



## PERCEPTION OF TELEVISION ADVERTORIAL ON PROMOTION OF HOME-GROWN RICE AMONG CONSUMERS IN OYO STATE, NIGERIA

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### ABSTRACT

Promotion of home-grown rice is a major focus of the current government through advertorial. However, the perception of rice consumers on these advertorials is yet to be ascertained. Therefore, the study investigated consumers' perception of television advertorial promoting home grown rice. Questionnaire was administered on a randomly selected sample of 135 rice consumers in Oyo state, and data generated were analysed using percentage, mean frequency distribution and Pearson's Product Moment Correlation (PPMC). Findings from the study revealed that the respondents had a mean age of 40 years and 99.3% possessed a television set. Most (60.0%) of the respondents spent about 1-2 hours watching television per day. Majority (82.0%) of the respondents had high level of knowledge on television advertorial promoting home grown rice. Also more than half of the respondents (58.5%) had favourable perception of the advertorial. In addition, respondents' knowledge ( $r=0.025$ ;  $p < 0.05$ ) significantly related to their perception of the advertorial. The respondents had favourable perception towards television advertorials promoting home grown rice. However, there is need for the content of television advertorial promoting home grown rice to be improved upon to meet the needs of the respondents.

**Keywords:** Home grown rice, rice consumers, television advertorials.

### INTRODUCTION

Rice is one of the crops being promoted under the Federal Government of Nigeria's Agriculture Promotion Policy (2016-2020) given its growing importance and prominent role among staple food crops in Nigeria. Adewumi, Olayanju and Adewuyi (2007) observed that rice production and processing are profitable ventures in Nigeria. The country has a history of indigenous rice production and high demand (Johnson, Takeshima, and Gyimah-Brempong, 2013). Thus, it is not surprising that rice has emerged as a major staple food crop in Nigeria, given its demand in all the six geopolitical zones and across all socio-demographic groups (Gyimah-Brempong, Johnson and Takeshima, 2016). The increasing domestic demand for rice in Nigeria has been attributed to consumer preferences, increasing incomes and rising urban population, among others (Nwanze, Mohapatra, Kormawa, Keya, and Bruce-Oliver, 2006).

Home grown rice ("Bida Rice", "Ofada Rice", "LAKE Rice" or "Abakaliki Rice") in Nigeria and other indigenous brand names in other countries have a lot to offer when it comes to health benefits and contain un-adulterated nutrients which is good for the body and overall health. Home grown "unpolished or brown" rice contains lots of nutrients compared to the polished rice, and these nutrients include carbohydrate, protein, high fibre, fats, vitamins and minerals such as folic acid, phosphorus, vitamin B1 (thiamine), vitamin B3 (niacin), magnesium, selenium, manganese and iron.

It is believed that home grown rice do not cause any kind of allergic reaction, unlike the polished rice. It helps in reducing chronic illnesses such as infertility, accelerated ageing, gastrointestinal problems etc., which is gotten from genetically modified foods, due to the chemicals used in the processing, which are mostly present in

the food. Local/brown rice contains diverse ranges of nutrients, which help in improving the skin tone, help in the treatment of many skin and hair conditions such as psoriasis and hair loss. Its content of ferulic acid also makes it an anti-ageing property which is good for the skin (Finelib.com, undated). Since several efforts made by government cannot address low patronage of home grown rice, there is strong need for the television advertorials on promotion of home grown rice among rice consumers in Oyo state, Nigeria.

The word advertising came from the Latin word 'advertere' which means "to turn the mind toward". The American Marketing Association (2016) recommends the definition of advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". The AMA points out "that advertising is a tool of marketing along with the product and its packaging, price, distribution and personnel selling. Definitely advertising is openly and overtly subsidized information and persuasion, and its task is to present and promote for more than merchandise. Therefore promotion is 'non-personal', It is directed "to whom it may concern". If advertising is effective, it is because the audience is receptive to it.

According to Kenton (2021), firms advertise in order to increase demand to the point where economies of scale are achieved. The advertiser may wish initially to build primary demand for the group as a whole, anticipating that he will benefit to build proportionally from the overall growth of the market. However, most Nigerian advertisers primarily advertise to create brand awareness that would eventually lead to brand preference and subsequently to a decision to purchase. Primary advertisement can only work in developed countries where it is done by a group of

sellers who typically compete against each other (Nnabuko, 2008). In another of his contributions, Oyedokun, Adalokun and Akinyemi (2015) also claims that a company advertises to increase the demand of its products and hence stimulate sales.

Television is one of the most powerful and influential medium of communication around the world. As a result of its powerful effect, most advertisers rely on television for advertisement of their products and services to attract the viewers as they are their target audience in most of the cases. Advertising in the media has become a powerful communication tool in passing messages about the products and services to both viewers and potential customers in the society.

The current administration has been making several efforts since its inception to improve agricultural production; home grown rice production inclusive. Some of the strategies employed are the formulation of policies in favour of local products, creation of Agriculture Promotion Policy (2016-2020) and deliberate steps that will bring down the price of home grown rice to combat the unhealthy status of imported rice being dumped in the country. These are in addition to unavailing ban that was placed on importation of rice, the creation of awareness on the need and importance of consuming home grown rice by employing media such as television advertorials (like that of Saka and Zebrudaya on the National Television), newspapers and the likes.

Adekoya (2011) revealed that advertising influences consumer buying behaviour, which means it helps to increase favourable perception towards a product. Basically, two television advertorials on home grown rice were aired on different television stations in Nigeria. The first one is a form of comedy and short drama featuring Saka and Zebrudaya as the central characters. It portrayed the good taste and other advantages of eating and patronizing local rice. The second one which is a television jingle, is a Ministry of Agriculture and Rural Development Advertorial on the promotion of locally produced commodities including home grown rice. The advertorials were usually aired early in the morning between 8am and 10am and later in the evening during network news of Nigerian Television Authorities (NTA). The two advertorials were broadcasted in NTA, Trybe Television and African Magic Yoruba. The former advertorial was considered for this study.

It is pertinent to note that most studies on the home grown rice in Nigeria have humbled focus on investigating the perceptions of television advertorial on home grown rice by rice consumers in Oyo state, despite the recent effort of the government to promote its consumption through the sensitization of its populace using television advertorial. Sowunmi, Omigie and Daniel (2014) determined the consumers' perception of Ofada rice,

while Onu (2018) examined consumers' preference for imported and Nigerian rice and Ogunleke and Baiyegunhi (2019) x-rayed the effect of households' dietary knowledge on local (ofada) rice consumption. However, there is dearth of information on how television advertorial has improved perception of consumers about local rice which is crucial for satisfactory patronage. Hence, this study investigated the perception of television advertorial on promotion of home grown rice among rice consumers in Oyo state, Nigeria.

The general objective of this study is to examine the perception of television advertorials on promotion of home grown rice among rice consumers in Oyo State Nigeria. The specific objectives are to:

1. Describe the socio-economic characteristics of the respondents.
2. Ascertain the level of knowledge of the respondents on television advertorial promoting home grown rice.
3. Determine respondents perception on television advertorial promoting home grown rice in the study area

The hypothesis tested for the study was stated in null form as follows: There is no significant relationship between respondents' knowledge and their perception of television advertorial promoting home grown rice

## METHODOLOGY

Oyo State is one of the states in south-western Nigeria, with its capital at Ibadan. It is bounded in the north by Kwara State, in the east by Osun State, in the south by Ogun State and in the west partly by Ogun State and partly by the Republic of Benin.

The population of the study comprised rice consumers in Ibadan Metropolis. A multi-stage sampling procedure was used for this study. Simple random sampling was used to select 10% of the 33 local government areas in Oyo State. Therefore, Ibadan North, Ibadan Southwest and Akinyele local government areas were selected. There are 12 wards in each of Ibadan North, Ibadan Southwest and Akinyele local government areas and 20% of the wards were randomly selected making a total of 6 wards. Ibadan North Ward 4, Ibadan North Ward 12, Ibadan Southwest Ward 7, Ibadan Southwest Ward 9, Akinyele Ward 10 and Akinyele WARD 12 have 10, 6, 8, 11, 12, and 10 communities, respectively. One community each was selected from each of the wards, which signifies 10% of the wards. Lastly, a total of 135 respondents were selected from the communities using convenience sampling technique. Quantitative data were collected through the use of interview schedule.

Respondents' knowledge of the television advertorial on home grown rice was measured through eleven knowledge questions. Right and



wrong answers were scored 1 and 0, respectively. The mean score generated from the total scores computed for each of the respondents which was 9.6 was used as bench mark for determining respondents that have high and low knowledge of the television advertorials on home grown rice. Also, the respondents' perception of the television advertorial was measured with seventeen perception statements with response options of strongly agree, agree, undecided, disagree and strongly disagree and were assigned 5, 4, 3, 2 and 1, respectively for positively worded statements and reverse order for negatively worded statements. The total score for each respondent was computed and the generated mean score of 62.70 was used to categorise the respondents into those that have favourable and unfavourable perceptions of the television advertorial on home grown rice.

## RESULTS AND DISCUSSION

### Respondents' socio-economic characteristics

In Table 1, the mean age of the respondents was 40.1 years which implies that majority of the respondents are still in their active and productive

ages, which can meaningfully contribute to agricultural development in the area. This finding is corroborated by the findings of Badiru (2013) that alluded to 43.99 as the mean age of respondents in an earlier study conducted in the study area. Furthermore, results show that 10.4% of the respondents had farming as their major occupation, 24.4% had trading as their major occupation, 38.4% were artisans and 30.4% were either civil servants or private establishment workers. This suggests that majority of the respondents were either entrepreneurs or civil servants. Results in Table 1 also reveal that majority (99.3%) of the respondents owned television sets in their homes. This suggests that majority of the respondents have more access and are more likely to be exposed to information disseminated through the television. Also, result shows that majority (81.5%) of the respondents often watched television while 18.5% of the respondents rarely watched television. This suggests that the television is an effective tool in reaching people in the study area due to its abundance and its popularity among viewers.

**Table 1: Distribution of the respondents by socio-economic characteristics**

Variables	Frequency	Percentage	Mean
<b>Age</b>			
≥25	4	3.7	
26-35	49	36.3	
36-45	40	29.6	40.18
46-55	28	20.7	
55 and above	13	9.6	
<b>Major occupation</b>			
Farming	14	10.4	
Trading	33	24.4	
Artisan	47	34.8	
Civil servant/Private	41	30.4	
<b>T. V Ownership</b>			
No	1	0.7	
Yes	134	99.3	
<b>Frequency of watching T. V</b>			
Rarely	25	18.5	
Often	110	81.5	
<b>Hours of Watching T.V daily</b>			
Less than 1hr	19	14.1	
1-2 hours	81	60.0	
Above 3 hours	35	25.9	

Source: Field survey (2019)

### Respondents' knowledge about television advertorial promoting home grown rice

Table 3 shows that a larger percentage of the respondents (60.7%) had high knowledge of the

television advertorial promoting home grown rice. This implies that the respondents have useful information that can aid their decision on the consumption of home grown rice.



**Table 2: Distribution of knowledge of respondents (n=135)**

S/N	Test of knowledge	Right
1	The T.V. advertorial on home grown rice contains information on good taste of the rice	91.9
2.	The final scene of the advertorial portrayed good processing of the rice	79.3
3.	In the advertorial the characters demanded for home grown rice	94.1
4.	The television advertorial is sponsored by the federal government	94.8
5.	The television advertorial is promoting the rice revolution programme	95.6
6.	The two major scenes of the advertorial is about characters demanding for home grown rice	90.4
7.	In the advertorial, one of the characters made mention of the home grown rice as a healthy food	78.5
8.	The television advertorial is in form of a drama	77.0
9.	In the first scene of the advertorial, the character who asked if the rice was home grown rice is Saka	91.1
10.	The character whom said customer “dada nii” in the advertorial is Anabel David	73.3
11.	In the advertorial the character Zebrudaya made mention of the good taste of the rice	94.1

**Table 3: Distribution of Knowledge level of respondents**

Knowledge level	Knowledge score groups	Frequency	Percentage
Low	Less than 9.6	53	39.3
High	9.6 and above	82	60.7

**Respondents’ perception of the television advertorial promoting home grown rice**

Results in Table 4 indicate that the most of the respondents (93.4) agreed to the statement that the advertorial need to address the price of home grown rice. Also, the respondents (80.7%) disagreed that the characters in the advertorial do not play their roles well. However, 40.0% of the respondents agreed that the advertorials had contributed to increase in the consumption of home grown. On a general note, the respondents had favourable perception on almost all the statements on the television advertorials. This is an implication that the respondents have good impression about the television advertorials on home grown rice.

The result in Table 5 revealed that 58.5% of the respondents were favourably disposed to advertorials promoting home grown rice. This implies that the respondents believed that the television advertorials promoting home grown rice are of significant benefit to them. Hence, there is high tendency that the respondents will patronize and also encourage others to promote home grown rice. Furthermore, the respondents will be willing to

watch similar advertorials. This is in contrary with finding of Lodziana-Grabowska (2016) which revealed 63% of consumers had unfavourable perception about the reliability of content of television advertorials.

**Relationship knowledge and the perception of the respondents on the television advertorial promoting home grown rice**

The test shows that there was significant relationship between respondents’ knowledge ( $r=0.025$ ;  $p < 0.05$ ) and their perception of the television advertorial promoting home grown rice. This indicates the knowledge of the respondents influenced their perception of the television advertorials promoting home grown rice. As a result, the more the respondents are knowledgeable about the television advertorial on home grown rice, the more their favourable perception about the television advertorial will improve. This is in line with finding of Israel and Oguche (2018) which affirmed that relationship exist between students’ knowledge and perception of social media advertising.

**Table 4: Distribution of respondents by perception of the television advertorial promoting home grown rice**

S/N	Statements	SA	A	D	SD
1.	Advertorial promoting home grown rice are not of significant benefit to me	12.6	8.1	38.5	32.6
2.	The advertorial is a good way of promoting home grown rice	54.1	30.4	10.4	10.4
3.	The information from the advertorials are irrelevant	7.4	8.9	60.0	11.9
4.	The advertorial has contributed to increase home grown rice consumption	23.0	17.0	28.9	6.7
5.	The advertorial has helped to educate consumers on the good taste of home grown rice	31.9	32.6	19.3	3.0
6.	The packaging of the advertorial is poor in my own view	11.9	8.1	48.9	23.7
7.	The information obtained from the advertorial are not enough	49.6	23.0	16.3	4.4
8.	The characters used for the advertorial are suitable	68.1	21.5	4.4	1.5
9.	The advertorials promoted the consumption of home grown rice	47.4	33.3	9.6	3.7
10.	The advertorial is boring due to incessant repetition	3.7	3.0	35.6	52.6
11.	The advertorial needs to address issue of price of home grown rice	70.4	23.0	2.2	0.0
12.	The message of the television advertorial are easy to grasp	41.5	45.2	5.2	1.5
13.	The television advertorial never needed to contain information on the health benefit of home grown rice	7.4	5.2	45.2	37.8
14.	The benefit derived from home grown rice does not worth the time invested in it	9.6	5.2	48.9	23.0
15.	The advertorial on home grown rice does not really support the rice revolution programme	5.2	5.9	54.8	25.2
16.	The characters in the television do not play their roles well	7.4	5.9	47.4	33.3
17.	The advertorial contains information needed by consumers	66.7	21.5	4.4	7.0

Source: Field Survey 2019

**Table 5: Respondents' level of perception**

Perception	Frequency	Percentage
Unfavourable	56	41.5
Favourable	79	58.5

NB: Mean = 62.70, Minimum = 43 and Maximum = 77

**Table 5: Results of Pearson Product Moment Correlation (PPMC) showing relationship knowledge and the perception of the respondents on the television advertorial promoting home grown rice.**

Variable	r-value	p-value
Knowledge	0.025	0.000*

\*Significant at  $p < 0.05$

## CONCLUSION AND RECOMMENDATIONS

Consequent upon empirical evidences from this study, it can be concluded that the respondents were in their active and productive ages, and can meaningfully contribute to agricultural development especially in the promotion of home grown rice. Also, they were knowledgeable about television advertorial promoting home grown rice and were favourably disposed to television advertorial

## RECOMMENDATIONS

Based on the empirical findings, discussions and conclusions drawn from this study, the following recommendations are made:

1. In view of the percentage of television stations broadcasting television advertorials promoting home grown as earlier affirmed in this study, the extension agents should encourage privately owned television stations and networks to promote home grown rice, since its target audience is relatively large. This will help in sustaining and increasing advertorials on

home grown rice. This is buttressed further by the fact that there is for more people to be knowledgeable and formulate encouraging opinions about home grown rice.

2. There is a strong need for the content of television advertorials promoting home grown rice to be improved upon to meet the needs of the respondents, as majority of them earlier affirmed in this study that their perception towards these advertorials is that it does not contain enough information. Therefore, television stations should adopt more participatory approach to involve agricultural communication experts in the planning and execution of such agricultural advertorials.

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