daily life. Radio reaches messages to illiterates, neo-literates and highly educated receivers simultaneously. When you listen to radio, you are hearing it on a one-to-one basis as if someone speaks directly to you. Many people have a close rapport with a radio personality to whom they listen faithfully. In radio advertising, there are numerous types of commercials that an advertiser might employ, similar to how brands might pursue different print advertising options (newspaper vs. magazine, for example) or electronic advertising options (email vs. social media). Radio advertisement can be defined as a means and cost effective way of notifying or bring to the knowledge of the public about a product or a programme, such as arrival of a new product, church crusade, burials, weddings, traditional marriages and educative events etc. It is a medium that reaches the mass, but with the twin benefit of it, is a wide coverage along with cost effectiveness. The stations you choose all have coverage areas, or where the stations reach geographically-speaking. Regardless of format and size of broadcast, every radio station thrives on one thing: listeners. In any advertising medium, reach refers to the number of people your message reaches (hence the term) in a given time frame, typically a week. For radio, you can increase your reach by placing ads on more radio stations. It's a pretty straight forward equation. Radio advertising provides a flexible medium to reach local markets that might be given too little advertising weigh as part of a national media schedule. Moreover, Radio can reach non-users of other media. It is a primary medium for teenagers, older people and smaller ethno-linguistic groups. Without radio, potential customers within these audience segments would be missed. Radio Advertising also seeks to ensure the truthiness of the claims made by the advertisers. It also aims to ensure fair-play in business competition. It ensures that the ads are not offensive to public decency, and safeguards against the indiscriminate Promotion of hazardous products in society.

Women's Involvement in Radio Advertisement

Radio divides its audiences into age ranges (18 - 34, 18 - 49, 25 - 54, 45+ and so on) and gender (female, male and adults--choose adults, if your customers are evenly split between male and female). Each radio station delivers a very specific audience, so once you know the age and gender of your target customers, you can zoom in on stations that serve those people. Advertisers are interested in similarities and differences in how men and women receive and evaluate information. One difference involves the actual creation of meaning from a given advertisement. Men look directly at the primary message of a given advertisement (e.g., "buy

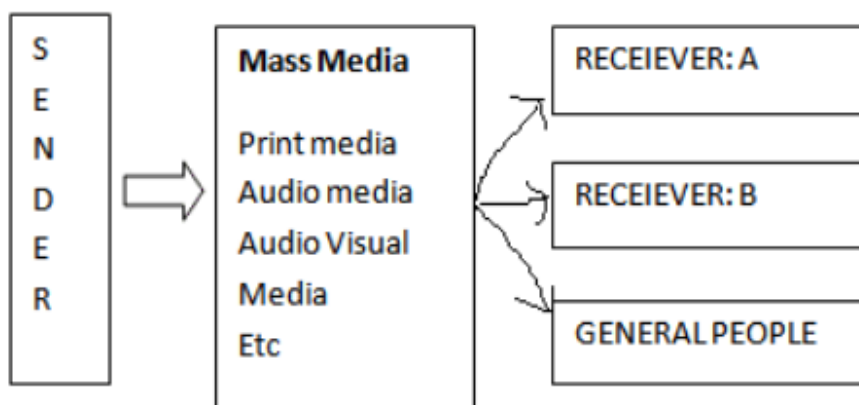
this beer”). Women not only evaluate the primary message, but they also pick up multiple clues from the message and weave together threads to intuit and infer the inner meaning of the message (e.g., “buy this beer and you will be popular and trendy”) (Popcorn & Marigold, 2000). Ben Barry, founder of a modeling agency in Canada, conducted academic research into how imagery affects a woman’s likelihood to buy a product and found that women related more to advertisements where the models reflected their own size, age, and skin color (Gush, 2012). Women also tend to evaluate and weigh the various sources to process the message and determine what steps to take next. Women’s reasoning processes are less task-oriented and more compartmentalized than men’s are. Women’s decision-making processes are characterized as being incremental reasoning processes, where each piece of information builds on the previous information that is taken in. This non-linear approach to reasoning allows women to think in terms of interrelated factors, not straight lines. The observation that women evaluate multiple sources supports this reasoning style (Fisher, 1999). According to Shahid (2011), female representation in advertisements originally began with advertisements on goods like adult entertainment and alcohol products. The style then widens like a fire in the market and is continually broadly exercised while being inflated. It now becomes a fundamental part to have a gorgeous female model in every advertisement, which occasionally appears unneeded. They appear to advertise everything from bikes to shaving gel. Wide and expensive representation of female in this way simply limits their picture to a product of excitement.

Concept of Mass Communication

Mass communication can also be defined as a process whereby mass produced messages are transmitted to large, anonymous and heterogeneous masses of receivers. According to Sambe (2005), Mass Communication can also be defined as a device by which a group of people working together transmits information to a large heterogeneous and anonymous audience simultaneously. It is a process by which information originates from the source to the receiver, having been thoroughly filtered and transmitted through a channel. Mass communication contains at least following five things:

- Large audience
- Similar audience exists
- Some form of message reproduction
- Quick distribution of message
- Low unit cost to the customers

The Flow of Mass Communication



Characteristics of Mass Communication

Mass Medium: For a medium to be regarded as mass in communication it must have acquired fifty million adopters (Kaye and Medoff, 2005). Radio, Television, internet etc. are examples of media which are regarded as mass media because they can reach out to no fewer than fifty million audiences at a time. In mass communication, messages reach far beyond the immediate proximity of the sender and could even get to the uttermost part of the world.

In actual sense, a gatekeeper does three major functions:

- Limiting the information through editing before dissemination.
- Expanding the amount of information by injecting additional views or angles.
- Reorganizing or reinterpreting the information gathered before disseminating it.

Delayed Feedback: Unlike in interpersonal communication where reply/feedback is made almost instantly, the feedback in mass communication is always delayed, say for a day, week or month. Burgoon et al 1978 cited in Folarin 1994 says “Feedback is often limited, delayed and indirect”. Mass Communicators are usually subject to additional feedback in form of criticism in other media, such as a television critic writing a column in a newspaper (Baran 2004). In other words, feedback in mass communication is not instant. It is mostly through letters to the editor or telephone calls or personal calls on the media.

Limited Sensory Channels: This feature has to do with the fact that mass medium limits the number of sensory channels upon which audience can draw. In other words, mass communication enables one to use his or her sense of sight and hearing since one can only see the visual picture and hear the voice of the speaker on the broadcast station. This is unlike in a face- to- face communication where the audience can shake hands or hug the politicians and as such, have no limitation to the sensory channels.

Impersonal and Personal Communication: Unlike in face-to-face communication where communication is personal, participants in mass communication are usually strangers and, hence messages are more impersonal.

Concept of Social Studies

Social Studies is a subject designed and evolved to foster a better understanding of the cultural values that guides the interactions of man with his physical and social environment. According to Torpev (2006) defines Social Studies as a discipline which places human beings as a central point in its studies, and how he influences his environment and how the environment in turn influences him and his ability to withstand the environmental influences. It emphasizes the ability of man to withstand the shock of environmental influence and uses such influences to his advantage. It is the most integrated of all subjects at the various levels of education and this has made it to be broad and contain different kinds of elements. This broad nature makes Social Studies the most appropriate subject in the school curriculum to meet the cultural values and moral goals of the society. Social focuses on peoples relationship with their social, physical, spiritual, cultural, economic, political, and technological environments (Western Canadian protocol for collaboration in Basic Education, 2002). According to Ogundare (2010), the nature of man as a social animal living in a particular environment to make his living and to survive, together with the intellect of man and his sense of creativity, all make it necessary for man to always have an organized or orderly society. Every member of the society has to be properly groomed to function well in such

society by developing abilities for social responsibilities. Similarly, Joof and Okam, (1989) and Onifade, (2002) all agreed that the primary and overriding purpose and features of Social Studies programme is citizenship education. They also opined that knowledge and skills are necessary to process information, values, beliefs and social participation which are fundamental in achieving good citizenship.

Buying Behavior of Students

Buying behavior refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behavior as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015). Purchasing a product is not as complex as arriving at the decision whether to buy or not. This decision can be manipulated by organization through various promotional mix including advertising. Advertising is a form of non-personal communication about an organization or its product that is transmitted to a target audience through a mass/broadcast medium such as television, radio and billboard etc. but the medium that concerns this project is that of radio advertising. The radio advertising is a medium of advertising which is oral or vocal and has the widest reach of all the media in Nigeria. Radio message are received virtually in all rural and urban areas.

Effect of Radio Advertisement on Student Buying Behaviour

Radio advertising is an advertising platform that has been used by brands, products and services since 1922. The effect of radio advertising on a student's buying behaviour is tough to determine, the research that is available on radio advertising, in general, is far less in comparison to other advertising research studies in the marketing of brands, products and services (Efstathiou, 2020). Populist style of radio advertisements on sales promotions at retail stores is largely created with humor to on student buying behaviour. Listeners perceive humor and develop attitude towards communication and the brand. The purchase intentions are higher for humorous advertisements containing moderate incongruity than those conveying message directly (Pornpitakpan and Tan, 2000). Promotional efforts by manufacturing and retailing companies appear to focus on positive emotional appeal to influence consumers through radio advertisements (Yusuff and Yusuf, 2009). Different levels of buying behaviour were elicited by different commercials of retail stores. The most memorable advertisements among radio listeners have been those that evoked the most positive feelings and were the best understood. However, need to acquire product significantly affect a person's interpretation and emotional experience of a commercial (Mai and Schoeller, 2009). The retail industry largely dominates commercial radio stations who bought advertising time in a variety of forms and were broadcast to generate awareness among consumers. As the radio commercials contain more sales information, could drive consumer decisions based on competitive dynamics and organizational fitness (Lippmann, 2007). The differential effects of advertising campaign of leading and challenger retail firms on expected sales of products reveal that radio advertisements produce substantial arousal among consumers and enhance volume of sales in various outlets of retail stores. Thus

retailing firms replicate this advertising strategy in large cities and metropolitan areas during different leisure sales seasons (Panagopoulos and Green, 2008).

Methods

The study was conducted in Nigeria. Correlational survey research design was adopted for the study with the population comprising of all lecturers and students of mass communication and social studies. Proportionate sampling technique was used to select 20 lecturers and 200 students giving a total of 220 respondents that constituted the sample size for the study. The Instrument used in this study for data collection was a questionnaire titled “Women’s Involvement in Radio Advertisement and Students’ Buying Behaviour Questionnaire “(WIRASBBQ)”. Face and content validation of the instrument was carried out by an expert in test measurement and evaluation from Nigeria to ensure that the instrument has the accuracy, appropriateness and completeness for the study. Cronbach Alpha technique was used to determine the level of reliability of the instrument. The reliability coefficient obtained was 0.80 and this was high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical techniques such as independent t-test analysis. The test for significance was done at 0.05 alpha levels.

Results

Research Questions One: The research question sought to find out the extent of women involvement in radio advertisement in Nigerian tertiary institutions. To answer the research question, percentage analysis was performed on the data, (see table 1).

Table 1: Percentage analysis of the extents of women involvement in radio advertisement in Nigerian tertiary institutions

EXTENTS	FREQUENCY	PERCENTAGE
VERY HIGH EXTENT	85	38.64**
HIGH EXTENT	58	26.36
LOW EXTENT	45	20.45
VERY LOW EXTENT	32	14.55*
TOTAL	220	100%

** The highest percentage frequency

* The least percentage frequency

SOURCE: Field survey

The above table 1 presents the percentage analysis of the extents of women involvement in radio advertisement in Nigerian tertiary institutions. From the result of the data analysis, it was observed that the highest percentage (34.64%) of the respondents affirmed that the extents of women involvement in radio advertisement in Nigerian tertiary institutions is very high, while the least percentage (14.55%) of the respondents stated that the extents of women involvement in radio advertisement in Nigerian tertiary institutions is very low.

Research Question Two: The research question sought to find out the influence of radio advertisement on students’ buying behaviour. In order to answer the research question, descriptive analysis was performed on the data collected as shown in table 2.

Table 2: Descriptive statistics of the influence of radio advertisement on students' buying behaviour.

Variable	N	Arithmetic mean	Expected mean	R	Remarks
Buying Behaviour	220	13.78	12.5	0.71*	*Moderately Strong Relationship
Radio Advert		12.41	12.5		

Source: Field Survey

Table 2 Present the result of the descriptive analysis of the influence of the influence of radio advertisement on students' buying behaviour. The two variables were observed to have moderately strong relationship at 71%. The arithmetic mean as regards buying behaviour (13.78) was observed to be greater than the expected mean score of 12.5. In addition to that, the arithmetic mean for radio advertisement (12.41) was observed to be higher than the expected mean score of 12.5. The result therefore means that there is remarkable influence of radio advertisement on students' buying behaviour.

Hypothesis Testing

The null hypothesis states that there is no significant influence of radio advertisement on buying behaviour of students. In order to test the hypothesis, regression analysis was performed on the data, (see table 3).

TABLE 3: Regression Analysis of the influence of radio advertisement on buying behaviour of students

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.71	0.50	0.50	1.56	0.50

***Significant at 0.05 level; df= 218; N= 220; critical R-value = 0.139**

The table shows that the calculated R-value 0.71 was greater than the critical R-value of 0.139 at 0.5 alpha levels with 218 degree of freedom. The R-Square value of 0.50 predicts 50% of the influence of radio advertisement on buying behaviour of students. This rate of percentage is highly positive and therefore means that there is significant influence of radio advertisement on buying behaviour of students. It was also deemed necessary to find out the influence of the variance of each class of independent variable as responded by each respondent (see table 4).

Table 4: Analysis of variance of the influence of radio advertisement on buying behaviour of students

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	542.33	1	542.33	221.73	.000 ^b
Residual	533.20	218	2.45		
Total	1075.53	219			

a. Dependent Variable: Students Buying Behaviour

b. Predictors: (Constant), Radio Advertisement

The above table 4 presents the calculated F-value as (221.73) and the critical f-value as (.000^b). Being that the critical f-value (.000^b) is below the probability level of 0.05, the result

therefore means that there is significant influence exerted by the independent variables (Radio Advertisement) on the dependent variable which is Students Buying behavior. The result therefore means that there is significant influence of radio advertisement on buying behaviour of students. Therefore, the result is cognate to the research findings of Lippmann, (2007) noted that as the radio commercials contain more sales information, could drive consumer decisions based on competitive dynamics and organizational fitness. The differential effects of advertising campaign of leading and challenger retail firms on expected sales of products reveal that radio advertisements produce substantial arousal among consumers and enhance volume of sales in various outlets of retail stores (Panagopoulos and Green, 2008). The significance of the result caused the null hypotheses to be rejected while the alternative was accepted.

Conclusion

The study concluded that radio serves as an accompaniment to the rhythms of daily life. Radio reaches messages to illiterates, neo-literates and highly educated receivers simultaneously. Also, it was observed in the study that women also tend to evaluate and weigh the various sources to process the message and determine what steps to take next. Women's reasoning processes are less task-oriented and more compartmentalized than men's are. Women's decision-making processes are characterized as being incremental reasoning processes, where each piece of information builds on the previous information that is taken in. Therefore, the study reveals that there is significant influence of radio advertisement on buying behaviour of students.

Recommendation

1. Individuals and organizations should not underrate the power of radio advertisement because of modern telecommunication tool. Hence, the unlimited potentials of the radio advertisement should be well utilized.
2. Every member of the society has been properly groomed to function well in such society by developing abilities for social responsibilities. Therefore, both male and female should pay more attention on radio advertisement in order to increase their citizenship education.

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