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FARMERS' PERCEPTION OF "LATOJU OJA" RADIO PROGRAMME IN IDDO LOCAL GOVERNMENT AREA OF OYO STATE, NIGERIA

T. O. A. BANMEKE ^{1*} AND S. O. ADEOGUN²

¹Department of Agricultural Extension and Rural Development, Federal University of Agriculture, P.M.B. 2240 Abeokuta, Postcode 110001. Nigeria.

²Department of Agricultural Administration, Federal University of Agriculture, P.M.B. 2240, Abeokuta, Nigeria.

*Corresponding author: tajudeenbanms@yahoo.com

ABSTRACT

Radio is noted to be one of the most important sources of reaching farmers in many developing countries because of its cheapness and wide coverage. The study assessed farmers' perception of "Latoju Oja" radio programme of Radio Nigeria in Iddo Local Government of Oyo State Nigeria. Three major towns were purposively selected because of their high commercial and farming activities. From each town thirty-five respondents were selected using the snowball technique to make one hundred and five respondents for the study. Descriptive and inferential statistics such as frequency counts, percentages and chi-square analysis were used in analyzing the data obtained. The study revealed that 60% of the respondents were 40 years and above, 95% were male, 88% were married while majority (68.8%) of the respondents indicated that they had completed secondary school education, with very few (5%) attending tertiary institutions. The programme listened to "regularly" by the respondents on radio were news (75.2%), religious issues (51.2%) and agricultural issues (48.7%). On respondents' frequency of listening to "Latoju Oja" programme, 57.5% listen regularly while 35% listen occasionally. The study revealed that the respondents are positively disposed to "Latoju Oja" radio programme. Chi-square analysis showed that there were no significant associations between sex, religion, marital status and respondents' perception, while age and educational level showed significant associations with farmers' perception. In addition, Chi-square analysis showed that no significant association exists between the respondents' listening frequency and perception of "Latoju Oja" Programme. The study concluded that more markets should be included in the radio programme, since farmers have positive disposition to the programme to enable farmers have a more detailed knowledge of commodities prices in more markets in the area.

Keywords: Radio, programme, market, information, perception

INTRODUCTION

Communication has been in existence since man's creation and the entire world will come to a halt or a complete standstill if we do not and cannot communicate. Most of

the things we see in today's world are a means to satisfy this impulse or need for communication. Radio communication can be labeled as a very indigenous invention by human intelligence that served the need of

mass communication or distant communication. Communication could be used to persuade with such messages geared towards changing the receivers view on an issue, make him change his beliefs, opinions or attitude enough to guarantee the possibility of achieving the desired change (Adebayo, 1997).

Ranjan (2011), posited while commenting on the concept of communication that it lies at the core of any extension programme. Without good communication, new concepts or technologies will not reach the people who might benefit from them. According to Odetoyinbo (1998), every society finds communication as a hub and lubricant for mutual existence of its members. Knowledge and more broadly information enables farmers to bring about improvement to their environment and agricultural activities as well as creates new income and employment opportunities. High illiteracy rate and low level of schooling among disadvantaged groups, especially women, in many developing countries limit the ability to lift them out of poverty (Sharma, 2011).

Effective dissemination of agricultural information is a necessity for the rapid development of the agricultural sector of any economy. This applies not only to developing countries like Nigeria, but also to the developed nations. Agricultural information is presented as agricultural news, documentaries, interviews, agricultural magazine programmes, drama sketch, and discussion programmes among others. Such information include technological innovations, reliable scientific findings, information about prominent disease outbreak and its control, market situation, market prices and forecasts among others.

Radio has remained an important source of

information and as a medium of entertainment to its numerous and diversified listeners. Though cell phones, computers and television are increasingly becoming popular as forms of mass communication, radio is still the least expensive and most wide spread communication technology especially in rural areas in many developing countries. In corroborating this assertion, Theobald (2011) posited that many of the people listening to radio in Africa are farmers. Also, in India there is a large dependence on radio which has been attributed to the excellent reception of farm radio programmes, easy access, convenience and affordability of listening to radio (Singh, 2007).

The mass media generally have been acclaimed the world over as a great multiplier of ideas. The transistorized radio, particularly because of its relative cheapness and ubiquity has been seen as the best means of reaching a far-flung illiterate population since radio transcends the barrier of illiteracy. Radio as a popular medium among rural people should therefore be used in creating initial awareness as well as in feeding information into discussion forums (Soola, 1988).

One of the factors that has limited agricultural production in this part of the world is the inappropriate pricing of agricultural produce especially farm-gate prices which serve as a disincentive for farmers. This is as a result of middlemen that buy agricultural produce at rock-bottom prices but eventually sell such produce at exorbitant prices to the end-buyers.

It was due to the realization of all this important nature of radio and the need to give farmers an edge in the pricing of their commodities that the radio programme "Agricultural Commodity Prices" was initiated by the National Agricultural Extension

and Research Liaison Services (NAERLS), an outreach extension service of the Federal Ministry of Agriculture and Water Resources through the Ahmadu Bello University, Zaria.

Radio broadcasting of prices of selected agricultural commodities was conceived to bridge the wide gap of timely provision of market information to the diverse target users such as small scale producers, merchants, agents, processors, industrialists and consumers. A mixture of rural and urban markets located in Zaria, Kaduna State, Bida, Niger State, Bodija, Oyo State, Maiduguri, Borno State, Umuahia, Abia State and Eleme Port Harcourt, Rivers State are used to capture weekly prices of 25 selected agricultural commodities using standard and familiar measures. Within a period of 2 days, the information is aired weekly with repeat editions on Federal Radio Corporation of Nigeria (FRCN) stations of Abuja, Kaduna, Enugu and Ibadan as well as Borno State Radio and Television Corporation and Rivers State Radio, Port Harcourt. The broadcast is in seven languages of English, Hausa, Yoruba, Igbo, Kanuri, Pidgin English and Nupe (NAERLS, 2008). The Yoruba version of the programme is tagged "*Latoju Oja*".

Some of the selected commodities for agricultural commodity prices include: cowpea (white and brown), rice (milled and paddy), melon (Egusi), soybean, garri, maize (white and yellow), sorghum, palm oil, smoked fish, egg, fresh tomato, groundnut (shelled and unshelled) and dried ginger, (NAERLS, 2008).

The broad objective of this study was to assess farmers' perception of "*Latoju Oja*" radio programme as a source of marketing information in Iddo Local Government

Area of Oyo State.

The specific objectives of the study were to: describe the personal characteristics of farmers in the study area; examine the types of programmes that farmers listen to on radio; ascertain the frequency of listening to the radio programme "*Latoju Oja*"; and determine farmers' perception of "*Latoju Oja*" radio programme in the study area. The hypotheses tested in this study were stated in null form that "there is no significant association between selected personal characteristics of respondents and their perception of "*Latoju Oja*" programme" and that "there is no significant association between respondents' frequency of listening and their perception of "*Latoju Oja*" programme.

METHODOLOGY

The study was conducted in Iddo Local Government Area of Oyo State. The Local Government Area was created in May 1989 with its headquarters at Ido and was carved out of Akinyele Local Government Area. It shares boundaries with Oluyole, Ibarapa, Akinyele and Ibadan Municipal Local Government Areas in Oyo State and Odeda Local Government Area in Ogun State. On account of the extensive fertile soil which is suitable for agriculture, the basic occupation of the people is farming. Among the major towns within Iddo Local Government Area are Ijokodo, Ido, Omi-Adio, Apata, Akufo, Apete, Ologuneru and Bakatari. The Local Government Area falls within the forest region, which is high in humidity and favours the cultivation of tree and arable crops. The Local Government Area lies between Latitude 6°54' and 9°45' North of the equator and Longitude 2°3' and 5°13' East of the Greenwich meridian. It covers a total 800Sq. Km .

Among the major towns in the local govern-

ment areas, three towns namely Omi-Adio, Ologuneru, Akufo were purposively selected because of their high commercial and farming activities. The snowball technique was used to select thirty-five respondents per town to give one hundred and five respondents. Out of one hundred and five respondents, questionnaires from eighty respondents representing, 76.2% of the study instrument were found useful for the study. Descriptive and inferential statistics such as frequency counts, percentages and chi-square were used in analyzing the data obtained.

RESULTS AND DISCUSSION

Personal characteristics of respondents Result in Figure 1 reveals that 37.5% of the respondents were between the ages of 40-49 years, while 25.0% were between 30-39 years of age. This indicates that most of the respondents are in their active ages. This finding is in contrast with the findings of Adeogun (2008) who reported that cocoa farmers in Nigeria are getting older and there is an urgent need for their replacement by younger farmers. In addition, Figure 2 shows that 95.0% of the respondents were male, while 5.0% were female. This finding implies that more males probably show more interest in agricultural related

programmes when compared with their female counterparts in the rural areas. This may again be attributed to male ownership of radio when compared with their female counterparts. Radio is therefore an important form of mass media for information dissemination. It is a medium through which improved and new agricultural ideas, such as marketing information are made available to farmers. Radio is a cheap and highly accessible means of disseminating information, especially in rural areas. However, Woodard and Omolo (2013) are of the view that radio promotes a one-way flow of information between the broadcaster and the receiver which is better suited for passive consumption of information such as weather reports and market prices.

Radio is also classified as a form of traditional ICT unlike other modern ICTs. Odame *et al* (2002) and Arokoyo (2005) stated that ICTs cover a wide range of equipment and services. According to them, in agricultural extension, ICTs include radio, television, fixed and mobile phones, short message services, World Wide Web, search engines, packet digital assistants, cameras, video, e-mail, computer, contact data bases and systems, CD-Rom, DVD and web publishing.

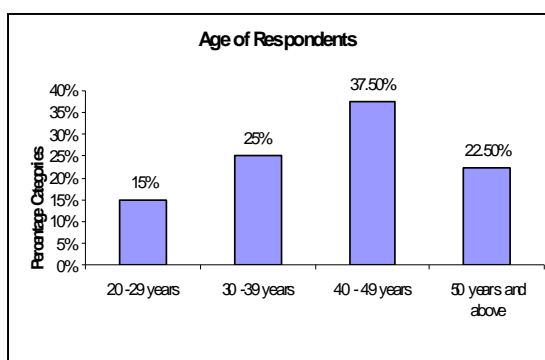


Figure 1: Bar chart showing respondents' age distribution

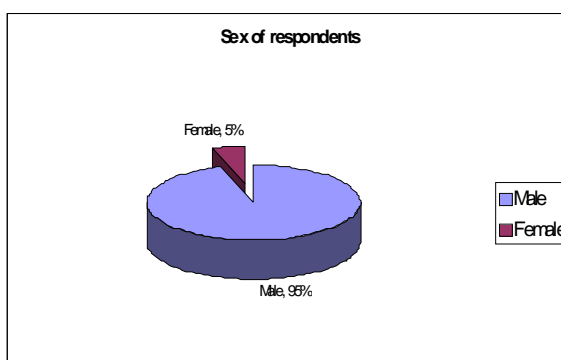


Figure 2: Pie chart showing the sex of respondents

Table 1 shows that majority (88.8%) of the respondents in this study indicated that they were married. This is expected considering the fact that the age of the respondents as shown in Figure 1 is within the age category where marriage is considered important in the study area. With regards to respondents' educational status, majority (68.8%) of the respondents indicated that they had completed secondary school education, while very few (5%) had attended a tertiary institution. It is envisaged that this relatively low level of education should not adversely affect their ability to obtain useful and vital information being passed across in the programme because information dissemination

on radio is not limited by the educational attainment of the listeners. This is because programmes can be broadcasted in the local dialect of these listeners.

As expected since the study was carried out in a rural area, more than half (55%) of the respondents' indicated that their occupation was farming, this was followed by civil service job (23.8%) and trading (16.2%). This may be adduced to the proximity of the study area to Ibadan city with people residing in the area taking up paid jobs in the nearby city and engaging in farming on part-time basis.

Table 1: Frequency distribution showing the personal characteristics of the respondents

Characteristics	Frequencies	Percentages
Marital status		
Single	7	8.8
Married	71	88.7
Widowed	2	2.5
Total	80	100.0
Educational status		
Primary education	20	25.0
Secondary education	55	68.8
Tertiary education	4	5.0
None	1	1.2
Total	80	100
Respondents' Occupation		
Farming	44	55.0
Trading	13	16.2
Civil Service Job	19	23.8
Private company	4	5.0
Total	80	100.0

Source: Field Survey 2010

Types and frequency of radio programmes listened to by the respondents

Some of the various programmes that farmers often listen to on radio is presented in Table 2. Findings in Table 2 reveals that majority of the respondents (75.2%) regularly listen to news on radio, while 51.2% regularly listen to religious programmes and 47.5% regularly listen to agricultural programmes. The least patronized radio programme is the talk on social issues (7.5%).

The trend of this finding indicates that farmers listen to news programmes in order to be enlightened about happenings around them. Furthermore, agricultural programmes are some of the programmes farmers regularly listen to on radio. This is an indication that radio remains a veritable tool for agricultural information dissemination as posited by numerous researchers (Woodard and Omolo, 2013, Olowu and Oyedokun, 1999).

Table 2: Distribution of types and frequency of listening to programmes on radio by respondents

Radio Programme	Regularly	Occasionally	Rarely	Never
News	75.2	25.0	3.8	0.0
Drama	10.0	36.2	33.8	20.0
Sports	21.2	38.8	31.2	8.8
Talk on social events	7.5	46.2	32.5	13.8
Agricultural	48.7	47.5	3.8	0.0
Religious	51.2	33.8	10.0	5.0

Source: Field Survey 2010

Respondents' frequency of listening to the agricultural radio programme "Latoju Oja"

The frequency of listening to "Latoju Oja" which is aired on FRCN Ibadan station on a weekly basis is presented in Figure 4. Findings as indicated on Figure 4 shows that 57.5% of the respondents regularly listen to the radio programme "Latoju Oja", 35.0%

listen occasionally, while 7.5% rarely listen to the programme. This implies that most of the respondents listen to the programme frequently. This would most likely have a positive influence on the farmers' ability to effectively dispose their produce as they would be better informed of the prevailing market prices of various agricultural produce.

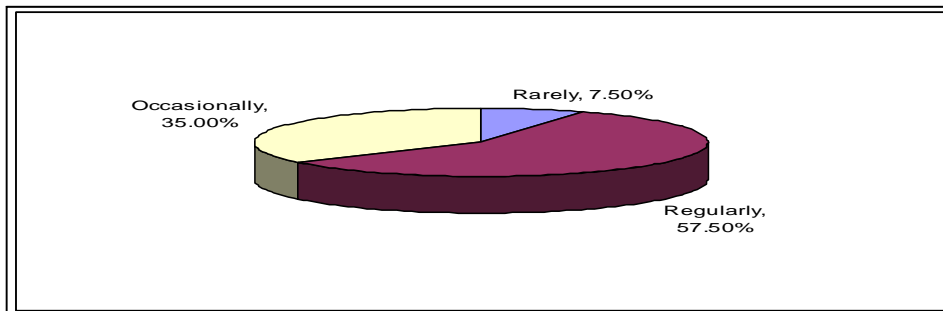


Figure 4: Pie chart showing respondents' frequency of listening to the agricultural radio programme "Latoju Oja".

Respondents' perception of the agricultural radio programme "Latoju Oja"

Table 4 reveals that most of the respondents of this study were averse to the perceptual statement that the programme

was difficult to understand ($\bar{x} = 4.7$). This may be adduced to the fact that the programme is aired in the local language of these respondents and the contents presented in a simple format. Results further indicated that the respondents were not in agreement with the statement that marketing information in the programme is not

well disseminated ($\bar{x} = 4.7$). This is an indication that they were able to obtain vital marketing information from the programme that was considered necessary for their marketing needs. Respondents of the study had a favourable disposition about the programme with an overall mean of 4.3. This finding can be considered veritable because of the assertions that radio is important in information dissemination to farmers in developing countries.

Testing of Hypotheses

Hypothesis 1

The hypothesis that there is no significant association between selected personal characteristics of respondents and perception of

"Latoju oja" was tested using Chi-square analysis and the result is presented in Table 5. Findings show that there were significant associations between the respondents' age ($\chi^2=16.97$, $p<0.05$), educational level ($\chi^2=23.97$, $p<0.05$) and perception of "Latoju oja" programme. This implies that respondents that are older and those with high level of education had a better perception of the radio programme. It would have been envisaged that the level of education of farmers will not affect their perception because radio broadcast transcends the barriers of illiteracy.

Findings further indicated no significant associations between respondents' sex ($\chi^2=0.628$, $p>0.05$), religion ($\chi^2=0.388$, $p>0.05$), marital status ($\chi^2=0.350$, $p>0.05$) and perception of "Latoju Oja" programme. A significant association would have been expected between sex and perception basically because of the assumption that more female are into the marketing of agricultural produce. However, this is an indication the males are not totally excluded from issues relating to marketing of agricultural produce.

Table 4: Respondents' perception of "Latoju Oja" radio programme

Perception Statements	Strongly Agree	Agree	Undecided	Dis-agree	Strongly Dis-agree	Mean
The programme is informative	24 (30.0)	56 (70.0)	0 (0.0)	0(0.0)	0(0.0)	4.3
The programme is educative	26(32.5)	54 (67.5)	0 (0.0)	0 (0.0)	0 (0.0)	4.3
The language used is appropriate	37 (46.2)	43 (53.8)	0 (0.0)	0(0.0)	0(0.0)	4.4
The duration of the programme is appropriate	15(18.8)	58 (72.5)	1 (1.2)	6 (7.5)	0 (0.0)	4.0
The timing is not appropriate	0 (0.0)	6 (7.5)	1 (1.2)	51(63.8)	24(30.0)	4.2
The purpose of the programme is well defined	18(22.5)	60 (75.0)	0 (0.0)	0 (0.0)	2 (2.5)	4.2
The programme is relevant to my marketing needs.	15(18.8)	60 (75.0)	1 (1.2)	4 (5.0)	0 (0.0)	4.0
Marketing information in the programme is adequate	14(17.5)	66 (82.5)	0 (0.0)	0 (0.0)	0 (0.0)	4.2
Marketing information is not well disseminated	0 (0.0)	4(5.0)	0 (0.0)	9(11.2)	67(83.8)	4.7
I have problems understanding the programme	0 (0.0)	4(6.2)	0 (0.0)	68(85.0)	8(8.8)	4.7

Overall mean = 4.3

Figures in parenthesis are percentages

Table 5: Results of Chi-square analysis showing association between selected personal characteristics of the farmers and their perception of "Latoju oja" programme

Variables	χ^2	Degree of freedom	Probability level	Decision
Sex	0.628	2	0.731	Not Significant
Religion	4.135	4	0.388	Not Significant
Age	16.974	6	0.009	Significant
Marital status	4.434	4	0.350	Not Significant
Educational level	23.978	6	0.001	Significant

Source: Field Survey 2010

Hypothesis 2 that "there is no significant relationship between respondents' frequency of listening and their perception of "Latoju Oja" programme" was tested using Chi-square analysis.

Findings in Table 5 reveals that the respondents frequency of listening to the pro-

gramme "Latoju oja" was not significantly associated with their perception of "Latoju oja" radio programme ($\chi^2=1.881$, $p>0.05$), therefore, the null hypothesis is accepted. This may be attributed to the rich content of the programme and the frequency of listening to the programme does not affect respondents' perception of the programme.

Table 5: Results of Chi-square analysis showing association between respondents' frequency of listening and their perception of "Latoju Oja" radio programme

Variables	χ^2	Degree of freedom	Probability level	Decision
Frequency and perception of the programme	1.881	2	0.391	N.S

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study the following conclusions are drawn; majority of the respondents of this study were male and had secondary level of education. Many of the respondents listen to the programme regularly and they had a favourable perception of the programme. It was recommended that:

The programme should be sustained because of the favourable disposition towards it as most agricultural radio programmes are not often aired continuously over a long period.

There should be more sensitization about the programme to encourage and enhance increased listenership among farmers.

More markets and commodities should be included in the programme, to enable farmers have a more detailed knowledge of commodities prices in more markets.

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