

AUDIENCE

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF HIGHER NATIONAL
DIPLOMA (HND) IN MASS COMMUNICATION**

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CERTIFICATION

This is to certify that this research project work has been read and duly approved as meeting the requirement for the award of Higher National diploma (HND) in Mass Communication, Institute of Information and Communication Technology, Kwara state polytechnic, Ilorin

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DEDICATION

This work is dedicated to Almighty Allah: my strength and help and also my mother, Mrs. Ganiyu T, my siblings and best friends who remained ever helpful, thanks for being there for me

ACKNOWLEDGMENT

I am profoundly grateful to Almighty Allah for the mercies and guidance he accorded me throughout my course of study.

My sincere and candid appreciation also goes to my humble, patient and careful supervisor in the person of Mr. Yisa I., for the knowledge imparted to us. May God continue to bless your good work.

I would like to acknowledge and express my warmest and sincere gratitude and appreciation goes to my mother Mrs. T Ganiyu for her never ending love and support.

You are simply the best.

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CHAPTER ONE

INTRODUCTION

1.8 BACKGROUND OF THE STUDY

The sense of orthodoxy appears to suggest that medication drug users are predisposed to western pharmaceuticals than traditional herbal therapies. However, the enormity of certain ailments could give rise to the possibility of drug users considering herbal medication overestablished western medication. This study explored the possibility of advertisement, which portrays herbals as potent, inducing drug users' purchase decisions.

Herbal medicine, according to National Herbalists Association of Australia, is the oldest and still the most widely used system of medicine in the world today. It is the use of plants(herbs) to treat disease and enhance wellbeing. Herbal medici

ne can be modified based on culture, tribe, social and religious values to meet the health need of people. Historically, the use of plants as medicines dates as far back as the origin of humankind. Right from the onset, people had utilized plants, primarily, for nourishment. By trial and error people discovered that some plants are good for food, while some are poisonous, and that some produce bodily changes such as increased perspiration, bowel movement, urination, relief of pain, hallucination, and healing. Over the past few decades, the development and mass production of chemically synthesized drugs have revolutionized health care in most parts of the world. Notwithstanding, large portions of the population in developing countries still rely on traditional practitioners and herbal medicines for their primary health care. In Africa up to 90% and in India 70% of the population depend on traditional medicine to help meet their health care needs. In China, traditional medicine accounts for around 40% of all health care delivered and more than 90% of general hospitals in China have units for traditional medicine.

The use of traditional medicine is not limited to developing countries, and during the past two decades public interest in natural therapies has increased greatly in industrialized countries, with expanding use of ethnobotanicals. In the United States, in 2007, about 38% of adults and 12% of children were using some form of traditional medicine. Herbal medicines are also very common in Europe, with Germany and France leading in over-the-counter sales among European countries, and in most developed countries, one can find essential oils, herbal extracts, or herbal teas being sold in pharmacies with conventional drugs.

Although, various reasons why people prefer herbal therapy to western established drugs may vary from country to country, the most common reasons for using traditional medicine across the world are that; it is more affordable, more clos

ely corresponds to the patient's ideology, allays concerns about.

The most popular is the utilization of the radio and television for wider coverage. To that effect, it has been observed that media organizations in Kwara State are in dire need of revenue often generated through advertisement and most herbal practitioners are aware of this and are exploiting it. There is extreme need to ensure that these products are not exposed without regulation and adherence to certain codes of ethics which NAFDAC (National Agency for Food, Drug Administration and Control) should dictate and enforce guidelines which media houses must follow before accepting any advertisements on herbal products. As documented in the traditional Medicine Policy and Regulatory Framework (2018), there are currently 136 registered herbal medicines in Nigeria while 12 are in Kwara State. but none is listed on the essential drugs list. However, there seems to be aggressive promotion and advertisement of herbal medicines. The alternative medical therapists now pay for extensive air time on government and private radio in Kwara State to announce their herbal drugs which they say could cure any disease ever known to mankind.

The renewal of interest on herbal medicine by residents of urban communities in Kwara State has been attributed to the pronouncements on radio and TV by AM-Therapist who claim that their 'wares' can cure all diseases ever known to mankind. It is now common to see many urban dwellers trooping into markets and trade fair centres of our state capitals to visit alternative medical therapists' stands to consult and buy these herbal medicines. Herbal medicines are still commonly sold by practitioners and their agents virtually without adequate restriction and regulation. In fact, a great deal of informality still exists. In other words, the traditional herbal medical practitioners follow very informal and highly varied protocols in advertising and

distributing their products. These poses a grave danger to the health of members of the public.

This study therefore aimed to determine the audience perception of the use of radio in promoting herbal medicines in Kwara State.

1.9 STATEMENT OF THE RESEARCH PROBLEM

Consumers react in various ways in their purchase decision making process. This is termed consumer behaviour. Consumer behaviour essentially refers to how and why people make the purchase decisions they do. Producers need to advertise their products and services in order to be able to reach out to both existing and potential customers.

Research has shown that purchase decision depends on so many factors such as, personal emotions, preference, perception, social situations, goals, values etc.; consumers vary in the way they determine which need to satisfy when purchasing a product and service. This goes a long way to ascertain whether they will make a purchase just because it is the newest, most popular item available or that it is actually what they need and want.

The adverse effects of chemical (synthetic) medicines, satisfies a desire for more personalized health care, and allows greater public access to health information. The major use of herbal medicines is for health promotion and therapy for chronic, as opposed to life-threatening, conditions. However, usage of traditional remedies increases when conventional medicine is ineffective in the treatment of disease, such as in advanced cancer and in the face of new infectious diseases.

Safety of some herbal ingredients have been recently called into question, in part because of the identification of adverse events associated with their use and, increasingly, because of the demonstration of clinically relevant interactions bet

ween herbs and prescription drugs. Furthermore, traditional medicines are widely perceived as natural and safe, that is, not toxic. This is not necessarily true, especially when the intake of herbs with prescription drugs, over-the-counter medications, or other herbs, is very common.

Advertising has a general role to play in modern healthcare. Consumer-directed advertising has one principal purpose: "to alert consumers to the availability of products for conditions suitable for self-medication". To accomplish this, advertising must attract attention, stimulate interest and provide information to mass audiences of consumers about what a particular product might do. It creates awareness of nonprescription medicines, helps consumers in the search for products they need, and directs consumers to information for safe and appropriate product use. Nonprescription drugs such as herbal medicines (over-the-counter, OTC) are medicines which are approved as safe and effective for use without a doctor's prescription.

These and other self-care products are available without medical supervision and can be purchased by patients and consumers through pharmacies and, in many countries, from supermarkets or other retail outlets. As no healthcare professional is necessarily involved in their use, advertising directly to the public of the availability of nonprescription medicines is essential and makes an important contribution to public health (World Self-Medication Industry).

In our contemporary society, advertisement of herbal medicine takes several dimensions. Some traditional practitioners mount public address systems in the marketplaces to announce the efficacy of their products, others employ buses and vehicles to announce and distribute their all-powerful drugs to the teeming public. It is very common to encounter advertisers of traditional herbal therapies in pub

lic vehicles moving from one major town to another in Kwara State.

The most popular is the utilization of the radio and television for wider coverage. To that effect, it has been observed that media organizations in Kwara State are in dire need of revenue often generated through advertisement and most herbal practitioners are aware of this and are exploiting it worldwide; it is more affordable, more closely corresponds to the patient's ideology, allays concerns about the adverse effects of chemical (synthetic) medicines, satisfies a desire for more personalized health care, and allows greater public access to health information. The major use of herbal medicines is for health promotion and therapy for chronic, as opposed to life-threatening, conditions. However, usage of traditional remedies increases when conventional medicine is ineffective in the treatment of disease, such as in advanced cancer and in the face of new infectious diseases.

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1.10 OBJECTIVES OF THE STUDY

- To evaluate the Implication of promoting herbal medicines in Kwara State.
- To examine the audience perception toward the advertisement of herbal medicines in Kwara State.

- To know the frequencies in which radio promote herbal medicines in Kwara State.

1.11 RESEARCH QUESTIONS

- What is the implication of promoting herbal medicines?
- What are the audience perception toward the advertisement of herbal medicines?
- What are the frequencies in which radio promote herbal medicines?

1.12 SIGNIFICANCE OF THE STUDY

The area of this study covers the knowledge of herbal medicines as it regards health issues. This study is very sacrosanct and will broaden the horizon on the people as well as add to the stock knowledge of humanity and the beneficiaries of the study will be the government and the society, especially those that rely so much on herbal medicines.

1.13 SCOPE OF THE STUDY

This study is generally based on herbal medicines in Kwara State and the people in the community will benefit from the study.

1.14 DEFINITION OF TERMS

Audience: this is a group of people listening to a performance or listening to radio.

Perception: the ability to see, hear or become aware of something through the senses.

Radio station: this is a broadcast medium that disseminate information to sparse audience.

Promoting: this is a controlled persuasion or encourage to exist or flourish further.

Herbal medicine: this is the study of botany and the use of medicinal plants. Plants have been the basis for medical treatment through much of human knowledge.

CHAPTER TWO

LITERATURE REVIEW

1.4 CONCEPTUAL REVIEW

Under the conceptual review this chapter will discuss exhaustively the f

our main concepts in the study and they include: audience, perception. promoting herbal medicine and other relevant concepts.

1.4.1 AUDIENCE AS A CONCEPT

Audience is a group of people who participate in a show or encounter a work of art, literature (in which they are called "readers"), theatre, music (in which they are called "listeners"), video games (in which they are called "players"), or academics in any medium. Audience members participate in different ways in different kinds of art: some events invite overt audience participation and others allowing only modest clapping and criticism and reception.

Media audience studies have become a recognized part of the curriculum. Audience theory offers scholarly insight into audiences in general. These insights shape our knowledge of just how audiences affect and are affected by different forms of art. The biggest art form is the mass media. Films, video games, radio shows, software (and hardware), and other formats are affected by the audience and its reviews and recommendations.

In the age of easy internet participation and citizen journalism, professional creators share space, and sometimes attention with the public. American journalist Jeff Jarvis said, "Give the people control of media, they will use it. The corollary: Don't give the people control of media, and you will lose. Whenever citizens can exercise control, they will." Tom Curley, President of the Associated Press, similarly said, "The users are deciding what the point of their engagement will be what application, what device, what time, what place." Also, there are different categories of audience:

Particular (real)

In rhetoric, some audiences depend on circumstance and situation and

are characterized by the individuals that make up the audience. Sometimes these audiences are subject to persuasion and engage with the ideas of the speaker. Ranging in size and composition, this audience may come together and form a "composite" of multiple groups.

Immediate

An immediate audience is a type of audience that is composed of individuals who are face-to-face subjects with a speaker and a speaker's rhetorical text or speech. This audience directly listens to, engages with, and consumes the rhetorical text in an unmediated fashion. In measuring immediate audience reception and feedback. (audience measurement). one can depend on personal interviews, applause, and verbal comments made during and after a rhetorical speech.

Mediated

In contrast to immediate audiences, mediated audiences are composed of individuals who consume rhetorical texts in a manner that is different from the time or place in which a speaker presents text. Audiences who consume texts or speeches through television, radio and internet are considered mediated audiences because those mediums separate the rhetor and the audience.

Such audiences are physically away from the audience and the message is controlled. Understanding the size and composition of mediated audiences can be difficult because mediums such as television, radio, and Internet can displace the audience from the time and circumstance of a rhetorical text or speech. In measuring mediated audience reception and feedback a practice called audience measurement). one can depend on opinion polls and ratings, as

well as comments and forum. that may be featured on a website. This applies to many fields such as movies, songs and much more. There are companies that specialize in audience measurement.

Self (self-deliberation)

When a rhetor deeply considers, questions, and deliberates over the content of the ideas they are conveying, it can be said that these individuals are addressing the audience of self, or self-deliberating. Scholars Chaim Perelman and Lucie Olbrechts-Tyteca, in their book *The New Rhetoric: A Treatise on Argumentation*, argue that the rhetor "is in a better position than anyone else to test the value of his own arguments." The audience of self, while not serving as the end to all rhetorical purpose or circumstance, nevertheless acts as a type of audience that not only operates as a function of self-help, but as an instrument used to discover the available means of persuasion.

Universal

The universal audience is an imagined audience that serves as an ethical and argumentative test for the rhetor. This also requires the speaker to imagine a composite audience that contains individuals from diverse backgrounds and to discern whether or not the content of the rhetorical text or speech would appeal to individuals within that audience. Scholars Perelman and Olbrechts-Tyteca ascertain that the content addressed to a universal audience "must convince the reader that the reasons adduced are of a compelling character, that they are self-evident, and possess an absolute and timeless validity". The concept of the universal audience has received criticism for being idealistic because it can be considered as an impediment in achieving persuasive effect with

particular audiences. Yet, it still may be useful as an ethical guide for a speaker and a critical tool for a reader or audience

Ideal

An ideal audience is a rhetor's imagined, intended audience. In creating a rhetorical text, a rhetor imagines is the target audience, a group of individuals that will be addressed, persuaded, or affected by the speech or rhetorical text. This type of audience is not necessarily imagined as the most receptive audience, but as the future particular audience that the rhetor will engage with.

Imagining such an audience allows a rhetor to formulate appeals that will grant success in engaging with the future particular audience. In considering an ideal audience, a rhetor can imagine future conditions of mediation, size, demographics, and shared beliefs among the audience to be persuaded.

Implied

An implied audience is an imaginary audience determined by an auditor or reader as the text's constructed audience. The implied audience is not the actual audience, but the one that can be inferred by reading or analyzing the text. Communications scholar Edwin Black, in his essay,

The Second Persona, presents the theoretical concept of the implied audience using the idea of two personae. The first persona is the implied rhetoric (the idea of the speaker formed by the audience) and the second persona is the implied audience (the idea of the audience formed by and utilized for persuasion in the speech situation). A critic could also determine what the text wants that audience to become or do after the rhetorical situation. On the web

Through the Internet, every person is given the opportunity to participate

e in different ways. The Internet gives people a platform to write and reach the people who are interested in what they are writing about. When writers write online, they are able to form communities with the people they share common interests with. The audiences that people are trying to reach can be general or specific, all depending on what the writer is discussing in their online posts. Audiences have to go and check into what the writers are writing to stay on top of the latest information. Writers have to find their niche and try hard to work their way into an already formed community. The audience the writer is reaching is able to respond to the writers posts and can give feedback. The Internet allows these connections to be formed and fostered. In the Here Comes Everybody book by Clay Shirky, there are various examples of how audience is not only receiving content but actually creating it. Internet creates a chance of being part of an audience and a creator at the same time.

Audience Participation

Audience participation can be uncomfortable for certain people, but is growing and evolving as a new tool of brand activation and brand engagement. In a bid to create and reinforce a special bond between brands and their consumers, companies are increasingly looking towards events that involve active audience participation. Often, organizations provide branded objects to event attendees that will involve the audience in the show as well as act as souvenirs of the event, creating a lasting link with the brand. For example, during Super Bowl XL VIII, the audience was incorporated in the Super Bowl XLVIII Halftime Show as part of the lighting effects. Pepsi involved the spectators by giving them "video ski hats" that produced visual effects across the crowd. By appealing more directly to people and emotions, brands can obtain feedback from their

consumers. Companies that provide or seek such experiences refer to the term "crowd activation". For example; Tangible Interaction named one of its branches Crowd Activation and PixMob refers to itself as a crowd activation company on its website.

1.4.2 PERCEPTION

Perception (from the Latin perceptio) is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information, or the environment.

All perception involves signals that go through the nervous system, which in turn result from physical or chemical stimulation of the sensory system. For example, vision involves light striking the retina of the eye, smell is mediated by odor molecules, and hearing involves pressure waves.

Perception is not only the passive receipt of these signals, but it's also shaped by the recipient's learning, memory, expectation, and attention.

Psychologist Jerome Bruner has developed a model of perception. According to him, people go through the following process to form opinions:

- When we encounter an unfamiliar target, we are open to different informational cues and want to learn more about the target.
- In the second step, we try to collect more information about the target. Gradually, we encounter some familiar cues which help us categorize the target.

At this stage, the cues become less open and selective. We try to search for more cues that confirm the categorization of the target. We also actively ignore and even distort cues that violate our initial perceptions. Our perception becomes more selective and we finally paint a consistent picture of the target.

According to Alan Saks and Gary Johns, there are three components to per

ception. The Perceiver, the person who becomes aware about something and comes to a final understanding. There are 3 factors that can influence his or her perceptions: experience, motivational state and finally emotional state. In different motivational or emotional states, the perceiver will react to or perceive something in different ways. Also in different situations he or she might employ a "perceptual defense" where they tend to "see what they want to see".

The Target. This is the person who is being perceived or judged. "Ambiguity or lack of information about a target leads to a greater need for interpretation and addition." The Situation also greatly influences perceptions because different situations may call for additional information about the target.

Stimuli are not necessarily translated into a percept and rarely does a single stimulus translate into a percept. An ambiguous stimulus may be translated into multiple percepts, experienced randomly, one at a time, in what is called multi-stable perception. And the same stimuli, or absence of them, may result in different percepts depending on subject's culture and previous experiences. Ambiguous figures demonstrate that a single stimulus can result in more than one percept: for example, the Rubin vase which can be interpreted either as a vase or as two faces.

The percept can bind sensations from multiple senses into a whole. A picture of a talking person on a television screen, for example, is bound to the sound of speech from speakers to form a percept of a talking person. "Percept" is also a term used by Leibniz, Bergson, Deleuze, and Guattari to define perception independent from perceivers.

1.4.3 HERBAL MEDICINE

Herbal medicine is the use of plants (herbs) to treat disease and enhance wellbeing. Herbal healing is a system of medical treatment in which various

s parts leaves, barks, roots, seeds. fruit, latex and resin of different plants are used in order to treat symptoms and promote good health.

In the same vein, National Herbalists Association of Australia holds that herbal medicine is the oldest and still the most widely used system of medicine in the world today.

Herbal medicine (also herbalism) is the study of botany and the use of medicinal plants. Plants have been the basis for medical treatments through much of human history, and such traditional medicine is still widely practiced today. Modern medicine makes use of many plant-derived compounds as the basis for evidence-based pharmaceutical drugs. Although herbalism may apply modern standards of effectiveness testing to herbs and medicines derived from natural sources, few high-quality clinical trials and standards for purity or dosage exist. The scope of herbal medicine is sometimes extended to include fungal and bee products, as well as minerals, shells and certain animal parts.

Herbal medicine is also called phytomedicine or phytotherapy. Paraherbalism describes alternative and pseudoscientific practices of using unrefined plant or animal extracts as unproven medicines or health-promoting agents. Paraherbalism differs from plant-derived medicines in standard pharmacology because it does not isolate or standardize biologically active compounds, but rather relies on the belief that preserving various substances from a given source with less processing is safer or more effective for which there is no evidence. Herbal dietary supplements most often fall under the phytotherapy category.

The origin of Herbal medicine could be traced to ancient cultures including those of the Egyptians. American Indians. Indians and the Chinese. In rece

nt years, interest in herbal medicine has increased globally, leading to a greater scientific interest in the medicinal use of plants. Many international studies have shown that using plants as medicine provides significant advantage for treating many conditions and improving health, due to its complex chemical nature with different parts of the plant providing certain therapeutic effects.

To this effect, the World Health Organization (WHO) reports that herbal medicines are the first line of treatment for 60% of children with high fever due to malaria in Kwara State. Cough and abdominal pains are other symptoms of children that are frequently treated with herbal medicine in Kiara State.

1.5 THEORETICAL FRAMEWORK

The theory that will be used for this study is Uses and gratifications theory (UGT theory) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centered approach to understanding mass communication.

Diverging from other media effect theories that question "what does media do to people?". UGT focuses on "what do people do with media?" It postulates that media is a highly available product and the audiences are the consumers of the same product.

This communication theory is positivistic in its approach, based in the socio-psychological communication tradition, and focuses on communication at the mass media scale. The driving question of UGT is: Why do people use media and what do they use them for? UGT discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape.

It assumes that audience members are not passive consumers of medi

a. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification.

As commonly understood by gratifications researchers, the term "audience activity" postulates a voluntaristic and selective orientation by audiences toward the communication process. In brief, it suggests that media use is motivated by needs and goals that are defined by audience members themselves, and that active participation in the communication process may facilitate, limit, or otherwise influence the gratifications and effects associated with exposure. Current thinking also suggests that audience activity is best conceptualized as a variable construct, with audiences exhibiting varying kinds and degrees of activity. This theory is appropriate for this study because it makes us understand why and how people actively seek out specific media to satisfy specific needs, use of herbal medicine can be used as yardstick to measure their perceptions towards the promotion on radio.

1.6 EMPIRICAL REVIEW

A study was done to find out the audience perceptions of herbal medicine practitioners towards marketing principles and impact on patronage in Kwara state. In the study, Arco (2014), was concerned with examining the influence of these marketing practices and level of patronage of traditional medicine and determining the levels of satisfaction with the introduction of marketing on the side of consumers.

Are submitted that radio is owned by many people and it has a far-reaching effect and cost of young radio for an advertisement is cheap. thus, majority get the awareness of herbal medicine products while listening to the radio.

Furthermore, he added that majority of the consumers of herbal medicine are rural dwellers whose main occupation was farming and their level of income is very low so, their herbal remedies were seen as affordable and easily available.

Omera, Awosola. Okhakhu and Eregare (2011) also espoused Aro's (2014) findings that many people get to know and possibly seek the services of herbal medicine products by listening to herbal medicine products promotion on radio channels.

In study carried out by them to know if Kwarians ever use herbal medicine and their perceptions of its provision and effects show that herbal medicine products do not deliver on their claims or promise.

The findings of this study show that Omera et al. Show that traditional medicine practitioner do not thoroughly examine their clients ailments before prescribing treatment. Hence, the study suggest that the "loud claims" on radio advertisements by traditional medicine practitioner should be further scrutinize as they appear not to reflect, significantly, the efficaciousness of their medicines.

A content analysis of the construction of risk in Australia print media reporting about herbal medicine, a study done by Lewis (2011) revealed that the mes about unethical herbal medicines practitioners, who are either negligent or corrupt, predominate in the media representations. In Australia mainstream newspaper, media representations of herbal medicine practices is tagged high n

egligent and corruption, connoting the archaic method of practice, legitimacy, scientific salimical expertise as well as clinical expertise.

The content analysis involved analysis of articles about herbal medicines that appeared in Australia's primary peer-reviewed biomedical journal, the Medical Journal of Australia (MJA) for 196-2008. While the second analysis focuses on news articles from mainstream Australian newspaper and it covers a live years' time frame from January 2005 to May 2010.

Study carried out by Singh, Radio and Harries (2004), shows that more than half of the Indian community in Chats worth, South Africa use traditional medicines upon the advice of someone they knew or after noticing herbal medicine advertisement in the local press. They also observed that substantial percentage of herbal medicine users hold positive attitudes toward traditional medicines because of the favourable outcome they have experienced with the treatment.

Adegoju (2008) sampled the content of both electronic (jingles and special programmes) and print (Tell and The News) media in order to examine the use of persuasive techniques: to launder the image of traditional medicines practitioner and affirm the efficacy of their products. to negatively label herbal medicines.

The study shows that the promotion dwells essential on bandwagon, testimonials, assertions and euphoria. Also, the producer present facts about the general state of affairs in the health sector from a controversial perspective.

Adegoju analysis also revealed that the producer has largely engaged in marketing hype and they present their products has having no side effects.

The wide spread use of herbal medicine is not restricted to developing c

ountries, as it has been estimated that 85% of all medical doctors in Nigeria regularly prescribe herbal medicine while 70% of all medical doctors in Kwara State regularly prescribe herbal medicine. The number of patients seeking herbal approaches for therapy is also growing exponentially. With the National Agency for Food, Drug Administration and Control (NAFDAC) relaxing guidelines for the sale of herbal supplement.

The market is booming with herbal products. As per the available records, the herbal medicine market in Kwara State was about two hundred thousand, which have doubled by now. In the last few decades, a curious thing has happened to botanical medicine. Instead of being killed off by medical science and pharmaceutical chemistry, it has made come back. Herbal medicine last defied from the objective analysis of the medical science, while fanciful and emotional claims for herbal cures have been thrown out, herbal treatments and plant medicine that works have been acknowledged. And herbal medicine has been found to have some impressive potentials. Developed empirically by trial and error, many herbal treatments were nevertheless remarkably effective.

Adegoju. (2008) advertising content of electronic Jingle and sponsored programme help to bringing herbal product or service to the attention of potential and current customers. Herbal advertisement focused on one particular product or service. Thus, an herbal advertisement plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages. personal contact, etc.

Adegoju (2008) marketing content is the wide range of activities involved in making sure that herbal medicine continuing to meet the needs of the customer.

stomers and getting value in return.

Content marketing is usually focused on one product or service. Thus, a marketing plan for herbal medicine product might be very different than that for another product. Marketing activities include "inbound marketing," such as market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet. how you should meet them, etc. Herbal medicine producers had meet up with the consumers need. Inbound marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), and pricing your products and services. "Outbound marketing" includes promoting herbal medicine products through continued advertising. promotions, public relations and sales.

According to Adegoju (2010) said public relations includes ongoing activities to ensure that herbal medicine products has a strong public image. Public relations activities include helping the public to understand the herbal medicine producers and their herbal products.

Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations are often considered as one of the primary activities included in promotions.

Adegoju (2009) said publicity is mentioned in the media, publicity also help to promote herbal medicine. Organizations usually have little control over the message in the media. at least. not as they do in advertising. Regarding publicity, reporters and writers decide what will be said.

Adegoju sales involves most or many of the following activities, including cultivating prospective buyers in a market segment: herbal medicine advertisement helps to persuade the consumers to purchase their herbal product; co

conveying the features, advantages and benefits of a product or service to the buyer. A sales plan for herbal product might be very different than that for another product.

CHAPTER THREE

RESEARCH METHODOLOGY

1.3 RESEARCH DESIGN

The survey research method was adopted for this study. Data collected from the target audience of Herbal medicine in Kwara State, were in regard to their dependency on the media for knowledge and awareness of herbal medicine: exposure to media herbal medicine advertising messages: believability of herbal medicine media advertisement; perception of herbal medicine media advertisement: broadcast media herbal medicine advertisement as an influence on residents' purchase decision. Among the multiple channels employed in advertising herbal medicine, radio forced the basis of this study because of their popularity.

1.4 POPULATION

The population of this study comprises all residents in the community in Kwara State, who listen to herbal medicine media advertisements. These communities, which are urban areas, were purposively selected because their residents are the targets of the advertising onslaught by Alternative Medicine Producers. Kwara State has an estimated population of 2.37 million, according to the Nigerian 2006 census figure.

1.8 SAMPLING TECHNIQUE

This stage involved selecting the strategic places where the respondents could be seen and have the questionnaire filled. Salons, market places, shopping malls, and schools were considered appropriate in each of these communities. Volunteers, who were met at these various places, had the questionnaire administered to them. This procedure is known as the accidental or convenience

nce sampling method. Standardized and subjected to appropriate clinical studies. But in their "natural" form herbal medicine are so variable from batch to batch and across brands that gathering reliable evidence effectiveness is unlikely ever to be possible.

1.9 SAMPLE SIZE

The sample size of 200 was drawn since the researcher cannot study all the people who listen to Harmony FM and Radio Kwara will be assessed. The jingles and sponsored programmes on herbal medicine is the focus of the study.

The study does not seek to analyze their content, rather to know the audience perception of the use of radio in promoting herbal medicine in Kwara State.

1.10 DATA COLLECTION INSTRUMENT

The instruments used in the collection of data in the study are mainly the closed-ended questionnaire. The questionnaire raised twenty questions which have been extracted from the search questions stated in chapter one of this study.

The questionnaire is divided into two sections in which section A will cover the demographics of the respondents while section B will raise the research questions.

1.11 DATA COLLECTION METHOD

The responses gathered from the questionnaire were analyzed using descriptive statistics. frequency tables and percentage were used to analyze demographics of respondents and spouses.

1.12 VALIDITY & RELIABILITY

Validity according to Mcleod (2013) the concept of validity was formulated by Kelly and according to him he stated that the test is valid if it measures what it claims to measure. Herbal Medicines brings together current thinking and practice in the areas of characterization and validation of natural products which are used to cure diseases. The term reliability on the other hand refers to the consistency of a research study or measuring test. Mcleod (2013) further states that if findings from research are replicated consistently they are reliable, natural products be a source of useful new medicines when the active ingredient is isolated, identified.

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

1.3 INTRODUCTION

This chapter deals with the presentation, analysis and interpretation of the problem under the research work. A total 100 copies of the questionnaire were shared via Google form to the respondents who make use of TikTok. This questionnaire was retrieved on Google drive. Therefore, the analysis in the study is based on 100 questionnaires which were retrieved on Google drive.

1.4 ANALYSIS OF FIELD PERFORMANCE OF INSTRUMENT

1. Do you listen to herbal program?

Response	Frequency	Percentage
Yes	24	24.2%
No	75	75.8%
Total	99	100%

A significant majority of respondents (75.8%) do not listen to herbal programs, indicating a low level of engagement with such content among the surveyed population.

2. Which radio station do you listen to?

Radio Station	Frequency	Percentage
Sobi FM	24	24.5%
Harmony FM	30	30.6%
Radio Kwara	29	29.6%
All of the above	15	15.3%
Total	98	100%

Harmony FM is the most listened to station (30.6%), followed closely by Radio Kwara (29.6%) and Sobi FM (24.5%). A smaller segment (15.3%) listens to all the mentioned stations, suggesting diverse radio station preferences among the audience.

3. How frequently do you listen to radio program on herbal medicine?

Frequency	Frequency	Percentage
Rarely	21	21.2%
Occasionally	9	9.1%
Regularly	32	32.3%
Never	37	37.4%
Total	99	100%

A notable portion of respondents never (37.4%) or rarely (21.2%) listen to herbal medicine programs. Those who listen regularly (32.3%) constitute a substantial minority, indicating some consistent engagement.

4. How will you rate this herbal medicine on the listener?

Rating	Frequency	Percentage
High	11	11.3%
Very high	37	38.1%
Average	20	20.6%
Low	25	25.8%

Very low	4	4.1%
Total	97	100%

The majority rate the herbal medicine program positively (High + Very high = 49.4%). However, there is also a significant portion rating it as low (25.8%) or very low (4.1%), indicating mixed perceptions.

5. Which of the following radio stations inform people more about herbal medicine program?

Radio Station	Frequency	Percentage
Sobi FM	31	32.3%
Harmony FM	25	26%
Radio Kwara	40	41.7%
Total	96	100%

Radio Kwara (41.7%) is perceived as the most informative about herbal medicine programs, followed by Sobi FM (32.3%) and Harmony FM (26%).

6. Herbal medicine program enlighten the public on health issues

Response	Frequency	Percentage
Strongly agree	12	12.1%
Agree	52	52.5%
Neutral	29	29.3%
Disagree	6	6.1%
Total	99	100%

A majority (64.6%) agree that herbal medicine programs enlighten the public on health issues, while a small portion (6.1%) disagree, suggesting a generally positive perception.

7. Radio station promote herbal medicine in a legal way

Response	Frequency	Percentage
Strongly agree	23	23.2%
Agree	8	8.1%
Neutral	14	14.1%
Disagree	52	52.5%
Strongly Disagree	2	2%
Total	99	100%

A majority (54.5%) disagree that radio stations promote herbal medicine legally, indicating skepticism about the legality of these promotions.

8. Radio advertisement persuade people to buy herbal medicine

Response	Frequency	Percentage
Strongly agree	22	22.2%
Agree	11	11.1%
Neutral	16	16.2%
Disagree	50	50.5%
Total	99	100%

Half of the respondents (50.5%) disagree that radio advertisements persuade people to buy herbal medicine, indicating a limited persuasive impact.

9. Most radio station are dedicated to promote herbal medicine

Response	Frequency	Percentage
Strongly agree	17	17.3%
Agree	15	15.3%
Neutral	21	21.4%
Disagree	44	44.9%
Total	98	100%

A significant portion (44.9%) disagree that most radio stations are dedicated to promoting herbal medicine, suggesting a perception of limited dedication.

10. Herbal medicine advertisement has dual effect on the consumers

Response	Frequency	Percentage
Strongly agree	17	17.2%
Agree	13	13.1%
Neutral	30	30.3%
Disagree	35	35.4%
Strongly disagree	4	4%
Total	99	100%

Responses are mixed with a slight leaning towards disagreement (35.4%) and a significant neutral stance (30.3%), indicating varied perceptions of the dual effects of these advertisements.

11. Radio stations should work closely with regulatory agencies to vet the content

Response	Frequency	Percentage
Strongly agree	24	24%
Agree	8	8%
Neutral	17	17%
Disagree	51	51%
Total	100	100%

A majority (51%) disagree that radio stations should work closely with regulatory agencies, reflecting possible mistrust or concerns about regulatory involvement.

12. Radio stations need to seek NAFDAC confirmation before selling airtime to herbal medicine producers

Response	Frequency	Percentage
Strongly agree	13	13%
Agree	17	17%
Neutral	34	34%
Disagree	34	34%
Strongly Disagree	2	2%
Total	100	100%

Opinions are divided with significant neutral (34%) and disagree (34%) responses, indicating uncertainty or mixed views on the need for NAFDAC confirmation.

13. The NAFDAC registration number is enough to convince radio station to sell airtime to advertisers

Response	Frequency	Percentage
Strongly agree	14	14.1%
Agree	48	48.5%
Neutral	26	26.3%
Disagree	11	11.1%
Total	99	100%

A majority (62.6%) agree that the NAFDAC registration number is sufficient for selling airtime, indicating trust in regulatory certification.

14. There are similarities in herbal medicine advertisement

Response	Frequency	Percentage
Strongly agree	20	20.2%
Agree	16	16.2%
Neutral	17	17.2%
Disagree	44	44.4%
Total	99	100%

A significant portion (44.4%) disagree about the similarities in advertisements, suggesting perceptions of uniqueness or variability.

15. Herbal medicine advertisement help to promote herbal product

Response	Frequency	Percentage
Strongly agree	19	19%
Agree	19	19%
Neutral	51	51%
Disagree	11	11%
Total	100	100%

Most respondents are neutral (51%) or agree (38%) that advertisements help promote herbal products, indicating a generally positive but cautious stance.

16. Audience has negative mindset about herbal medicine advertisement

Response	Frequency	Percentage
Strongly agree	23	23%
Agree	18	18%
Neutral	19	19%
Disagree	37	37%
Strongly disagree	3	3%
Total	100	100%

While 37% disagree, a notable portion (41%) agrees or strongly agrees, reflecting a significant negative perception among some respondents.

17. Radio station generate more income on herbal medicine advertisement

Response	Frequency	Percentage
Strongly agree	19	19.2%
Agree	14	14.1%
Neutral	25	25.3%
Disagree	35	35.4%
Strongly disagree	6	6%
Total	99	100%

A mixed response with 35.4% disagreeing and a significant neutral stance (25.3%), indicating uncertainty about income generation.

18. Old generation believe in herbal medicine than the new generation

Response	Frequency	Percentage
Strongly agree	11	11%
Agree	14	14%
Neutral	42	42%
Disagree	32	32%
Strongly disagree	1	1%
Total	100	100%

Responses are varied with a substantial neutral stance (42%) and 32% disagreeing, indicating divided beliefs about generational differences.

19. Audience listen to herbal medicine advertisement than other advertisement

Response	Frequency	Percentage
Strongly agree	19	19%
Agree	18	18%
Neutral	25	25%
Disagree	35	35%
Strongly disagree	3	3%
Total	100	100%

Most respondents do not specifically listen to herbal medicine advertisements more than other types of advertisements, with 35% disagreeing and 25% being neutral.

These tables and analyses provide a comprehensive view of the questionnaire responses and highlight the perceptions and engagement levels regarding h

herbal medicine programs on the radio.

1.5 Analysis of Research Questions

Research question 1: What are the implications of promoting herbal medicines?

The promotion of herbal medicines through radio programs in Kwara State has several implications:

A majority of respondents (64.6%) agree or strongly agree that herbal medicine programs enlighten the public on health issues (Question 6). This indicates that such programs are playing an important role in educating the public about alternative health treatments, which can lead to a better-informed populace regarding health options.

Despite the educational value, only a small portion (33.3%) agree or strongly agree that radio advertisements persuade people to buy herbal medicine (Question 8). This suggests that while the advertisements are informative, they may not be as effective in driving consumer purchases. This might be due to skepticism or a preference for conventional medicine.

The mixed responses regarding the income generated from herbal medicine advertisements (Question 17) show uncertainty. While 33.3% agree or strongly agree that radio stations generate more income from these advertisements, 41.4% disagree or strongly disagree. This suggests that herbal medicine advertisements may not be a consistent or significant source of revenue for radio stations.

A significant portion of respondents (32%) believe that radio stations should work closely with regulatory agencies to vet content before airing (Question 11). This highlights concerns about the credibility and safety of the products being advertised, implying a need for stronger regulatory oversight to maintain public trust and safety.

There is a belief that older generations are more inclined to believe in herbal medicine than younger generations (Question 18), with 42% being neutral and 32% disagreeing. This generational divide could influence the effectiveness of these advertisements and suggest that different strategies might be needed to reach various demographic groups effectively.

Research question 2: What are the audience perceptions toward herbal medicine in Kwara State?

Audience perceptions toward herbal medicine in Kwara State vary, with notable points including:

A significant portion of the audience holds a neutral or negative view towards herbal medicine advertisements. For instance, 51.5% of respondents are neutral or disagree that radio stations promote herbal medicine in a legal way (Question 7). Additionally, 50.5% disagree or strongly disagree that radio advertisements persuade people to buy herbal medicine (Question 8).

While 34.3% agree or strongly agree that the NAFDAC registration number is enough to convince radio stations to sell airtime to advertisers (Question 13), a substantial portion (26.3%) remain neutral, indicating mixed trust in the regulatory certification.

A significant proportion (41%) of respondents agree or strongly agree that the audience has a negative mindset about herbal medicine advertisements (Question 16). This perception could stem from past experiences, misinformation, or cultural biases against non-conventional medicine.

Although 64.6% agree or strongly agree that herbal medicine programs enlighten the public on health issues (Question 6), there's still skepticism about the actual effectiveness of these products, as indicated by the varied responses regarding

g the impact of advertisements on consumer behavior.

Research question 3: What are the frequencies in which radio promotes herbal medicines in Kwara State?

The frequency of radio programs promoting herbal medicines in Kwara State is reflected in the audience's listening habits:

About 32.3% of respondents report listening to radio programs on herbal medicine regularly, while 37.4% say they never listen (Question 3). This indicates a split in the audience, with a significant portion engaging regularly, suggesting a consistent presence of these programs on the air.

Harmony FM and Radio Kwara are the leading stations, with 30.6% and 29.6% of respondents, respectively, listening to these stations (Question 2). Additionally, 41.7% of respondents believe Radio Kwara informs people more about herbal medicine programs (Question 5), indicating that these stations are key players in promoting herbal medicine. The mixed listening habits, with 21.2% listening rarely and 9.1% occasionally (Question 3), suggest that while there is regular programming, it might not be reaching a broad audience consistently.

A considerable portion of respondents (44.9%) disagree that most radio stations are dedicated to promoting herbal medicine (Question 9). This indicates that while herbal medicine programs are present, they may not be a primary focus for many radio stations. In conclusion, the promotion of herbal medicines through radio in Kwara State shows significant educational potential but faces challenges in audience trust and consistent listenership. Addressing these challenges through enhanced regulatory measures and targeted communication strategies could improve the effectiveness and perception of these programs.

CHAPTER FIVE:

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

1.4 SUMMARY

This research explores the "**AUDIENCE PERCEPTION OF THE USE OF RADIO IN PROMOTING HERBAL MEDICINES IN KWARA STATE.**" It provides a comprehensive summary of the research conducted.