



ISSN: 2465-7471

ILORIN Journal of Marketing (IJM)

Volume 6, No 2, 2019

A Publication of
Department of Marketing
Faculty of Management Sciences
University of Ilorin, Ilorin, Nigeria
E-mail: ijm@unilorin.edu.ng
www.unilorin.edu.ng

© Department of Marketing,
Faculty of Management Sciences,
University of Ilorin, Ilorin,
Nigeria

Copy right 2019.

All right reserved.

Reproduction of any part of this journal beyond that permitted by the Nigeria Copyright Act without the expressed written permission of the Copyright holder is unlawful. Request for such permission or further information should be addressed to The Editor - in - Chief, Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria
E-mail: ijm@unilorin.edu.ng

Published December 2019

By Department of Marketing,
Faculty of Management Sciences
University of Ilorin,
Ilorin, Nigeria
E-mail: ijm@unilorin.edu.ng
mustapha.yi@unilorin.edu.ng,
ismyoriss@gmail.com

Printed by:
Unilorin Press

ISSN: 2465 - 7417

Disclaimer

The responsibility of the contents and the opinions expressed in *Ilorin Journal of Marketing* is exclusively of the authors(s) concern. The publisher/editor of the journal is not responsible for errors in the contents or any consequences arising from the use of information contained in it. The opinions expressed in the research papers/articles in this journal do not necessarily represent the views of the publisher/editors.

Editorial Advisory Board Members

- Prof. M.A. Ijaiya:** Dean, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Prof. J. O. Olujide:** Department of Business Administration, University of Ilorin, Ilorin
- Prof (Mrs.) S. L. Adeyemi:** Department of Business Administration, University of Ilorin, Ilorin
- Prof. J.J Adefila:** Dept. of Accounting, Faculty of Management Sciences, University of Maiduguri, Borno State.
- Prof. E.O. Oyatoye:** Dept. of Business Administration, University of Lagos, Nigeria.
- Prof. Dauda Adbulsalam:** Department of Business Administration, Faculty of Management Sciences, Usmanu Danfodiyo University, Sokoto, Sokoto State.
- Prof. S. A. Adebola:** Department of Business Administration & Marketing, Babcock University, Ilesha Remo, Ogun State.
- Prof. R. I. Akindele:** Department of Management and Accounting, Faculty of Administration, Obafemi Awolowo University, Ile-Ife.
- Prof. E. O. Oni:** Department of Entrepreneurship and Business Studies, Federal University of Technology, Minna, Niger State, Nigeria.
- Prof. M. Samaila:** Department of Marketing, School of Management Sciences, National Open University of Nigeria (NOUN), Lagos
- Prof B. A. S. Muhammad:** Department of Accounting, Faculty of Management Sciences, Usmanu Danfodiyo University, Sokoto, Sokoto State.
- Prof. F. O. Boachie-Mensah :** Department of Marketing & Supply Admin Management, University of Cape Coast, Ghana.
- Prof. R. Boohene:** Centre for Entrepreneurship and Small Enterprise Development, University of Cape coast, Ghana
- Dr.A.A.Adewale:** International Islamic University, Malaysia.
- Dr.A. Medupin:** Acting Dean, College of Management Sciences, Al-Hikmah University, Ilorin, Kwara State, Nigeria.
- Dr. I. F. Asiegbo:** Department of Marketing, University of Port Harcourt, Nigeria.
- Dr. C. N. Ogbuji** Department of Marketing, University of Port Harcourt, Nigeria
- Dr. Afees O. Yusuf:** Department of International Management and Innovation, Middlesex University Business School, Middlesex University London.
- Dr. Isa AbdulRaheem:** Dean, School of Business and Governance, Kwara State University, Malete, Kwara State, Nigeria.

Editorial Team

- Dr. Y. I. Mustapha:** Editor-in-Chief, Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Prof. R.A. Gbadeyan:** Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Prof. M.A. Aremu:** Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Prof. U. Gunu:** Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. (Mrs) O.F. Osemene:** Department of Accounting, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. A. Kazum:** Department of Accounting, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. J.O. Adeoti:** Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. S.B. Isiaka:** Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. I.B. Kadiri:** Department of Industrial Relations & Personnel Management, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. Khadijat A. Yahaya:** Department of Accounting, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. I. IAun:** Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. K.A. Bello:** Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. E.O. Imouokhome:** Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. M. Abdulraheem:** Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin.
- Dr. A.A. Atolagbe:** Department of Educational Management, Faculty of Education, University of Ilorin, Ilorin.

Editorial

You are all welcome to *Ilorin Journal Marketing (IJM)* a publication of the Department of Marketing, Faculty of Management Sciences, University of Ilorin, Nigeria. This edition of the Journal contains ten well researched contemporary issues met to advance the extant knowledge in the fields of marketing management and other related disciplines.

The first paper written by Ighomereho addresses Service quality and behaviour of automated machine users in Lagos State. The paper finds that the service quality dimensions have a statistically significant positive influence on ATM usage behaviour in the study area.

The research conducted by Ajeigbe, Abdulraheem and Mustapha examines the extent to which emotional intelligence affects public service delivery in the Kwara State public service. The results demonstrated that emotional intelligence enhances public service delivery.

The third paper, written by Rahim, Omoera and Bakare explores the relationship between mobile commerce adoption and users' satisfaction among postgraduate students of the University of Lagos, Nigeria. The paper discovered that all four dimensions of mobile applications are positively associated with one another and predicted users' satisfaction.

The fourth paper authored by Bello and Jatto determines the effect of radio jingles on the patronage of anti-malaria drugs in Kwara State. Findings of the study indicated that simple and catchy jingles, funny jingles and jingles in local dialects impacted on the patronage of anti-malaria drugs by rural dwellers in the Kwara States.

The fifth paper which is written by Ogah and Akinkuotu look at the extent to which Benin Electricity Company regular and adequate supply of electricity leads to customers' satisfaction. The paper discovered that Benin Electricity Company's customers do not derive satisfaction from the mode of electricity billing.

The sixth paper is a research conducted by Lawal which investigates the interplay between work-family balance and employees' performance of selected financial institutions in Ilorin metropolis. The results of the study indicated that work-family balance has a positive influence on employee performance in the study area.

The seventh paper is that of Ajibade, it assesses the volatility in staple crops prices in the pre- and post-market liberalization era in Nigeria. The study found that

volatility in the prices of the three crops examined astronomically increased in the post-liberalization era and that maize prices were found to be the most volatile in the period under review.

The eighth paper by Okpara, Zekeri, Gbadeyan and Salau examines the effect of customer co-creation strategies on the market shares of Seven-Up Bottling Company Limited in Southern Nigeria. The paper discovered that customer co-creation as a customer-driven strategy significantly influences market shares.

The ninth paper conducted by Salami, Ayinde, Akinsola, Awoyemi and Akinsuyi is an economics analysis of Yam flour marketing in Ilorin metropolis of Kwara State, Nigeria. The results indicated that yam flour marketing approaches perfect competition and inadequate access to credit facilities, high cost of transportation as well as seasonality of yam were the major problems militating against the efficient marketing of yam flour in the study area.

The last paper authored by Akanbi, Ajeigbe, and Abdurraheem evaluates the effect of conflict management dynamics on job satisfaction at the University of Ilorin Teaching Hospital Ilorin, Kwara State. Findings of the study revealed that health service workers were dissatisfied with the conflict management dynamics such as headship tussles, pay structure and reward system in the study area.

We appreciate the Editorial Advisory Board Members and the Editorial Team of IJM for all kinds of supports provided which made this edition of the journal to see the light of the day. We are also grateful to our anonymous reviewers for diligently reviewing and adding value to the articles assigned to them. To our numerous contributors, we say thank you for your patronage despite the journal rigorous reviewing processes.

It is our hope that you will enjoy reading this edition of the Journal as it contains well researched and diverse topical empirical issues. We welcome constructive comments, observations and criticisms on any area of the Journal as this will enhance the quality of our work.

Mustapha Yusuf Ismaila Ph.D.

Editor in Chief,

Ilorin Journal Marketing,

Department of Marketing

University of Ilorin, Ilorin, Nigeria

Email: Mustapha.yi@unilorin.edu.ng or ismyoriss@gmail.com

GSM: +2348038364191

INSTRUCTION TO CONTRIBUTORS

Ilorin Journal of Marketing (IJM) is double blind peer-reviewed journal published bi-annually by the Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria. Ilorin Journal of Marketing is dedicated to increase the depth of knowledge about marketing and related disciplines with the ultimate aim of adding value to knowledge. The Journal gives focus to all (but not restricted) areas of marketing management

Guide lines for paper submission

All submissions should be original papers that have not been accepted for publication or undergoing review process from other journal outlets.

Organization of Manuscript

Manuscripts should be arranged in the following sequence:

Title Page - This should contain the following information: A concise title of the paper, Name (s) of Author (s), Institutional Address, e-mail and GSM Nos of all the authors. Please indicate the corresponding author in case of multiple authors. All these should be in the first page of the manuscript. The next page should begin with the title of the paper followed by an **Abstract** (The abstract should be written in English and must not exceed 200 words and a maximum of 7 key words). The latest edition of American Psychological Association (APA) 6th reference format should be followed.

Submission of Manuscripts

All papers should be clear and concise (MicroSoft Word), double space on A4-size paper (210mm x 297mm) on one side of the paper only; allowing 1 inch margin on all sides. The font size should be 12 point and the font style is Times New Roman. No paper should exceed 15 pages (5,000 words) including references, tables and illustrations.

Ilorin Journal of Marketing welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence.

Authors are invited to submit electronic copy of their manuscripts as attachment to: ijm@unilorin.edu.ng, ismyoriss@gmail.com, and drghadeyan@hotmail.com

The journal accepts papers throughout the years. Our objective is to inform authors of the decision on their manuscript(s) within four weeks of submission. All accepted articles become the copyright of Ilorin Journal of Marketing. Authors however, will be held responsible in case, copyright of others are violated.

NOTES ON CONTRIBUTORS

Ajeigbe, M.B. is an Adjunct Lecturer with Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Abdulraheem, I. is a Senior Lecturer and Ag. Head, Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Mustapha, Y.I. lectures at the Department of Marketing, University of Ilorin, Nigeria

Ighomereho, O. S. is a Lecturer with the Department of Business Administration and Marketing, Redeemer's University Ede Osun State.

Ogah, A.V. works with the Department of Marketing, Federal Polytechnic, Ado- Ekiti, Ekiti State.

Akinkuotu, P. E. is an academic staff with Department of Marketing, Federal Polytechnic, Ado- Ekiti, Ekiti State.

Lawal, I.O. lecture at the Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Ajibade, T. works with the Department of Agricultural Economics and Farm Management, Faculty of Agriculture, University of Ilorin, Ilorin, Nigeria.

Okpara, K.K. is a Doctoral student at the Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Zekeri, A. lectures at the Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Gbadeyan, R.A. is a Professor and current Head of Department of Marketing, University of Ilorin, Nigeria.

Salau, A.A. is an Adjunct Lecturer with Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Salami, M.F. is an academic at the Department of Agricultural Economics and Farm Management, Faculty of Agriculture, University of Ilorin, Ilorin Nigeria.

Ayinde O.E. is with the Department of Agricultural Economics and Farm Management, Faculty of Agriculture, University of Ilorin, Ilorin Nigeria.

Akinsola, G.O. is a lecturer with the Department of Agricultural Economics and Farm Management, Faculty of Agriculture, University of Ilorin, Ilorin Nigeria.

Awoyemi, A.O. lectures at the Department of Extension and rural development, Faculty of Agriculture, University of Ilorin, Ilorin, Nigeria.

Akinsuyi, M.A. is with the Department of Agricultural Economics and Farm Management, Faculty of Agriculture, University of Ilorin, Ilorin Nigeria.

Akanbi, L.K. is a Doctoral student at the Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State.

Bello, K.A. is a Lecturer with the Department of Marketing, University of Ilorin, Nigeria.

Jatto, A.A. is with the Department of Marketing, University of Ilorin, Nigeria.

Rahim, A. G. currently lectures at the Department of Business Administration, University of Lagos, Lagos, Nigeria.

Omoera, C.I. works with the Department of Business Administration, University of Lagos, Lagos, Nigeria.

Bakare, R.D. is an academic staff at the Department of Business Administration, University of Lagos, Lagos, Nigeria.

Volume 6, Number 2, 2019

Contents	Pages
Service Quality and Usage Behaviour: A Study of Automated Teller Machine (ATM) Users in Lagos State, Nigeria <i>Ighomereho, O. Salome</i>	1
Emotional Intelligence in a Diversified Work Force and Performance of the Public Service in Kwara State <i>Mahmud Babatunde Ajeigbe, Issa Abdulraheem & Yusuf Ismaila Mustapha</i>	17
An Investigation of Mobile Commerce Adoption and Users' Satisfaction: Perspective of Postgraduate Students of University of Lagos. <i>Rahim Ajao Ganiyu, Omoera Charles Ighedoise & Bakare Rasaki Daisi</i>	30
Effect of Radio Jingles on the Patronage of Anti-Malaria Drugs by Rural Dwellers in Kwara State. <i>Bello, Kamal Asola (Ph.D.) & Jatto, Abdulmajid Adewale</i>	47
Efficient Service Delivery and Benin Electricity Distribution Company's Customers Satisfaction in Ado-Ekiti Metropolis <i>Ogah Arome Victor & Akinkuotu Prisca Enovwo</i>	60
Interplay between Work Family Balance and Employees' Performance of Selected Financial Institutions at Ilorin Metropolis <i>Ibrahim Olanrewaju, Lawal</i>	73
Assessing Volatility in Staple Crops Prices in the Pre- And Post Liberalization Era in Nigeria <i>Ajibade Toyin, Ph.D</i>	95
Effect of Customer Co-creation on Performance of Carbonated Soft Drink Company In Nigeria <i>Kelechi Kyrian Okpara¹, Abu Zekeri Ph.D², R.A. Gbadeyan Ph.D³ and Abdulazeez Alhaji Salau Ph.D⁴</i>	111
Economic Analysis of Yam Flour Marketing in Ilorin Metropolis of Kwara State, Nigeria <i>Salami Mercy Funke, Ayinde Opeyemi Eyitayo Ph.D., Akinsola Grace Oluwabukunmi Ph.D., Awoyemi Adeseye Oluwasikemi & Akinsuyi Michael Ayodele</i>	123
Conflict Management Dynamics and Job Satisfaction in the Nigerian Health Sector <i>Akanbi Lanre Kamoru, AbdulRahemm Issa & Ajeigbe Mahmud Babatunde</i>	133

EFFECT OF RADIO JINGLES ON THE PATRONAGE OF ANTI-MALARIA DRUGS BY RURAL DWELLERS IN KWARA STATE.

Bello, Kamal Asola (Ph.D.) & Jatto, Abdulmajid Adewale

Department of Marketing, Faculty of Management Sciences,
University of Ilorin

E-mail: kamalasola@yahoo.com

Abstract

Given the government control on drug manufacturing and advertisement in Nigeria, Capital Media has been the only body allowed to undertake advertisement of drugs on behalf of the manufactures. Incidentally, among the available means of advertisement, jingles, drumming and radio jingles are the most common in the rural areas especially on malaria and other diseases. However, because of the belief in traditional and local herbs and adamant nature of the majority of rural dwellers to accept changes, less attention is put to advertisement even with availability of radio. Therefore, the objective of the study was to determine the effect of radio jingles on the patronage of anti-malaria drugs in Kwara State. The study employed survey design. The population of the study comprised of selected rural dwellers in the sixteen local government areas of Kwara State. Purposive sampling technique was employed because of easy accessibility to respondents and a sample size of 400 respondents was selected for the study using Yamane model. The sample was proportionally distributed based on the population size of each local government area using Kumar model. Data were collected through a structured questionnaire. Factor analysis was used to condense the key variables while multiple regression analysis was used for the analysis of data obtained with 0.05 significant level. The finding of the study was that simple and catchy jingles, funny jingles and jingles in local dialects have significant impact on the patronage of anti-malaria drugs by rural dwellers in Kwara States.

The study concluded that radio jingles have significant effect on the patronage of anti-malaria drugs by rural dwellers in Kwara State. The study recommended that companies producing anti-malaria drugs should investing more in audio jingles to further influence rural dwellers' interest in patronizing anti-malaria drugs.

Keywords: Radio Jingles, Stimulation of Interest, Rural Dwellers, Anti-Malaria Drugs and Self-Medication

INTRODUCTION

The word today has become saturated with advertising messages and the people do not seem to attach much importance to it any longer except those that are

melodiously packaged. The attitude of the people has therefore propelled the advertisers to deploy new strategies in ensuring that advertising messages are embraced by the audience. Advertising of malaria drugs in the rural areas is usually not taken with all seriousness by the rural dwellers and this nonchalant attitude of the majority of rural dwellers is largely due to the erroneous belief that local herb is efficacious in treating malaria, so they don't care to avoid mosquitoes' bites.

However, this development has become worrisome to Kwara State government hence it has been making serious efforts to address it. Saraki, (2008) opined that malaria accounts for 60% of hospital attendance by patients in Kwara State. It is also responsible for one (1) out of every ten (10) deaths during pregnancy and three (3) out of every ten (10) deaths of under 5 mortality. These indicators are worrisome and it portrays negative impacts on the productive and population growth of the economy with much as 25% loss of household earnings and 6% in the Gross Domestic Product (Saraki, 2008).

In order to prevent malaria in the State, the Kwara State government has been spending a huge amount of money to purchase mosquito nets, drugs with a dual launching of the 'malaria free' programme to fight the disease as well as making the malaria treatment for pregnant women and children within five years of age free. Similarly, anti-malaria drugs were distributed across the State in March 2016 for the continuity of 'malaria free' programme (Segun, 2017).

Although, various advertising media have played significant roles in ensuring that people are educated on the need to avoid mosquito bites but despite these efforts, rural dwellers still find it very difficult to attach necessary importance to advertising messages that mosquito bite is dangerous and it should be prevented as much as possible.

Radio jingles, is of interest to the rural dwellers because it involves music/songs which people do not forget easily. Even if they tend to forget it, other people such as children, teenagers and students in their neighbourhood are usually found of humming the music which will motivate rural dwellers to pay attention to it. Jingles can be easily recalled even if they have not been heard for years. Radio jingles play a more vital role in advertising due to melodious music that accompanies it, which makes the people to remember information from such commercials. This is usually embedded in someone's thoughts thereby ending up contemplating about the goods in question compared to other forms of advertising that involve only talking (Carlotta, 2001). Most other varieties of advertising call for continual renewal, but a jingle can last for decades, maintaining the products in people's brain and inspiring profits (Carlotta, 2001).

However, anti-malaria drugs come in tablet, capsule, as well as injection forms. Notable among the commonly used anti-malaria drugs are Amartem, Laridox, Artesunate, Lonart, Vitadar, Amalar, Artemef, Fansidar, Artemeter, and Combisunate. These drugs are easily identified by the buyers whenever they are recommended by doctors because they are very common.

Based on the foregoing, the study seeks to determine the effect of radio jingles on the patronage of anti-malaria drugs by rural dwellers in Kwara State. Also, in line with the objective, test the null hypothesis that: radio jingles do not have significant effect on the patronage of anti-malaria drugs by rural dwellers in Kwara State

LITERATURE REVIEW

Advertising is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor (Martin, 2006). The advertiser tries to spread his message and ideas to the prospective customers and diffuse information to them. By this method, he tries to popularise the products/services which is the basic aim of the activity (Martin, 2006). Kotler (2002), saw advertising to be a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. This include not only business firms, but also museums, charitable organisations, and government agencies that direct messages to target publics. Similarly, formal advertising involves the use of technology and more advanced communication facilities to disseminate information to the audience. This type of advertising uses electronic media such as radio and television. Also, it makes use of the internet to advertise which is usually not limited by distance or location and reaches the majority of targeted audience wherever they are located around the globe. (Kotler, 2002).

Meanwhile, a jingle is a short tune composed, for the purpose of advertising and other commercial uses. Jingles are usually catchy and cheerful little tunes that fit the product or service advertised. The jingle must be very catchy so as to associate a positive image with the company. In order to create a catchy jingle, a composer must understand the product, mention and repeat the name of the product or company, and be in a major upbeat key. The tempo should be fast-paced and with a cool or funny rhythm (Jared, 2001).

However, semiotics is being frequently used in advertising to signify an advertiser's message through the use of signs or symbols. However, a notable example of semiotics in advertising is jingle which involves sound (music) and the actual content of the music itself can also be a symbol for an advertised product or message. Other examples include images, text as well as *process* (Jared, 2001). *Majority of rural dwellers are non-literate who understand signs or symbols better than any*

other forms of advertising because of the fact that images, sound as well as text that can be seen physically and heard which signifies the advertiser's message and impliedly giving meanings to the message being passed across.

Jingles should be simple and any words that slow down the song or produce an awkward verse should be jettisoned. Lastly, jingles should suggest some sort of relationship between product and person whether that person is an individual or an entire group of people. Sometimes consumers pass on a product because they don't quite understand the relationship between product and consumer. An advertisement with a jingle makes this relationship clear (Jared, 2001). Radio Jingles can be referred to as all elements of radio station branding or identification which those station branding elements that are either musical or sung (imaging). However, a radio jingle is formed in a studio by session singers and sub-contracted to specialist radio jingle producers who will create musical sound and melody along with the recording the session singers. These elements will be sent for editing at the radio station by local radio producers before they are broadcast in between songs before, during or after commercial breaks (Wikipedia, 2014). Therefore, advertising through radio has three major advantages which include cost effectiveness, time efficiency and measurability of results.

Meanwhile, Mateo (2017) pointed out the benefits derivable from advertising via radio over all other forms of advertisement because they are enormous as they include the following: close contact, considerations, function, as well as potential.

The study made use of anti-malaria jingles aired on Radio Kwara as well as the network news of Radio Nigeria. These radio stations are the ones rural dwellers in Kwara State often and commonly listen to because a most of them don not have televisions due to the lack of electricity in most of these areas to power it and more so most of them are poor and could not afford to buy even the smallest generating-set.

THEORETICAL FRAMEWORK

Health Belief theory

The health belief theory is based on the understanding that people are rational in their thoughts and actions, assuming that attitude and belief motivate action. People will take the best health-supporting action if they feel that a negative health condition can be avoided, taking a recommended action will avoid negative health condition as much as possible. The theory therefore emphasises the need to encourage the people to always take actions that will have positive consequences on their health and try to do away with those that will have negative health consequences (Rosenstock &

Backer, 1978). This is applicable to this study because people use anti-malaria drugs since it is found to be safe and capable of treating malaria than local herbs that have negative health consequences.

Role theory

The theory emphasises that human behaviour is guided by expectations and as well predictable. In order to change human behaviour, it is very important to change roles because roles correspond to behaviour and vice versa. Roles are plans or blueprints that guide behaviour, influence beliefs and attitudes in which individuals will change their beliefs and attitudes to correspond with their roles (IEMF, 2003) Advertising via jingles has a very vital role to play in changing the rural dwellers' beliefs and attitudes towards buying anti-malaria drugs.

Empirical Framework

Ng (2011) examined the effectiveness of music in advertising towards consumers' buying behaviour. The objective of the study was to determine the effect of music on the buying behavior of the students and working adults. It developed a path model to describe the way music works and effective measures which includes attitude towards advertising and difference in buying behaviour. A sample of 100 students and working adults were taken with ages ranging from eighteen to twenty-five in which in-depth interviews were also conducted. Findings showed that music has a significant effect on consumers' buying behaviour.

Edward, Dadson and John (2013) examined the effect of radio advertising on the sale of herbal products with a specific reference to the Ho Municipality. Convenience sampling technique was employed to sample the opinions of the respondents. Data was collected from a sample of 50 respondents comprising ten (10) herbal retail shop operators as well as forty (40) final consumers of herbal products. Interview guides were used to collect data from the management of herbal retail shops and questionnaires were simultaneously used to collect data from the consumers of herbal products. Analytical tools used include descriptive statistics and correlation. The study revealed that the majority of consumers were aware of herbal products via radio advertisement. It was therefore suggested that 60.7% of the sales of herbal products could be attributed to advertising. Findings indicated that further studies may be directed towards identifying other factors which influence the sale of herbal products within the municipality.

Fazal, Tariq, Aminllah and Shabir (2014) studied how advertising affects the buying behavior of consumers in rural area in Pakistan. It examined the effects of advertising and some factors of rural areas on consumer buying behavior. The study used questionnaire based survey to collect data from 416 respondents in rural areas. The collected data were analyzed through correlation statistics and simple regressions.

However, it was found that advertising has significant and positive effect while factors of rural areas have negative effect on consumer buying behavior.

Research Design

Considering the nature of the research problem and the nature of the research question, the research was done using an exploratory study approach to determine the impact of malaria jingles on the patronage of anti-malaria drugs in the rural areas of Kwara State. Primary data were gathered through the use of structured questionnaire. In the study, radio jingles constitute the independent variables while buying stimulation of interest constitutes the dependent variable. The radio jingles' variables are broken into simple and catchy jingles, funny jingles as well as jingles in local dialects.

The population of any survey study must be clearly defined so that the elements that are members of the population can be identified. Kwara State has a population of two million, three hundred and sixty-five thousand, three hundred and fifty-three (2,365,353), (Census, 2006). However, fifty-one (51) percent of this population lives in rural areas, without access to adequate basic necessities of life and health care (UN, 2014). This comprised rural dwellers in all the sixteen local government areas of Kwara State which cuts across students, farmers, artisans, hunters, teachers (primary and secondary schools) as well as traders. It represents the entire rural dwellers in the state that spread across almost all towns, villages and hamlets in all the local government areas of Kwara State.

A purposive sampling was used to select 400 rural dwellers in the sample frame using Yamane (1967) formula for sample size determination.

$$n = \frac{N}{1 + N(e)^2}$$

n = Sample Size

N = Population Size

e = Proportion of the sampling error (Assuming 0.05 significant level)

$$n = \frac{1,206,330.08}{1 + 1,206,330.08(0.05)^2}$$

$$n = 399.87 \approx 400$$

400 rural dwellers were selected in Kwara State. However, 400 copies of questionnaire were distributed in all the sixteen local government areas of Kwara State using purposive sampling technique. This is so because not all communities in

Kwara State fall in the category of rural areas and the rural areas where samples were taken are sparsely located. Therefore, questionnaires were purposely distributed in the communities that have the characteristics of being rural, this is to ensure that the respondents are genuine rural dwellers. The proportion allocation formula propounded by Kumar (1976) was adopted to determine the sample size of each of the local government areas as follows;

$$n_h = n \times \frac{N_h}{N}$$

Where:

n_h = Sample Size for stratum h .

n = Total Sample Size,

N_h = Population size for stratum h ,

N = Total Population size

Table I: It shows the distribution of population of rural dwellers in Kwara State.

S/N	Local Govt. Area	Population Figure (Census, 2006)	Population Figure of Rural Dwellers (51%)	No. of Respondents (Nh)
1	Asa	124,668	63,580.68	21
2	Baruten	206,679	105,406.29	35
3	Edu	201,642	102,837.42	34
4	Ekiti	54,399	27,743.49	10
5	Ifelodun	204,975	104,537.25	35
6	Ilorin East	207,462	105,805.62	35
7	Ilorin West	365,221	186,262.71	61
8	Ilorin South	209,251	106,718.01	35
9	Irepodun	147,594	75,272.94	25
10	Isin	59,481	30,335.31	10
11	Kiama	124,015	63,247.65	21
12	Moro	108,715	55,444.65	18
13	Offa	88,975	45,377.25	15
14	Oke-Ero	56,970	29,054.7	10
15	Oyun	94,454	48,171.54	16
16	Pategi	110,852	56,534.52	19
Total		2,365,353	1,206,330.03	400

Author's Computation (2018)

The distribution of the population figures from census, 2006, rural dwellers (51%) as well as the number of respondents shows how the sample size was determined. Therefore, the highly populated local government areas took a higher number of copies of questionnaire than those with lower population figure. For instance, rural

dwellers in Ilorin West, Ilorin East, Ilorin South and Offa local government areas are located in the villages and hamlets within these local government areas where their population figures are less than one thousand five hundred (1,500) inhabitants. Therefore, the following rural areas where samples were taken were purposively selected.

Table II: It shows the names of selected Towns, Villages and Hamlets where samples were taken in the rural areas of Kwara State.

S/N	Local Govt. Area	Rural Areas where samples were taken
1	Asa	Falokun, Budo- Alfa, Pandoro, Budo-Ogun, Gaa-Apa and Owode
2	Baruteen	Budo Abiri, Tunga Tobi, Ruga, Singu, Tunga Audu, Bani, Galo and Bera
3	Edu	Ikange, Ndaaji, Gbako, Lemo, and Sambufu
4	Ekiti	Eruku, Isapa, Obbo Ile, Isale Opin, Araromi Opin and Oke Opin
5	Ifelodun	Oreke Oke, Dabu, Idera, Alabe, Oreke Isale, Yaru, Agunjin, Orniaro, Ganmu and Faomle
6	Ilorin East	Oke-oyi, Lajolo and Oke Ose
7	Ilorin West	Madala
8	Ilorin South	Agbeyangi, Panada, Ibagun, Apado, Jabi, Ita-Alade, Abudu and Budo Ago.
9	Irepodun	Samonra, Ilala, Buari, Okeya, Agbam, Ajegunle and Araromi -Ajase.
10	Isin	Pamo, Oba, Oke-Aba, Alla and Eku
11	Kiama	Bani, Gati, Zanje, Yamani, Woro, Maisaje, Kimodo and Ossa
12	Moro	Lanwa, Adio, Gata, Budo Oke, Budo Ona, Ogala, Eleshin Nla and Pakumo
13	Offa	Igbaweere, I gbi-Idun, Kereaje, Ogbondoroko, Ajegunle, Pandoro, Eleshin-funfun and Ogakunrin
14	Oke-Ero	Erinmope, Idofin-Igbana, Ilofa, Odo-Owa and Idofin-OdoAfo
15	Oyun	Ira, Igosun, Falokun, Ojoku, Owode and Olomi
16	Pategi	Lade, Kpada, Ma-agi, Dengi, Sakpefu, Gberi, Koro, Nimbe and Bide

Author's Computation (2018)***

Table III presents the results of the demographic variables and the extent to which malaria jingles have changed rural dwellers' attitude towards patronising anti-malaria drugs.

Analysis of the result shows that a total of 185 of the respondents were males, while 149 were females.

Distribution across occupation reveals that majority of respondents in the rural areas are students, followed by traders. Others include farmers, nurses, few hunters and artisans. The result shows that 161 respondents are students, 22 respondents are nurses, 81 respondents are traders, 34 respondents are farmers, 17 respondents are hunters, and 12 of the respondents are artisans.

The distribution across marital status shows that a total of 159 respondents are single, while 148 respondents are married. Only 12 respondents each are found to be divorced and separated.

The distribution of respondents across educational qualification in the rural areas shows that people with ND/NCE have the highest population among rural dwellers in Kwara State, having a total of 106 out of the total of 331. Respondents with no education follow in terms of population as they have a total number of 81 respondents. Respondents with SSCE are 73 while those with BSC/HND are 54. Respondents with first school leaving certificate and those with other qualifications are only 8 and 9 respectively.

The distribution of respondents across the age bracket shows that majority of the respondents (a total of 161) are within the age bracket of 20 – 29 years. The result also shows that 75 respondents are within the age bracket of 30 – 39 years. 70 respondents appear within the age bracket of 40 – 49 years. 21 respondents were recorded for those within the age bracket of 50 – 59 years. The result indicates that only 3 respondents are 60 years old and above.

The distribution across languages spoken reveals that 240 respondents speak Yoruba language, 36 respondents speak Nupe language, 1 respondent speaks Hausa language, 42 respondents speak Baruba/Batunu, 10 respondents speak Fulani/Fulfude and only 4 respondents speak English language.

Table IV: The distribution of mostly patronized anti-malaria drugs in the rural areas of Kwara State.

Mostly Patronised Drugs		Frequency	Percentages (%)
Amartem		81	24.4
Laridox		8	2.4
Vitadar		21	6.3
Amalar		54	16.3
Fansidar		24	7.2
Artesunate		9	2.7
Combisunate		15	4.5
Artemeter		50	15.1
Artemef		15	4.5
Lonart		55	16.6
Season	Rainy	185	55.4
	Dry	149	44.6
Anti-Malaria without Advert			
Yes		149	44.6
No		185	55.4

Source: Author's Computation, 2018

The distribution across mostly patronised drugs reveals that 81 respondents use Amartem, 8 respondents use Laridox, 21 respondents use Vitadar, 54 respondents use Amalar, 24 respondents use Fansidar, 9 respondents use Artesunate, 15 respondents use Combisunate, 50 respondents use Artemeter, 15 respondents use Artemef and 55 respondents use Lonart.

Analysis of the result shows that a total of 185 respondents patronise anti-malaria drugs during rainy season while 149 respondents patronise anti-malaria drugs during dry season. This indicates that the higher proportion of respondents who patronize anti-malaria drugs during the rainy season is influenced by malaria jingles towards buying anti-malaria drugs than that of the respondents who patronises anti-malaria drugs during the dry season.

Analysis of the result shows that a total of 149 respondents patronise anti-malaria drugs without malaria jingles while 185 respondents do not patronise anti-malaria drugs without malaria jingles.

Meanwhile, these rural dwellers comprised of students, farmers, artisans, traders, teachers, as well as hunters. Majorly, rural dwellers enjoy listening to radio programmes more than any other media due to the fact that radio is the most common and has a wider coverage (Radio Kwara, 2018). However, radio is affordable, portable and as well can be used even without electricity unlike television. Radio Kwara, which rural dwellers in Kwara State mostly listen to, effectively covers Kwara, Kogi, Niger, Ekiti, Oyo as well as Osun State.

Test of Hypothesis

HO: Advertising does not have any significant impact on the patronage of anti-malaria drugs by the rural dwellers in Kwara State.

Table V:

Model Summary for Patronage

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.811	.796	.87221722

a. Predictors: (Constant), simple & catchy jingles, funny jingles, jingles in local dialect

Source: Author's Computation, 2018.

Table V presents the model summary of the effect of radio jingles on the patronage of anti-malaria drugs. It shows R-squared and Adjusted R-squared to be 0.811 and 0.796 respectively. This indicates that radio jingles such as simple and catchy jingles, funny jingles, and jingles in local dialect explain about 81.1% of variation in the

patronage of anti-malaria drugs by rural dwellers. This implies that the model is in good fit.

Table VI

ANOVA for Patronage Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	274.762	3	91.587	837.972	.000 ^b
	Residual	33.554	307	.109		
	Total	308.317	310			

a. Dependent Variable: patronage

b. Predictors: (Constant), simple & catchy jingles, funny jingles, jingles in local dialect

Source: Author's Computation, 2018.

The table VI presents the analysis of variance (ANOVA) of the model. F-statistic has a value of 837.972 and probability value 0.000 (which is less than all conventional significance levels, i.e. 1%, 5%, and 10%). This indicates that the reported F-statistic is significant. Since the decision rule is to reject null hypothesis that radio jingles do not significantly affect the patronage of anti-malaria drugs by rural dwellers, if F-statistic is significant, this implies that the overall model is significant. In other words, radio jingles significantly affect the patronage of anti-malaria drugs.

Table VII:

Coefficients of Patronage Model

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.001	.049		.015	.988
	simple & catchy jingles	.279	.049	.282	5.681	.000
	funny jingles	.375	.050	.375	7.544	.000
	jingles in local dialect	.148	.049	.149	2.993	.003

a. Dependent Variable: patronage

Source: Author's Computation, 2018.

The table VII presents the coefficients of the effect of radio jingles on the patronage of anti-malaria drugs by rural dwellers. The result shows that the use of simple and catchy jingles, funny jingles, and jingles in local dialect influence the patronage of anti-malaria drugs positively. The probability values (Significance: 0.000, 0.000 and 0.003) shows the significance of each variable. The decision rule is that the null hypothesis is rejected since the variables do not have significant effect on the patronage of anti-malaria drugs and p-value is less than the chosen 5% significance level (0.05). This indicates that each of the three variables of advertising has a significant effect on the patronage of anti-malaria drugs. This is evident from each of

their p-values which is less than the chosen significant level. The significant positive coefficient value of simple and catchy jingles indicates that an additional unit of simple and catchy jingles increases the patronage of anti-malaria drugs by 0.279 units and vice versa. The significant positive value of funny jingles indicates that an additional unit of funny jingles increases the patronage of anti-malaria drugs by 0.375 units and vice versa. The significant positive coefficient value of jingles in local dialect indicates that an additional unit of jingles in local dialect increases the patronage of anti-malaria drugs by 0.148 units and vice versa. The standardised coefficient values showed the variables of radio jingles with the most effect on the patronage of anti-malaria drugs. The values show that funny jingles have the most effect on the patronage (with standardised value of 0.375), followed by the effect of simple and catchy jingles (with standardized value of 0.282). Jingles in local dialect have the least effect on the patronage of anti-malaria drugs.

DISCUSSION OF FINDING

The research question was to determine the effect of radio jingles on the patronage of anti-malaria drugs by the rural dwellers in Kwara State. According to the research, jingles have a very significant effect on the patronage of anti-malaria drugs. This is evident from the fact that Adjusted R-Square value is 0.796 and independent variables are significant at less than ($<$) 0.500.

In line with the above, findings from the study conducted by Ng (2013) on the effectiveness of music in advertising towards consumers' buying behavior, showed that music has a significant effect on consumers' buying behaviour. Also, Edward, Dadson and John (2013) examined the effect of radio advertising on the sale of herbal products with a specific reference to the Ho Municipality. The findings indicated that the majority of consumers became aware of herbal products through radio advertisement and further studies should be geared towards identifying other factors that influence the sale of herbal products within the Ho municipality.

CONCLUSION AND RECOMMENDATION

The simple and catchy jingles, funny jingles, and jingles in local dialect has explained about 81.1% of variation in the patronage of anti-malaria drugs by rural dwellers which implies that the model is in good fit. However, the F-statistic has a value of 837.972 and probability value 0.000 which is also less than all conventional significance levels, i.e. 1%, 5%, and 10%. This indicates that advertising has a significant effect on the patronage of anti-malarial drugs by the rural dwellers in Kwara State.

The study therefore recommends that simple and catchy jingles, funny jingles, and jingles in local dialects should be vigorously sustained and enhanced in order to ensure a better patronage of anti-malaria drugs by the rural dwellers.

REFERENCES

- Carlotta, J. (2001). Importance of music jingles in advertising. Retrieved from (website link) *Wikipedia*, October, 24th, 2018
- Edward, K. A., Dadson, A., John, K. G. (2013) Does Radio Advertisement Influence Sale of Herbal Products in Ghana? Evidence from Ho Municipality
- Federal Radio Corporation of Nigeria, Idofian (2017), Marketing Department.
- Jared, L. (2001). Examples of semiotics in advertising. Retrieved from <https://yourbusiness.azcentral.com>Advertising&Promotion>GeneralAdvertising>
- Kumar, S. (1976). A manual of sampling technique. London: Heinemann
- Mateo, Z. (2017). What are the benefits of radio advertising? Retrieved from: <smallbusiness.chron.com>Advertising&Marketing>Advertising>
- National Population Census, Nigeria, (2006). *Population Census*. Retrieved from www.nigeriamasterweb.com/Nigeria06CensusFigs.html.
- Ng, P. (2011). An Analysis on the Effectiveness of Music in Advertising towards Consumers' Buying Behavior. A research project at University Tunku, Abdulrahman
- Radio Kwara, Ilorin (2018). Kwara State Broadcasting Corporation (Radio Kwara), Marketing Department.
- Rosenstock, I., & Becker, M. (1978). Compliance with a medical regimen for asthma: a test of the health belief model, *Public Health Reports*, 93, 268-77.
- Saraki, B. (2008). Flag-off of Malaria-Kwara Retrieved from <https://www.ilorin.info/fullnews.php?id=1018>
- Segun, A. (2017). Kwara Spent 72 Million Naira on Malaria Control. The Eagle Online. Retrieved from theeagleonline.com.ng/kwara_to_spend_n72m-on-campaign-against-malaria/
- United Nations, (2014). *Millennium development goals report*. New York
- Yamane, T. (1967). *Statistics: an introductory analysis*, (2nd ed). New York: Harper & Row.