



Analysis of the Factors Influencing Choice of Radio Station Programmes among Listeners in Bauchi Metropolis

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Abstract

Media economics has become an important area of study in media studies especially because provide interests have continued to invest hugely in the establishment of broadcast media outlets since the deregulation of the industry in 1992 and the subsequent return of Nigeria to democratic rule in 1999. This study was undertaken to determine the factors that influence the listenership base of radio houses in Bauchi metropolis, Bauchi State. In Nigeria today, there are over 250 radio houses, and in Bauchi metropolis with a large proportion of being them funded by private investors, mainly to serve business and political interests of their owners. In other words, they are purely profit-making ventures. At the moment, there are six radio stations in Bauchi metropolis with the federal and state governments owning four of them without commensurate adequate source of funding. The profit generated by these radio stations comes through repeat patronage and customer satisfaction, which therefore makes it imperative to be explored in order to provide information on the underlying reasons why listeners prefer one radio house over others especially in terms of the uses and gratifications that listeners seek from radio broadcast medium. Primary data for the study was obtained through the administration of a questionnaire on a sample size of 150 respondents. 110 questionnaires were duly completed, which constituted the actual sample size. Statistical Package for Social Sciences (SPSS) was used for data coding. It was also used in conjunction with frequency counts, percentages and weighted means for data analysis. The study came out with the major finding that there are differences in listeners'

perception of radio houses in the study location. This is occasioned by differences in the quality of their services as determined by the following variables: radio accessibility, radio listenership, radio program preferences, satisfaction derived from radio etc. Arising from these findings is the major recommendation that programming strategy of radio houses must take audience perceptions, expectations and preferences into consideration. The study also recommends that radio houses in the study area must find ways of factoring commercials in an on-disruptive manner into their programming for without revenue earned from such commercials, they will close down shop as many have in different parts of the world.

Keywords: *Influencing, Radio Station, Programmes, Listeners, Bauchi Metropolis*

Introduction

Background of the Study

Communication has become so imperative in the world today to the extent that no serious human endeavour that requires more than one person to be executed can successfully be completed without effective communication. For communication to take place, however, it must be carried out through channels, which could be visual, auditory, and electromagnetic or biochemical. In many parts of Africa, the radio is one of the channels (electro-magnetic), whose history dates back to 1791 but which became available for commercial broadcasting in the 1920s (Wikipedia), that has today become an important mass medium for news and entertainment the world over (Ajaegbu, Akintayo and Akinjiyan, 2015). The history of broadcasting in Nigeria, according to Akinloye & Adelegan (2012), dates back to 1932, when the

then British colonial administration set up in Lagos, the Radio Distribution System (RDS) to serve as a reception base, for the British Broadcasting Corporation. New base stations were subsequently opened in Ibadan and Kano, respectively in the years 1939 and 1944, and the name of the broadcast system later changed to Radio Diffusion System. Following the re-appraisal of their broadcast objectives in 1951, the RDS metamorphosed into the Nigerian Broadcasting Service (NBS), and by 1956, Nigerian Broadcasting Service (NBS) was re-named Nigerian Broadcasting Corporation (NBC), with the body in later years becoming responsible for the regulation of not only radio broadcasting but entire broadcast that also includes television, cable and satellite broadcast within the Nigeria state (Akinloye & Adelegan, 2012).

Before the liberalization of the broadcast industry in Nigeria in 1992, there were only two radio stations in Bauchi State, the Bauchi State government-owned AM and FM of the Bauchi Radio Corporation (BRC). However, today, RayPower, Globe FM, *Albakar* Radio and the Bauchi State Polytechnic-owned ATAP FM have entered the market, thereby engendering stiff competition for audience share (listenership base) within the metropolis. Though some of these new radio stations are privately-owned, they are all completely commercially oriented. They do not entirely depend on subvention to survive, unlike government-owned radio stations of the pre-1992 deregulation period, but are compelled to seek patronage from businesses and individuals alike. In competitive broadcast world of today, the survival of the privately owned radio stations is hugely dependent on their ability to provide satisfactory service, at the lowest possible price at the right time to the right audience (they need to sell advert bookings to survive). This is the crux of commercial broadcast. While radio stations make efforts to provide these services, the audience can patronize such stations only where their average audience reaches (cumulative audience) as well as audience share is high. Radio and indeed broadcast stations cannot achieve such standard measures of radio audience (listenership), unless their services on offer excite listeners. This study, therefore, seeks to identify these factors that can give radio stations based in Bauchi metropolis, such competitive advantage to enable them to survive, grow and remain profitably in business.

Media ownership and funding prior to the privatization of the electronic media in Nigeria in 1992, was in the hands of the federal and the various state governments, government funded, their programming and services were not driven by the desire to satisfy the needs and wants of their audiences, but only those of the owners of the stations. Thus, the deregulation of the electronic industry opened up the space and gave rise to the competitive increase in the number of privately-owned broadcast stations, that came with the attendant intense competition for patronage and commercial drive to enable them raise their revenue for business survival, growth and sustainability. To remain profitable would require offering services that excite their target audience.

Statement of Research Problem

Pattern of news consumption has changed as a result of developments in the media environment. The increasing number of radio station slots, and the approach of shrewd gadgets have offered ascend to the expansion of media channels, and stages for diversion and also news content, which encouraged specific presentation among clients (Ksiazek et al., 2010).

Currently, individuals could be classified as either print or broadcast clients, depending on the medium they frequently use. There may be clear separation between individuals who have a solid inclination for news or data and individuals who don't. The individuals who nearly seek after news substance would be diligently presented to news across wide different sources; then the individuals who support non-news substance would persistently move in the opposite direction of news in their media use. Besides, evidence on the ground shows that there are varied media channels which audiences have to choose from therefore it is important that we know scientifically what will determine their preference while total crowds are fundamentally a summation of individual viewers (Wesbster, 2008).

Aim & Objective of the Study

The Major objective of the study is to analyze the factor influencing the choice of radio station programme among listeners in Bauchi metropolis. The objectives of the study specifically are:

1. To identify the factors that influence media channel programme preference in Bauchi Metropolis.
2. To assess the frequency and pattern of radio listenership in Bauchi metropolis.
3. To identify factors that makes audience repel a radio program.
4. To explore the attractive factors affecting consumer behavior of radio listeners in Bauchi metropolis.

Research Question

The following research question will guide the study

1. What are factors that influence media channel programme preference within Bauchi metropolis?
2. What factors influence the listening pattern of radio listeners in Bauchi metropolis?
3. How do radio listeners in Bauchi metropolis perceive the level of program satisfaction on radio stations in Bauchi?

Key Terms

Choice, Radio station, Listener, Perception, Influence.

Literature Review

Conceptual Framework

Radio

Wikipedia (2016) defines radio as the technology of using radio waves to carry information, such as sound, by systematically modulating some property of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, phase or pulse. The Wikipedia (2016) further states that the term “radio” is derived from the Latin word “radius” meaning “spoke of a wheel or beam of light ray,” which use was initially limited to military communications but it later metamorphosed in the 1920s into a medium of mass communication when through the process of electronic amplification, it became a home appliance. Today, radio has taken many forms including wireless networks, mobile communications of all types as well as radio broadcasting. In other words, apart from listening to radio or AM/FM stations, radio can now be listened to through such devices as laptops, mobile phones, MP3, podcast, satellite radio etc. (Albarran, Alderson, Bejar, Bussart, 2007). The implication of employment of these appliances, according to Maina (2013), is that radio listenership instead of declining is even increasing as advances in technology is creating better opportunities for people to listen to the radio.

Fleming (2010) as cited in Chioma, Solo-Anaeto & Jegede (2015), reported that in the United Kingdom, radio audiences increased from 13% in 2007 to 16% in the first quarter of 2008 due largely to the advent of new audio technologies like mobile phones and podcasts. Available research information indicates that about 94 percent of all citizens in the U.S aged 12 and above listen to the radio daily and, on average, for around 20 hours a week (Kotler and Keller, 2009). According to Nair- Ghaswalla (2003), the amount of time as well as the frequency of listening to the radio in the Indian nation increased from 11% to 61% in the city of New Delhi sequel to the launching of private FM radio stations. In the country also, radio broadcasts not only reached up to 97.1% of the population but also covers up to 89.7% of the entire geographical area of the country (Ananthi, 2007).

In Nigeria also, radio is the most dominant news platform with over 77.4% of Nigerians listening to the radio (Broadcasting Board of Governors, 2015). Kaewumi (2009) as cited in Ajaegbu et al (2015) credits the radio with not only radicalizing the face of human communication but has ultimately become a fixed point in the daily lives of humans whereby people are informed, taught, nurtured and reformed by way of relaxation, re-invigoration and resuscitation. Onabajo (1999) cited in Ajaegbu et al (2015) credits the radio as being an efficient

instrument for getting a message to a large number of people at the same time, because it transcends the boundaries of space and also leaps across illiteracy barriers.

Egbuchulam (2002) sees radio as a major communication tool for improving people's quality of life by availing them with current news, entertainment and education. He equally asserted and thus concurring with Maina (2013) that despite advances in on-line technology, the radio still retains the advantage of being able to serve dispersed, isolated, and disadvantaged communities thus reducing the barriers of illiteracy and physical distance between communities.

The continued relevance of the medium of communication is also attested to by its use by advertisers seeking to effectively engage with their target audiences. Ananthi (2007), for example credits the medium with having about 5% of the advertising pie in countries where the medium is still in growth phase and around 10-12% in countries where it is at the maturity phase. In Nigeria for example, advertisers spent ₦15.1b on radio in the year 2015 (Invest advocate, 2016). In the US, the figure was 19.3 billion dollars in the year 2000 but shot up to 20.9 billion dollars in 2007 (Perreault and McCarthy 2003, Kotler and Keller, 2009).

List (2006) is of the view that the term "listening to the radio" does not connote "doing nothing but listen to radio" i.e. paying very close attention such as when one is listening to an educational programme but a situation where "someone is doing something else, but also have a radio on," added that defining the concept loosely to mean "being in the same room as an audible radio" will give a better average audience estimate. A radio is an installation consisting of one or more sets of transmitters, receivers etc. used to carry on communication via radio waves (www.collinsdictionary.com). Listenership base/audience share refers to the percentage of radio sets tuned to a particular station during a given period. (www.businessdictionary.com). It may also be defined as the percentage of radio listeners tuned in to a given station at a given time (Wikipedia, 2016). For example, a "1.4 share" means that 1.4% of all people listening to the radio at a specified time are tuned into the specified station or program.

Theoretical Framework

Uses and Gratifications Approach

Uses and gratifications approach is an influential tradition in radio listening and utilization. The original conception of the approach was based on the research seeking reasons for the great appeal of certain radio programme contents. The core question of such research was: "Why do people use radio programmes for and what

do they use them for?” (McQuail, 1997). Listening radio audiences know media content, which they can use to meet their needs. Uses and gratifications approach puts the function of linking need gratifications and radio programme choice clearly on the side of audience members. It suggests that receivers’ needs influence the choice of media, their use and what gratifications radio programmes give to them. This approach regards audiences as active media users as opposed to passive receivers of information (Larson, 2009). In contrast to traditional media effects theories which focus on “what media do to people” and assume audiences are homogeneous; uses and gratification approach is more concerned with “what people do with media” (Larson, 2009). The theory takes out the possibility that radio programmes can have an unconscious influence over our lives and how we view the world. The idea that we simply use the radio programme to satisfy a given need does not seem to fully recognize the power of the media information in today’s society (Swanson, 1987).

Uses and gratifications approach emphasizes motives and the self-perceived needs of audience members. Larson (2009) concluded that people use the same communication message for different purposes. The same content may gratify different individual’s needs. This suggests that audiences use radio programmes to meet different needs and motives. There is not just only one way that listeners use radio programmes, because there are as many reasons for using the radio programmes as there are listeners. Such needs are basic needs, social situations, and the individual’s background, (such as experience, interests, and education) determine to a large extents effects of listeners’ ideas, their wants from radio programmes (media) and which type of radio programmes meet best their needs.

Researches on radio listeners suggest that they are aware of and can state their own motives and gratifications for radio utilization. McQuail, Blumler, and Brown (1972) cited in Wood, (2008) proposed a model of “media-person interactions,” and classified four important media (in this study radio listenership) gratifications into: (1) Diversion: escape from routine or problems; emotional release; (2) Personal relationships: companionship; social utility; (3) Personal identity: self-reference; reality exploration; value reinforces; and (4) Surveillance (forms of information seeking).

Media Dependency Theory

Infante, Rancer and Womack (2003) described dependency as a correlating relationship between media content, the nature of society, and the behaviour of audiences. Media system dependency theory has been explored as an extension of

or an addition to the user and gratifications approach, though there is a subtle difference between these two theories. The cause of dependency is explained differently by the two theories. Grant et al., (1998) suggested that media system dependency theory is that audience goals lead to dependency. The user and gratifications theory sees fulfilment of audience needs as cause of media dependency. Both, however, are in agreement that media use can lead to media dependency. User and gratifications approach theory states that the more dependent an individual is on the radio programme for having his or her needs fulfilled, the more important the radio programme will be to that person. Infante, Rancer and Womack (2003) suggested that audience active use of radio programme to achieve personal goals will result independence on specific radio programme. Media system dependency theory, suggests that both macro and micro factors influence information-seeking behaviour. Radio audiences become dependent on radio listening to meet their information needs, goals, motives, and strategies.

Baran and Davis (2008) also explained that people will become more dependent on radio programme that meets a number of their needs than on radio programme that provide only a few ones. The intensity of radio programme dependency depends on how much people perceive that the radio programmes they choose are meeting their needs and goals. These goals were categorized by Baran and Davis (2008) who cited DeFleur and Ball-Rokeach (1989) into three dimensions. These dimensions covered a wide range of individual objectives. These were (1) social and self-understanding. This was learning about oneself, in order to know about the world. The second dimension was (2) interaction and action orientation. This was deciding what to buy, and getting hints on how to handle news or difficult situation. The third dimension was social and solitary play. The method of relaxing was either listening to a radio programme alone or going to a movie with family members or friends.

DeFleur and Ball-Rokeach (1989) suggested that more than one goal can be satisfied by the same medium. Dependency on a specific medium is influenced by the number of sources available to an individual. Individuals become dependent on the available radio programme if their access to other media alternatives is limited. The more choice alternatives there are for an individual, the lesser is the dependency and influence of a specific medium (Baran& Davis, 2008). This theory explains the degree of dependency on radio listening. It will be a guide into understanding trends in radio listenership and utilization of radio messages.

Research Design

This study will employ the survey research design, which is suitable for sampling the entire population of people used to describe the attitudes, opinion, behaviors or characteristics of the population. In this procedure, the survey design helps to

statistical analyze the data about the responses to questions and to test research questions or hypothesis.

Population of the Study

According to the 2006 population census (National Population Commission of Nigeria), Bauchi Metropolis population was estimated at 363, 070. Bauchi metropolis comprises of wards, which include the Makama, Dan Iya, Dankade, Dawaki and Hardo. There are also various ethnic groups from different part of Nigeria who came to settle in Bauchi. The establishment of higher institutions of learning in the early sixties, saw the influx of many people from different parts of the country and beyond into the town.

Sampling Technique

The sampling technique adopted for this study is the non-probability judgmental sampling technique. The sampling unit included people of different gender, age grouping, occupation and marital status within the six wards in the study area.

Sampling Size

A sample size of 150 respondents will be used for this study which will be drawn from all six wards. This is because of some issues that may associate with the research and what I can afford financially.

Research Instruments

The study followed a cross-sectional survey design and the qualitative data collection techniques will be employed. Physical observation and questionnaire was applied to gather the required data. The population is listeners of the radio programs in Bauchi metropolis is perfect for this study because reception of the radio programs is high in Bauchi.

Method of Data Collection

Data was obtained from primary and secondary data sources. The primary source of data for this work is responses to questionnaire questions. While the secondary source of data came mainly from books, journals and the internet among others. Ujo (2000:97) asserts that the questionnaire uses straight forward questions to obtain information on distribution to a group of people or population in relation to factors such as state, qualification, age and gender. 150 copies of questionnaire were distributed among selected audience. This instrument was chosen because it facilitates data analysis and estimation of validity and reliability.

Method of Data Analysis

Quantitative method was used. Hence, simple tables, frequencies, numbers and percentage was used in the analysis of data and interpretation of the information collected in the study. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The overarching aim of a quantitative research study is to classify features, count them, and construct statistical models in an attempt to explain what is observed.

The quantitative method, which is descriptive in nature, was also use in the explication of complex variables. Qualitative research helps to collects and works with non-numerical data and that seeks to interpret meaning from these data that help us understand social life through the study of targeted populations or places. People often frame it in opposition to [quantitative research](#), which uses numerical data to identify large-scale trends and employs [statistical operations](#) to determine causal and [correlative relationships](#) between variables.

Data Presentation and Analysis

This segment presents the data obtained from field. Of the total number of 150 questionnaires administered, 120 were retrieved, 10 were invalid because more than one choice were picked in each of the items on the questionnaire. Therefore, 110 questionnaires were analyzed and presented below.

Table 1: Respondent age

A	G	E	FREQUENCY	P	E	R	C	E	N	T	A	G	E
1	8	-	2	5	2	0	1	8	.	1	8		
2	4	-	2	9	3	9	3	5	.		5		
3	0	-	3	5	3	0	2	7	.	2	4		
3	6	-	4	0	1	5	1	3	.	6	3		
4	1	-	a	b	o	v	e	6		4	5		
T	O	T	A	L	1	1	0	1	0	0	%		

This table shows the age categories of subjects who took part in the completion of the Questionnaires. The percentage in this table shows that the allocation of

questionnaires to various groups was in no way influenced by bias. It is a true reflection of the researcher's impartiality in the distribution of questionnaires. The age range of respondents shows a mixture of different age grades with those within the age range of 24-29 carrying the highest percentage 35.5%.

Table 2: Respondents gender

G E N D E R F R E Q U E N C Y P E R C E N T A G E									
M	a	l	e	7		1	6	4	. 5
F	e	m	a	l	e	3		9	3 5 . 5
T	O	T	A	L	1	1	0	1	0 0 %

Table 2 shows the respondent gender which the male gender have a frequency 71 and a percentage 64.5% and the female gender with a frequency of 39 and a percentage of 35.5%. The above table shows that there were more male than female respondents. Although respondents were selected purposely. The above table shows that there were more male than female respondents. Although respondents were selected purposely.

Table 3: Respondents Occupation

O C C U P A T I O N F R E Q U E N C Y P E R C E N T A G E										
P r i v a t e e m p l o y e e					1		2	1	0	. 9
C i v i l s e r v a n t					3		5	3	1	. 8
U n e m p l o y e d					3		3	3		0
S e l f e m p l o y e d					3		0	2	7	. 3
T	O	T	A	L	1	1	0	1	0	0 %

Table 3, indicate that private employee has a frequency 12 and a percentage of 10.9%, Civil servant have a frequency of 35 and a percentage of 31.8%. Unemployed have a frequency of 33 and a percentage of 30%, and Self-employed have a frequency of 30 and a percentage of 27.3%
The above table shows that most of the respondents were civil servants 35 which are equal to 31.8%.

Table 4: Respondents Average family income

AVERAGE INCOME	FREQUENCY	P E R C E N T A G E
10,000 - 50,000	35	31.8
60,000 - 100,000	46	41.8
110,000 - 150,000	17	15.5
160,000 - Above	12	10.9
T O T A L	110	100 %

Table 4, with respondents' average family income indicates that 35 frequency represented by 31.8% earn #10,000- #50,000 monthly, family who earn from #60,000- #100,000 have a frequency of 46 and 41.8%, family who earn #110,000- #150,000 have a frequency of 17 and 15.5% while the family who earn #160,000 and above have a frequency of 12 and 10.9% respectively. The table above shows that most of the respondents earn between 60,000 to 100,000 which is represented by 41.8%.

Table 5: Respondents radio listenership

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Y e s	79	71.8
N o	31	28.2
T O T A L	110	100 %

Table 5, which indicates the respondents' radio listenership, shows that variables with Yes response have the highest frequency of 79 which are represented by 71.8%, this shows a significant number of the respondents listen to radio in Bauchi every day. Although 31 respondents which are represented by 28.2% do not listen to radio, the table above indicates that those who listen to radio constituted the majority of the respondents.

Table 6: Respondents radio stations accessibility

V A R I A B L E S		F R E Q U E N C Y		P E R C E N T A G E		
1 - 2	S t a t i o n s	6	5	5	9	1
3 - 4	S t a t i o n s	3	6	3	2	7
5 - 6	S t a t i o n s	6	5		.	5
7 - 8	S t a t i o n s	3	2		.	7
T O T A L	1	1	0	1	0	0
						%

The table above is an indication that most of the respondents only have access to 1-2 radio station in Bauchi which are represented by 59%, this shows that residents of Bauchi don't have too variety of radio stations to select or tune into. But a significant number of the respondents have access to 3-4 radio stations which are represented by 32.7%, this clears that residents can enjoy more than 2 radio stations in their area. The table also indicates that, an insignificant number of the respondent's access more than 4 radio station in their area, which is represented by 5.5% and 2.7%.

Table 7: Respondents reasons for listening to radio

R E A S O N		F R E Q U E N C Y		P E R C E N T A G E		
For relaxation	2	0	1	8	.	9
For news & information	3	9	3	5	.	5
For entertainment	2	0	1	8	.	9
For education	1	2	1	0	.	9
For companionship	1	6	1	4	.	5
For other reasons	3	2			.	7
T O T A L	1	1	0	1	0	0
						%

Table 7 above shows the respondents listen to radio in Bauchi for different reasons. As seen in the table, respondents who listen to radio for relaxation have a frequency of 20 and 18.9%, for news and information have a frequency of 39 and 35.5%, for entertainment have a frequency of 20 and 18.9%, for education have a frequency of 12 and 10.9%, for companionship have a frequency of 16 and 14.5% while for other reasons having a frequency of 3 and a percentage of 2.7%. From the table,

one can see that 39 respondents which are equal to 35.5% listen to radio for news and information have the highest frequency.

Table 8: Respondents radio listening

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Very frequently	3	6 3 2 . 7
F r e q u e n t l y	6	5 5 9 . 1
Less frequently	6	5 . 5
Sometimes/Rarely	3	2 . 7
T O T A L	1 1	0 1 0 0 %

The responses to this question as reflected in Table 8 reveal that, out of the total of 110 subjects, only 65 (59%) indicated that they frequently listen to radio, which means they have enough time to listen to radio programs. 36 (32.7%) indicated that they listen to radio programs every day, this simply they perceive radio as their companion. 5.5% of the respondents listen to radio less frequently, which means that they do not always have time to listen to radio programs. while only 3 answered that they are not sure whether they listen to radio programs or not.

Table 9: Respondents favourite time of listening to radio

F A V O U R I T E T I M E	F R E Q U E N C Y	P E R C E N T A G E
M o r n i n g	3	6 3 2 . 7
A f t e r n o o n	2	7 2 4 . 6
E v e n i n g	1	4 1 2 . 7
N i g h t	3	3 3 0
T O T A L	1 1	0 1 0 0 %

The table above indicates that more respondents which are (32.7%) listen to radio in the morning and 30% of respondents listen in the night. This results simply shows that a good number of the respondents prefer listening to radio because they are less busy in the morning and in the night and it is a much more comfortable

time to listen to radio compared to the 24% of the respondents who listen to radio in afternoon and 12.7% who prefer listening to radio in the evening.

Table 10: Respondents favourite place of listening to radio

P L A C E S	F R E Q U E N C Y	P E R C E N T A G E
A t h o m e	4	9 4 . 5
I n t h e o f f i c e	1	5 1 3 . 6
W h i l e d r i v i n g	3	1 2 8 . 1 8
O n t r a n s i t	1	2 1 0 . 9
O t h e r p l a c e s	3	2 . 7
T O T A L	1 1	0 1 0 0 %

Almost 45% of the respondents confirmed that their favourite place for listening to the radio is in the house. This is similar to the data in Table 9 where listening to the radio is highest in the morning and night and most probably in the house. The table also shows that, a good number of the respondent prefer listening to radio in their cars while driving, on transit or in the office during work. This is because radio is a companion because it is a means of getting information and entertainment.

Table 11: Respondents on whether they tune in more one station in a day

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Y e s	9	0 8 1 . 8
N o	2	0 1 8 . 2
T O T A L	1 1	0 1 0 0 %

From the table above, it is seen that up to 81.8% of the respondents tune in to more than one radio station in a day. This indicate that a huge number of the respondents change channels for different reasons, some do it for variety, for companionship, others do it to listen to a particular program and for some it's just a habit to switch channels. Although 20 respondents say they do change a channel which is represented by 18.2%. Perhaps they have a favourite radio station which does not allow them switch channels.

Table 12: Reason for switching stations

R E A S O N S		F R E Q U E N C Y				P E R C E N T A G E	
F o r v a r i e t y	8	0	7	2	.	7	
For a particular program	1	8	1	6	.	3	6
For companionship	5	4	.	5	4		
I t ' s a h a b i t	5	4	.	5	4		
O t h e r r e a s o n s	2	1	.	8	1		
T O T A L	1	1	0	1	0	0	%

Table 12 above shows that the basic reason why listeners switch stations on their radio set is for the “sake of variety” which is represented by 72.7%. This simply indicates that most of the respondents don’t listen to a particular radio station; they want to gain a general satisfaction of entertainment, information, education and enlightenment. The table also indicates that a significant number of the respondents switch stations for companionship, to listen to a particular program, for some it’s just habits which are presented by 4.54% and 16.36% respectively.

Table 13: Respondents favourite radio station

R A D I O S T A T I O N		F R E Q U E N C Y		P E R C E N T A G E			
G l o b e F M	3	6	3	2	.	7	
B R C	4	2	3	8	.	2	
A l b a r k a r a d i o	2	2	2				0
Other radio station	1	0	9	.			1
T O T A L	1	1	0	1	0	0	%

The table above indicates that Bauchi Radio Corporation [BRC] was chosen by respondents as their favourite radio station in Bauchi which is represented by 38.2%. This shows that residents of Bauchi prefer listening to the BRC more than any other radio station in the State. In second and third places respectively is Globe FM with 32.7% and Albarka Radio with 20%.

Table 14: Respondents on radio program preferences

R A D I O P R O G R A M	F R E Q U E N C Y	P E R C E N T A G E
S p o r t s	1	2 1 0 . 9
Entertainment/Music	1	3 1 1 . 8
R e l i g i o u s	1	7 1 5 . 4
News/Information	3	0 2 7 . 2
T a l k s h o w	7	6 . 3 6
P o l i t i c s	1	0 9 . 0 9
Weather reports	1	0 . 9
Agricultural reports	5	4 . 5 4
D r a m a	5	4 . 5 4
Cooking/Gaming shows	1	0 . 9
Health/Environment	7	6 . 3 6
O t h e r p r o g r a m s	2	1 . 8 1
T O T A L	1 1	0 1 0 0 %

Table 14 above shows that 30 respondents which is represented by 27.2% prefer news and informative programs to other programs on radio in Bauchi because as seen on the table it is the loved program in the location of study. A significant number of the respondents also prefer sports, religious, politics and entertainment/musical programs which are represented by 10%, 15%, 9% and 11% respectively.

Table 15: Satisfaction derived from listening to radio

S A T I S F A C T I O N D E R I V E D	F R E Q U E N C Y	P E R C E N T A G E
E d u c a t i o n a l	2	0 1 8 . 1 8
S p i r i t u a l	1	3 1 1 . 8 1
M o r a l	1	0 9 . 0 9
I a m e n t e r t a i n e d	1	2 1 0 . 9
E c o n o m i c a l	1	6 1 4 . 5
I a m i n f o r m e d	3	7 3 3 . 6
O t h e r s a t i s f a c t i o n s	2	1 . 8 1
T O T A L	1 1	0 1 0 0 %

18.18% of the subjects said that they listen to radio because it educates them. It is clear from the above table that the highest frequency is for the variable is that the respondents are informed about happenings in the society, while others derive

spiritual, moral, economical satisfaction from listening to radio. 10.9% of the total respondents are entertained from listening to radio. The results in the table is a clear indication that Radio programs could be helpful to most people, therefore radio stations should not lose sight of this fact.

Table 16: How often do you listen to educational programs?

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
F r e q u e n t l y	2	7 2 4 . 6
L e s s f r e q u e n t l y	1	4 1 2 . 7
S o m e t i m e / R a r e l y	3	3 3 0
V e r y f r e q u e n t l y	3	6 3 2 . 7
T O T A L	1 1	0 1 0 0 %

32.7% of the total respondents listen to educational programs very frequently; this is because of the satisfaction they get from listening to this kind of program. 12.7% of the subjects are less concerned about educational programs because they don't derive the kind of satisfaction they desire from listening to this program. 30% of the respondents are very sure that they do not find educational programs interesting and only listen to it sometimes.

Table 17: How often do you listen to sports programs?

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
F r e q u e n t l y	3	3 3 0
L e s s f r e q u e n t l y	1	4 1 2 . 7
S o m e t i m e / R a r e l y	7	6 . 3 6
V e r y f r e q u e n t l y	5	6 5 0 . 1 0
T O T A L	1 1	0 1 0 0 %

From the table above is a conclusion that up to 50% of respondents often listens to sports program on radio in Bauchi. This simply indicates that sport program is a favourite to these subjects because over half of the respondents tune and listen to this program on radio. 12.7% says they listen to radio program less frequently because it not interesting to them or they do not derive the satisfaction they desire from listening to sport program on radio. But a significant number of respondents represented by 30% frequently listen to sports program.

Table 18: How often do you listen to Entertainment/Music programs?

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Very frequently	6	0 5 4 . 5
F r e q u e n t l y	2	8 2 5 . 4
Less frequently	1	4 1 2 . 7
Sometime/Rarely	8	7 . 2 8
T O T A L	1	0 1 0 0 %

The table above indicated that a significant number of the respondents do listen to Entertainment/Music program which is represented by 54.5%. This simply means that more than half of the population derives satisfaction from listening to this program because they listen to musical programs every day. Though 7.28% show no interest in listening to entertainment or musical programs as they only listen to this program sometimes or rarely even listen to this program on radio because they do not derive joy or satisfaction from it.

Table 19: How often do you listen to News reports/Informative programs?

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Very frequently	7	1 6 4 . 5
F r e q u e n t l y	3	2 2 . 9
Less frequently	6	5 . 4 5
Sometime/Rarely	1	0 . 9
T O T A L	1	0 1 0 0 %

The above table shows that most of the respondents listen to news/informative program on radio which are represented by 64.5%. This indicates that news/informative programs are the most listened program on radio in Bauchi metropolis as seen on the result shown on the table. 29% of the subjects who says they frequently listen to this program further clears that news/informative programs is very important to the residents of Bauchi State. Only a hand full of the respondents listen to news and informative programs sometimes or less frequently.

Table 20: How often do you listen to Religious programs?

V A R I A B L E S	F R E Q U E N C Y	P E R C E N T A G E
Very frequently	6	5 5 9 . 0 9
F r e q u e n t l y	3	7 3 3 . 6 3

Less frequently	6	5	.	4	5
Sometime/Rarely	2	1	.	8	1
TOTAL	11	01	0	0	%

59.09% of the total respondents listen to religious program very frequently as compared to 5.45% who don't listen to religious programs on radio. This results shows that people in Bauchi find religious programs more interesting and derive satisfaction from listening to it. Because almost 60% of the respondent indicated that they listen to religious program very frequently and 33.63% listen to it frequently. So it is very clear that a huge number of the respondents tune in for religious programs as shown in the table above.

Findings and Discussions

The study investigated the factors that influence the audience i.e. the listenership of radio in Bauchi Metropolis. In the process of the study, the following findings were made: News, entertainment, religious and sports programs are the favourite of a greater percentage of the respondents as it has the capacity to alter the mood of listeners, reduce stress and boredom. And this is represented by 27.2% for news and informative program, 10% for sports, 15% for religious programs, 9% for politics and 11% for entertainment/musical programs respectively.

The demographic profiles of the average listener in the location of study are males which are represented by a frequency 71 and a percentage 64.5% and the female gender with a frequency of 39 and a percentage of 35.5%. The age range of respondents shows a mixture of different age grades with those within the age range of 24-29 carrying the highest percentage 35.5%, and in table 3 above it is seen that most of the respondents were civil servants 35 which are equal to 31.8%, with most of the respondents earn between 60,000 to 100,000 which is represented by 41.8%. Table 5, which indicates the respondents' radio listenership, shows that variables with Yes response have the highest frequency of 79 which are represented by 71.8%, this shows a significant number of the respondents listen to radio in Bauchi every day. Although 31 respondents which are represented by 28.2% do not listen to radio, the table above indicates that those who listen to radio constituted the majority of the respondents. And 59% of them have access to 2 or more radio

stations in Bauchi State. Listenership takes place mostly at home, in the office or while driving. However, majority of the people spend 6 hours in a day listening to the radio, as reflected in Table 8, out of the total of 110 subjects, only 65 (59%) indicated that they frequently listen to radio, which means they have enough time to listen to radio programs. 36 (32.7%) indicated that they listen to radio programs every day, this simply they perceive radio as their companion. 5.5% of the respondents listen to radio less frequently, which means that they do not always have time to listen to radio programs. Switching stations for either for the purpose of listening to a particular program or for variety sake, Table 12 above shows that the basic reason why listeners switch stations on their radio set is for the “sake of variety” which is represented by 72.7%. This simply indicates that most of the respondents don’t listen to a particular radio station; they want to gain a general satisfaction of entertainment, information, education and enlightenment. The table also indicates that a significant number of the respondents switch stations for companionship, to listen to a particular program, for some it’s just habits which are presented by 4.54% and 16.36% respectively. Table 13 above indicates that Bauchi Radio Corporation (BRC) was chosen by respondents as their favourite radio station in Bauchi which is represented by 38.2%. This shows that residents of Bauchi prefer listening to the BRC more than any other radio station in the State. In second and third places respectively is Globe FM with 32.7% and *Albarka* Radio with 20%.

Summary

This study was carried out on analysis of the factors that influence the choice of radio station programs among listeners in Bauchi metropolis. From the study conducted, it was deduced that the continued success of radio broadcasting hinges on its ability to offer features that the Internet cannot: local programming and true social participation. Radio broadcasting remains a strong form of communication despite the explosion of web-based platforms, because it delivers local flavor in music, news, talk, and politics (Girard, 2012). The social feedback that comes naturally in radio broadcasting allows listeners to influence their station, leading to highly customized and localized focus. Community radio is still seen as an

important aspect of social change, given its ability to link communities (Steeves and Melkote, 2001).

The major objective of the study is to analyze the factor influencing the choice of radio station programme among listeners in Bauchi Metropolis. The objectives of the study are specifically:

1. To identify the factors that influence media channel programme preference in Bauchi metropolis.
2. To assess frequency of radio listenership pattern in Bauchi metropolis
3. To identify factors that makes audience repel a radio program
4. To explore the attractive factors affecting consumer behavior of radio listeners in Bauchi.

The theoretical framework consists of Uses and Gratifications Approach, which is an influential tradition in radio listening and utilization as well as the Media dependency theory, which is a correlating relationship between media content, the nature of society, and the behaviour of audiences. To achieve this, the survey design was adopted for data collection. The suitability of this approach is based on methods and approaches employed in similar studies. In examining how the influences of radio listenership base affect the audience perception of radio programs, a 20 scale item questionnaire was developed around issues discussed in the literature and the non-probability judgmental sampling technique was adopted. The sampling unit included people of different gender, age grouping, occupation and marital status within the six wards in the study area. A sample size of 150 respondents was used for this study which was drawn from all six wards. 150 copies of questionnaire were distributed among selected audience. This instrument was chosen because it facilitates data analysis and estimation of validity and reliability and simple tables, frequencies, numbers and percentage was used in the analysis of data and interpretation of the information collected in the study.

Conclusion

In Bauchi metropolis, like in many parts off the third world countries, radio has remained a place where listeners can run to when they have problems in their lives. The popularity of the radio as a medium of mass communication in Bauchi

metropolis cannot be said to be dying, especially with the commissioning of additional FM stations within this period of research, the implication of which is that competition can only get stiffer in the industry. Radio houses, wishing to survive, grow and remain profitable must therefore understand the perceptions and expectations of radio audiences in their operations. Apart from adapting the findings of this study into their operations, they must also find ways of factoring commercials in a non-disruptive manner into their programming, for without revenue from aired commercials; they will go out of business. Most rural people are poor and lack access to various resources. To them, radio has become a facilitator, sending pleas on behalf of the people in need. All these illustrate that radio plays an important role in lives of the people in Bauchi State.

Programming strategy of radio houses in Bauchi must take into consideration audience preferences. This survey identified entertainment programs (music and sports Programs) as the major influencers of “time spent listening” (TSL) on radio. Programming strategy must also take into consideration when radio cumulative audiences are highest. From this study cumulative audiences are highest 9am - 12noon and 4pm -8pm. Thus, commercials must be scheduled in a non-disruptive way within these hours for maximum reach so that the objectives of advertisers whose patronage of radio houses is essential for their survival. Radio houses in Bauchi must also ensure that they record and transmit on digital equipment so that their signal quality becomes very high. They must also ensure that they maintain objectivity especially in news reporting and employ the use of modern technologies that allow radio streaming transmission on the satellite. Radio houses must also begin to appreciate the gradual change in listening habits occasioned by several social media platforms. The programs should also be broadcast either in the afternoon or evening. Use of experts coupled with phone-in interaction can better the utilization of the radio messages given.

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