

ASSESSING THE INFLUENCE OF RADIO JINGLES ON STUDENTS' ENROLMENT INTO TERTIARY INSTITUTIONS: A STUDY OF WESTLAND POLYTECHNIC, OSUN STATE

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Abstract

A case study of Westland Polytechnic undergraduates in Osun State examined the impact of radio jingles on university enrollment. This study examines how radio jingles affect Westland Polytechnic undergraduate admission awareness. Radio jingles may inform, educate, and entertain the audience about global events and happenings. Agenda Setting Theory underpinned the investigation. This study employed the quantitative research approach, which comprises a descriptive survey design and an online Google survey questionnaire, to get thorough and effective results. The study sampled 341 students from the 2019/2020, 2020/2021, and 2021/2022 admissions. This research selected participants using purposive sampling. The survey found that many respondents knew Radio Jingles. The majority of respondents regarded radio jingles extremely useful and efficient on student enrollment into higher institutions, indicating that it has achieved its stated aim. Although, a large percentage of respondents said that the utilisation of radio jingles in building admission awareness was hard. Therefore, many respondents believed radio jingles will be effective for tertiary entrance awareness in the near future. The study concluded that Radio Jingles played significant roles in enhancing and ensuring that students get information about admission exercise into tertiary institutions and also calls the attention of the management of tertiary institutions to see radio jingles as a veritable tool in creating admission awareness.

Keywords: Radio, Jingle, Students' enrollment, Tertiary Institution, Westland Polytechnic.

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Background to the study

The personal and unique character of radio makes it one of the most appealing and universal mass media for participatory and development (Tomaselli & De Villiers, 1998). It has the capacity to reach large audience, both young and old, including those in remote, underdeveloped and impoverished areas of the developing world (Tavhiso, 2009). The above statement goes a long way to affirm the prospect of radio on the enrollment of students into tertiary institutions.

Scholars have over time described radio as ubiquitous, that is being present almost everywhere and most times amenable to a varied kind of use, flexing itself into time and convenience. Arens (2002, p.527) sees it as a personal one-on-one medium which

allows individual the luxury to listen to it alone. He equally addressed the issue of its mobility where it provides entertainment, information and educational values for people who are driving, walking, at home, or away from home. Radio according to him "is also adaptable to mood. In the morning, people may want to hear the news, upbeat music, or interesting chatter; in the afternoon, they may want to unwind with classical or easy listening music" and so on. On the average, a sizeable proportion of any population listen to radio, giving it a good audience percentage and with mobile phones fitted with facilities for one to listen to radio programming, its popularity is on the increase. In comparison to television, its main rival, in terms of media use, radio is said to be active as opposed to the

passivity of television.

Among its major strengths are those embedded in its reach and frequency, through, which it has built large audience very quickly and advertising schedule has latched on it; selectivity, where formatting has enabled advertisers to reach select market in terms of age, sex, ethnic or religious background, income group, employment categories, educational level or special interest; cost efficiency by providing the lowest costs per thousand, in its frequency, reach and selectivity and inexpensive production cost; timeliness; immediacy; local relevance and creative flexibility.

The radio jingle or musical commercial is seen by Arens (2002, p.426) as among the best and worst advertisement messages produced; it can bring successes well beyond the average nonmusical commercial on one side and can waste the advertising budget and annoy audience beyond belief. He notes that: Musical commercials have several variations. The entire message may be sung; jingles may be written with a donut in the middle (a hole for spoken copy) or orchestras may play symphonic or popular arrangements. Many producers use consistent musical themes for background colour or to close the commercial. Advertisers have three sources of music. They can buy the right to use a tune from the copy-right owner, which is usually expensive. They can use a melody in the public domain, which is free. Or they can hire a composer to write an original song.

For Belch and Belch (2004, p.287), jingles, as an important musical element in radio commercials, is a "catchy song about a product or service that usually carries the advertising theme and a simple message". The authors above went on to assert that "jingles can be used by themselves as the basis for a musical commercial such as 'Diet Coke' with its old slogan of 'Just for the taste of it', set on a luxurious musical score".

Furthermore, having established that a radio jingle is intended for communication, Fossard (1996, p.4) argues that the aim is "not only to entertain but also to motivate positive behaviour change in the audience", it must possess the seven key qualities of persuasive communication namely command attention, cater to the heart and the head, clarify the message, communicate a benefit, create trust, call to action and be consistent in approach. These are equally referred to as the seven 'Cs' in communication. In the first instance, the jingle can only attract and hold attention by demonstrating how the message is relevant and useful to the listeners, by showing that it is compatible with listener's beliefs and by making it attractive. The issue of catering for the heart and the head is all about emotional involvement which helps to motivate listeners; while the messages must be clearly

understood to be effective, it must have clarity. In terms of communicating a benefit, every message or jingle should demonstrate to listener the benefit to be gained from a change in their lifestyles, which must come through trust, experience, and knowledge. The process must advocate a call to action and consistent as consistent repetition of the message helps listeners to understand new ideas learn how to perform a new behavior and to rehearse mentally how to act or react.

More so, radio jingles played a very vital role in the enrolments of students into tertiary institutions in the aspect of the perception of the audience listening skills. Radio jingle does not only promote businesses or products, but also in creating awareness for students seeking admission into tertiary institutions. To this end, this research is set to examine the effectiveness of radio jingles on students' enrolment into tertiary institutions in Osun State (case study of Westland Polytechnic).

Statement of the Problem

Before the introduction of radio jingles as a method for promoting student enrolment in tertiary institutions, traditional approaches such as one-on-one conversations, word-of-mouth, posters, handbills, and billboards were commonly utilized. Despite the existence of these methods, their effectiveness was limited, prompting the exploration of new avenues for student mobilization and awareness creation.

The emergence of new media platforms, particularly social media, following the utilization of electronic media like radio and television for various purposes, parallels the introduction of radio jingles for student enrolment promotion. The inefficiency of traditional methods such as one-on-one discussions and handbills necessitated the adoption of radio jingles by tertiary institutions. Unlike posters and handbills, radio jingles have the capability to reach a larger and more diverse audience simultaneously, thus expanding the reach of enrolments awareness efforts.

However, despite the intended purpose of radio jingles to reach a wide audience, student enrolments into tertiary institutions still heavily relies on traditional methods like word-of-mouth and one-on-one interactions. The effectiveness and acceptability of radio jingles in increasing student's enrolment rates remain uncertain and not universally acknowledged. This raises questions about the efficacy of radio jingles if they fail to yield the desired results.

Against this backdrop, this research project aims to evaluate the impact of radio jingles on student's enrolments in tertiary institutions in Osun state, with Westland Polytechnic serving as a case study. Through this investigation, the effectiveness and challenges associated with the use of radio jingles for student's

mobilization will be explored and addressed.

Objectives of the Study

- i. Examine the effectiveness of radio jingles on students' enrolment into Westland Polytechnic, Ilobu, Osun State.
- ii. Ascertain the extent students depend on radio jingle as a medium in getting admission into tertiary institutions.
- iii. Investigate the impact of radio jingles on student's enrolments at tertiary institutions in Osun state, with a specific focus on Westland Polytechnic.
- iv. Identify and analyse the challenges associated with the use of radio jingles in promoting student enrolment at Westland Polytechnic in Ilobu, Osun State
- v. Evaluate the effectiveness of radio jingles as a promotional tool for student enrolments at Westland Polytechnic, aiming to establish their contribution to enrolment rates in the institution.

Research Questions

- i. How effective are radio jingles in influencing students' decision to enrol at Westland Polytechnic, Ilobu, Osun State?
- ii. To what extent do students rely on radio jingles as a source of information for admission into tertiary institutions?
- iii. What is the impact of radio jingles on student enrolments at tertiary institutions in Osun State, with a specific emphasis on Westland Polytechnic?
- iv. What are the challenges associated with the utilization of radio jingles for promoting student enrolments at Westland Polytechnic in Ilobu, Osun State?
- v. How do radio jingles contribute to the effectiveness of promotional efforts for student enrolments at Westland Polytechnic, and what is their influence on enrolment rates in the institution?

LITERATURE REVIEW

Concept of Radio

Radio, sound communication by radio waves, usually using music, news, and other types of programmes from single broadcast stations to

multitudes of individual listeners equipped with radio receivers. From its birth in the early 20th Century, broadcast radio astonished and delighted the public by providing news and entertainment with an immediacy never before thought possible. From about 1920 to 1945, radio developed into the first electronic mass medium, monopolizing "the airwaves" and defining, along with an entire generation of mass culture. About 1945 the appearance of television began to transform radio's content and role. Broadcast radio remained the most widely available electronic mass medium in the world, though its importance in modern life did not match that of television, and in the early 21st century it faced yet more competitive pressure from digital satellite and internet-based audio services.

Based on the human voice, radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds. More readily and in a more widespread fashion than any other medium, radio can soothe listeners with comforting or background music, or it can jar them back into reality with polemics and breaking news. Radio also can employ a boundless plethora of sound and music effects to entertain and enthrall listeners. Since the birth of this medium, commercial broadcast companies as well as government organs have made conscious use of its unique attributes to create programs that attract and hold listeners' attention. The history of radio programming and broadcasting around the world is explored in this article.

Radio's Commercial Potential

After the World War I radio ban lifted with the close of the conflict in 1919, a number of small stations began operating using technologies that had developed during the war. Many of these stations developed regular programming that included religious sermons, sports, and news (White). As early as 1922, Schenectady, New York's WGY broadcast over 40 original dramas, showing radio's potential as a medium for drama. The WGY players created their own scripts and performed them live on air. This same groundbreaking group also made the first known attempt at television drama in 1928 (McLeod, 1998).

Businesses such as department stores, which often had their own stations, first put radio's commercial applications to use. However, these stations did not advertise in a way that the modern radio listener would recognize. Early radio advertisements consisted only of a "genteel sales message broadcast during 'business' (daytime) hours, with no hard sell or mention of price (Sterling & Kittross, 2002)." In fact, radio advertising was originally considered an unprecedented invasion of privacy, because—unlike newspapers, which were

bought at a newsstand—radios were present in the home and spoke with a voice in the presence of the whole family (Sterling & Kittross, 2002). However, the social impact of radio was such that within a few years advertising was readily accepted on radio programs. Advertising agencies even began producing their own radio programs named after their products. At first, ads ran only during the day, but as economic pressure mounted during the Great Depression in the 1930s, local stations began looking for new sources of revenue, and advertising became a normal part of the radio soundscape (Sterling & Kittross, 2002).

Concept of Radio Jingle

A jingle is a catchy, 10-30-second tune specifically crafted for radio broadcasting, often combined with memorable lyrics or slogans. Jingles are written explicitly for a product. They may be unique works designed to explain about a product or service, or to enable easy recall for product information. As long as the slogan are catchy and difficult to ignore there may be nearly no limit to what advertisers can use in a jingle. It may be a slogan, a contact number, a radio station's call letters, a business's brand or maybe the advantages of a product. The jingle contains one or more hooks and lyrics that explicitly promote the product being advertised, typically through the usage of one or more marketing slogans. Ad buyer makes use of jingles in radio and TV commercials; they also can be utilized in non-marketing context to set up or maintain a brand. Jingles are a form of sound branding. The jingle had no definitive status: its infiltration of the radio was more of an evolutionary method than an unexpected innovation. Product ads with a musical tilt may be traced back to 1923, across the same time commercial radio started out within the United States.

The art of the jingle reached its peak during the economic boon of the 1950s. The jingle was used in marketing of branded merchandise like breakfast cereals, candy, snacks, soda pop, tobacco, and beer. As radio is concerned with the voice, jingles had crucial roles in every radio program. All most all radio commercials and stations are primarily based on jingles for their identification.

Fraser and Bradford (2013) highlighted that the use of background music such as jingles, tones, and sonic emblems enhances the brand image in the minds of consumers. This paper concluded that auditory scene analysis (ASA) includes 3 structural music characteristics categories i.e. harmonic elements, textual elements and Tempo. These work together and jointly influence processing and recall of brand. G and Craton (2011) studied the consumer's attitude towards the advertising music like jingles. Jingles and other musical elements in the ads lead to high degree of

involvement for the product and hence the liking for the product. Jingles possess a theme-based message - enhancing trait such music are generally attention getting, distinctive, and are likely to affect customer's perception for the product. These musical elements in ads leads to recall of ads and these jingles and slogans result more effectively affecting customers than other verbal elements imbibed in the ad with the jingles. It studies the cognitive and affective components affecting attitude towards and thereby the buying behaviour of the customer.

A study on the effects of jingles and music in marketing (Kalyani, 2014), says that song is all round us and is a constant in our lives. Although the music that we listen changes over time. What is "in" nowadays might also additionally be "out" tomorrow. With the astronomical quantity of music that surrounds us in our ordinary lives isn't any surprise that corporations use it as a mean to market their products and services to us. Combining them both is sheer genius. Music can accomplish many things whilst integrated with advertisements. In marketing it's used to entertain, as a mnemonic tool to trigger memory, and to target a particular demographic. When music is utilized in marketing for entertainment it makes the commercial more attractive to its target audience. The study indicates that ladies have a propensity of being receptive to jingles related to merchandise or manufacturers designed for ladies and the identical is true for men for jingles promoting "men" merchandise or manufacturers. The preference for certain music does not show an effect at the ability to identify jingles or slogans.

Karailieva (2012) conducted a study titled "Impact of Songs and Jingles Used in Advertising on Brand and Product Awareness," delving into the effects of these musical elements on consumer perceptions. It focuses on the intensifying utilization of TV and radio of communication with consumers through music and jingles. A good jingle catches the customer's interest and makes him (or her) think twice about a product; a terrible jingle may make a corporation well-known for the incorrect reasons or dissuade people from a certain brand.

Emergence of Radio Jingles

Radio jingles are a form of radio imaging and sound branding used by radio stations and businesses to form an audio identity. They're short, crisp pieces of audio, could be just a tune or a mix of music, singing and voice. Typically lasting between 10 and 20 seconds when used by a radio station and 10-30 seconds when used by a brand to advertise on a radio. In this article we will look closer at commercial radio jingles.

Radio jingles may not be the answer for every

brand but get them right and people remember them for decades. What's more, you may be surprised by just how quickly slogans can spread by people chatting about (and singing!) them. In addition, by how cost-effective these snatches of sound are compared with other marketing tools.

Guglielmo Marconi made the first wireless broadcast in the UK in June 1920, the BBC was formed in 1922 and by the middle of that decade, most Britons could tune in to BBC wireless programs. So, it's tempting to assume that jingles were born along with the radio itself. But, actually, there is some evidence that earlier models date as far back as Shakespeare's day. In Elizabethan England, roving minstrels or musicians would entertain passers-by in the street. Many had a sponsor, a local trader who often asked the musicians to pen and perform a song about them - a very modern-sounding concept. Some believe forms of this kind of audio advertising were around even earlier, in Ancient Greece. Meanwhile, the 'one-a-penny, two-a-penny, hot cross buns' chant, from medieval England, is considered an early jingle.

The very first actual radio jingle in our modern history to be broadcast is typically attributed to US food producer General Mills. Its catchy slogan for Wheaties ('the best breakfast food in the land'), sung a cappella by the "Wheaties Quartet", aired on Christmas Eve 1926. It was heard only in the Minneapolis-St Paul area, but sales in the Twin Cities subsequently soared. Success was replicated when nationwide airing of the jingle followed. Wheaties became the most popular cereal in the country almost overnight.

Other advertisers soon joined General Mills in recognizing the worth of having a custom-made melody which made their brand memorable and unique. Pepsi Cola in the late 1930s made their own jingles, stressing its price (five cents, or a nickel), and the fact that it came in a 12-ounce bottle, famously stayed on the airwaves for years. In the same decade, radio jingles for Duz detergent, another US brand, repeated its name nine times in a 15-second spot.

Radio Advertising

Radio advertising is defined as the promotion of goods or services through radio broadcasts, whether in the form of commercials or programming. In other words, an advertisement on the radio is a form of paid promotion in which a good or service is promoted employing airtime on a radio station. Radio advertisements can be either paid for or unpaid. Advertisers provide financial support to commercial radio stations in exchange for airtime, during which the stations play the commercials purchased by the sponsors to the stations' respective audiences. When it comes to radio advertising, an advertiser has a wide

variety of ads from which to choose. This is analogous to how businesses may pursue many options for print advertising or various options for electronic advertising.

A 30- or 60-second radio commercial is the most common length, and even a brief commercial can have a significant influence. Running ads simultaneously each day and many times per week is the greatest way to ensure that the target audience hears them repeatedly. The most frequently used advertisement are the spots, which typically do not go on for longer than one minute, and infomercials, which are longer shows that typically go on for up to an hour.

Radio Jingle and Student's Enrolments into Tertiary Institutions

Several surveys have been conducted on educational policy in Nigeria, particularly in the last two decades but little or no attention has been given to the evaluation of personality influence on student attitudes and behaviour. Before the advent of the first private university in Nigeria in the year 1999, enrolment into the tertiary institutions had been on the increase but what is rather disheartening despite the Private Universities growth is the fact that the chances of getting admission into the quality institutions is decreasing by the day. So many factors are militating against the prospective candidates who are thirsting for quality tertiary institutions. The factors range from limited number of quality tertiary institutions, limited teaching facilities, limited spaces to cope proportionately with the increasing population of potential students and above all, limited number of good mentors in the owners of the institutions.

In 1999, the development that seemed like a ray of hope for admission seekers occurred when private Universities began to spring up nationwide almost on annual basis. This development to some extent cushions the effect of the acute scarce admission into tertiary institution among the seekers but not totally. The issue of gaining admission and into a quality tertiary institution owned by a reputable proprietor soon developed and the reputation of the proprietor as a topical factor in particular is the major concern of this paper. Critically, the study examines number of ways in which Founders' personality affects the structural layout of the institution, the staff quality, the programme both curriculum and institutional requirements, the delivery in the curriculum and above all personality factor as major impetus of student enrollment. It identifies the influence of the proprietors' personality as a yardstick for enrolment and to justify the rate of enrolments among Federal, State

and other Private Universities.

$$1 + (0.05)^2(2,317)$$

Research Methodology

$$n = \frac{2,317}{1 + 0.0025 \times 2,317}$$

Research Design

In a bid to achieve a detailed and effective outcome for this study, the quantitative research method was adopted for the study which involves the descriptive survey research design. A descriptive survey is a research method that involves collecting data from a sample of individuals to describe their characteristics, attitudes, opinions or behaviors. This method emphasizes objective measurements and the statistical, mathematical or numerical analysis of data collected through polls, surveys and questionnaires. Quantitative research design focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Earl, 2010)

$$n = \frac{2,317}{1 + 5.7925}$$

$$n = \frac{2,317}{6.7925}$$

$$n = 341.11152$$

$$n = 341$$

Population of the Study

The population refers to the total number of people who have been included in the survey. Ohaja (2003) also defines the population of a study as: All those persons or things that fall under the umbrella of the topic or that can be examined to address the research problem or meet the research objectives. In this case, the study's interest is in the perceptions, opinions and views of the undergraduates of Westland Polytechnic, Ilobu Osun state. Hence, the population of the study (2,317) which comprises of students admitted for the 2019/2020 sets, 2020/2021 sets and 2021/2022 sets was considered.

Sample Technique

Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money”.

Sample Size

The sample size of 341 respondents from the population of the study which comprises of students admitted for the 2019/2020 sets, 2020/2021 sets and 2021/2022 sets was considered. The sample size was calculated using Guilford and Flruchter formula for estimating sample size as presented

Purposeful sampling is widely used in qualitative research for the identification and selection of information-rich cases related to the phenomenon of interest. Although there are several different purposeful sampling strategies, criterion sampling appears to be used most commonly in implementation research. However, combining sampling strategies may be more appropriate to the aims of implementation research and more consistent with recent developments in quantitative methods. The rationale behind this is that, in this study, the population is undergraduate students of Westland Polytechnic, and the study aims to ascertain their views on the effectiveness of jingles on enrollment into Westland polytechnic. Purposive sampling would be appropriate because the population can be divided into subgroups based on characteristics such as age, gender, department and educational level. By selecting a sample from each subgroup, the study would be able to provide a more accurate representation of the population's views and opinions. The researcher would first divide the population by gender, then by age range, then by department and finally by educational level. The researcher would then randomly select a sample from each subgroup, ensuring that the sample size is proportionate to the size of each subgroup. This technique would ensure that the sample is representative of the population and would increase

$$n = \frac{N}{1 + (q^2) N}$$

$$Q = \alpha = 0.05$$

It was calculated at 100percent confidence level of 0.05 margin of error. The distribution of designed questionnaires was administered within Westland polytechnic campus, Ilobu, Osun state to the undergraduates in Science and laboratory technology, Mass communication, Business administration, Accountancy, Electrical electronic engineering, Computer Science and Computer engineering department.

Where: N = Population size, Q = alpha = 0.05.

$$n = \frac{2,317}{1 + 0.0025 \times 2,317}$$

the accuracy and reliability of the study's results.

Research Instrument

The research instrument used for this study for data collection was Google online questionnaire. The questionnaire contained open-ended and closed-ended items. The questionnaire for this study was considered by the researcher and labeled as: Effectiveness of Radio Jingles on Students Enrollment into Tertiary Institutions in Osun State. The researcher specified five research questions for this study and considered the questionnaire along the known objectives of the study. Henceforth, the research instrument was categorized into six sections: A, B, C, D, E and F. The questionnaire will be designed to elicit information on the effectiveness of radio jingles on student's enrollment into tertiary institutions among undergraduates of Westland Polytechnic.

Section A was planned to cause responses on demographic characteristics such as sex, age, department and educational level of respondents. Section B was based on finding out about the effect of radio jingles on students enrollment into Westland Polytechnic. Section C centered on identifying the creation of admission awareness for students enrollment into Westland Polytechnic. Section D was about the correlation between radio jingles and admission awareness into Westland Polytechnic. Section E was about the dependency of radio jingles by Westland Polytechnic students for enrollment into tertiary institutions. Section F was about the efficiency, effectiveness and challenges of radio jingles on students' enrollment into tertiary institutions.

Method of Data Analysis

The data collected was examined and checked for completeness, comprehensibility and relevance. Obtained data was analyzed and administered by online Google analytical tool. The analysis of the quantitative data was carried out using Google statistical analytical tool which comes in pie chart.

Data Presentation and Analysis

The major aim of this section is to present, analyze and interpret responses received from the questionnaires administered. It served as a guide to the conclusion of this study and is to be used to give recommendation through the research findings. The data collected for the study through evaluated the effectiveness of radio jingles on student's enrollment into tertiary institutions in Osun State.

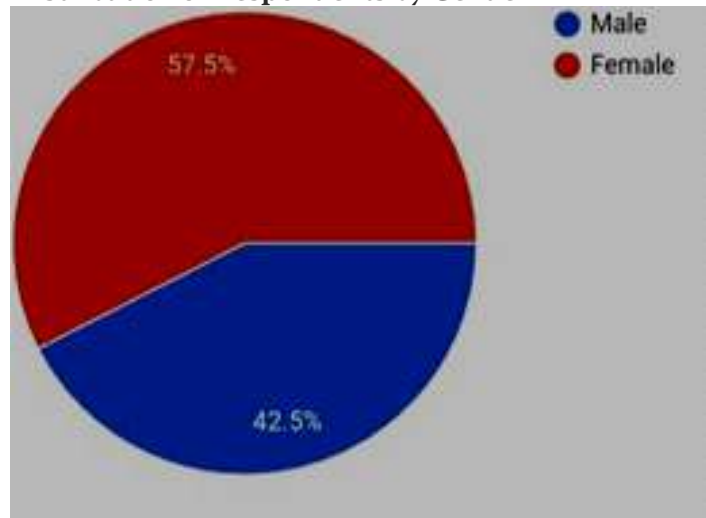
The data collected through survey questionnaires is presented in pie charts using Google analytical tool that determined the frequency of

occurrences. At the end, a total number of 241 respondents were drawn from the population and copies of questionnaires were administered through online Google survey. The data collected for the study is presented and analyzed in the sequence of the question in questionnaires; therefore the demographic data is presented before the responses to the research questions.

Data Analysis

Section A: Demographic Data\Biodata

Distribution of Respondents by Gender



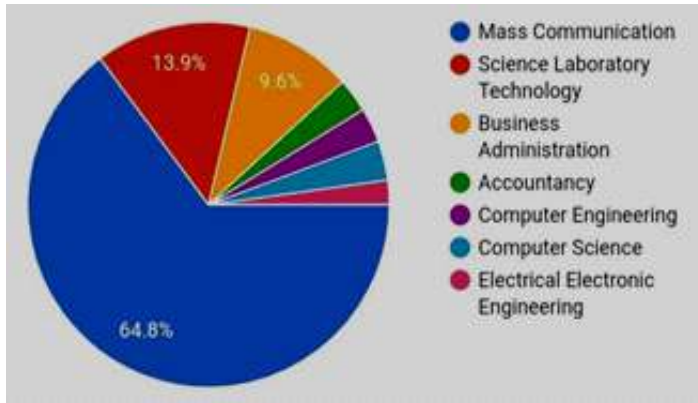
Source: Survey Questionnaire (2023)

Figure 1 shows the descriptive analysis of Westland Polytechnic students characteristics. The data in figure1 indicates that 57.5% were male while 42.5% were female. This shows that majority of respondents were Male.

Source: Survey Questionnaire (2023)

The data in figure 2 shows that 88.9% respondents were between 14-25 years of age while 11.1% respondents were between 25-35 years of age.

Distribution of Respondents by Field of Study

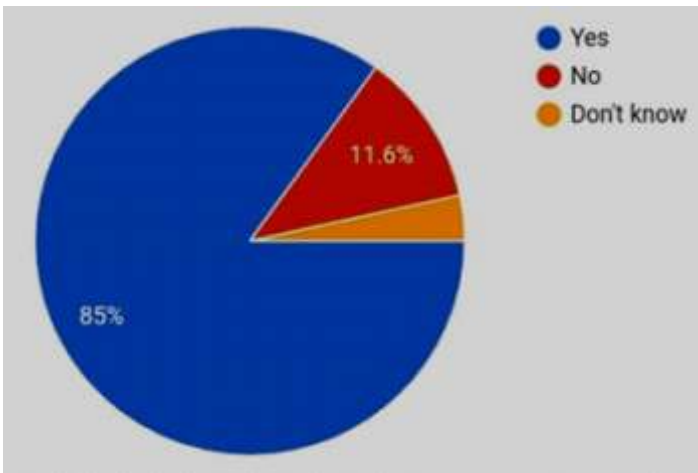


Source: Survey Questionnaire (2023)

From the field of study/department chart above, 64.8% respondents were Mass Communication students, 13.9% were Science Laboratory Technology students, 9.6% were Business Administration students while other respondents falls under the department of Accountancy, Computer Engineering, Computer Science and Electrical Electronic Engineering.

SECTION B: RESEARCH QUESTION

Are you aware of what radio jingles mean?

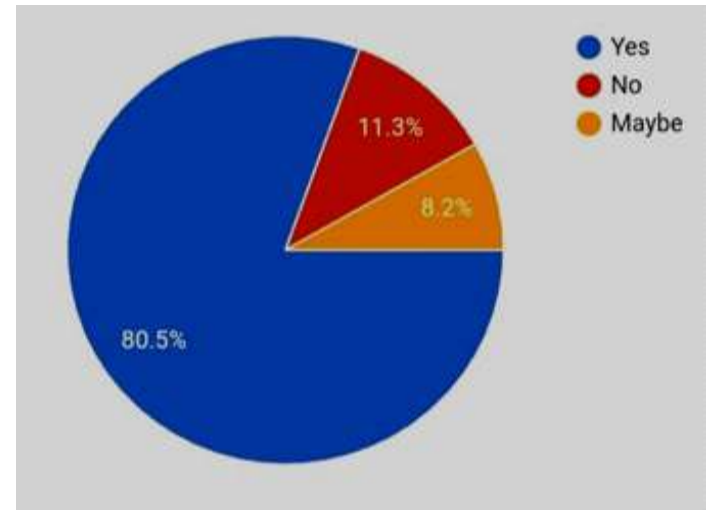


Source: Survey Questionnaire (2023)

Analysis:

From the chart above, 85% respondents responded YES that they are aware of what radio jingles mean, 11.6% respondents responded NO that they are not aware of what radio jingles mean while other respondents falls under the category of DON'T KNOW.

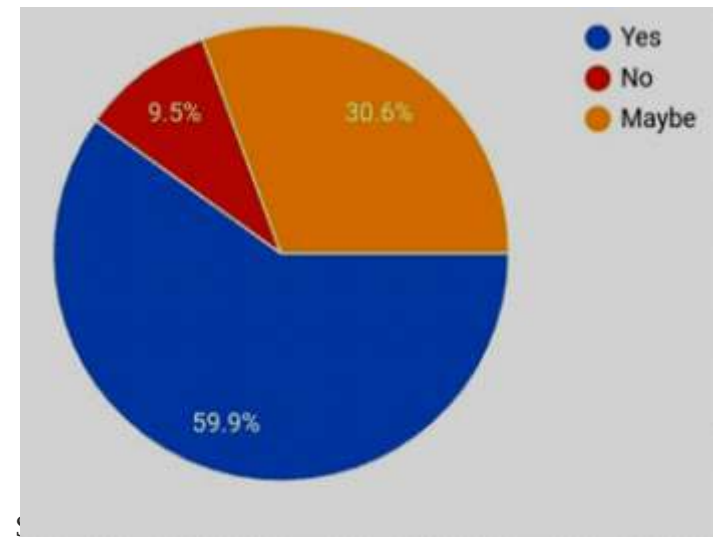
Have you ever listened to jingles on radio before?



Analysis:

The above chart stated that 80.5% respondents responded YES, 11.3% respondents responded NO while 8.2% respondents responded MAYBE.

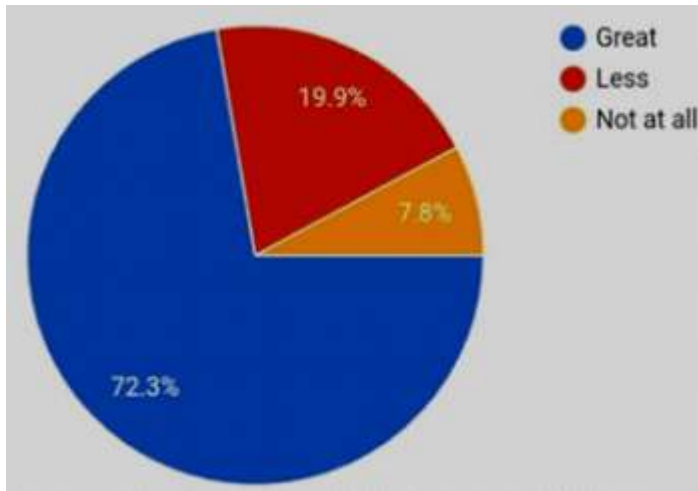
Belief that radio jingles have effect on student's enrolments into Westland Polytechnic?



Analysis:

Figure 8 stated that 59.9% respondents responded YES, 9.5% respondents responded NO that they did not believe while 30.6% respondents responded MAYBE.

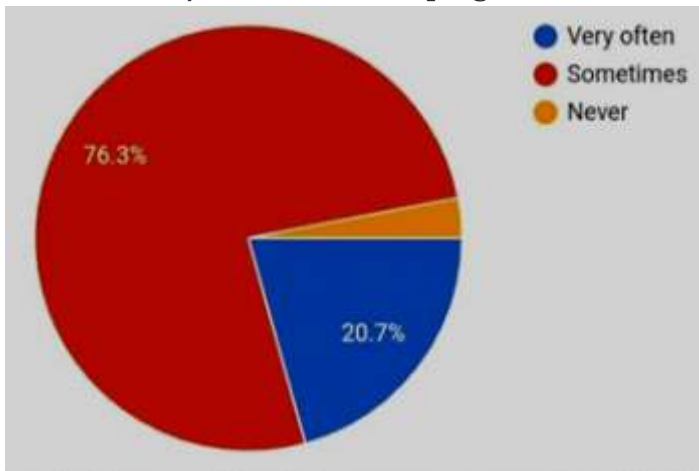
Influence radio jingles played on enrollment of students into Westland Polytechnic?



Source: Survey Questionnaire (2023)

In the chart above, 72.3% respondents responded GREAT, 19.9% respondents responded LESS while 7.8% respondents responded NOT AT ALL. This shows that majority of the respondents think that radio jingles played great influences on students enrollment.

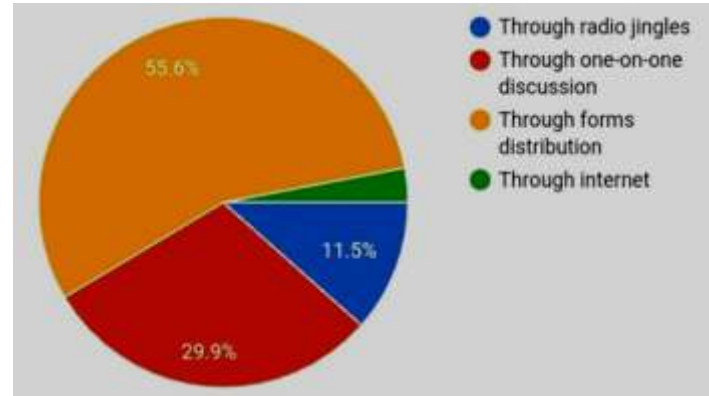
How often do you listen to radio programme?



Source: Survey Questionnaire (2023)

Analysis:
Seventy-Six point three (76.3) percent respondents answered VERY OFTEN, 20.7% respondents responded SOMETIMES while others comes under the category of NEVER.

How do get to know about admission in Westland Polytechnic?

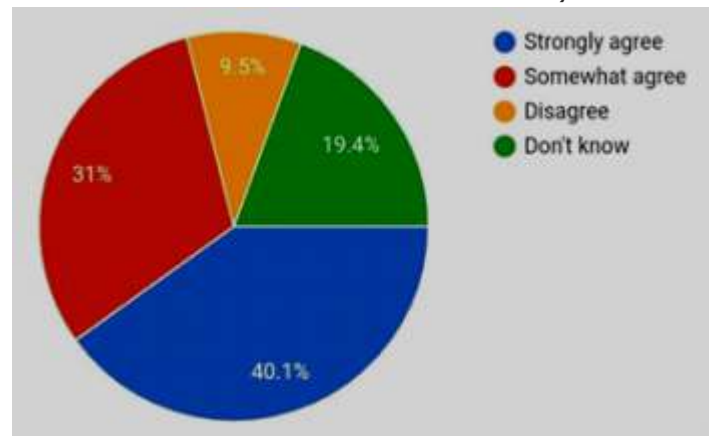


Source: Survey Questionnaire (2023)

Analysis:

From the chart above 55.6% respondents get to know about admission THROUGH FORMS DISTRIBUTION, 29.9% respondents get to know admission THROUGH ONE-ON-ONE DISCUSSION, 11.5% respondents get to know about admission THROUGH RADIO JINGLES while other respondents get to know about admission into Westland Polytechnic THROUGH INTERNET. This analysis indicates that few of the respondents get to know about admission in Westland Polytechnic through radio jingles.

Belief that radio jingles create admission awareness for students enrollment into Westland Polytechnic



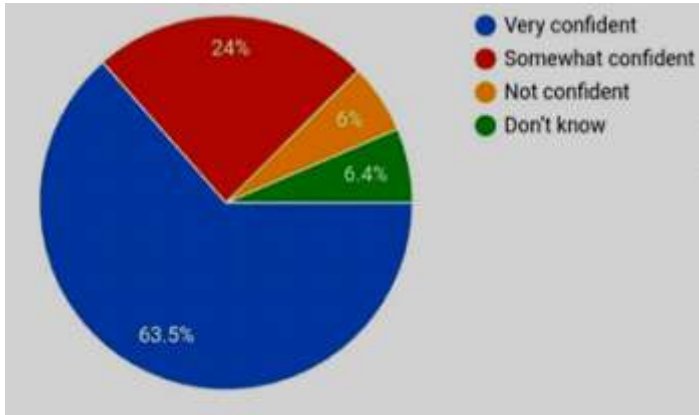
Source: Survey Questionnaire (2023)

Analysis:

Figure 12 shows the descriptive analysis that 40.1% respondents STRONGLY AGREE, 31% respondents SOMEWHAT AGREE, 9.5% respondents DISAGREE while 19.4% respondents falls under the category of DON'T KNOW. This analysis shows that majority of the respondents believed that radio jingles

create admission awareness for students' enrolments into Westland Polytechnic.

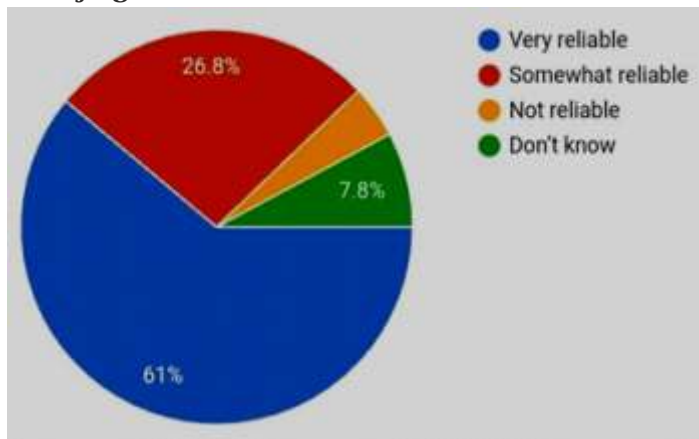
Confidence that radio jingles help institutions in creating admission awareness for enrolments?



Source: Survey Questionnaire (2023)

The above chart analyzed that 63.5% respondents are VERY CONFIDENT, 24% respondents are SOMEWHAT CONFIDENT, 6% respondents are NOT CONFIDENT while 6.4% respondents fall under the category of DON'T KNOW.

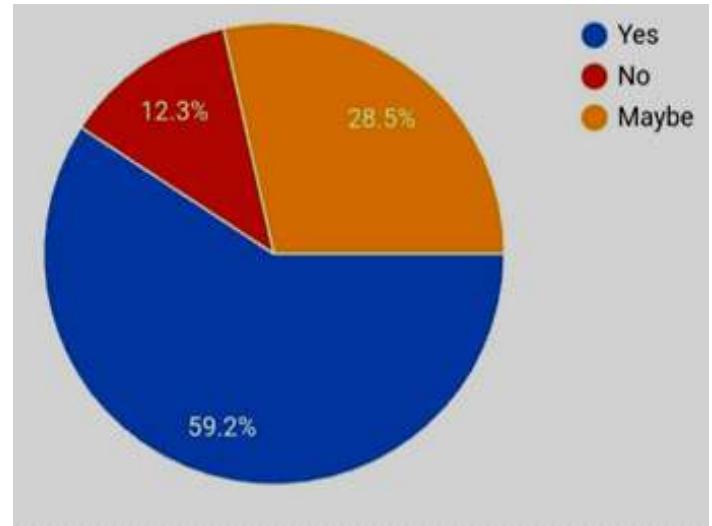
How reliable do you think institutions can rely on radio jingles in admission awareness creation?



Source: Survey Questionnaire (2023)

This chart shows the descriptive analysis that 61% respondents are VERY RELIABLE, 26.8% respondents are SOMEWHAT RELIABLE, 7.8% respondents DON'T KNOW while other respondents fall under the category of NOT RELIABLE.

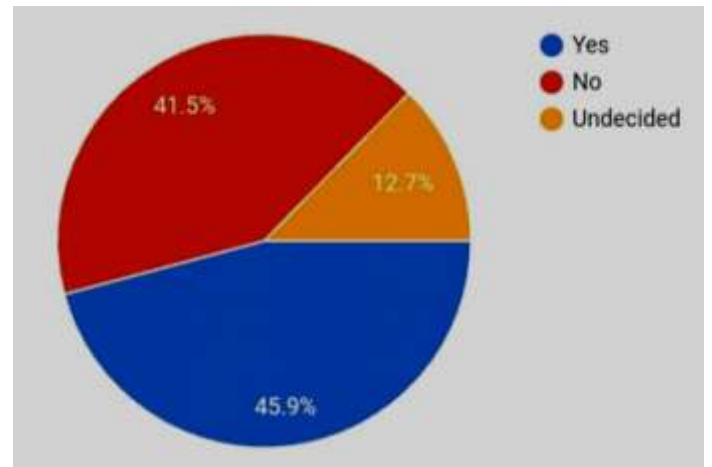
Do you think radio jingles and admission awareness have closely related influence on student's enrolments into Westland Polytechnic?



Source: Survey Questionnaire (2023)

Analysis: From the chart above, it can be deduced that 59.2% respondents responded YES, 12.3% respondents responded NO while 28.5% responded MAYBE.

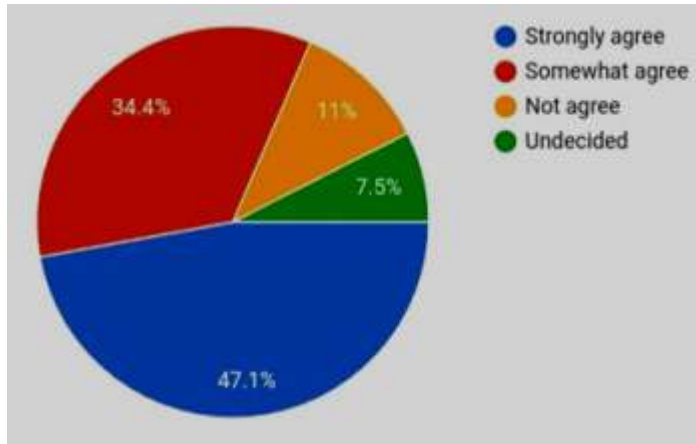
Do you get informed, aware about school information through jingles on radio?



Source: Survey Questionnaire (2023)

45.9% respondents responded YES, 41.5% respondents responded NO while 12.7% respondents responded are UNDECIDED. This shows that majority of the respondents get informed and aware about school information through radio.

Belief that radio jingles is effective and efficient for students enrollment into tertiary institutions?

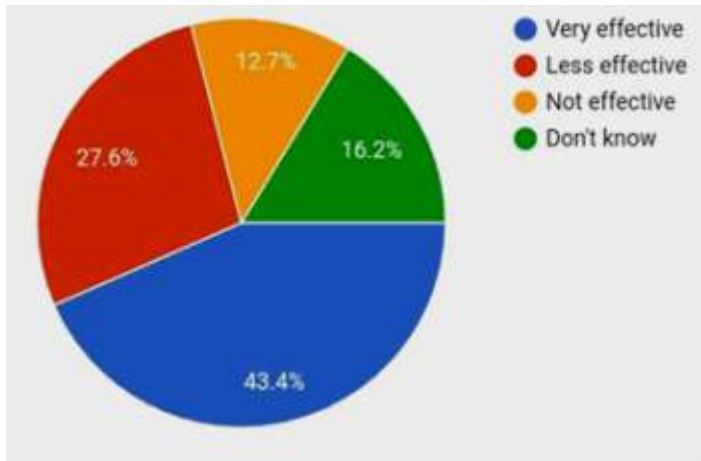


Source: Survey Questionnaire (2023)

Analysis:

This chart above explained that 47.1% respondents STRONGLY AGREE, 34.4% respondents SOMEWHAT AGREE, 11% respondents responded NOT AGREE while 7.5% respondents are UNDECIDED. This shows that majority of the respondents believed that radio jingle is effective and efficient.

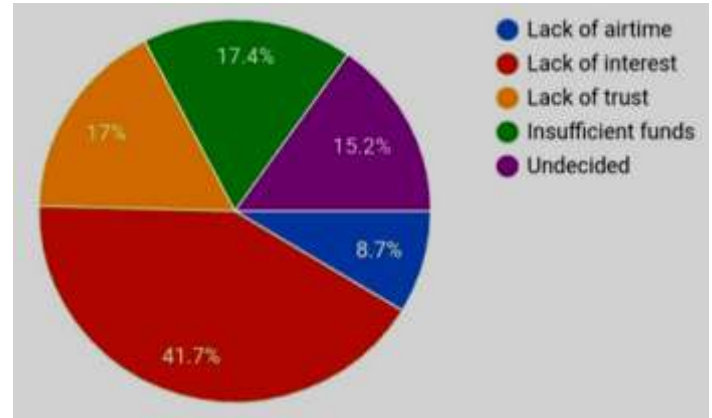
How effective do you think radio jingles is in students enrollments into Westland Polytechnic?



Source: Survey Questionnaire (2023)

From the chart above 43.4% respondents responded VERY EFFECTIVE, 27.6% respondents responded LESS EFFECTIVE, 12.7% respondents responded NOT EFFECTIVE while 16.2% falls under the category of DON'T KNOW.

What do you think can hinder management of an institution not to go for radio jingles to create admission awareness?



Source: Survey Questionnaire (2023)

In figure 22 above, 41.7% respondents responded LACK OF INTEREST, 17.4% respondents responded INSUFFICIENT FUNDS, 15.2% respondents are UNDECIDED, 17% respondents responded LACK OF TRUST while 8.7% respondents responded LACK OF AIRTIME.

Discussion of Findings

Research Question One: How effective are radio jingles in influencing students' decision to enrol at Westland Polytechnic, Ilobu, Osun State?

Figure 4,5, and 6 answered this research question. Accordingly, majority of the respondents (85) respondents responded that they are aware of what radio jingles mean, while in Figure 7, 80.5% respondents have listened to jingles on radio before. This shows that most of the respondents are knowledgeable about what jingles mean on radio. In figure 8, most of the respondents (59.9%) believed that radio jingles have effect on the students enrollment into tertiary institutions.

Research Question Two: To what extent do students rely on radio jingles as a source of information for admission into tertiary institutions?

Fig 12, 13 and 14 have answered this research question as majority of the respondents from Fig.12 (40.1%) STRONGLY AGREE that radio jingles help in creating admission awareness, (31%) respondents SOMEWHAT AGREE, 19.4% respondents DISAGREE while a considerable number of respondents(9.5%) falls under the category of DON'T KNOW. This analysis shows that majority of the respondents believed that radio jingles create admission awareness for students enrollments into Westland Polytechnic. In Fig 13,(63.5%) respondents are VERY CONFIDENT, 6.4%

respondents falls under the category of DON'T KNOW. In Fig 14, it shows the descriptive analysis that 61% respondents are VERY RELIABLE, 26.8% respondents are SOMEWHAT RELIABLE, 7.8% respondents DON'T KNOW while other respondents falls under the category of NOT RELIABLE. From the data contained in the responses above, it can be deduced that radio jingles help in creating admission awareness for students enrollment into tertiary institutions.

Research Question Three: What is the impact of radio jingles on student enrollment at tertiary institutions in Osun State, with a specific emphasis on Westland Polytechnic?

Figure 15 have answered this research question as majority of the respondents (59.2%) respondents responded YES that there is correlation between radio jingles and admission awareness among students in Westland Polytechnic, (12.3%) respondents responded NO that there is no correlation between radio jingles and admission awareness while a considerable number of respondents (28.5%) responded MAYBE that they did not know. From the analysis above, it is unarguably that there is correlation between radio jingles and admission awareness among students into Westland Polytechnic.

Research Question Four: What are the challenges associated with the utilization of radio jingles for promoting student enrollment at Westland Polytechnic in Ilobu, Osun State?

Figure 16 and 17 have answered this research question. Accordingly, minority of the respondents (35.2%) responded YES that students depend on radio jingles, (53.5%) respondents responded NO that students did not depend on radio jingles. This analysis analyzed that majority of the respondents do not depend on radio jingle to get information. In fig. 17, (45.9%) respondents responded YES that they get informed about school admission through radio jingles, (41.5%) respondents responded NO that they did not get informed through radio jingles. This shows that majority of the respondents get informed and aware about school information through radio. From the percentage gotten from the responses, it can be deduced that majority of the respondents get informed about admission awareness through radio jingles.

Research Question Five: How do radio jingles contribute to the effectiveness of promotional efforts for student enrollment at Westland Polytechnic, and what is their influence on enrollment rates in the institution?

Fig. 18, 19, 20, 21 and 22 answered this research question. Majorly, fig. 18 explained how effective and efficient radio jingles is in enrollment of students into

tertiary institutions. (47.1%) respondents STRONGLY AGREE that radio jingles is effective, (34.4%) respondents SOMEWHAT AGREE that radio jingles is efficient. This shows that majority of the respondents believed that radio jingle is effective and efficient. In fig. 19, (43.4%) respondents responded that radio jingles is VERY EFFECTIVE while (12.7%) respondents responded that radio jingles is NOT EFFECTIVE. Fig. 20 analyzed that (82.5%) respondents responded that radio jingles will be VERY USEFUL in the nearest future for enrollment of students into tertiary institutions.

Furthermore, In Fig. 21, (27.9%) respondents responded that NOT PAYING ATTENTION TO PROGRAMMES is what makes students to get less information about school admission on radio through jingles, (57.2%) respondents responded that LOW INTEREST IN LISTENING TO RADIO is what makes students to get less information about school admission on radio through jingles, (12.7%) respondents responded that INTERNET INTERFERENCE is what makes students to get less information about school admission on radio through jingles. Finally, In figure 22 (41.7%) respondents responded that what hinder management of an institution not to go for jingles on radio for admission awareness is LACK OF INTEREST, (17.4%) respondents responded that what hinder management of an institution not to go for jingles on radio for admission awareness is INSUFFICIENT FUNDS, 17% respondents responded that what hinder management of an institution not to go for jingles on radio for admission awareness is LACK OF TRUST while 8.7% respondents responded that what hinder management of an institution not to go for jingles on radio for admission awareness is LACK OF AIRTIME. By implication, it can be deduced that different opinions, views and perspectives are drawn out through the responses on the effectiveness of radio jingles on students enrollment into tertiary institutions in Osun State.

Above all, the findings established that Higher percentage of respondents responded that they are aware of what radio jingles mean. While Majority of respondents believed that students depend on radio jingles for admission awareness into tertiary institutions. Furthermore, the finding affirmed that higher number of respondents responded that radio jingles is very efficient and effective in creating admission awareness into tertiary institutions. While the findings of the study established that highest number of respondents believed that management of institutions can rely on jingles on radio in creating admission awareness into tertiary institutions in Osun State. While considerable number of respondents said that radio jingles is not effective enough for students enrollment into tertiary institutions into Osun State.

Conclusion

This study aimed to assess the impact of radio jingles on tertiary institution enrollment. Based on the findings, it can be concluded that radio jingles significantly influence students' decision to enroll in such institutions. The majority of respondents in this study were familiar with radio jingles and acknowledged their effect on enrollment.

Despite institutions' increased efforts in creating admission awareness through radio jingles, there remains a low level of student interest in radio programmes. Nevertheless, the study emphasizes that radio jingles play a crucial role in disseminating information about admission exercises in tertiary institutions. It calls upon institutional management to recognize radio jingles as a valuable tool for raising admission awareness.

This study, along with existing research, underscores the importance of collaboration between students and institutional management to maximize the effectiveness of radio jingles in promoting tertiary institution enrollment.

Recommendations

Since this study is on how radio jingles determined or influenced its effectiveness on students' enrollments into tertiary institutions, it is recommended for more;

1. Admission awareness by management of institution as it is known that high rate of jingle on radio will bring greater results.
2. High interest in listening to radio programme by students. Listening to radio programme by students seeking admission into tertiary institution will bring forth the effectiveness of radio jingles.
3. This study recommends that tertiary institutions should try as much as possible to have campus radio and provide necessary equipments for usage.
4. Management of tertiary institutions should put in more efforts in buying airtime for their jingle to go on air at all times.

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