

Use of advertising media by small-scale agricultural entrepreneurs in Odeda local government area, Ogun State, Nigeria

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ABSTRACT

Advertising media engender a wider reach of agricultural products and services to potential customers and clients. Yet agricultural products and services are rarely advertised in the media. The study examined the use of advertising media by small-scale agricultural entrepreneurs in Odeda Local Government Area of Ogun State. Snow-ball sampling was used to select 180 respondents for the study. Data were obtained with the aid of interview guide. Descriptive (percentages and mean scores) and inferential (Chi-square and PPMC) statistics were used to analyse the data. Results show that the mean age of the respondents was 30.0±57.8 years. Majority (73.3%) were male, a little above half (51.1%) attended secondary schools, while 18.9% had tertiary education. Less than half (45.6%) had below 10 years of experience in agricultural enterprises, while 68.3% had positive perception of the use of media for advertisement. Physical display of products (\bar{x} =1.82) and social media (\bar{x} =1.67), limitation in customer's access to online advertisement (\bar{x} =1.27), and high number of media advertisement competitors (\bar{x} =1.15) were the most serious constraints to their use of media for advertisement. There were significant relationships between type of agricultural enterprise ($\chi^2=7.281$, $p=0.02$), constraints ($r=-0.260$, $p=0.00$) and use of advertising media. The study concluded that there was low use of advertising media among the respondents, however the favourable perception towards the use of advertising media should be leveraged upon by relevant stakeholders to engender a greater use of advertising media for a wider reach to customers and prospective clients.

Keywords: Advertising, Agricultural entrepreneur, Customer, Product patronage

INTRODUCTION

Advertising relates to any paid mode of communication between manufacturers and product/service users done via media including radio, television, print, internet, press, hoardings, direct selling, posters, events, etc. (Nainawat, 2021). It is described as a means or tactic of calling the attention of the public and persuading them to buy a product, service or idea. Advertising aims to turn the attention of people towards a product or business through paid announcement in the print, broadcast or electronic media.

Media is just the vehicle which an advertiser uses in conveying his messages to the consumer. Paul and Rai (2021) described media as communication systems, content generators and other technologies for mediated human speech. While the media are valued for their informational and entertainment functions, they also provide advertising function (Lavuri, 2018). In advertising, media can be categorised into two: above the line media and below the line media. According to Awolowo and Akinteye (2016), the line is just an artificial line which is meant for easy identification and does not mean one is superior to the other. The above the line includes television, radio, newspaper, magazine, cinema, while below the line includes exhibition, sale promotion, sponsorship, gift items, direct mails, etc. They stated that media usually attract the interest of advertisers with a view to

persuading them of their potential as effective channels for advertising messages.

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. It has the most effective impact as it appeals to both eye and ear (combination of audio and visual presentation). Products can be shown, their uses can be demonstrated and their utilities can be told over television. Just like radio, advertisements are shown on television during short breaks and there are also sponsored programmes by advertisers. According to Aziz *et al.* (2017), television is considered the most effective and efficient channel for spreading information in agriculture, making it a valuable teaching tool for agricultural extension. Radio is also one of the advertising media. It has an advantage of wide coverage and cost effectiveness. It is very useful to illiterates, who cannot read and write. During radio broadcasts, there are short breaks which are filled with advertisements of products and services.

Similarly, newspapers constitute a very common medium of advertising. An advertiser can communicate his message through a newspaper that has a wider reach. Considering that newspapers are published in different regions and different languages, advertised items therefore get to a wide range of people with language differences (Afolabi, 2014). The internet is equally a vital medium for marketing and

advertising. Marketing of products and services to prospective customers have evolved overtime as a result of the advent of the internet. Both online and offline enterprises use the internet to promote their products or services in forms such as text ads, pop up ads, banner ads and paid search placements (Eram, 2020). Consequently, the deployment of advertising media for use in agriculture can significantly contribute to the marketing of agricultural products and services, particularly by small-scale agricultural entrepreneurs, who possess the greater reach to the final consumer or customer.

Small-scale agricultural enterprises are non-subsidiary, independent firms, individuals or organizations with few employees. They are found everywhere in the society, spanning crop and animal production, processing and product marketing (Bello, 2015). These entrepreneurs play vital roles in the economic development of nations and form the bulk of business activities in growing economies like that of Nigeria.

The use of the media for advertising function has been in existence for a long time. Many small-scale agricultural enterprises have been using these media to increase the selling of their products and services to the general public, creating awareness in cases of changes or new offer in the existing product line, introduction of new products and services to the existing and prospective customers. There is still a gap between the agricultural entrepreneurs and the media of advertisement owing to the fact that agricultural products, inputs and services are rarely advertised in the media as the case with other non-agricultural products and services.

It is also noteworthy that small-scale entrepreneurs have different views and ideas about the media and their advertising content. Many of the agricultural products and services are not regularly featured in the available media of advertisement as with other non-agricultural products and services. This might be due to some constraints associated with the use of such media by the agricultural entrepreneurs. Against this background, the study examined the use of advertising media by the small-scale agricultural entrepreneurs. The specific objectives were to:

1. describe the personal characteristics of small-scale agricultural entrepreneurs;
2. identify the types of enterprises small-scale agricultural entrepreneurs are involved in;
3. determine the perception of small-scale agricultural entrepreneurs on media advertisement;
4. ascertain the extent of use of advertising media by small-scale agricultural entrepreneurs;

5. identify the constraints to use of advertising media by small-scale agricultural entrepreneurs.

The hypotheses tested were:

H₀₁: There is no significant relationship between types of agricultural enterprises and use of advertising media.

H₀₂: There is no significant relationship between associated constraints and use of advertising media.

METHODOLOGY

The study was carried out in Odeda Local Government area of Ogun State, Nigeria. The Local Government has a geographical land mass of 123,341,020 hectares with an estimated population of 186,300 people (Brinkhoff, 2022). It is composed of few semi-urban areas and several small scattered settlements in which over 60% of people are farmers. The inhabitants of Odeda Local Government are mainly Egbas who are involved in the cultivation of crops such as yam, cowpea, cassava, maize, cocoa, kolanut and oil palm. They are also involved in livestock production such as poultry, piggery and rabbitry on a small-scale.

The population of this study comprised all small-scale agricultural entrepreneurs in Odeda. There was no available record nor constituted group or association of agricultural entrepreneurs in the study area, hence snowball sampling was used to select 180 agricultural entrepreneurs involved in different agricultural related enterprises which constituted the respondents for this study. Agricultural entrepreneurs are those involved in new available agricultural ventures, setting new trends in agricultural related business and ready to take risks as opposed to conventional farmers still sticking to traditional system of farming. Interview guide was used to source data from the respondents in line with objectives of the study. Data were analysed with descriptive (frequencies, percentages, mean scores) and inferential statistics (Chi-Square, PPMC). The operationalisation of the study variables was done as follows:

Type of agricultural enterprise: Respondents were asked to indicate the agricultural enterprise applicable to them, using a two-point scale of involved = 1 and not involved = 0 from a list of seven enterprises. The maximum obtainable score was 7, while the minimum was 0.

Perception on media advertisement: Respondents indicated their perception by reacting to a list of six perception statements presented to them. This was measured using a 5-point Likert scale of strongly agree (5) to strongly disagree (1) for positive statements, with the scores reversed for negative statements. The maximum obtainable score was 30, while the

minimum was 6. The mean score was obtained and used to categorise the respondents into favourable (\geq mean score) and unfavourable ($<$ mean score) perception towards use of advertising media.

Constraints to media advertisement use: A list of six possible constraint items was presented to the respondents from which they reacted to those affecting their enterprises. It was measured on the scale of serious constraint = 2, mild constraint = 1, and not a constraint = 0. The maximum score obtainable was 12, while the minimum was 0. The mean scores for each of the constraints were obtained and used to rank them based on the order of severity.

The dependent variable of the study was use of advertising media. Respondents were required to indicate always used (2), occasionally used (1), and not used (0) to the seven advertising media provided. The maximum score obtainable was 14, while the minimum was 0. The mean scores for the advertising media were obtained and used to rank them based on

the extent to which they were used by the agricultural entrepreneurs.

RESULTS AND DISCUSSION

Personal characteristics of small-scale agricultural entrepreneurs

Results in Table 1 show that majority (73.3%) of the respondents were male, while 26.7 were female. This implies that there were more male agricultural entrepreneurs than female in the study area. Most of them (41.66%) were between the age of 31-40 years while the mean age was 30.0 ± 5.8 years, indicating a dominance of small-scale agricultural entrepreneurship by young people.

This contradicts the submission that young people usually do not like to work in the agricultural sector, but prefer seeking job opportunities in other sectors (Hilmi, 2021). More than half (51.1%) of the respondents had secondary education, while 18.9% had tertiary education.

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

Variable	Percentage	Mean
Sex		
Male	73.3	
Female	26.7	
Age		
21-30	16.7	30.0 \pm 5.9
31-40	41.7	
41-50	28.8	
> 50	12.8	
Religion		
Christianity	80.0	
Islam	18.3	
Traditional	1.7	
Education		
Primary	30.0	
Secondary	51.1	
Tertiary	18.9	
Marital status		
Single	20.0	
Married	80.0	
Years in agribusiness		
< 10	45.6	18.2 \pm 11.6
10-20	25.0	
21-30	17.7	
> 30	11.7	
Annual income (N)		
$\leq 500,000$	85.0	255,754.9 \pm 195.8
500,001 - 1,000,000	11.7	
1,000,001 - 1,500,000	1.7	
>1,500,000	1.6	

The relatively high percentage of graduates practicing small-scale agricultural entrepreneurship might be due

to the presence of an agricultural institution (i.e. Federal University of Agriculture, Abeokuta) in the

study area. Since there are diverse media types that are accustomed to the present day and age, and everybody (i.e. young or adult) has their fair share of media exposure (Paul and Rai, 2021), graduate entrepreneurs would be vast in the use of various advertising media. It was further revealed that 80.0% of the entrepreneurs were married. This is expected because most of them were within the adult age of 31-40years.

On the average, the respondents possessed 18.2±511.6 years of agribusiness experience, which is quite ample. They are thus expected to be attuned with the appropriate media to use to effectively reach potential customers. The annual income revealed that most (85.0%) of them earned not more than N500,000 annually, making it apparent that they are small-scale entrepreneurs. By this, they will be restricted to patronising only advertising media that are within their financial capability, such as physical display of products and social media.

Types of small-scale agricultural enterprises available in the study area

Results in Table 2 show the types of agricultural enterprises involved in by the respondents, these were classified into seven. Most of them were general agro-input sellers (52.1%). This was followed by poultry equipment sellers (13.8%) and agricultural consultancy service providers (12.7%), with agricultural equipment hiring (1.7%) being the least. The prominence of general agro-input sellers is understandable considering the essential nature of wide agro-input offered for agricultural production in the area. Having the belief that farmers would often demand quality inputs, agro-input sellers have learnt to view smallholder farmers as potential customers for their products and services (Gerstenmier, 2015). Similarly, considering rural poultry production as a suitable means of providing humans with quality food and additional income (Atsbeha and Gebre, 2021), this assertion equally supports the popularity of the respondents' involvement in the sale of poultry equipment. Agricultural entrepreneurs providing consultancy services operate like extension agents who provide extension service to rural farmers by keeping farmers abreast of latest or improved technologies. Knowledge of such technologies can also engender farmers' interest in them.

Table 2: Distribution of agricultural entrepreneurs by the types of small-scale agricultural enterprises

Types of small-scale enterprise	Percentage
Livestock feed milling and selling	4.4
Poultry equipment sellers	13.8
Fish feed milling and selling	8.8
General agro-inputs sellers	52.1
Agricultural consultancy services providers	12.7
Agricultural equipment hiring	1.7
Honey production and selling	6.5

Perception of agricultural entrepreneurs on media advertisement

Table 3 reveals that agricultural entrepreneurs were positively disposed to the use of media advertisement for promotion of their goods and services. For instance, most respondents (91.7%) perceived that media advertisement is very important and necessary for better sales and customers' patronage. Also 86.0%

agreed that media advertisement enhances sales/patronage of products and services. Furthermore, 68.3% disagreed that media advertisement is meant for large-scale entrepreneurs, while 68.9% equally disagreed that media advertisement is for the educated entrepreneurs. Generally, as indicated in Table 3b, most of the respondents had favourable perception (68.3%) towards media advertisement.

Table 3a: Perception of agricultural entrepreneurs on media advertisement

Statement	SA	A	U	D	SD	Mean
Advertisement is not important/necessary	1.7	6.7	0.0	26.7	65.0	1.47
Using the media for advertisement is unproductive	1.7	3.3	6.7	33.4	55.0	1.97
Sticking to one type of media is the best	8.3	13.3	60.0	13.3	2.35	1.05
There is high competition in media advertisement	38.3	28.3	8.3	21.7	3.3	3.77
Media advertisement is for the educated entrepreneurs	8.3	13.8	8.8	45.7	22.2	2.28
Media advertisement is meant for large-scale entrepreneurs	10.0	21.7	0.0	45.0	23.3	2.50
Media advertisements enhance sales/patronage of products and services	34.4	51.6	0.0	12.8	1.1	2.82

The implication of a favourable perception is that it would translate to high willingness of the respondents to deploy media advertisement in the promotion of their agricultural enterprises. This finding aligns with

the reality that entrepreneurs are known for exhibiting positive biases in their perception (Zhang and Cueto, 2015).

Table 3b: Perception categories of agricultural entrepreneurs on media advertisement

Perception categories	Percentage	Mean	SD
Favourable	68.3	18.5	4.09
Unfavourable	31.7		

Agricultural entrepreneurs' use of advertising media

It was revealed that physical display of products ($\bar{x}=1.82$) and social media ($\bar{x}=1.68$) were the top two advertising media used by the agricultural entrepreneurs for promoting their enterprises for onward patronage by their intending customers, while the other were less used as displayed in Table 4. This finding generally suggests that there is low use of available advertising media among the agricultural

entrepreneurs, which may be attributed to constraints associated with their use e.g. cost related constraint as shown in Table 5. For instance, the high use of physical display of products along with social media is due to the reality that they are relatively cost-free compared to broadcast and print media advertisements. These two media are user-generated. White *et al.* (2014) reported that using user-generated media, particularly social media, avail agriculturists with free and almost direct channels through which they can connect with their customers.

Table 4: Distribution of media used for advertisement by agricultural entrepreneurs

Advertising media	Always	Sometimes	Never	Mean	Rank
Radio	1.7	25.0	73.3	0.28	3 rd
Television	1.7	13.3	85.0	0.18	6 th
Newspaper	3.3	3.3	93.3	0.10	7 th
Magazine	5.0	18.3	76.7	0.22	5 th
Physical display of products	86.7	11.6	1.7	1.82	1 st
Social media	63.3	16.7	20.0	1.68	2 nd
On-line advertisement (Website)	1.2	23.7	75.1	0.24	4 th

Constraints to use of advertising media by agricultural entrepreneurs

As displayed in Table 5, high cost of electronic and print ($\bar{x}=1.67$), limitation in customer's access to online advertisement ($\bar{x}=1.27$), high number of media competitors ($\bar{x}=1.15$) and low targeted audience ($\bar{x}=1.10$) were the serious constraints affecting the small-scale agricultural entrepreneurs' use of media

advertisement. Asogwa and Musa (2018) similarly identified cost and competition related among other things as constituting threats to the use of e-marketing by entrepreneurs in agribusiness. Therefore, the occurrence and degree of severity of the stated constraints will have a great influence on the extent to which advertisement media would be used by agricultural entrepreneurs in making their products and services known to prospective customers.

Table 5: Distribution of agricultural entrepreneurs by constraints to use of adverting media

Advertising media	Always	Sometimes	Never	Mean	Rank
High cost of electronic and print media advertisement	73.3	20.0	6.7	1.67	1 st
High number of media advertisement competitors	35.0	45.0	20.0	1.15	3 rd
Choice of media to use for advertisement	10.0	51.7	38.3	0.72	6 th
Limited area of media coverage	20.0	43.3	36.7	0.83	5 th
Limitation in customer's access to on-line advertisement	38.3	50.0	11.7	1.27	2 nd
Low targeted audience	21.7	66.7	11.7	1.10	4 th

Relationship between type of agricultural enterprise and use of advertising media

Results in Table 6 show that a significant relationship existed between type of agricultural enterprise and use of advertising media ($\chi^2=7.281$, $p=0.02$). This means that some agricultural enterprises require specific type of advertising media for effective products and services promotion to prospective customers.

Considering that different types of advertising media have their strengths and weaknesses, it implies that some may be appropriate in promoting certain agricultural enterprises but also inappropriate for others. Generally, the type of media selected for use is determined among other things by extent of reach, cost, prestige, image, rating, share of media and circulation (Esiri *et al.*, 2014).

Table 6: Chi-square relationship between type of agricultural enterprise and use of advertising media

Variable χ^2	Df	p-value	Decision
Type of agricultural enterprise 7.281	6	0.02	Sig

Relationship between associated constraints and use of advertising media

Table 7 shows that there was a significant relationship between constraints and use of advertising media ($r = -0.260$, $p=0.00$). The negative sign implies that the constraints experienced by the respondents are inversely related to the advertising media used. In other words, the greater the severity of the associated

constraints, the lower will be the use of advertising media by agricultural entrepreneurs. Notwithstanding the reality of entrepreneurs being positively biased in their perception of media advertisement (Zhang and Cueto, 2015), when the level of constraints affecting media advertisement is high, they would be less disposed to publicising their products and services to targeted customers through advertising media.

Table 7: PPMC relationship between associated constraints and use of advertising media

Variable r-value	p-value	Decision
Constraints -0.260	0.000	Sig

CONCLUSION AND RECOMMENDATION

Agricultural entrepreneurs, most of whom were agro-input sellers, were generally characterised by low use of advertising media. They primarily utilised physical display of products and social media as the advertising media for promoting their enterprises for onward patronage by their prospective customers. However, high cost of electronic and print media, limitation in access to customers' online advertisement, high number of media advertisement competitors, as well as low target audience constituted limitations to the use of other advertisement media. Notwithstanding, respondents had favourable perception towards the use of advertising media, hence it is recommended that the positive disposition should be leveraged upon by all relevant stakeholders to engender a greater use of advertising media for a wider reach to customers and prospective clients.

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