

**RADIO LISTENERSHIP PATTERN AMONG
MARKET WOMEN IN KULENDE ILORIN WEST
KWARA STATE**

BY:

OLADIMEJI KEHINDE PRECIOUS

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CERTIFICATION

This is to certify that the project was read and approved as meeting the requirements of the department of Mass Communication, Kwara State Polytechnic, Ilorin for the award of National Diploma in MASS COMMUNICATION

MR. MUHAMMED RUFAI BELLO
(PROJECT SUPERVISOR)

DATE

MR. MUSA MURITALA BADA
(PROJECT COORDINATOR)

DATE

MRS OPALEKE G.T
(PT COORDINATOR)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

We dedicate this work to those who believed in us even when we doubted ourself.

To our beloved family, whose unwavering love and sacrifices shaped the person we are today.

To our mentors and teachers, whose guidance lit the path before us.

And to all the dreamers—may you never stop chasing what sets your soul on fire.

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To my dear friends, thank you for standing by me, cheering me on, and reminding me to laugh even on the toughest days.

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With all my heart, thank you.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Radio has been defined as a medium of communication which allows for transmission of spoken words, music and other signals through waves to areas within its broadcasting radius. The waves enable the transmission of communication signals that send information in form of radio messages which create a visual effect in the mind of the listener (Emma, 2007). Ottah (2015) notes that radio creates a form of intimacy between the listener and the presenter and this is because of the emergence of technology such as phones, facebook, twitter which has enabled radio to be two-way communication unlike in the past when it was one way (Odero & Kamweru, 2000).

Radio communication has continued to gain momentum globally. According to the World Fact Book (2010), more than 44,000 radio stations exist and operate worldwide. This assertion is supported by UNESCO Institute for Statistics (2011) who indicated that radio accounts for 86% of the total listenership time globally. The institute further found that the radio listenership is eight times that of TVs in the global arena (UNESCO Institute for Statistics (UIS, 2011). 25 out of 51 countries (49%) have radio channels available on a combined platform, while 13% are available on cable only and 8% on satellite only (UIS, 2011).

In the rural Philippines, radio has been indicated to be the most dependable medium in the distribution of news or surveillance, informing and entertaining the people. This has been attributed to the mountainous nature of the country which creates a challenge as mountains often blocked TV signals. However, radio is listened by 85% compared to less than 60% households that listen to the TV (Info said, 2012). In 2009 radio was used in Brazil by 88% of households, 80% cars and 36% of mobile phones (Brazilian Institute of

Radio listenership has also increased due to the invention of many gadgets that has features installed in them for receiving radio and this has been made possible with the new technologies.

According to (Bittner 1996) radio listeners are not restricted to listening to radio through the sets but some use their mobile phones, some cars also have radio installations, ipads, ipods, mp3 players and radio internet among the others, the availability of radio in different platform has made it to be more accessible. Advancement in technology has resulted in the invention of several devices equipped with radio receiving features. No longer do people listen to the radio through rediffusion boxes or immobile radio sets. The invention of miniature devices equipped with radio components has given radio vast mobility, making it the predominant news source for on-the-go population (Bittner, 1996).

It is a fact that since women constitutes the bulk of the populace, their role in sustainable development cannot be overlooked. Their resources have been properly mobilized and channeled in order to achieve or aim at desired goals. The women are noted for being custodians of the future (Alhassan, 2016). Depending on the parameters used, there are different classes of women in Nigeria. While some belong to the working class, a substantial population belongs to the business group; while other are caged in the homes to cater for the family. The position and status of women determines how they relate to their various environments.

One cannot compare the contribution of the less privileged women in society to the privileged. Today, women's aspirations and status are just as diverse as that of men, as they participate in politics, they get firsthand information from the mass media by listening to radio, watching television, reading newspapers and magazines (Alhassan, 2016).

Because of the numerous potentials of radio in ensuring rural development (Alhassan, 2016) believes that; it is answerable to determine how people, especially women, who are the recipients of radio messages react to radio programmes, their radio listening habit and how often they expose themselves to radio programmes.

1.2 Statement of the Problem

Radio broadcasting has grown tremendously in Nigeria. Currently, there is no state in Nigeria that does not have a radio station. It is also important to note that the deregulation of the broadcasting industry in 1992 through the instrument of Decree Number 38 (later amended to decree number 55 in 1999) has further increased the number of the radio stations in the country with the establishment of private radio stations.

Audiences listen to radio for different purposes and in different ways. Therefore, there is always the tendency that people will prefer one station to the other or a certain radio programme to others. Invariably, there are various factors that influence how, when, and why individuals listen to radio broadcasts or attend to mass media generally. All these bother on listening behaviour and how it affects the socio-economic life of the people. There is the need to study the extent to which the radio transmissions received in Ilorin benefit the Kulende Market women who are business oriented. The question here is what is the radio listening behaviour among the market women in Kulende Ilorin? The frequency and rationale of their listenership is unknown.

Therefore, it is in this context that this work will study the radio listenership pattern among market women in Kulende Ilorin West kwara State.

1.3 Research Objectives

1. To find out the Kulende market women level of preference for radio to other media of mass communication.
2. To ascertain radio station and type of programme most preferred by Kulende market women.
3. To determine the gratification derived by Kulende market women from the type of programme they listen to

1.4 Research Question

- 1 What is the Kulende market women's level of preference for radio to other media of mass communication?
- 2 Which type of radio station and type of programme most preferred by Kulende market women?
- 3 Which type of gratification is derived by Kulende market women from the type of programme listened to?

1.5 Significance of the study

This study is significance since it has to do with assessment of Kulende market women radio listenership pattern. Also, this study will be essential to radio station in Ilorin to improve in their programmes in order to increase their listenership in the state.

More so, this research would serve as a stepping stone for further studies in this area of communication.

1.6 Scope of the Study

This study is strictly limited to Kulende market women in Ilorin West Local Government Area, Kwara State. It mainly focused on the pattern of listenership among the market women in the area of study. Some popular market in Ilorin metropolis are; Oja-Oba, Oloje, Gambari, OjaTitun, Ago, OjaGboro etc. However, the Kulende market is the market considered for this study

1.7 Definition of Terms

The following terms below would be defined within the context of this study:

Radio: According to Karikari (1994) as cited in Bormann (2015, radio is an electronic medium that appeals to various populations separated by location, race, sex as well as other social, economic and political factors. Therefore radio in this context refers to the audio appeal medium that send message to heterogonous audiences simultaneously.

Listenership Pattern: This means how the market women listen to radio programmes. It encompasses the; habits of listeners, the time of listenership, their favourite radio stations and programmes, and the rationale for listenership

Market women: This refers to women that are (usually informal) traders who sell various goods like groceries, utensils and other household consumables. Market women in this context refer to those who offer various services like; tailoring, nail painting etc.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter seeks to explain the various concepts and subjects to be addressed in the study. Previous literature bordering on this study and empirical framework would also be discussed. Also, the theoretical framework and how it fits into the study will be explained.

2.2 Conceptualizing Nature of Radio

Radio is one of the modes of communication. Traditionally, television and newspapers have been the main alternative forms of communication (Onabajo, 1999). However, the development in Information Technology has altered the landscape significantly given that social media and related forms of communication have emerged to play an essential role in communication.

McKenzie (2006) argued that Radio is one of the most popular and widespread tools of communication in the rural areas where the majority of the population lives. This is because it is the most accessible and affordable mass media and it can disseminate important information to rural audiences through it they get entertained, receive the latest news and enjoy listening to various programs. Sakwa (2012) says that radio has a wide coverage with a higher persuasion and influence compared to other media of communication. These studies help to show that radio can be used in educating society on various issues important issues like health, development, and family.

The dynamic nature of radio ensures its relevance in the competition with other forms of media communication. It has faced competition but has found its way out. The dynamic nature of radio has been facilitated by internet which has made content local, available and accessible. The internet has offered opportunities for growth through its audio

content to radio users. This reflects the ideas proposed possibilities of the internet proposed in the 1990. People who listen to the radio today enjoy the efficiency of the internet and radio content without need for aerial. Marketing professional has found internet radio profitable.

Kuewumi (2009) observed that radio was a companion to listeners because it advocates or appeals to them individually apart from reaching many people simultaneously. The position is supported by the fact that some radio programs discuss matters that affect listeners either directly or indirectly. Radio is interactive in nature. The radio gives feedback to the listener on communication made through Face book, texts, calls, twitter, Instagram, email alongside other channels of mass communication. This enables communication flow among members of public keeping them in touch (McLeish, 2005).

2.3 Concept of radio listener Listenership

Listeners' relationship with radio today is in very good health: its core qualities are felt to have endured over time and in relation to other media, both traditional and new (Essential Report, 2013). According to Dominick (1993) and Black and Bryant (1992) as cited in Bormann (2015), radio is listened to in every corner. Listeners use and relate to radio in very different ways compared to other media. Listeners use radio for various reasons one of which is for emotional support, to keep their spirits up through programmes, and the result will determine to a large extent the attitude listeners would have to programmes Ajaegbu, Akintayo, & Akinjiyan (2015).

Radio is a versatile medium: it speaks to the listeners. The reasons for people listening to this medium may be linked to accessibility as its unique attribute (AlHassan, 2016). Technological advancements have revolutionized radio sets from huge immobile

sets to miniature ones. Radio is hence available on new technological devices such as mobile phones, satellite decoders, mp3 players, tablet computers, computers and car stereo sets. As a result, radio listenership in recent times seems to have been one of the easiest activities of known example, compared to its previous immobile nature (Bormann, 2015).

To some listeners, radio is a companion by providing different forms of entertainment and a discursive space about different issues that affect them both as individuals and as members of a group or community. It offers a forum where different voices can be heard (Scanell, 1996; Gathigi, 2009). According to Oliveira, Portela, & Santos (2012) as cited in Ajaegbu, et al (2015), it is assumed that listeners make their own interpretations of a radio programme – if the presentation includes something they can relate to, something familiar. The encounter between the radio programme and the listener is regarded as a meaning making process within a cultural context.

More so, Radio is a very potent communication medium with unique attribute which make it capable of reaching a wide range of audience simultaneously availing mankind the best means of information dissemination and reception (Acholonu, 2009, p. 61). Radio is seen as the most effective, spontaneous means of communication and an electronic information carrier. Owuamalam (2007, p.2) posits that radio is: An electronic device which transmits sound signals into the air, at particular frequencies. The radio receiver translates the signals to comprehensive aural messages as intended and provided by the source. It is the fidelity of the radio receiver that ensures clarity in reception and eliminates entropy (noise) which impedes meaning.

The broadcast audio medium of radio is believed to be the most effective, popular and credible medium for reaching a large and heterogeneous audience (Nwabueze, 2007, p. 65). Articulating views on the many benefits of radio as a medium of communication particularly in the rural areas, Asemah, Anum and EdegO (2013, p.24) assert that radio can

be used to mobilize the people at the grassroot level for community development and national consciousness. According to the authors, no serious mass oriented development, especially in rural communities in Africa ever succeeds without the active involvement of the people within the traditional system.

In essence, radio can be employed to pass across vital information about latest techniques in agriculture, trends in agricultural extension services, etc., to the generality of rural dwellers. The radio is a popular and ubiquitous medium of mass communication and the most pervasive in every part of the world (Okoro, 1998, p. 71). The writer discusses the advantages of radio as follows:

i. Pervasiveness: The radio is not only highly intrusive but also possesses the power to shatter walls of privacy the moment it is on. It possesses a universal attribute which enables it to cut across the barriers of illiteracy and poverty.

ii. Immediacy: The radio has the capacity to relate the events to the audience as it is happening. Okoro (1998) avers that the radio relays signals to the home at the speed of 186,000 miles per second. The radio can also transport the audience to the scene of event while still at home.

iii. Economy: Radio is economical medium in terms of buying radio sets and in terms of programme production, airing and set maintenance.

iv. Flexibility: Replacement of message at the last minute with minimum cost and inconvenience is easy in radio programming. Also radio is flexible in providing specialized programming for varied audience-types.

v. Presence: The human warmth and power of the voice associated with the radio create unseen, near realistic physical presence.

2.4 Market Women and Radio Listening Habit

A (traditional) market can be described as a defined place where with the use of a legal tender, individuals/groups converge to buy and sell goods, and a place where services

are offered and patronized. Different markets exist in Ilorin metropolis and some are notable for trading some particular types of product/services. However, most of the markets are diverse, and various products/services can be procured from them, like foodstuffs, electronics etc.

An archetypical market woman in an average Nigerian market is one who sells a specialized or diverse type of products or service, in a stall, and oftentimes has an assistant. In the words of AlHassan (2016);

In Nigeria, radio with its penetration among the market women is becoming a powerful medium for advertisers. It gets three percent of the national advertising budget. Radio is still the cheapest alternative to television and it is no longer a poor medium in advertising terms because radio listening is globally effective. It has also prospered as an advertising medium for reaching local audiences. Moreover, radio serves small highly targeted audiences, which makes it an excellent advertising medium for different kinds of specialized products and services. As far as audience is concerned radio does not hamper people's mobility. As a vehicle of information for masses, it is still the fastest. For instance, it would take less time for a news reporter for radio to arrive on the spot with a microphone and recorder than the same for TV along with a shooting team and equipment (AlHassan, p.153).

Majority of the population listen to radio regularly especially adults and young ones. Surprisingly, many listeners are loyal to their favourite stations and are often tuned for long periods to a station (Ismaila, 2013, Ajaegbu, 2015). Listeners use and relate to radio in a very different way to other media. Ninety percent of listeners are actually doing something else while listening to radio. Typically this will be routine tasks for example, driving, chores, housework (Radio Advertising Bureau, 2013; Ajaegbu, 2015).

2.5 An overview of Broadcast Media

In Nigeria, broadcasting as it is today is the handiwork of the British colonial masters who established a radio relay station in conjunction with Overseas Rediffusion Company in 1932 (Adeseye & Ibagere, 1999, p.101). Whatever their motive was then, the fact remains that this was the beginning of Nigeria's journey into the broadcasting world. Udejah, (2004, p.9) noted that broadcast distribution continued in Nigeria until 1951 when wireless broadcasting was introduced and the Nigerian Broadcasting Service was born. The history of television broadcasting in Nigeria was remarkable as Nigeria pioneered television broadcasting in Africa in 1959. This ultimately makes Nigeria a major player in broadcasting in Africa cum the world. Through Decree 38 as amended to Decree 55 of 1999, the National Broadcasting Commission (NBC) was established in 1992 with the responsibility of regulating and deregulating the broadcast industry in Nigeria (Udejah, 2004, p.14).

2.6 Empirical Frame Work

There are various studies on market women radio listenership in Nigeria. Therefore the following studies will be look into.

In a study by Alhassan (2016) focused on radio listening behaviour among the market women in Anyigba community of Kogi State Nigeria. The study adopted the survey method of research with questionnaire as the instrument for data collection. It was found from the study that majority (58%) of the market women in Anyigba listened to radio programmes often. Their exposure to radio messages was high and their preferred radio station was Radio Kogi Ochaja, because it transmits mainly in the local dialect and provides them information, education and entertainment.

The study however recommended that governments at all levels should consider the establishment of more rural or market-women oriented radio stations to cater for their

interests and also there should be more educational and informative programmes targeted at the market women in Anyigba; and they should be encouraged to obtain affordable radio sets so as to expose them to radio programmes. Radio stations were asked to produce more of rural programmes to benefit the market women since they have a positive listening habit to the radio.

Also, Gathigi (2009) carried out a study on Mass Communication Radio Listening Habits among Rural Audiences: An Ethnographic Study of Kieni West Division in Central Kenya. It focused on the liberalization of the media industry in African countries such as Kenya faced with the challenge of continuing to provide much-needed information to the African population. One segment of particular interest in Kenya was the rural audience that makes up 80% of the country's population. This is a research on the role of radio in rural listeners' everyday lives within a liberalized media environment.

Using the media ethnography method, the researcher examined the radio consumption habits of rural people of the Kieni West Division, Nyeri District, Kenya. How do they choose content from the stations that are available? What type of content do they seek and how does this relate to their daily lives? Instruments of data collection were interview, focus-group discussions and observation methods. In addition, documents relating to radio broadcasting in Kenya were analyzed. The research found that radio is the most important and accessible medium in Kieni West and that vernacular radio stations are the most preferred ones. Kieni West listeners use radio to obtain information about what is happening locally and beyond.

More so, EdegO, Asemah & Nwammuo (2013) the study focused on radio listening habit of rural women in Idemili south local government area of Anambra state. The study adopted survey research method and used questionnaire as an instrument of data collection. A total of 740 women drawn from Idemili South Local Government Area formed the sample of the study. Findings of the study show that a good number of rural women listen to radio and that programmes that interest them most are health related and agricultural

programmes. The study recommends the utilization of radio by government and its agencies for disseminating messages intended for rural people.

2.7 Theoretical Framework

This study would be anchored on Uses and Gratification theory

Uses and Gratification Theory is a popular approach in mass communication. This theory presumes that audience are not passive but take an active role in the interpretation and amalgamating media into their own lives (Katz, 1959, Krishna Kanta Handiqui State Open University, 2017). The theory also holds the audience responsible for choosing media to meet their needs. This approach opines that people use the media to fulfill specific gratifications or satisfactions. If so, this theory would imply that the media competes against other information sources for the viewer's gratification.

Uses and Gratification Theory (UGT) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs (Akanbi, 2017). It was originated in the 1979 by Blumler and Katz as a reaction to traditional mass communication research emphasizing the sender and the message. It focuses on the question, 'what did people do with social media? It discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interaction, diversion or escape (Akanbi, 2017).

Core assumptions of Uses and Gratification theory:

According to Katz et al (1974) as stated in Bormann (2015), the first assumption is that the audience is conceived as active. This idea focuses around the assumption that the viewers are goal oriented and attempt to achieve their goals through the media source.

The second basic assumption is that in the mass communication process, much initiative in linking need gratification and media choice lies with the audience member. This reflects the idea that people use the media to their advantage more often than the media uses them. The receiver determines what to absorb and does not allow the media to influence them otherwise.

The third basic assumption is that the media competes with other sources of need satisfaction. This implies that each individual has several needs. In response to this, the individual creates a wide range of choices that meet these needs.

The fourth basic assumption is that many of the goals of media use can be derived from data supplied by the individual audience members themselves. This idea claims that people are very aware of their motives and choices and are able to explain them verbally if necessary.

The fifth and final basic assumption as believed by theorists (Katz, Blumler and Gurevitch, 1974; Bormann, 2015) that only the audience can determine the value of the media content. It is the individual audience members who make the decision to use the media; therefore, they place the value on it by their individual decision to use it.

Criticisms of the Uses and Gratification theory:

1. The media audience may not know why they chose to view/read/ listen to media contents and may not be able to explain such decision fully.
2. There is evidence that media use is often habitual, ritualistic and unselective (Barwise and 1988; KKHSOU, 2017).
3. The Uses and Gratification approach has been criticized as being individualistic and psycho logistic, tending to ignore the socio-cultural context of the content.
4. Uses and Gratification theorists tend to exaggerate active and conscious choice, whereas media can be forced on some people rather than freely chosen.

This theory is very relevant to the study, as it is known that the media sets the tone and framework for various topical discourses at various levels. Market women in Kulende tune in any favorite station of theirs and the gain any of the media role from it which includes education, information and entertainment.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter will cover the research design in the study, the method, population (universe) of the study, sampling technique, sample size, data collection instrument and the method of data analysis.

3.2 Research Design

The descriptive cross-sectional survey research design will be employed for gathering data in this study. This decision to utilize this design was due to the nature of the study.

The quantitative research method was adopted for this study. This method was specifically adopted, because it present and analyze data using numbers in all the process.

3.3 Population of the study

The population of this study is Kulende market women but due to no recorded data of the total population of market women in Kulende, we will consider using the total population of residents in Ilorin East as Kulende is located in Ilorin West of Kwara state. According to the National Population Commission (2015), the 2006 census indicates that the total population of Ilorin East is 364,666 the total population is 364,666

3.4 Sampling Technique

The purposive and the accidental sampling techniques will be simultaneously used for data gathering from the respondents. The population (market women) will be purposively chosen being that this study revolves round market women specifically, and their listening habits. Also, due to the language barrier that some of the market women might not understand English, the researcher will interpret the questions to them.

3.5 Sample size

The sample size for this study was gotten using the Taro Yamani (1964) sample size formula. This table estimates the sample size to be used for a given population.

$$\frac{N}{1 + N \times 0.07^2}$$
$$\frac{364,666}{1 + 364,666 \times 0.0049}$$
$$\frac{364,666}{1 + 1786.8634}$$
$$\frac{364,666}{1787.8634} \quad N = 203.96748432$$

Approximately N = 204

3.6 Data collection instrument

The data collection instrument is the self-administered questionnaire. The questionnaire will contain only close-ended questions which will have section A and B. Section A for demography variables while B for psychographic.

3.7 Method of data Analysis

The data will be descriptively analyzed, and recorded, presented and organized in percentages and frequency tables using SPSS version 23.0.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter discussed in details presentation, analysis and interpretation of the data collected from the market women in Kulende Ilorin. The sample size for this study was 204, out of which 179 self-administered copies of questionnaire were retrieved while 25 were not valid. Therefore, the data presented 179 questionnaire properly filled and retrieved from the respondents.

4.2 Section A: Demographic Characteristic of Respondents

	Frequency	Percentage
<hr/>		
Age		
18-22	11	6%
23-27	29	16%
28-32	22	12%
33–37	31	17%
38-42	17	9%
43 and above	69	39%
Total	179	100%
Marital Status		
Single	28	16%
Married	151	84%

Total	179	100%
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Nature of Business

Provision	65	36%
Farm Produces	10	6%
Textiles	104	58%
Total	179	100%

Item 1 in the above table showed that respondents of 43 and above year of age has n=69 representing 39% while respondents 18-22 are n=11 representing 6%. This means that respondents of age 41 and above have the highest population. Item 2 showed that n=151 respondents representing 84% are married while n=28 respondents representing 16% are single. This means that respondents that are married have the highest population. Item 3 showed that n=104 respondents representing 58% sell textiles while n=10 respondents representing 6% sell farm produce. This means that respondents that sell textiles have the highest population.

Section B: Analysis of Opinion and responses of the respondents

Table 4.2.1 Distribution of respondents' have access to radio

	Frequency	Percentage
Yes	148	82%
No	31	18%
Total	179	100%

In the table above, n=148 respondents representing 82% have access to radio while n=31 respondents representing 18% don't use mobile phone.

Table 4.2.2 Distribution of respondents' on how often they listen to radio

	Frequency	Percentage
Very Often	87	49%
Often	73	41%
Occasional	19	10%
Not at all	0	0%
Total	179	100%

The table above Showed that n=87 respondents representing 49% listen to radio very often while n=19 respondents representing 10% listen to radio occasionally.

Table 4.2.3 Frequency of respondents' whether they prefer radio to other media

	Frequency	Percentage
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Yes	126	70%
No	34	19%
Undecided	19	11%
Total	179	100%

The table above showed that n=126 respondents representing 70% p prefer radio to other media by selecting Yes while n=19 respondents representing 11% selected are undecided.

Table 4.2.4 Distribution of respondents on what makes them prefer radio to other media

	Frequency	Percentage
Radio appeal to my language	73	41%
Easy to afford	27	15%
Radio give chance to phone in	48	27%
Portability of radio	31	17%
Total	179	100%

The table above showed that n=73 respondents representing 41% said they prefer radio to other media because radio appeal to my language while n=27 respondents representing 15% said radio is easy to afford.

Table 4.2.5Frequency of respondents on the radio stations they listen to

	Frequency	Percentage
Kakakin FM	12	7%
Geri FM	18	10%
Diamond FM	31	17%
Sobia FM	47	26%
Harmony FM	23	13%
Midland Fm	21	12%
Alubarika	11	6%
O FM	16	9%
Total	179	100%

The table above Showed that n=47 respondents representing 26% listen to Sobi FM while n=11 respondents representing 6% listen to Alubarika FM.

Table 4.2.6 Distribution of respondents the programme they listen to

	Frequency	Percentage
Political programme	21	12%
Education programme	68	38%
Religion programme	35	20%
Social programme	42	23%
Business programme	13	7%
Total	179	100%

The table above Showed that n=68 respondents representing 38% listen to education programme while n=13 respondents representing 7% listen to business programme.

Table 4.2.7 Distribution on how often they listen to the radio programme of their choice

	Frequency	Percentage
Very Often	45	25%

Often	114	64%
Rarely	20	11%
Not at all	0	0%
Total	179	100%

The table above Showed that n=114 respondents representing 64% often listen to the selected programme while n=20 respondents representing 11% rarely listen to it.

Table 4.2.8 Distribution of respondents that radio as a communication tool keeps them inform on recent happenings

	Frequency	Percentage
Strongly Agree	98	55%
Agree	51	28%
Undecided	18	10%
Disagree	11	7%
Strongly Disagree	0	0%
Total	179	100%

The table above Showed that n=98 respondents representing 55% are Strongly agree that radio as a communication tool keep them inform on recent happenings while n=11 respondents representing 7% are disagree.

Table 4.2.9 Distribution of respondents' that education and entertainment roles of radio motivate them in listening

	Frequency	Percentage
Strongly Agree	54	30%
Agree	87	49%
Undecided	15	8%
Disagree	23	13%
Strongly Disagree	0	0%
Total	179	100%

The table above showed that n=87 respondents representing 30% are Strongly agree that education and entertainment roles of radio motivate them in listening while n=15 respondents representing 8% are undecided.

Table 4.2.10 Distribution of respondents that wide coverage of radio and its uniqueness made them to listen to it

	Frequency	Percentage
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Strongly Agree	57	32%
Agree	95	53%
Undecided	12	7%
Disagree	7	4%
Strongly Disagree	8	5%
Total	179	100%

The table above showed that n=95 respondents representing 53% agree that wide coverage of radio and its uniqueness made them to listen to it while n=7 respondents representing 4% are disagree.

Table 4.2.11 Distribution of respondents that radio saves time as they can be listening and the attending to customers at the same time

	Frequency	Percentage
Strongly Agree	72	40%
Agree	47	26%
Undecided	39	22%
Disagree	21	12%
Strongly Disagree	0	0%

Total	179	100%
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The table above showed that n=72 respondents representing 40% agree that radio saves time as they can be listening and attending to at the same time while n=21 respondents representing 12% are disagree.

Table 4.2.12 Distribution of respondents that radio they listen to radio to keeps themselves busy

	Frequency	Percentage
Strongly Agree	83	46%
Agree	77	43%
Undecided	19	11%
Disagree	0	0%
Strongly Disagree	0	0%
Total	179	100%

The table above showed that n=83 respondents representing 46% strongly agree that radio they listen to radio to keeps themselves busy while n=19 respondents representing 11% are undecided.

4.3 Discussion of Findings:

Research Question One: What is the Kulende market women's level of preferences for radio to other media of mass communication?

Table 4.2.1 showed that n=148 respondents representing 82% have access to radio while n=31 respondents representing 18% don't use mobile phone. Also table 4.2.2 revealed that n=87 respondents representing 49% listen to radio very often while n=19 respondents representing 10% listen to radio occasionally. More, table 4.2.3 showed that n=126 respondents representing 70% prefer radio to other media by selecting Yes while n=19 respondents representing 11% are undecided. In addition table 4.2.4 revealed that n=73 respondents representing 41% said they prefer radio to other media because radio appeal to my language while n=27 respondents representing 15% said radio is easy to afford. From the above results it showed that market women in Kulende listen to radio and very often. Also they prefer listening to radio to other media because radio appeal to their language.

Research Question Two: Which radio station and type of programme most preferred by Kulende market women?

Table 4.2.5 showed that n=47 respondents representing 26% listen to Sobi FM while n=11 respondents representing 6% listen to Alubarika FM. Also, table 4.2.6 revealed n=68 respondents representing 38% listen to education programme while n=13 respondents representing 7% listen to business programme. In addition table 4.2.8 showed that n=114 respondents representing 64% often listen to the selected programme while n=20 respondents representing 11% rarely listen to it.

The above findings showed that Kulende market woman listen Sobi FM than the other stations and also, they listed to education programme.

Research Question Three: What type of gratification is derived by Kulende market from the type of programme listened to?

Table 4.2.8 showed that n=98 respondents representing 55% are strongly agree that radio as a communication tool keep them inform on recent happenings while n=11 respondents representing 7% are disagree. Also, table 4.2.9 revealed that n=87 respondents representing 30% are strongly agree that education and entertainment roles of radio motivate them in listening while n=15 respondents representing 8% are undecided. More so, table 4.2.10 revealed that n=95 respondents representing 53% agree that wide coverage of radio and its uniqueness made them to listen to it while n=7 respondents representing 4% are disagree.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises the summary of the study, the conclusion and the recommendations that were proffered by the researcher.

5.2 Summary

This study examined radio listenership pattern among market women in Kulende Ilorin. Survey research method was adopted in selecting sample of 204 respondents which 179 questionnaires properly filled and returned.

Chapter one of this study discusses the background of the study, problem statement, research objectives, research questions, scope of the study and definition of terms. Chapter two focused on literature review where some literatures related to the study were reviewed, also empirical studies and theories were reviewed. The study was anchored on Uses and Gratification theory. Chapter three of the study comprises of research design, population of study, sample size, sample techniques, research instrument and method of analysis. Chapter of the project focused on the data analysis and interpretation which the study established the following findings.

The study hereby established the following findings.

1. The study reveals that majority of the market women in Kulende have access to radio that listen to very often even during their business hours.
2. The study reveals that Sobi FM is their favourite radio station that they listen to follow by Diamond FM and others.

3. The study shows majority of the market women listen to programmes on their radio and they mostly tune in to listen to education programme. This mean they listen to programmes that imbibe knowledge in them.
4. Also, majority of the respondents indicated that their gratification from listening to radio can be channel towards it education and entertainment programme.
5. More so, from the result radio serve as a communication channel that inform the market women and they hold to it liking due it colouration b communicating with them in their mother tongue.

5.3 Limitation to the Study

The study was limited on the assessment of radio listenership pattern among market women in Kulende Ilorin.

5.4 Conclusion

This study concluded that market women in Kulende Ilorin kwara state listen to radio and their motive is to be kept abreast of information and being educated on whatever phenomenon that can leads to improvement on their social life.

Also, Sobi FM is most preferred among other stations and any grass root language programme is embraced by them as it is being regarded as an act of interactivity.

5.5 Recommendations

From the study it was observed that on radio programme have enormous contributions on market women in Ilorin but with this study, the following recommendations should be taken into consideration.

1. Each radio station should set aside a segment to enlighten market women on business as result showed that business news is not well embraced among them
2. So far market women cherish station that accommodates phone in programme, radio stations should entertain the habit of inviting market leaders to sensitize on any business issue.

5.6 Suggestions for Further Studies

There should be a research on the impact of business news on market women in Ilorin.

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Appendix
QUESTIONNAIRE

Dear Respondent

REQUEST FOR THE COMPLETION OF THE QUESTIONNAIRE

,

This questionnaire is a graduation requisite for the award of National Diploma in Mass Communication Department Kwara State Polytechnic Ilorin. Therefore, this study focuses on the assessment of radio listenership pattern among market women in Kulende Ilorin.

I will be glad if questions below are attempted with sincerity.

Thanks for your understanding.

SECTION A: Demographic Characteristics

1. Age group (a) 18-22 years (b) 23-27years (c) 28-32 years (d) 33-37 (e) 31-42
(f) 43 years and above
2. Marital status (a) Single (b) Married
3. Nature of Business (a) Provision (b) Farm Produces (c) Textiles (d) Plastics (e)
Others Please specify_____

SECTION B: Extent at Which Kulende market women prefer radio to other media?

4. Do you have access to radio
(a) Yes (b) No
5. How often do you listen radio
(a) Very Often (b) Often (c) Rarely (d) Not at all
6. Do you prefer radio to other media
(a) Yes (b) No (c) Undecided
7. What makes you prefer radio to other media
(a) Radio appeal to my language (b) Easy to afford (c) Radio give chance to phone in (d) Portability of radio

SECTION C Radio station and type of programme most preferred by Kulende market women?

Please read carefully and tick any of the options below to show your response

8. Which of these radio stations do you listen to (a) Kakakin FM (b) Geri FM (c) Diamond FM (d) Royal FM (e) Sobia FM (f) Harmony FM (g) Midland Fm (h) Alubarika FM (i) O FM
9. Do you listen to programme on radio (a) Yes (b) No
10. Which of these programmes do you listen to (a) Political programme (b) Education programme (c) Religion programme (d) Social programme (e) Business programme
11. How often do you listen the radio programme of your choice
(a) Very Often (b) Often (c) Rarely (d) not at all

SECTION D Gratification market women in Kulende derive from the type of programme they listen to?

Please select by ticking in the provided box in the question below.

SA- Strongly Agree A- Agree U- Undecided D- Disagree SD- Strongly Disagree

	Items	SA	A	U	D	SD
12	Radio as a communication tool keeps me inform on recent happenings					
13	Education and entertainment roles of radio motivate me in listening					
14	Wide coverage of radio and its uniqueness made me to listen to it					
15	Radio saves time as I can be listening and attending to customers the same time					
16	I listen to radio to keeps myself busy					